

Brand Guidelines

This is our most valuable identity element.

It should be your **first choice** for all marketing needs.



Logo variations



These are examples of how to use our logo in different situations, besides Black & White.

MONOTONE



VERTICAL



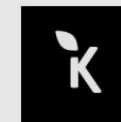
COLOR BG



FAVICON



FAVICON BG



The **favicon** is the smallest rendition. Can be used when space is limited or when it fits certain format, better than the master logo (e.g. social media avatars, site favicon).

Tagline Lockups



The tagline lockup shall be used to end communications **exclusively** (e.g. footers). Sign-off lockup is used for horizontal layouts.

These should never be your first choice logos.

PRIMARY



PRIMARY BG



SIGN-OFF



ALTERNATIVE SIGN-OFF



SIGN-OFF BG



Sub-brand Lockups



These lockups shall be used on footers for sub-brands **exclusively**. Sign-off lockup is used for horizontal layouts.

These should never be your first choice logos.

PRIMARY



BEYOND TRACEABILITY



BEYOND TRACEABILITY

VERTICAL



'POWERED'



BEYOND TRACEABILITY



BEYOND TRACEABILITY

'POWERED'
VERTICAL



Clear space

Clear space is the area around the logo that should remain **free** of any other logos, graphics, text, or borders.

The minimum safe area can be measured by the x-height.



Incorrect logo usages

These are examples of modifications to the logos that are **not** allowed.

Do not alter, edit or modify any of the brand kit elements.

Do not place new logos on old designs.



Do not use gradients



Do not use unapproved colors



Do not add stroke



Do not move the leaf



Do not stretch or skew the logo



Do not change the type



Do not use drop shadows or other effects



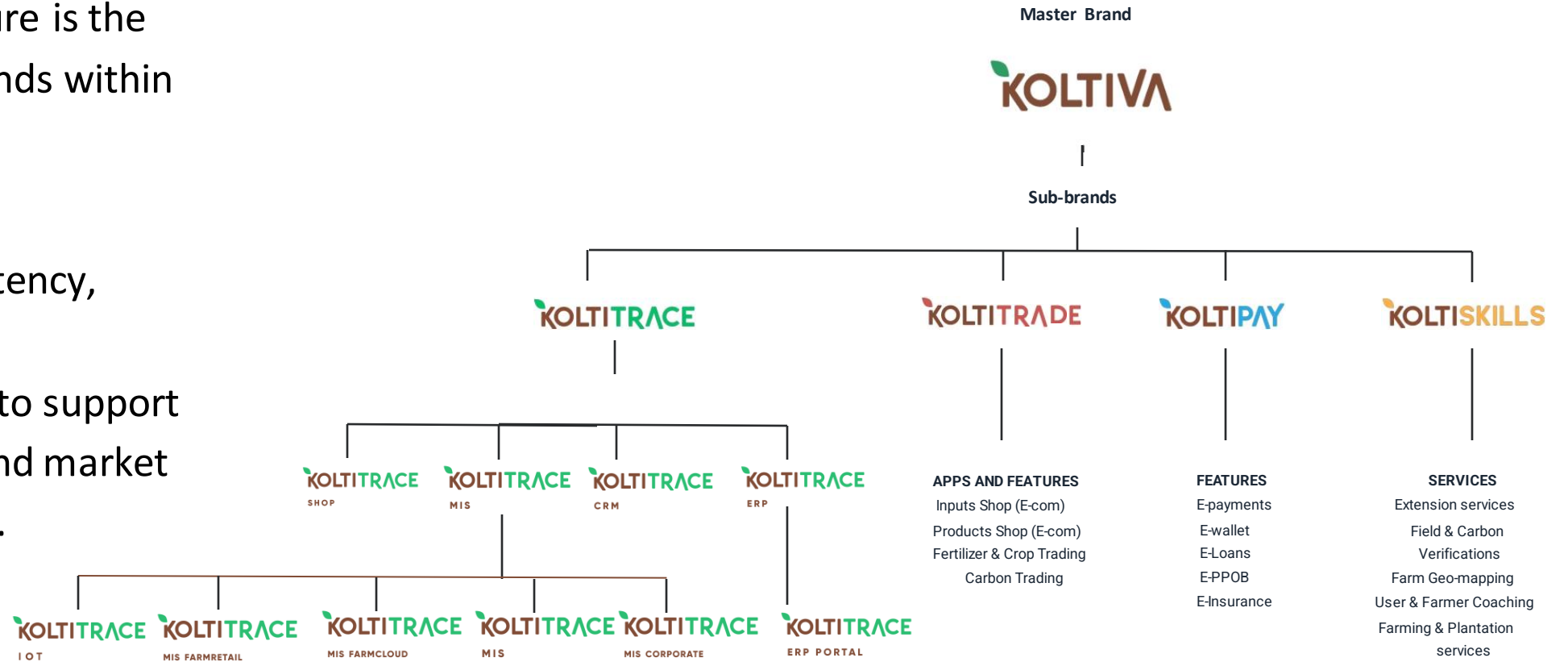
Do not place on a low contrast background or on unapproved colors



Do not reposition the logo components

Brand architecture is the hierarchy of brands within the company.

We bring consistency, simplicity and standardisation to support future growth and market more effectively.



The logo for KOLTIVA features a stylized white leaf icon to the left of the word "KOLTIVA" in a bold, white, sans-serif font.

The logo for KOLTITRACE features a stylized white leaf icon to the left of the word "KOLTITRACE" in a bold, white, sans-serif font.

The logo for KOLTISKILLS features a stylized white leaf icon to the left of the word "KOLTISKILLS" in a bold, white, sans-serif font.

