

A I V I N

Introduction

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Amet risus nullam eget felis eget nunc. In hendrerit gravida rutrum quisque non tellus. Integer quis auctor elit sed vulputate. Nec feugiat in fermentum posuere urna nec tincidunt praesent semper. Enim nunc faucibus a pellentesque sit amet. A erat nam at lectus urna dui convallis convallis. Sed id semper risus in hendrerit gravida rutrum quisque non. Lacus laoreet non curabitur gravida arcu. Non odio euismod lacinia at. Lacus sed turpis tincidunt id aliquet risus. Enim sit amet venenatis urna cursus eget nunc scelerisque. Pharetra sit amet aliquam id. Elementum tempus egestas sed sed risus pretium quam vulputate dignissim. Urna neque viverra justo nec ultrices. Mattis pellentesque id nibh tortor id aliquet lectus proin nibh. Urna dui convallis convallis tellus id interdum velit laoreet. Sed cras ornare arcu dui vivamus arcu felis bibendum. Egestas egestas fringilla phasellus faucibus.

Maecenas accumsan lacus vel facilisis volutpat est velit egestas dui. Laoreet non curabitur gravida arcu ac tortor dignissim. Pellentesque eu tincidunt tortor aliquam nulla facilisi cras fermentum. Vel pharetra vel turpis nunc eget lorem dolor sed viverra. Tincidunt id aliquet risus feugiat in ante metus dictum. Viverra tellus in hac habitasse platea dictumst. Cum sociis natoque penatibus et magnis dis parturient montes. Mollis aliquam ut porttitor leo a diam sollicitudin tempor id. Maecenas sed enim ut sem viverra aliquet eget. Aliquam ut porttitor leo a diam. Risus ultricies tristique nulla aliquet enim tortor at. Mi ipsum faucibus vitae aliquet nec ullamcorper sit.

Id faucibus nisl tincidunt eget. Tristique senectus et netus et. Adipiscing enim eu turpis egestas pretium aenean pharetra. Magnis dis parturient montes nascetur ridiculus mus. Sit amet cursus sit amet dictum sit. Arcu non odio euismod lacinia at quis. Consequat interdum varius sit amet. Mus mauris vitae ultricies leo integer malesuada. Ac placerat vestibulum lectus mauris. In cursus turpis massa tincidunt dui ut. Diam sollicitudin tempor id eu nisl nunc mi.

Enim blandit volutpat maecenas volutpat blandit aliquam. Mattis molestie a iaculis at erat pellentesque adipiscing commodo. Nulla pharetra diam sit amet nisl suscipit. Ornare arcu dui vivamus arcu felis. Nec tincidunt praesent semper feugiat nibh sed pulvinar proin gravida. Cursus risus at ultrices mi tempus. Nulla aliquet porttitor lacus luctus accumsan tortor posuere. Urna neque viverra justo nec. Ultrices mi tempus imperdiet nulla malesuada pellentesque. Mi proin sed libero enim sed faucibus. Arcu non sodales neque sodales ut etiam sit. Id porta nibh venenatis cras sed felis eget. Convallis posuere morbi leo urna molestie.

