



2VW COMMUNICATION MANUAL

2VV logotype with protective area */basic construction/*



■ This version valid for above-line communication

2W letter type standard */use in practice/*

Basic letter type

Lucida Grande Regular /Lucida Sans Roman/

... control system on the final inspection equipment allows direct selection of products with lower or non-acceptable products...

Basic letter type - exposed

Lucida Grande Bold /Lucida Sans Bold/

Final inspection

Control system on the final inspection equipment allows direct selection of products with lower or non-acceptable products...

Title letter type

Helvetica Black Extended
/Arial Black Extended/

AVENTIS, aventis

Subtitle letter type

Helvetica Black Extended Oblique
/Arial Black Extended Italic/

...original solution with

Subtitle letter type - underexposed

Helvetica Ultra Light Extended Oblique
/Arial Light Extended Italic/

...original solution with easy

2VV motive /placing into ISO norm "A" line - Display page version/

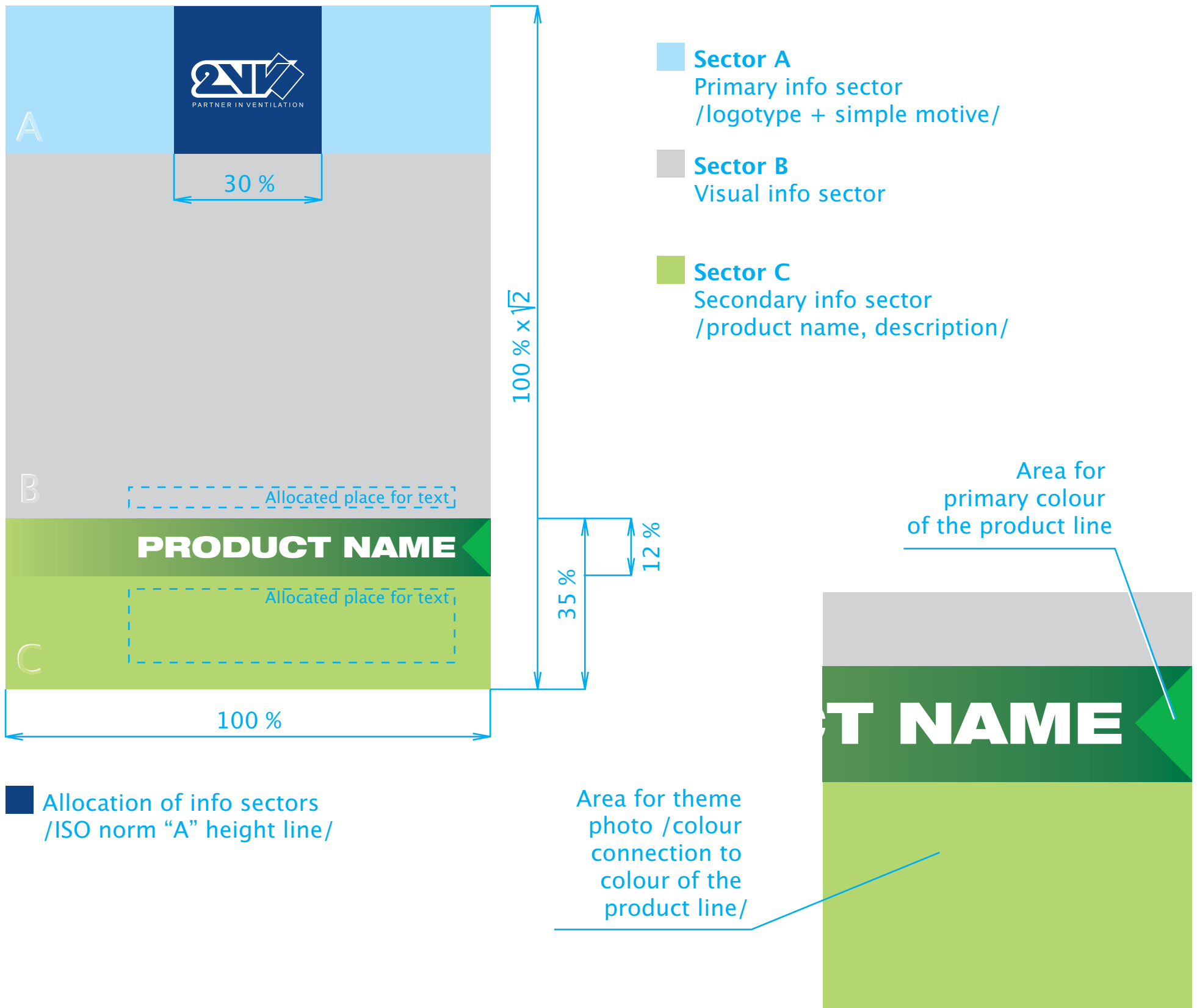


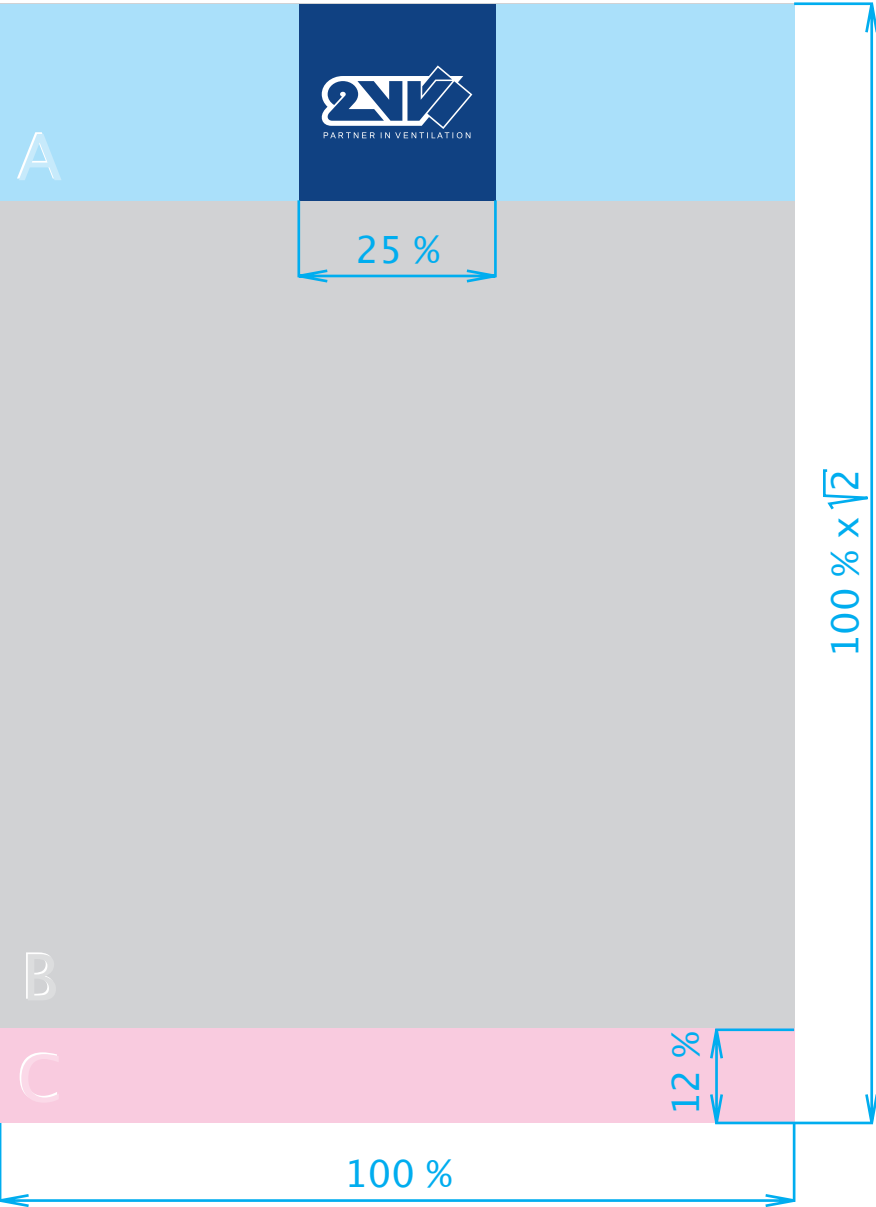
■ Placing logotype into golden centre of ISO norm "A" height line



