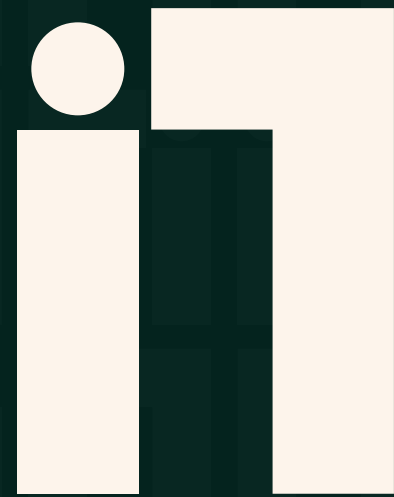




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corporate identity manual

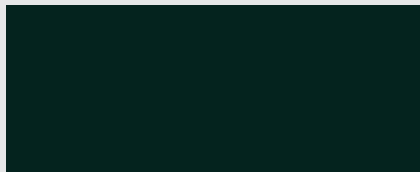
LOGO DESIGN



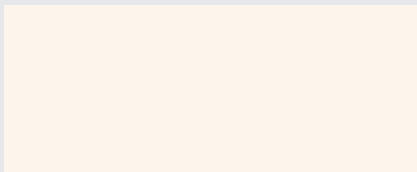
LOGO SIZE AND SPACING



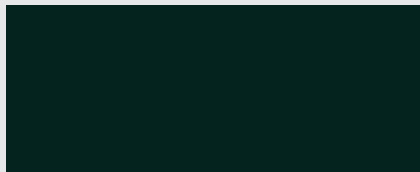
LOGO PRIMARY COLOUR PALETTE



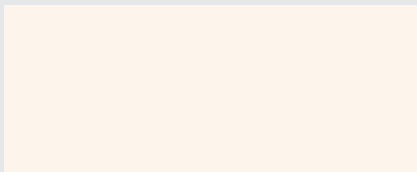
C 84 M 58 Y 69 B 100



C 0 M 3 Y 6 B 0



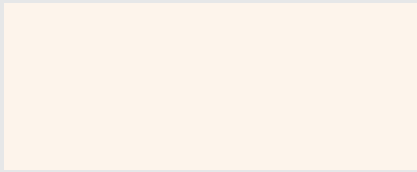
R 4 G 35 B 30



R 253 G 244 B 235



#04231E



#FDF4EB

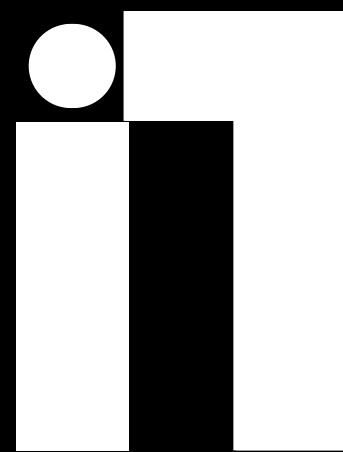
LOGO APPLICATION - COLOUR



LOGO APPLICATION - REVERSED OUT



LOGO APPLICATION - ONE COLOUR REVERSED OUT



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Fonts logo

NIKEA (AVAILABLE IN IDENTITY PACK)

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ
ABCDEFGHIJKLMNO
PQRSTUVWXYZ 1234567890**



Family **BOLD**

RED HAT DISPLAY (AVAILABLE FROM GOOGLE FONTS)

ABCDEFGHIJKL
 MNOPQRSTUVWXYZ
 abcdefghijklmnopq
 rstuvwxyz 1234567890

Aa

Family	Light	Bold
	<i>Light Italic</i>	<i>Bold Italic</i>
	Regular	Extra Bold
	<i>Regular Italic</i>	<i>Extra Bold Italic</i>
	Medium	Black
	<i>Medium Italic</i>	<i>Black Italic</i>

