



BRAND MANUAL



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DVA

.01

INTRODUCTION



This manual of visual identity systematizes the uses and applications of the DVA brand for the Latin American market.

Based on the graphic attributes of the global brand, a series of adjustments were developed in order to adapt the brand's visual expressions to a new territory and to the cultural perceptions of local consumers.

The first step in this adaptation process was the typography change, and the second step was the definition of a new color.

Logotype Grid

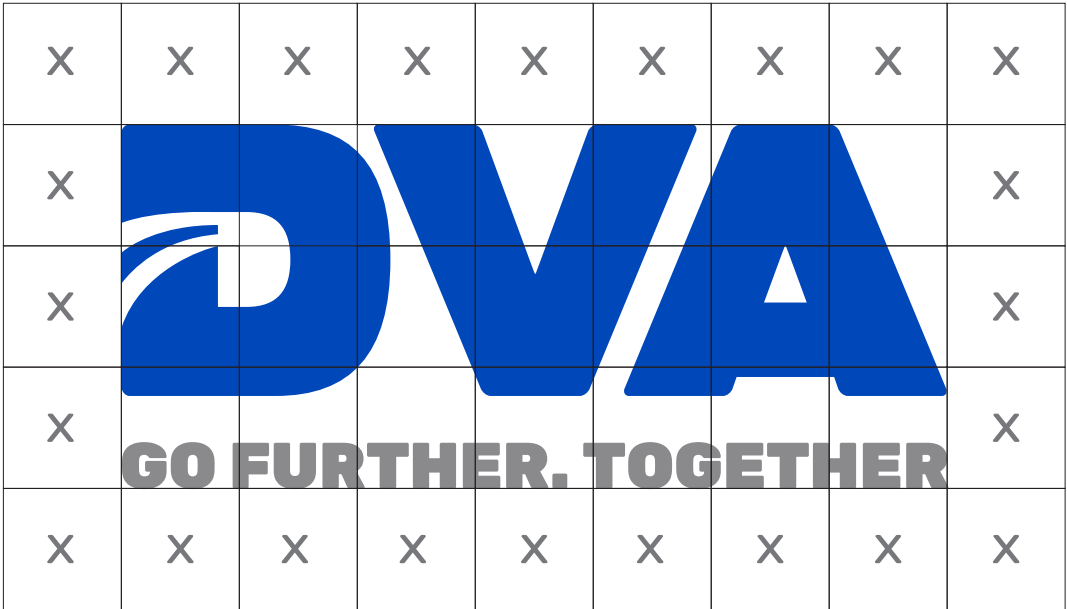
The exclusion zone around the logotype must be at least x

Minimum Size

The height of the logo with the slogan should be no less than 2.5 centimeters, and 1.5 centimeters without the slogan.



1. Free space



Minimum Size



Logo typography font

Typography is another visual attribute of the brand image, and this Manual defines a family of mandatory uses for different messages.



Rubik Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Typography variables

These pages define the variables light, light italic, regular, italic, medium, medium italic, bold, bold italic, black, black italic.



Rubik Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Rubik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Rubik Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Rubik Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Rubik Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Rubik Light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Rubik Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Rubik Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Rubik Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Rubik Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Color logotype

A standard color palette that must be used in its chromatic composition has been established; it cannot be replaced by any other.

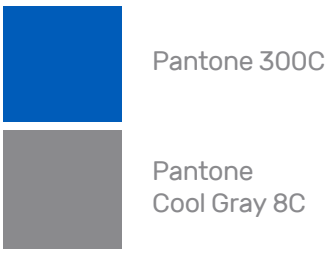
The technical composition of the institutional colors is specified according to the regulations of the Pantone code with its equivalent in the four-color ink printing system (CMYK). The chromatic range for editing in digital formats (RGB) is also presented.