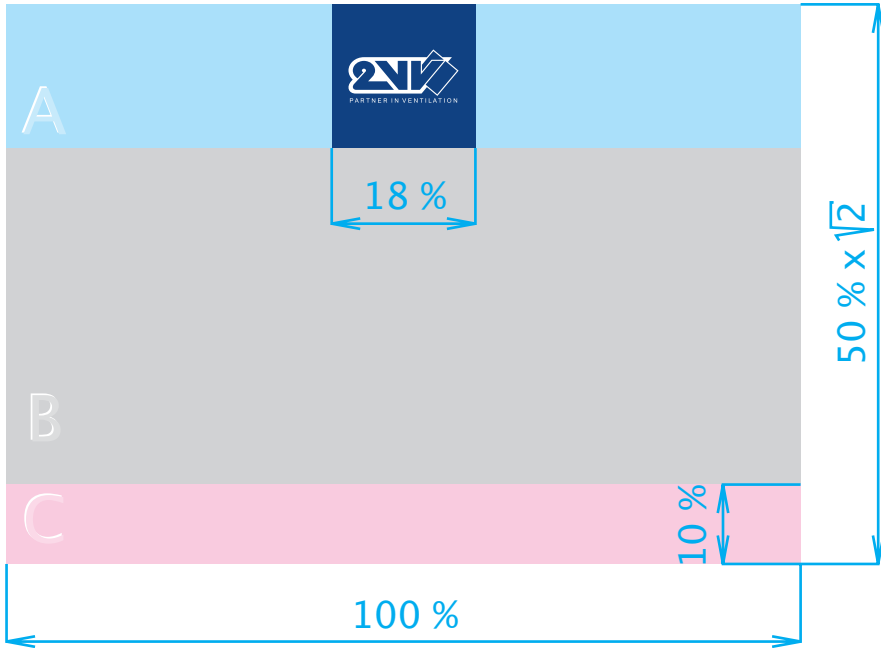
■ Placing logotype into negative golden centre of ISO norm "A" height line

