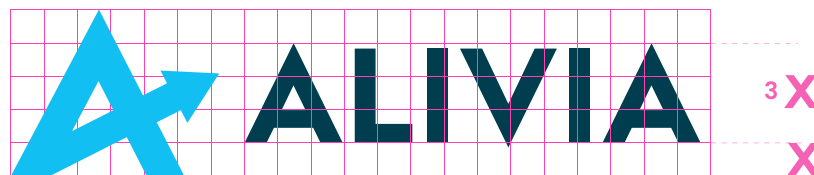**ALIVIA**

Logotyp Alivia

informacja dla mediów

1. Main logotype

2. Main logotype construction

Alivia logo uses Hurme Geometric Sans 1 font with tracking of 10 units. Height of logo corresponds to height of A letter in word ALIVIA which is 2/5 of its full height.
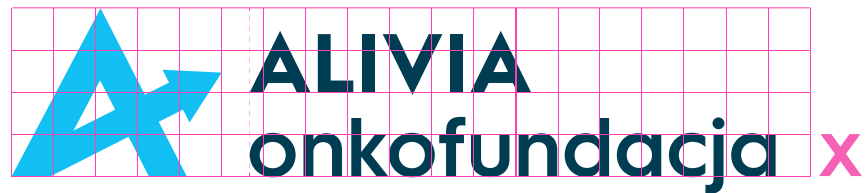
3. Safe space

Safe space is a minimal distance from the edges of application or the nearest object placed next to the logotype. Safe space is equal to height of letters which is 2/5 of logo full height.

ALIVIA

4. Extended logo

Extened logo is used wherever contects
of category is important or where we
want to empasises the type of fundation.
Color of typography is consistent with
ALIVIA word.

ALIVIA
onkofundacja

5. Extened logo construction and safe space

Height and propotion of extended logo corresponds to height of typography which is 1/4 of logo full height.

ALIVIA
onkosnajper

ALIVIA
onkomapa

ALIVIA
onkoskaner

ALIVIA
oncoindex

6. Subbrands

In subbrands logo we use Hurme Geometric Sans 1 SemiBold with tracking of 5 units. Color of typography is consistent with „A" symbol.

7. Subbrands construction and safespace

Height and propotion of subbrand logo corresponds to height of typography which is 1/4 of logo full height.

ALIVIA

PANTONE 801C

C:90 M:0 Y:5 K:0

R:17 G:192 B:242

WEB: #11c0f2

PANTONE 3025C

C:100 M:0 Y:0 K:80

R:0 G:59 B:80

WEB: #003b50

PANTONE 191C

C:0 M:96 Y:37 K:0

R:236 G:35 B:108

WEB: #ec2369

13. Colors

We use three main colors in our identity system: cyan for backgrounds, links, emphaised text, dark blue for typography and visual elements and pink for web buttons and interactive accents.

ALIVIA