DVA

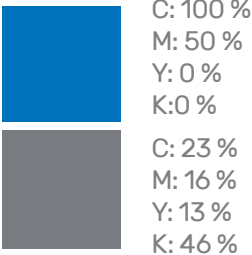
USE OF COLORS

Corporate brand, 2 colors.

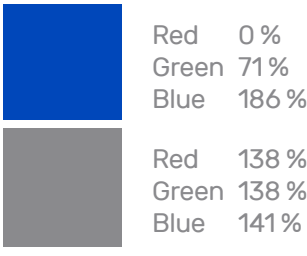
PRINT PANTONE



CMYK



DIGITAL



White and black logotype



USE OF COLORS

1 color logo

1 color logo, inverted over black background



	Pantone Neutral BlackC	
	Cyan	70,98 %
	Magenta	65,89 %
	Yellow	64,52 %
	Black	72,34 %

Forbidden uses of the vertical logotype

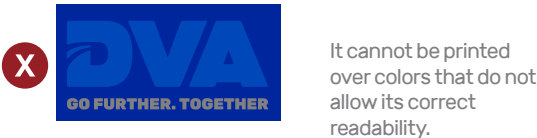
The effectiveness of the institutional identity depends, among other things, on the stable application of the brand, it is necessary to take into account the most frequent incorrect uses that the isologotype can suffer in order to avoid them. The following examples serve as a reference of the NOT allowed uses of the brand.



Correct use of the logotype



Incorrect use of the logotype



Forbidden uses of the vertical logotype

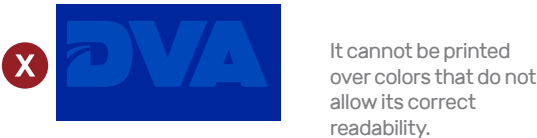
The effectiveness of the institutional identity depends, among other things, on the stable application of the brand, it is necessary to take into account the most frequent incorrect uses that the isologotype can suffer in order to avoid them. The following examples serve as a reference of the NOT allowed uses of the brand.



Correct use of the logotype



Incorrect use of the logotype



Logotype on colored background

When the logo is applied over a colored background it must be white or black depending on the contrast with the background.

Never use a white outline to highlight the logo over the background.



APPLICATION
ON DIFFERENT COLOR
BACKGROUNDS

 ✓	 ✓	 ✓	 ✓	 ✓	 ✓	 ✓	 ✓
 ✓	 ✓	 ✓	 ✓	 ✓	 ✓	 ✓	 ✓
 ✗	 ✗	 ✗	 ✗	 ✗	 ✗	 ✗	 ✗
 ✗	 ✗	 ✗	 ✗	 ✗	 ✗	 ✗	 ✗

Application on photographic background

Whenever the logo is used on a photograph, the background must be white or black, or the logo must be placed with its respective container based on the contrast with the background. Never use a white outline to highlight the logo over the background.