2V motive /placing into ISO norm "A" line – Product page version/



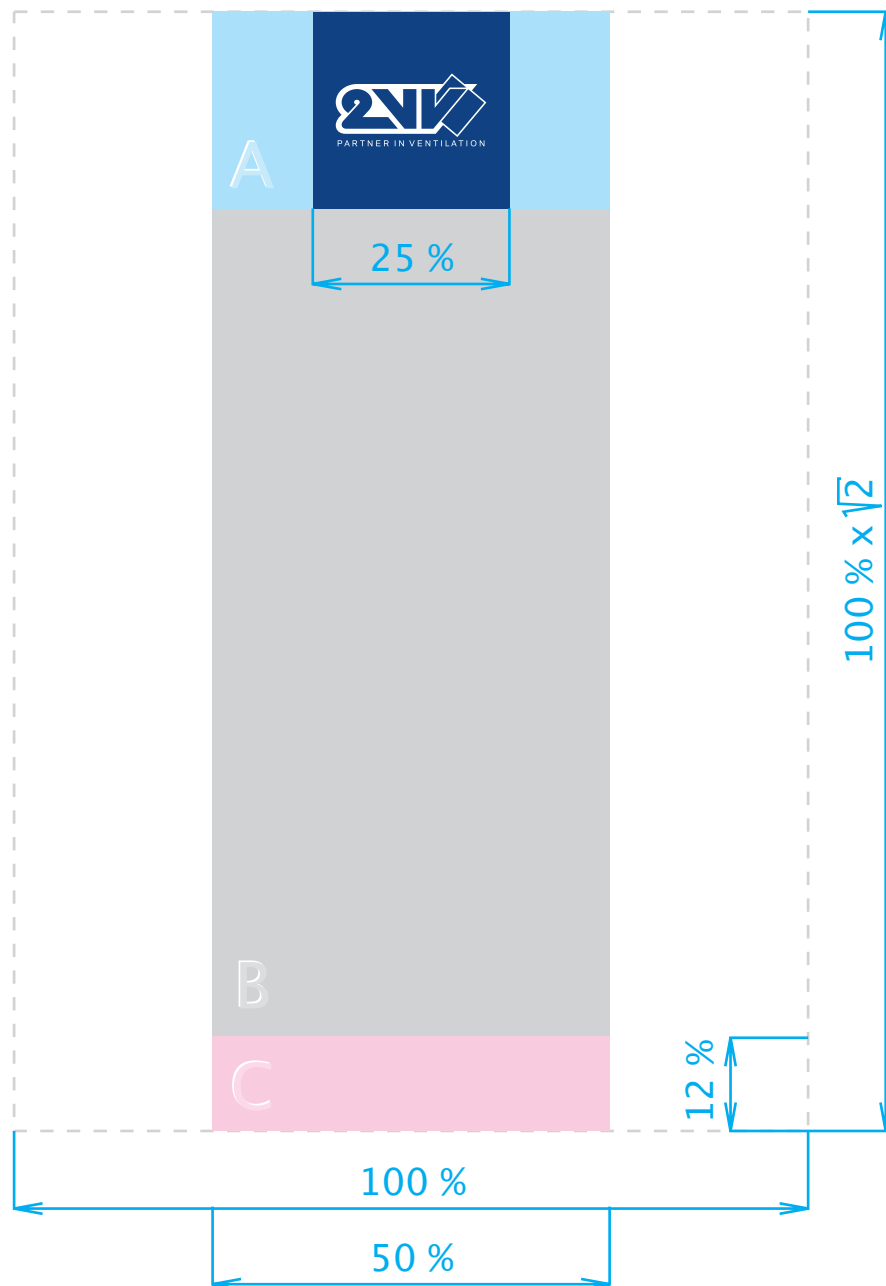


- **Sector A**
Primary info sector
- **Sector B**
Main content sector
- **Sector C**
Secondary info sector
/contact and additional info/

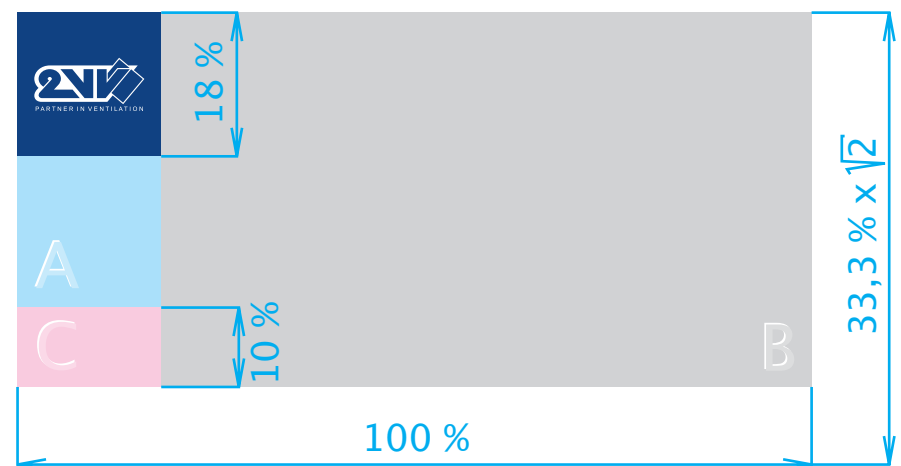


Allocation of info sectors
/ISO norm "A" height line/

Allocation of info sectors
/ISO norm "A" width line/



- **Sector A**
Primary info sector
/logotype + simple motive/
- **Sector B**
Main content sector
- **Sector C**
Secondary info sector
/contact and additional info/



