



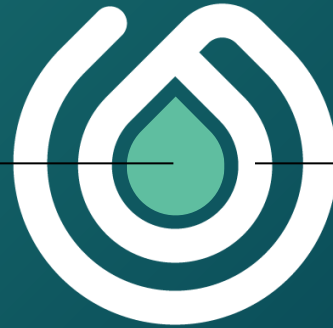
anvajo design principles

2022



anvajo

the fluid is at the  
center of our work















the anvajo platform  
revolves around the  
fluid

anVAJO

# Company Logo

anVAJO

	Vertical (standard)	Horizontal (alternative)	Reduced	Swirl
Standard				
Monochrome				
Invert				

All styles are available at 3 different sizes for use in:

**S - Office Documents**  
(Letters, Application Notes, ...)  
Logo size between 21 and 60 mm

**M - Flyer and other publications**  
Logo size between 61 and 150 mm

**L - Posters and Fairs**  
Logo size > 150 mm

# Company Logo / Basics

Please always keep a safe distance. No objects closer than an "a" to the logo. Keep an "a" distance from paper / medium edges.



Dont use the swirl on curricular background like this.



Reduce the size of the swirl if possible. Take care of the readability of the swirl.



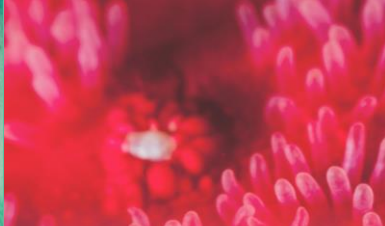
09/2017



11/2019



02/2021



anVAJO

# COLOR PALETTE

003447

Marine blue

20807c

Ocean teal

5fbea0

Sea green

Ff4a68

Coral pink

E4ff1a

Yellow tang

# Logo | Fonts | Colours

## Primary

Marine blue  
Primary Highlight  
Color

RAL 240 20 20  
Pantone 303 C  
HEX 003447  
CMYK 99|68|47|49  
RGB 0|52|71

Sea Green  
Primary Highlight  
Color

RAL 190 70 35  
Pantone 7465 CP  
HEX 5f6ea0  
CMYK 62|0|46|0  
RGB 95|190|160

## Secondary

Ocean Teal  
Secondary Highlight  
Color

RAL 200 50 40  
Pantone 7474 C  
HEX 20807c  
CMYK 81|28|50|12  
RGB 32|128|124

Coral Pink  
Secondary Highlight  
Color

RAL 020 50 58  
Pantone 1785 C  
HEX Ff4a68  
CMYK 0|82|41|0  
RGB 255|74|104

Yellow Tang  
Secondary Highlight  
Color

RAL 095 80 70  
Pantone 388 C  
HEX e4ff1a  
CMYK 21|0|100|0  
RGB 228|255|26

Gradient dark  
Primary Gradient

Color 1  
Ocean Teal  
RGB 32|128|124

Color 2  
Marine blue  
RGB 0|52|71  
15% Position

Gradient light  
Secondary Gradient

Color 1  
Sea Green  
RGB 95|190|160

Color 2  
Ocean Teal  
RGB 32|128|124  
15% Position

# Logo | Fonts | Colours

Examples:

## Primary

Marine blue  
Primary Highlight  
Color

RAL 240 20 20  
Pantone 303 C  
HEX 003447  
CMYK 99|68|47|49  
RGB 0|52|71

Sea Green  
Primary Highlight  
Color

RAL 190 70 35  
Pantone 7465 CP  
HEX 5fbeat  
CMYK 62|0|46|0  
RGB 95|190|160

**Use Marine Blue for:**  
Backgrounds, Headlines, Logo, Icons  
Arrows, Lines, in gradients

**Use Sea Green for:**  
Highlighting Elements, Call to action  
buttons, active Elements, Outlines, in  
gradients. Hardware Highlights



Standard GUI

High Contrast

Light Theme

## Secondary

<b>Ocean Teal</b> Secondary Highlight Color	<b>Coral Pink</b> Secondary Highlight Color	<b>Yellow Tang</b> Secondary Highlight Color
RAL 200 50 40 Pantone 7474 C HEX 20807c CMYK 81 28 50 12 RGB 32 128 124	RAL 020 50 58 Pantone 1785 C HEX Ff4a68 CMYK 0 82 41 0 RGB 255 74 104	RAL 095 80 70 Pantone 388 C HEX e4ff1a CMYK 21 0 100 0 RGB 228 255 26

### Use Ocean Teal for:

Product packages, in gradients, in diagrams, to separate product packages, info graphics

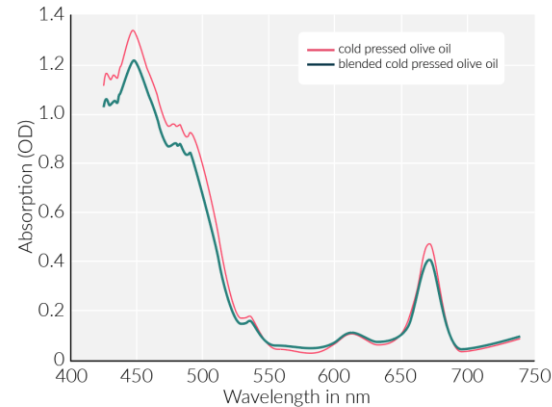
### Use Coral Pink for:

warning signs, warnin text, to separate product packages, in diagrams, info graphics

### Use Yellow Tang for:

warning signs, to separate product packages, in diagrams, info graphics

## Examples:



**Wenn Sie den Test jetzt abbrechen, kommt es zu einem Datenverlust. Sind Sie sicher, dass Sie den Test abbrechen möchten?**



**Sie sind im Begriff, das Assay Urinmikroskopie vom fluidlab zu entfernen.**

Wenn Sie dieses Assay entfernen, werden Sie keine Tests mehr machen können. Bisher in der History gespeicherte Ergebnisdaten werden weiterhin vorgehalten.



# Design Basics / Font

## House Font

Headline, Roboto light, 22pt, blue

Sub-Headline, Roboto light, 14pt, blue

Text standard, Roboto light, 12pt, black, line spacing 1,2x

**Text highlight, Roboto regular, 12pt, black**

Sub-Text, Robot light, 8pt, dark grey

## Product Font

**Century Gothic Bold 20 pt**

**Century Gothic Bold 18 pt**

**Century Gothic Bold 16 pt**

**Century Gothic Bold 14 pt**

**Century Gothic Bold 12 pt**

**Century Gothic Bold 10 pt**

Century Gothic 20 pt

Century Gothic 18 pt

Century Gothic 16 pt

Century Gothic 14 pt

Century Gothic 12 pt

Century Gothic 10 pt

## Headline / Display Font

**ROBOTO BLACK 20 pt**

**ROBOTO BLACK 18 pt**

**ROBOTO BLACK 16 pt**

**ROBOTO BLACK 14 pt**

**ROBOTO BLACK 12 pt**

**ROBOTO BLACK 10 pt**

ROBOTO THIN 20 pt

ROBOTO THIN 18 pt

ROBOTO THIN 16 pt

ROBOTO THIN 14 pt

ROBOTO THIN 12 pt

ROBOTO THIN 10 pt

THX!

FOR YOUR  
ATTENTION



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