DVA APPLICATION ON DIFFERENT COLOR BACKGROUNDS



.02

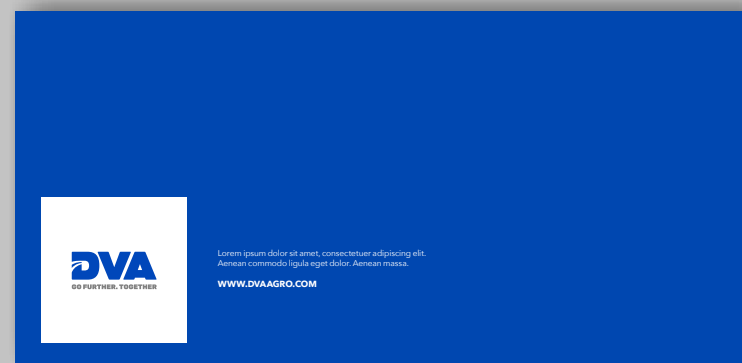
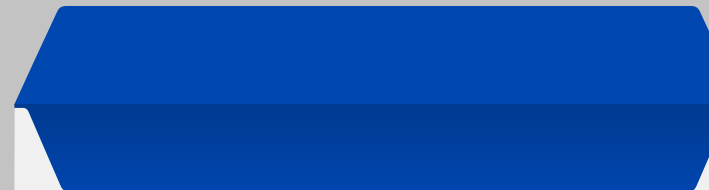
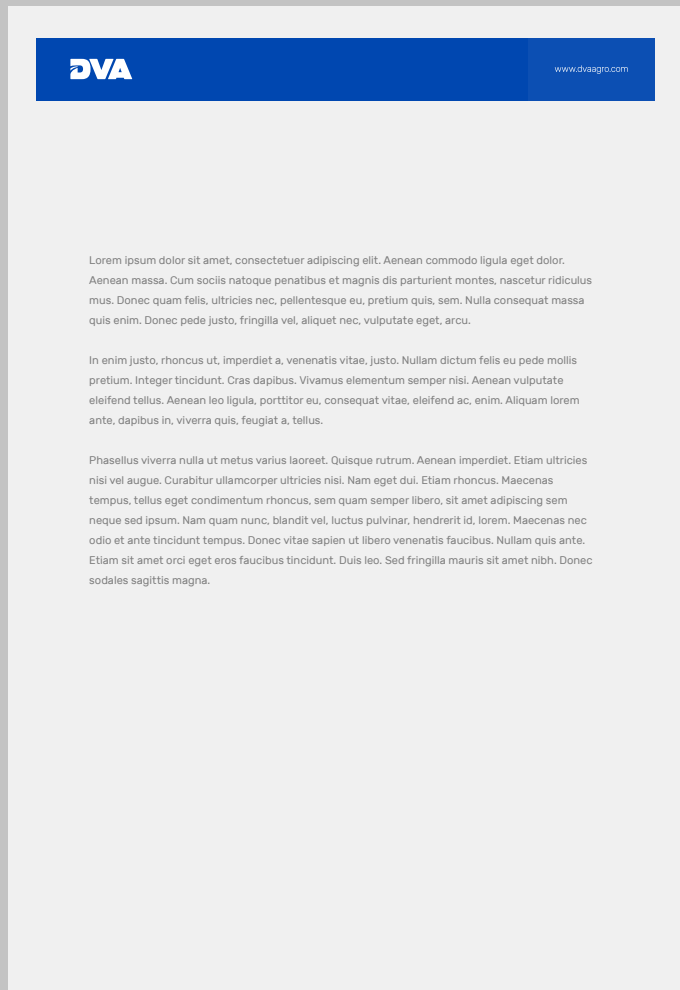
STATIONERY

DVA

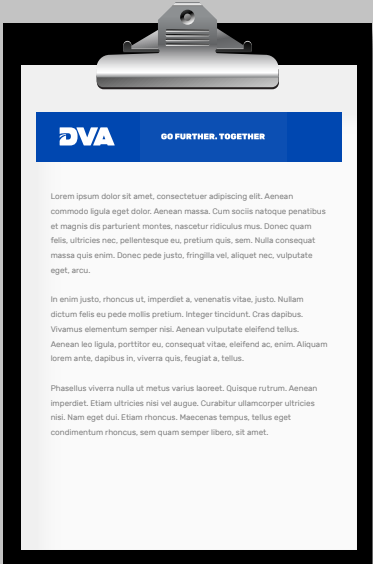
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Stationery

This page shows the model designed for institutional stationery. Although the originals are not included, these designs must be used when deciding the printing of the material.