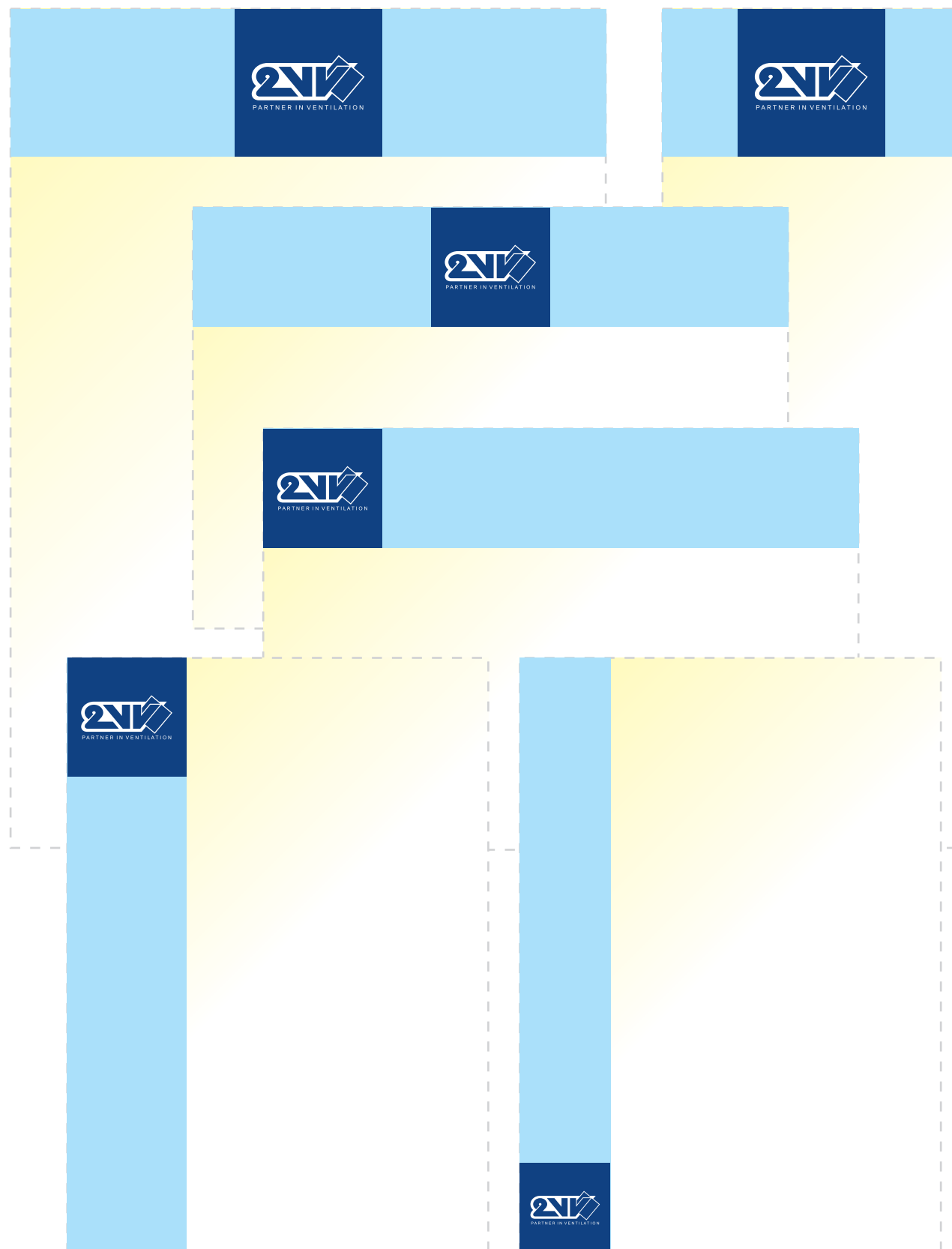
Allocation of info sectors
/ISO norm "A" height line/

- the same proportions apply also for version 1/3 page

Allocation of info sectors
/ISO norm "A" width line/

- this version is atypical and ideal to use sector B maximally compared to advertising surface

2VV motive /use of unified motive in practice/



Unified motive

Made by combination of logotype in protective area and motive with cloudy sky

This vision is main distinctive element on all documents

Logotype and motive with cloudy sky can be in double interrelation

1/ **horizontal optionally vertical**
Version where logotype allocates by its height or width the size of the motive with cloudy sky and is geometrically placed in the centre or on one of the sides

■ Area for display of cloudy sky

■ Indication of relation unified motive with the complex

2VV motive /use of unified motive in practice/

Unified motive

2/ Spacious

Version where logotype placed on the surface that center of the logotype is placed on special vertical axis for the motive

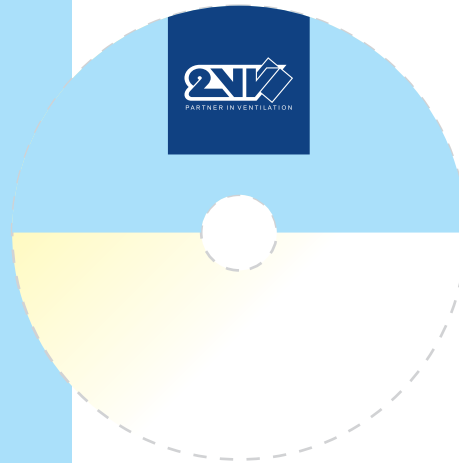
Position of the logotype on the vertical axis is in most cases dictated by “golden centre” or geometric centre

Atypical example of use is allocation of the simple motive on CD label.

Logotype is placed at top edge as the whole available area is broken by the centre circle.

