

Cerve

| BRAND VISUAL
| GUIDELINE IDENTITY

INTRODUCTION

Our brand is more than just the Cerve name and logo. It's our values and reputation. The design and messaging guidelines will always help you ensure all brand expressions look, feel and sound.

Staying true to this identity and communicating consistently makes it easier to build trust and forge authentic connection with our audiences

NOTE: This manual guide is for both print and web and the guidelines listed in the manual should be followed for both

ARCHITECTURE

The logo is created using AvantGarde Bk BT Typeface.

THE LOGO SHOULD ALWAYS BE PRODUCED FROM MASTER ARTWORK

The logo is just comprised of a typeface with exclusion zone around the logo to improve its readability

Cerve



POSITIVE & NEGATIVE

Positive Version

Cerve

Negative Version

Cerve

PRIMARY COLORS

Darkslateblue

#11054e

#28177b

#e8f1f2

#11054e



#28177b



#e8f1f2