Stationery





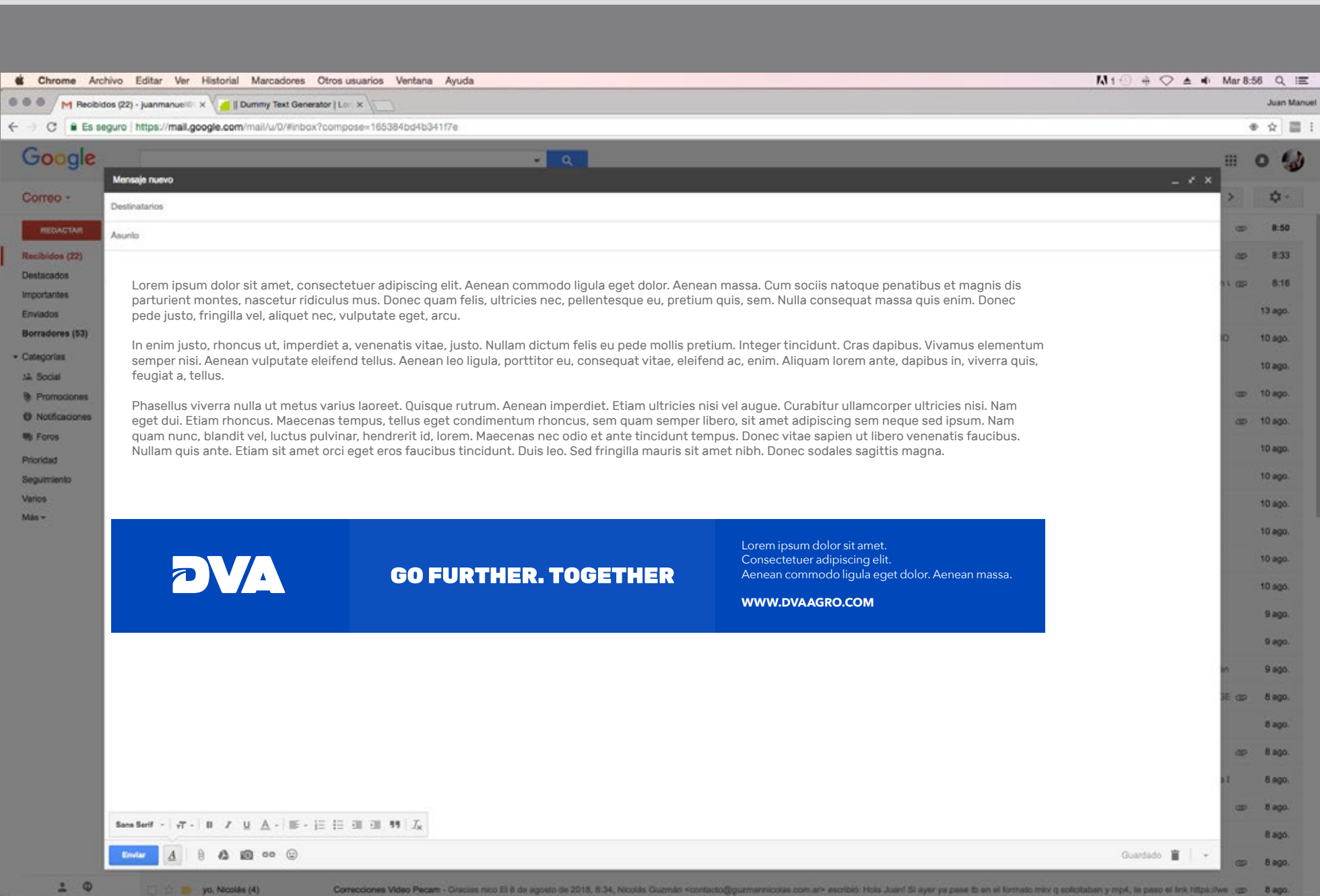
.03