LOGO DO'S AND DONT'S

Colour **X**



Composition **X**



Font **X**



Spacing **X**



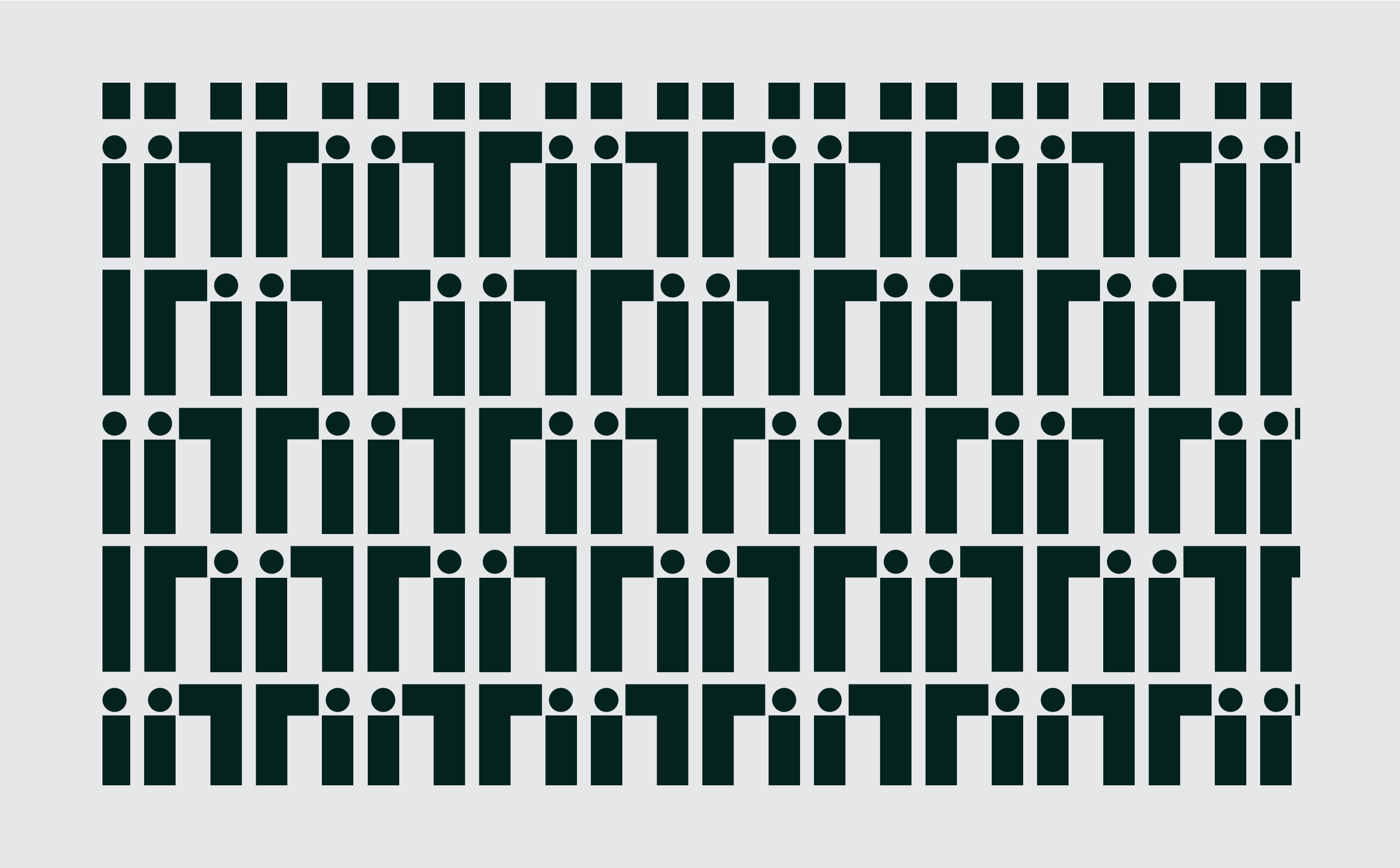
Distortion **X**



Icon Manipulation **X**



BACKGROUND PATTERN - CREATED FROM INNOVIVA ICON



CORPORATE STATIONERY LETTERHEAD



CORPORATE STATIONERY EMAIL SIGNATURE

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Accra – info@innoviva.com

CORPORATE STATIONERY X







Edit profile

INNOVIVA GROUP



@innovivagroup

We build, We Create, We Innovate

1,825 Following

791 Followers