■ Surface for display of motive with cloudy sky

□ Indication of relation unified motive with the complex



2V colours /logotype with protective area, change construction/



Logotype (dark blue - base)

CMYK: 100/ 81/ 11/ 15

For common print use (offset, inkjet, laser).

RGB: 47/ 50/ 117

For use on Website and electronic communication.

Pantone: 280C

For print with directive colours.

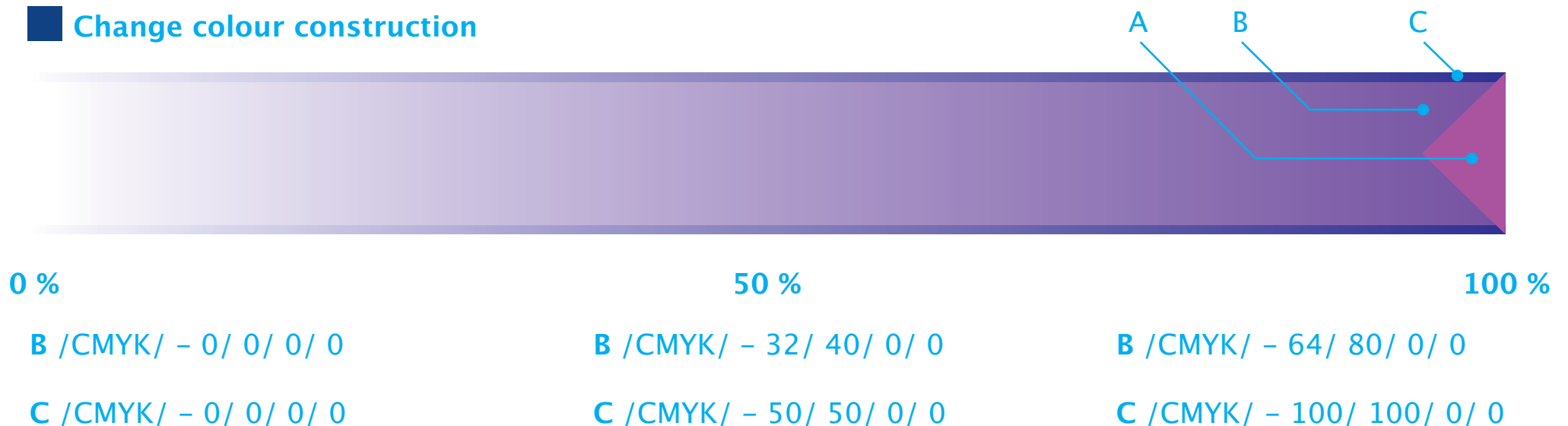
Logotype (white - graphics)

CMYK: 0/ 0/ 0/ 0

RGB: 255/ 255/ 255

A - Basic colours
B - Addition colour
C - Highlighting colour

Change colour construction



For better example values for colours B and C quoted above in linear change /0-100%/.



2VV colours */product line, secondary colours/*

Basic colour "A"



Air curtains

CMYK: 70/ 50/ 0/ 0



Air handling units

CMYK: 0/ 82/ 80/ 0



Heating units

CMYK: 0/ 27/ 79/ 0



Regulation

CMYK: 35/ 80/ 0/ 0



Fans

CMYK: 59/ 0/ 74/ 0



Components

CMYK: 0/ 0/ 0/ 40

Addition colour "B"



Air curtains

CMYK: 100/ 50/ 0/ 0



Air handling units

CMYK: 100/ 100/ 20/ 0



Heating units

CMYK: 0/ 65/ 100/ 20



Regulation

CMYK: 64/ 80/ 0/ 0



Fans

CMYK: 100/ 0/ 100/ 20



Components

CMYK: 0/ 0/ 0/ 56

Highliting colour "C"



Air curtains

CMYK: 100/ 75/ 0/ 0



Air handling units

CMYK: 100/ 100/ 44/ 0



Heating units

CMYK: 0/ 65/ 100/ 40



Regulation

CMYK: 100/ 100/ 0/ 0



Fans

CMYK: 100/ 0/ 100/ 40



Components

CMYK: 0/ 0/ 0/ 90

Colour "A" distinguish each product lines.

Colours "B" and "C" are just secondary colours for work with graphics and colour changes.



2VV logotype /slogan exposing/



PARTNER IN VENTILATION



PARTNER IN VENTILATION



2VV logotype /colours of corporation logotype in practice/