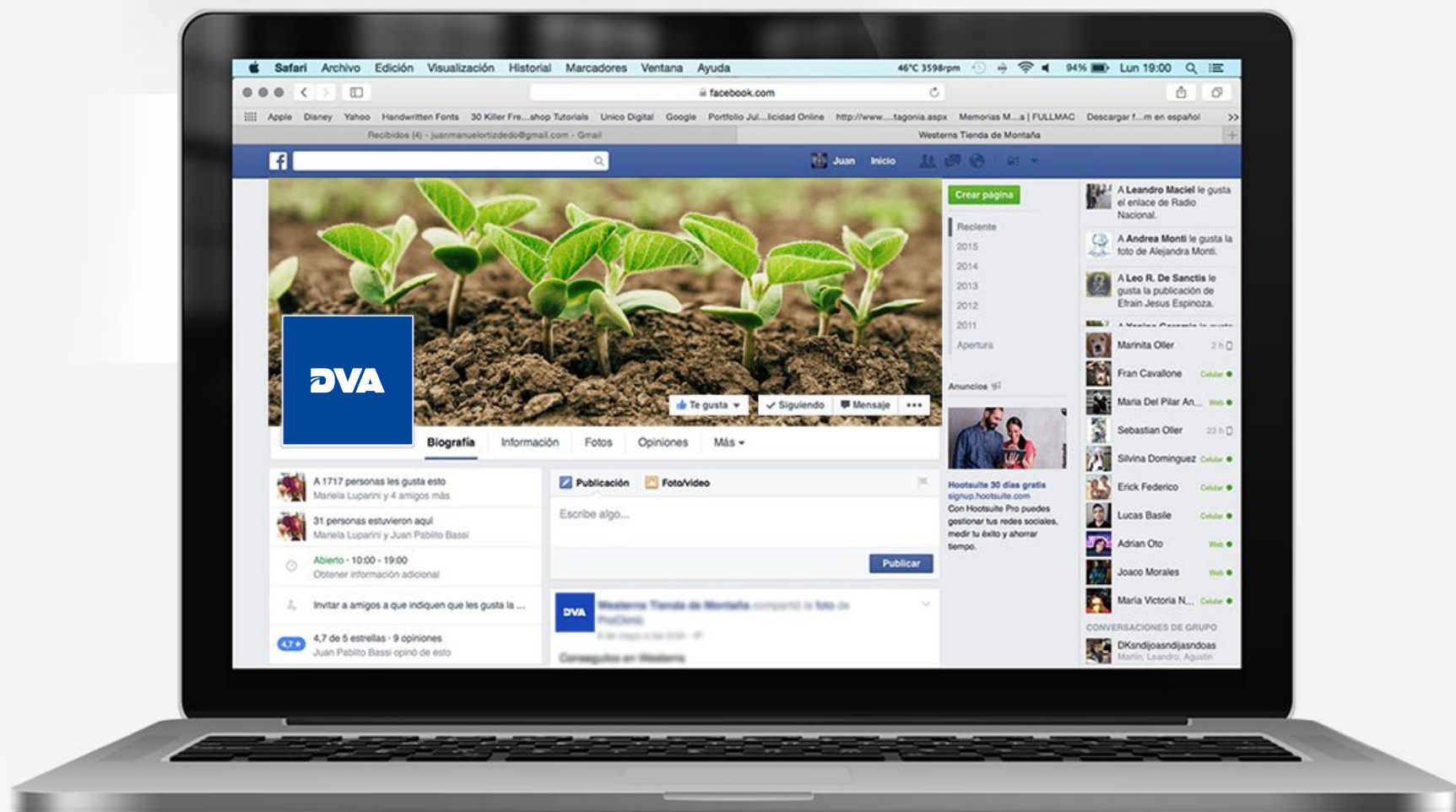
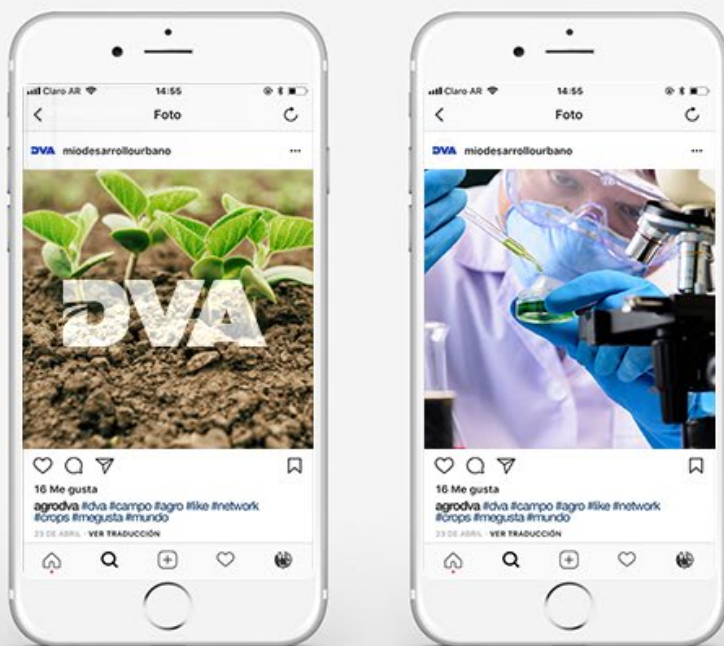
DVA