The logo for KOLTIPLAY features a stylized white leaf icon to the left of the word "KOLTIPLAY" in a bold, white, sans-serif font.

The logo for KOLTITRADE features a stylized white leaf icon to the left of the word "KOLTITRADE" in a bold, white, sans-serif font.

The following color palette is a scheme of 14 solid colors for Koltiva and sub-brands.

Patterns and other color combinations shall not be used in any brand expression.

Exclusively for screen

#FFFFFF

#FFEEEE

#E3CFBC

#7B766E

#212225

#2D9D65

#814C36

#2BBE72

#F0B35E

#54A7DC

#DB4D4E

HERO COLOR

#2D9D65

SECONDARY COLOR

#814C36

SUB-BRANDS HERO COLORS

KOLTITRACE

KOLTISKILLS

KOLTIPAY

KOLTITRADE

The following color palette is a scheme of 14 solid colors for Koltiva and sub-brands.

Patterns and other color combinations shall not be used in any brand expression.

Exclusively for print

C00 M 00 Y 00 K 00

C00 M 00 Y 7 K 10

C10 M 20 Y 25 K 00

C50 M 45 Y 50 K 10

C75 M70 Y 60 K 70

C90 M 10 Y 85 K 00

C30 M 70 Y 80 K 30

C70 M 00 Y 90 K 00

C00 M 35 Y 85 K 00

C70 M 15 Y 00 K 00

C10 M 85 Y 70 K 00



HERO COLOR

C90 M 10 Y 85 K 00



SECONDARY COLOR

C30 M 70 Y 80 K 30



SUB-BRANDS HERO COLORS

KOLTITRACE

KOLTISKILLS

KOLTIPAY

KOLTITRADE

This scheme is for backgrounds on screen (RGB) exclusively.

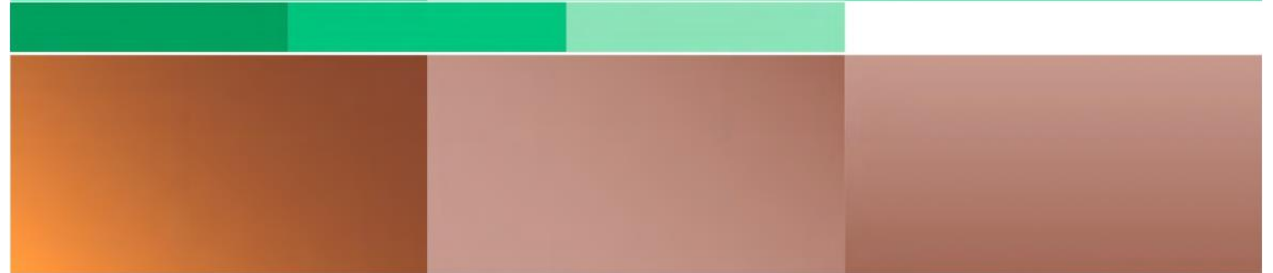
Gradients shall not be implemented in any print collateral.

Exclusively for screen

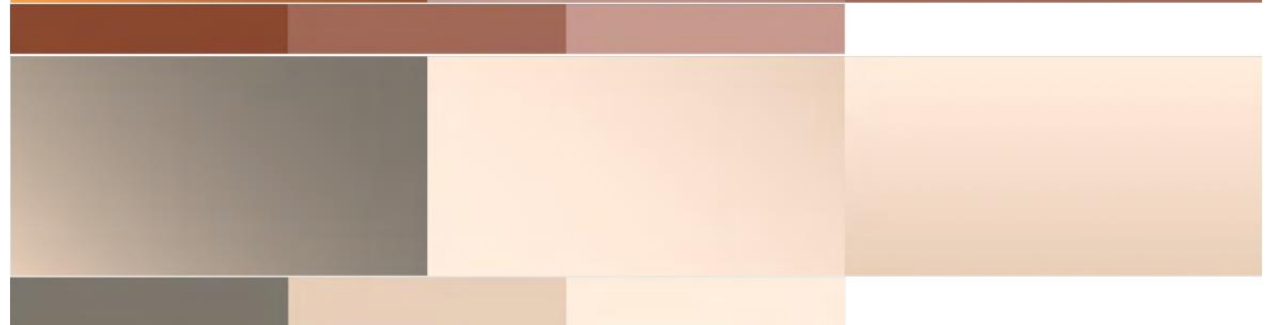
GREEN
#2D9D65
#4DC184
#A0E0BD



BROWN
#814C36
#996C5B
#BF9B91



SAND
#7B766E
#E3CFBC
#FFEEE0



Font for headlines.

Gilroy Extra Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

@ # ? ! & % */ . : ; , [] { } () 1234567890

Where to use it?

Website & Microsites

Social media

Mail newsletters

Print collaterals (brochures, leaflets, posters, banners, etc.)

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Typeface for text.

Inter

Inter Regular

Inter Italic

Inter Light

Inter Medium

Inter Medium Italic

Inter SemiBold

Inter SemiBold Italic

Inter Bold

Inter Bold Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

@ # ? ! & % \ * / . : ; , [] { } () 1 2 3 4 5 6 7 8 9 0

Where to use it?

Website & Microsites

Social media

Mail newsletters

Print collaterals (brochures, leaflets, posters, banners, etc.)

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Typeface for **presentation decks** exclusively.

Where to use it?

Digital presentations

Web & Mobile Apps

Roboto

Roboto Regular

Roboto Italic

Roboto Light

Roboto Light Italic

Roboto Medium

Roboto Medium Italic

Roboto Bold

RobotoBoldItalic

Roboto Black

Roboto Black Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

@ # ? ! & % */ . : ; , [] { } () 1234567890

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KOLTIVA

BEYOND
TRACEABILITY

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[YouTube](#)