● ● ● **Brand Essence** 01

● ● ● **The logo** 03

● ● ● **Logo treatment** 07

● ● ● **Color palette** 13

● ● ● **Typography** 16

● ● ● **Applications** 19

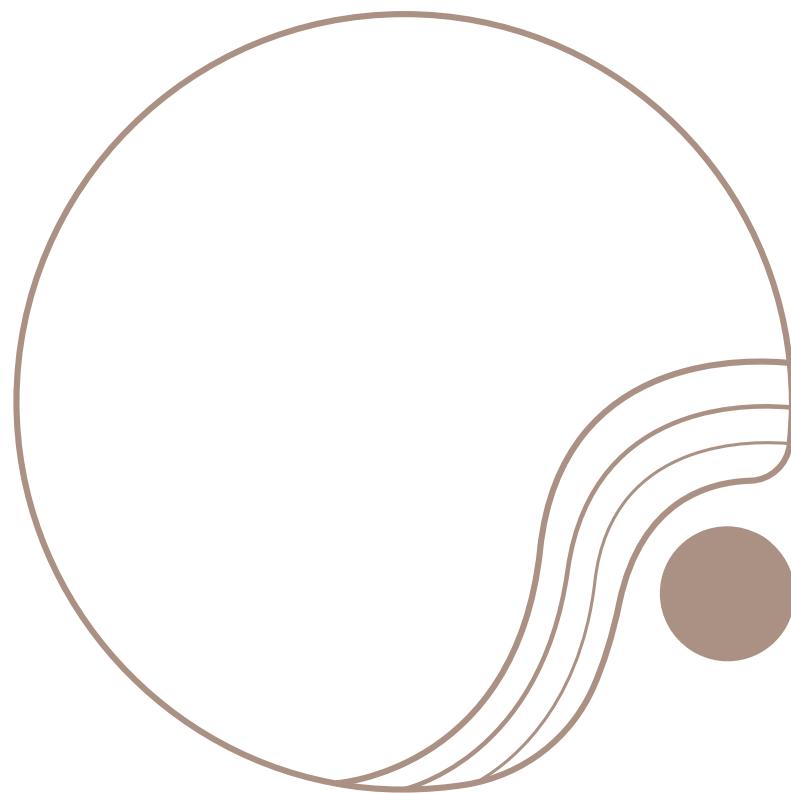
Contents

Brand Essense



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Amet risus nullam eget felis eget nunc. In hendrerit gravida rutrum quisque non tellus. Integer quis auctor elit sed vulputate. Nec feugiat in fermentum posuere urna nec tincidunt praesent semper. Enim nunc faucibus a pellentesque sit amet. A erat nam at lectus urna duis convallis convallis. Sed id semper risus in hendrerit gravida rutrum quisque non. Lacus laoreet non curabitur gravida arcu. Non odio euismod lacinia at. Lacus sed turpis tincidunt id aliquet risus. Enim sit amet venenatis urna cursus eget nunc scelerisque. Pharetra sit amet aliquam id.

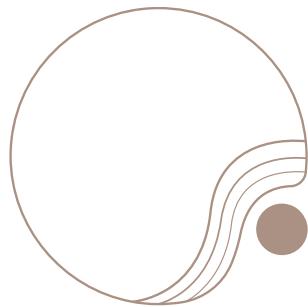


A I V I N

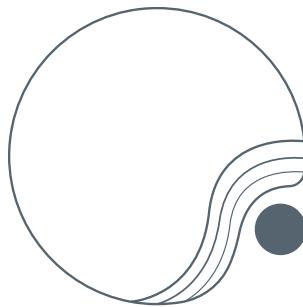


Logo

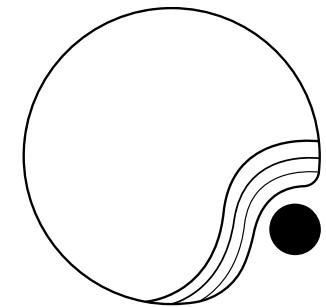
This section explains the philosophy of the Logo, and details about basic sets of guidelines on how to use the logo. It also specifies the Do's and Don'ts of the brand AIVIN's logo. This is to ensure that the identity is used in a consistent manner across all media, without diluting its essence.



AIVIN



AIVIN



AIVIN

Stroke size of the outer circle - 2pt

Stroke size of inner waves - 1pt, 1.5pt, 2pt



The design features a harmonious blend of elements, with a circular dot symbolizing metal and the waves representing the dynamic energy inherent in AIVIN's work with metals. The larger stroke ellipse encapsulates the concept of boundaries and space, conveying a sense of precision and completeness. This logo harmoniously captures the synergy between metal, energy, and spatial considerations that define AIVIN's commitment to quality in the world of door hardware.



Safe zone / Clearance space

This section explains the philosophy of the Logo, and details about basic sets of guidelines on how to use the logo. It also specifies the Do's and Don'ts of the brand AIVIN's logo. This is to ensure that the identity is used in a consistent manner across all media, without diluting its essence.