DIGITAL

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Digital signature





**LOREM IPSUM DOLOR
SIT AMET, CONSECTETUER
ADIPISCING ELIT.**

GO FURTHER. TOGETHER

DVA



LOREM IPSUM DOLOR SIT AMET.

**LOREM
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**PHOTOGRAPHIC
LOOK AND FEEL**

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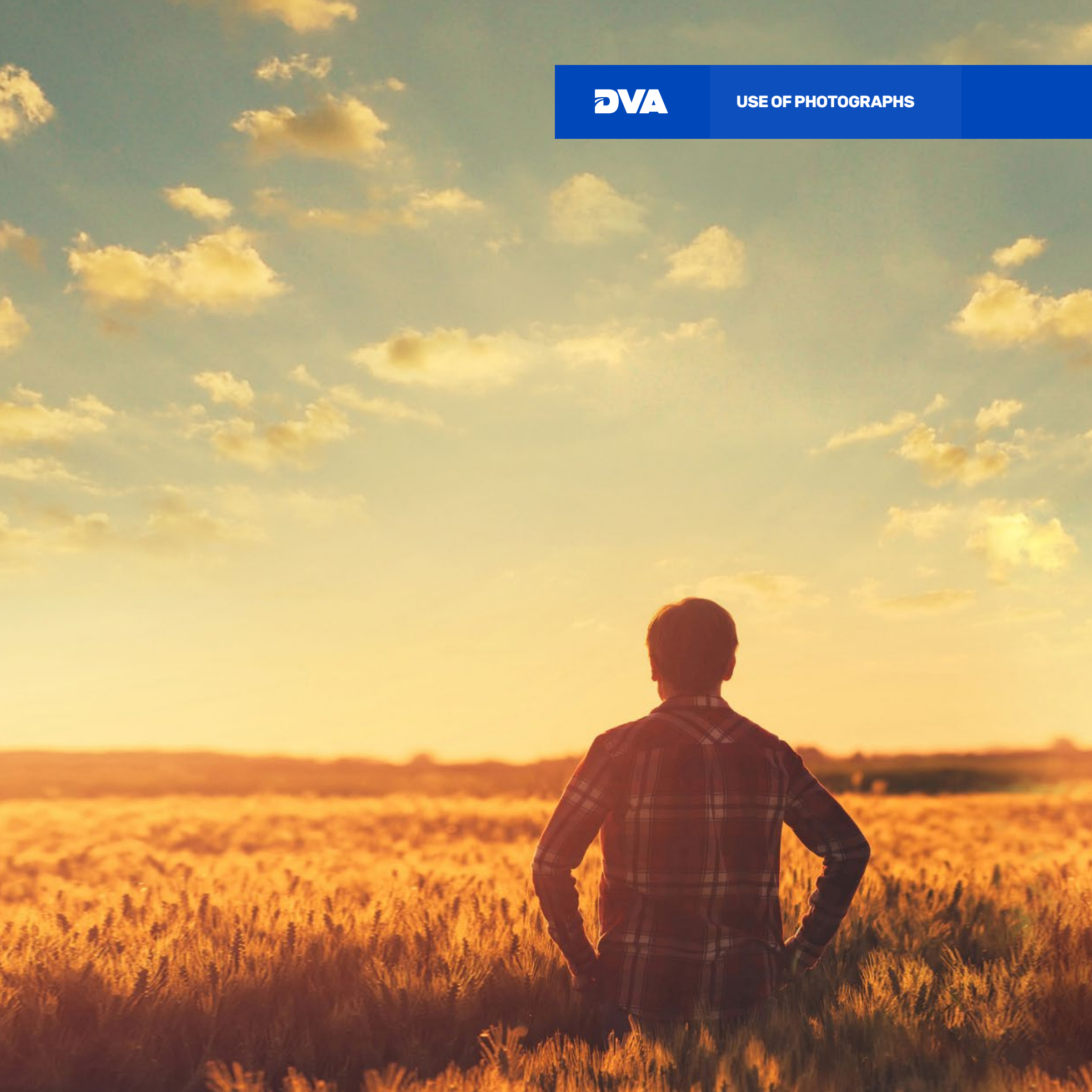
Photograph.

