

The Holvi Brand Book

Logo & Colors

Logo | Wordmark

The Holvi logo comprises of the wordmark and nonagon symbol. These can be used together or individually.

Primary usage is Holvi grey or white, in a vertical or horizontal composition.

The logo can also be implemented with all colours of the primary colour palette.

HOLVI WORDMARK

HOLVI

SAFE AREA



Logo | Wordmark + symbol

The Holvi logo comprises of the wordmark and nonagon symbol. These can be used together or individually.

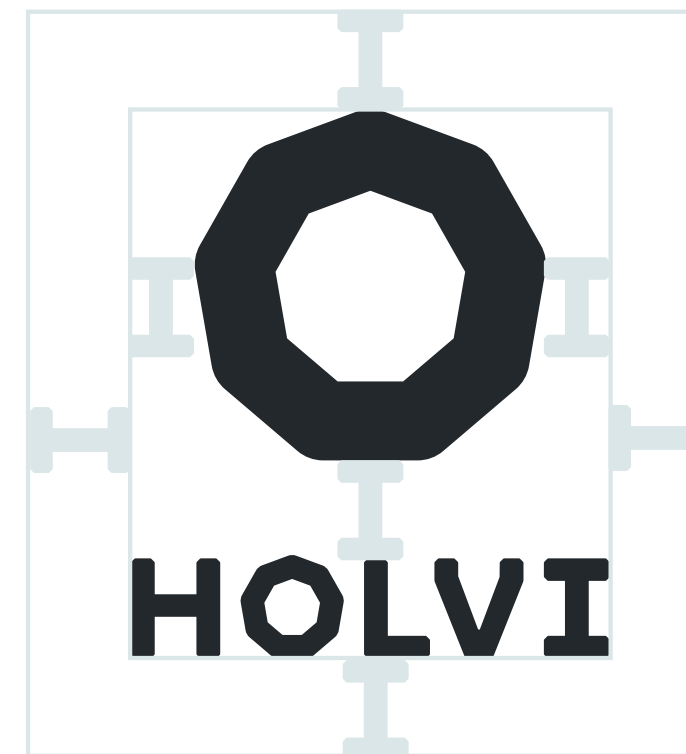
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HOLVI WORDMARK + LOGO



SAFE AREA



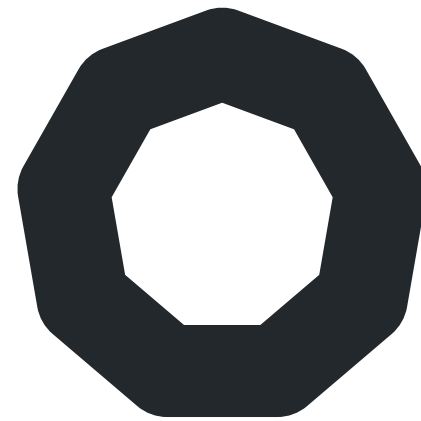
Logo | Symbol

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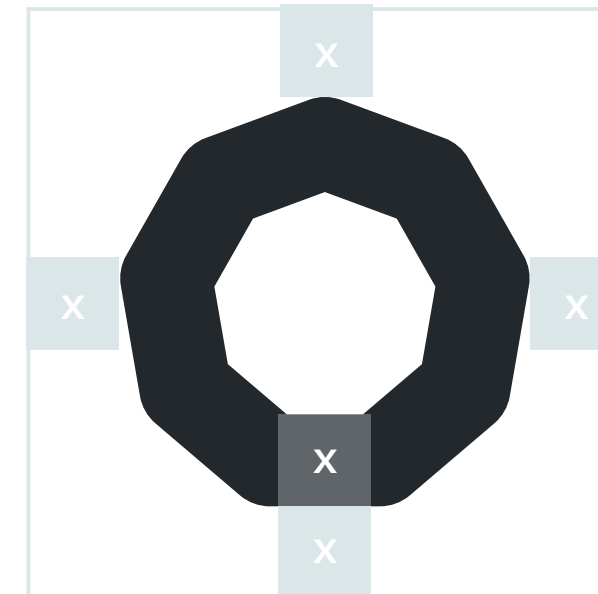
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HOLVI LOGO



SAFE AREA



Colours of Holvi

The primary colours consists of the 6 core hues on which the graphic identity is based. The 6 colours are all bright and visually equal and can be used combined with other primary or secondary colours as outlined in this document.

The supplementary colours can be used to support the primaries and where more colors are needed. They should never be used as a base color

Neutral colours provide contrast with the vibrancy of the palette. It should be used for headline and body typography on all communication pieces. It can also be used in illustrations and icons to tone down colorfulness of the shapes.

Pure black should never be used.

Primary colours



#FDF86E
R250 G248 B110
C2 M0 Y59 K0
PMS 602



#FFBD9C
R255 G190 B158
C0 M29 Y40 K0
PMS 1555



#F06E84
R240 G110 B132
C0 M72 Y30 K0
PMS 1777 C



#E895C3
R232 G149 B195
C M Y K
PMS -



#BBE5EE
R187 G229 B238
C35 M0 Y2 K0
PMS 304



#69D1CC
R105 G209 B204
C54 M0 Y20 K0
PMS 325

Supplementary colours



#DDE2E7
R221 G226 B231



#FF5F0E
R255 G95 B14



#D71C5B
R215 G28 B91



#8E348B
R142 G52 B139



#385BAE
R237 G242 B247



#064545
R6 G69 B69

Neutral colours



#23282D
R35 G40 B45



#D1DEE0
R196 G213 B217



#D1DEE0
R208 G221 B225



#DBE5E8
R220 G230 B232



#E8EDF0
R232 G237 B240



#F2F7F7
R243 G247 B247