3

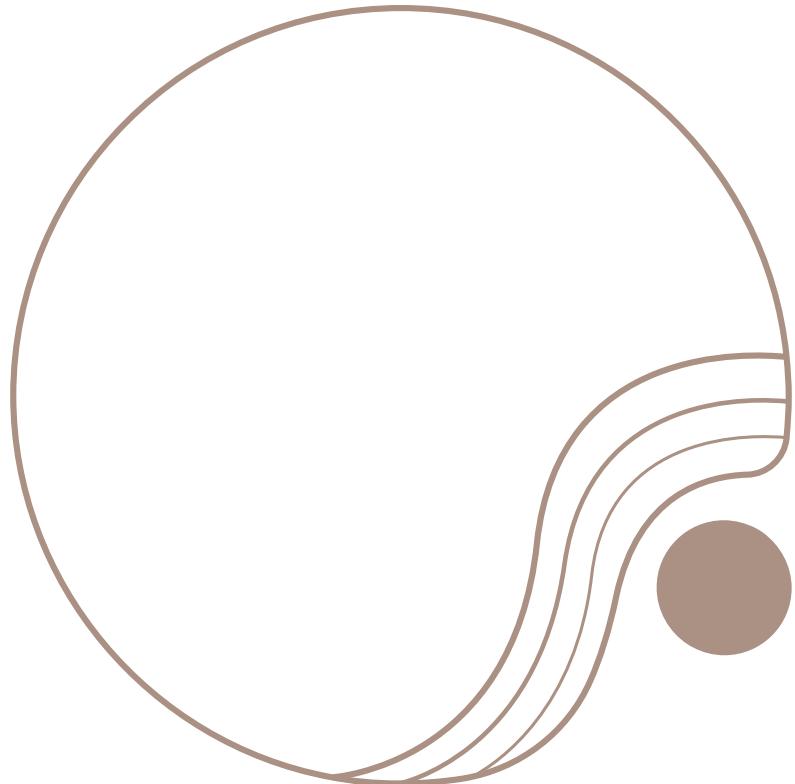
Logo Treatment



Follow the provided guidance in order to select the most appropriate variation for usage scenario.

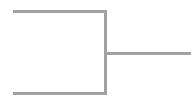
In all usage situations; select the logo version that offers most visual contrast against the background color and/or image.

This ensures proper readability of the logo.



Logo Symbol

A I V I N



Wordmark

All Metal Energy



Tagline



Alternate Configuration/ Minimum Size

The Aivin signature identity is designed with two variations—First, a standard, preferred vertical configuration, as shown on left page, and Second, the alternate vertical configuration which may be used when there is less vertical space, which is just logo symbol.

The full signature (preferred) of the logo can be used upto a smallest size of 20px to 30px tall, as shown alongside. The width may vary depending on the script used. For optimum visibility of the identity, it is advisable to not to use this configuration smaller than 20px height.

There may be situations where, the vertical space may not be enough for optimum visibility. In such cases the alternate configuration of the signature may be used. In case the identity is to be used in a further smaller size, it is recommended to use only the logo (without the text/identifier).

Maximum Sizing for small logo

144px Wide_Approx



(or approx_2inches)

Minimum Sizing for small logo

90px Wide_Approx



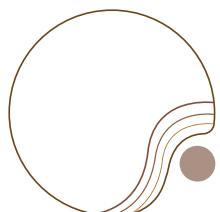
(or approx_1.5inches)



Do and Dont's

Exercise care when using logo of AIVIN. Do not modify, change or alter any of the logo elements (color, typeface, proportion, etc.).

There are few examples of what NOT to do with logo.



AIVIN

Do not convert logo into multiple color



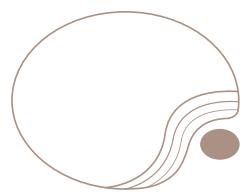
AIVIN

Do not change the transparency of the logo



AIVIN

Do not use drop shadow or any other effects



AIVIN

Do not Squeeze or distort the logo to fit into any space. Always maintain the ratio of the logo.