The images used to illustrate the company's messages should have the style used in the photographs on these pages. They have to convey the brand's graphic and ethical values. Therefore, the use of clear, modern photographs is suggested. The colors in the photographs should correspond to the chromatic spectrum indicated in the Color section of this Manual.



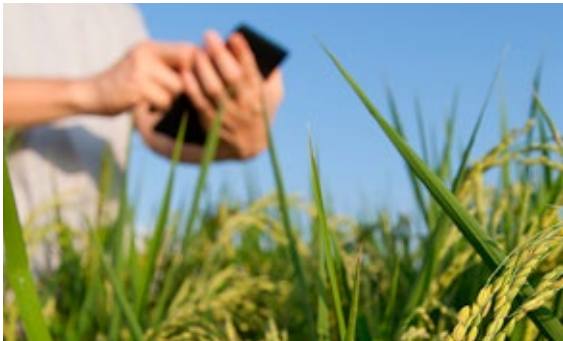


USE OF PHOTOGRAPHS



Photograph.

The images used to illustrate the company's messages should have the style used in the photographs on these pages. They have to convey the brand's graphic and ethical values. Therefore, the use of clear, modern photographs is suggested. The colors in the photographs should correspond to the chromatic spectrum indicated in the Color section of this Manual.





PHYSICAL APPLICATIONS

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Notices



POSITION ON THE PAGE

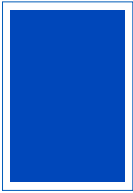
Vertical notice



POSITION ON THE PAGE



Square notice



POSITION ON THE PAGE

Notice A4



POSITION ON THE PAGE

Footnote

Box





INCENTIA®

FUNGICIDA

GRUPO 7

GRUPO 11

SUSPENSIÓN CONCENTRADA

COMPOSICIÓN

pentaprazol (2E)-4-[2-(2,2-dimethylbutyl)-5-oxo-5H-tetrazol-5-yl]-5-methyl-2H-pyridazin-3(1H)-one	70 g
prochloraz-metil (2E)-3-metoxi-2-[2-(2-difluorometil)-5-pyridinil]propanoato	10 g
Forma y modo de empleo	100 ml

NO INFLAMABLE

Contenido neto:
4 bidones de
5 litros c/u

DVA
GO FURTHER. TOGETHER

Origen:
ESTADOS UNIDOS
Vencimiento:
Ver en el envase
Lote Nº:
Ver en el envase

Leten lesen-dor et aret, comenteur adpacing ell. Aenean concurdo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



NOCIVO

Vehicles





Vests



Sweaters

Caps



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