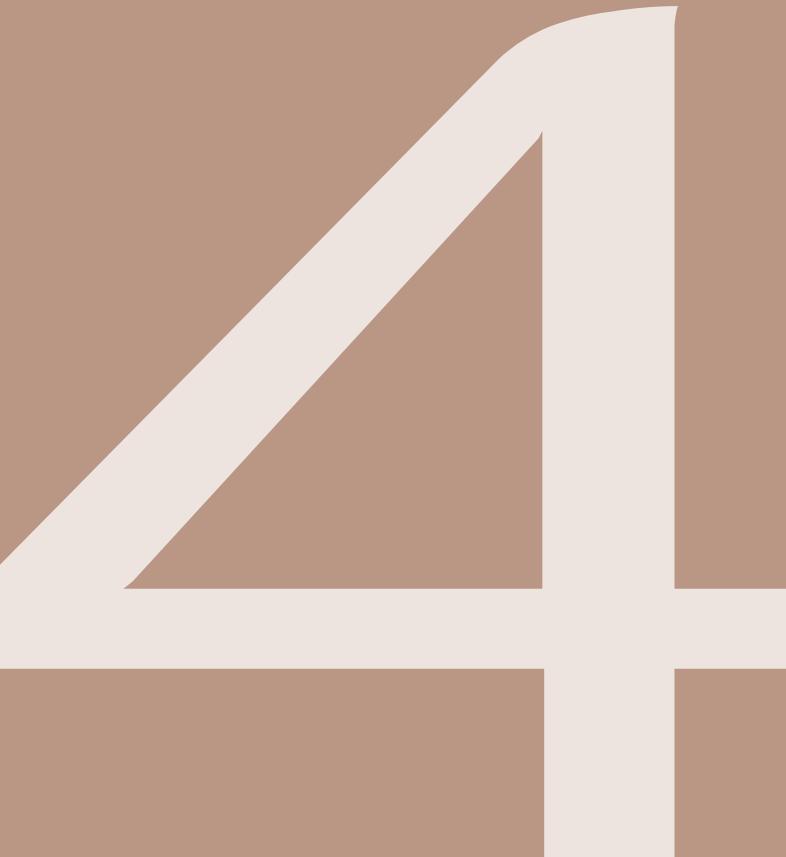


Do not use the logo on similar color backgrounds.



AIVIN

Do not crop the logo.



Logo Colors

The core colors consist of Metallic colors. Main logo color is X, Y and Z to signify the modern and sophisticated nature of the Brand, as well as the classic look contributes to the craft that has been portrayed.



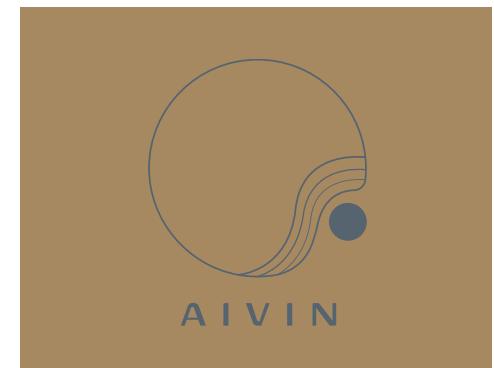
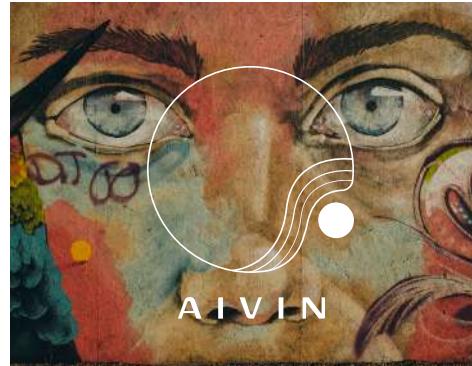
CMYK - 66, 53, 48, 21
RGB - 85, 100, 110
HEX - #55646E



CMYK - 34, 40, 46, 2
RGB - 170, 145, 131
HEX - #AA9183



CMYK - 72, 66, 65, 74
RGB - 32, 32, 32
HEX - #202020



The one-color logo should be used on photograph and only this color background.

The one color logo should be on black and white backgrounds.

Typography



Typography :

Genos

Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0123456789

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Extra Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 0123456789

Extra Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Medium Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 0123456789

Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Semibold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Thin Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 0123456789

Bold Italic

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Might

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Extra light Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 0123456789

Extra Bold Italic

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Light Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 0123456789

Black Italic

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Typography :

Lato

Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Extra Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Thin Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789*

Light Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789*

Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789*

Medium Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789*

Semibold Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789*

Bold Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789***

Extra Bold Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789***

Black Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789***

A large, stylized number '5' is positioned on the left side of the slide. It is composed of three overlapping rounded rectangles: a light beige rectangle at the bottom, a brown rectangle in the middle, and a white rectangle at the top. The '5' is oriented vertically.

Applications





AIVIN







AIVIN

All Metal Energy