



BRAND
GUIDELINES
DESIGN BY INLINE STUDIO



01 SECTION LOGO

SYMBOL AND TYPOGRAPHY

The EIVA logo consists of two parts: a symbol and a typography. The logo parts are separable, and together they form the full logo structure.

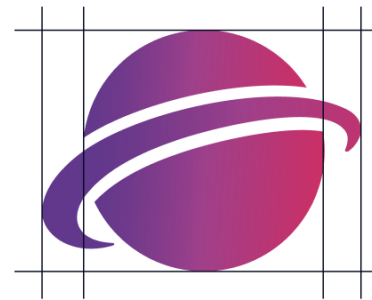
Do not disrupt the relationship between logos parts, add additions, distort in any way or damage the integrity of the logo. In order to maintain a uniform and strong visibility for the brand, a uniform and standard appearance of the logo and all its parts must be maintained in each of the brand's applications.

01

SECTION LOGO

EIVA

RECRUITING SOLUTIONS



EIVA symbol without description



EIVA symbol with description



HOW TO USE THE LOGO

In order to maintain a standard and legible appearance of the logo in all brand applications, you need maintain minimum sizes of the logo that maintain its cleanliness and readability.

In special cases where a small logo is needed Very (like for example Favicon), you can only use the icon without the text. The minimum width of the icon in this case will be 7 mm for printing and 20 px for digital use.



Main logo



main logo 2 - Keeping proportion 1:1



Symbol with Name



Symbol with Name and description
(use only in big format)



Symbol with description
(use only in big format)



Symbol without description

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SECTION LOGO

EIVA

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STERILE SPACE

In order to maintain a clean and clear appearance of the logo in each of the brand's applications, a sterile space must be maintained around the logo. This space will remain white or have another clean background and will not incorporate other graphic elements, texts or icons. The rate of the sterile space should be 20% of the unit of circle/logo symbol, from all sides of the full logo as shown in the drawing. Please note: If the logo appears on a background Photographic and non-graphic You can use photography as a background as long as the logo appears on its face clearly and legibly.

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SECTION LOGO

EIVA

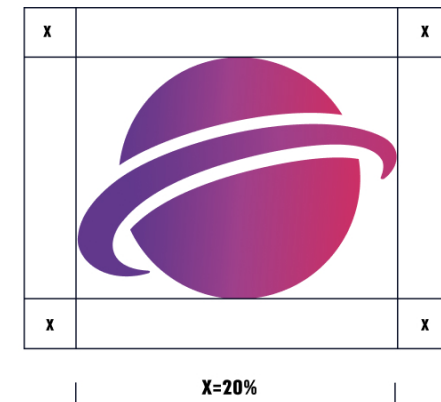
RECRUITING SOLUTIONS



EIVA main logo



EIVA symbol with description



EIVA symbol without description

02 SECTION TYPOGRAPHY

Dosis
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Dosis
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Dosis
Semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Dosis
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Dosis
Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

TITLE AND TEXT

Main title

WHAT IS LOREM IPSUM?

Sub title

What is Lorem Ipsum?

Text

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a **galley** of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing.

03 SECTION BRAND COLORS



#281E5A

rgba(40, 30, 90, 1)



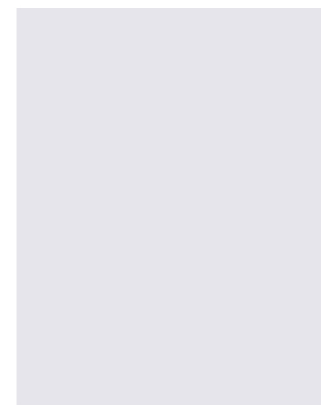
#61388C

rgba(97, 56, 140, 1)



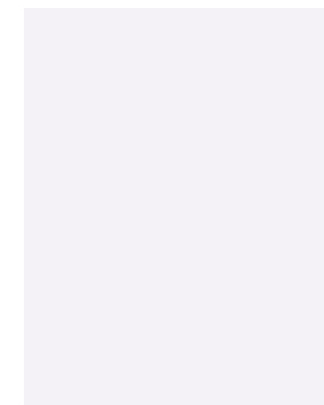
#CC2F65

rgba(204, 47, 101, 1)



#E6E5EC

rgba(230, 229, 236, 1)



#F4F2F6

rgba(244, 242, 246, 1)



GRADIENT

Vertical



GRADIENT

Horizontal



LOGO COLOR USE



03

SECTION BRAND COLORS

EIVA

RECRUITING SOLUTIONS

04 SECTION ICONS

SERVICE ICONS

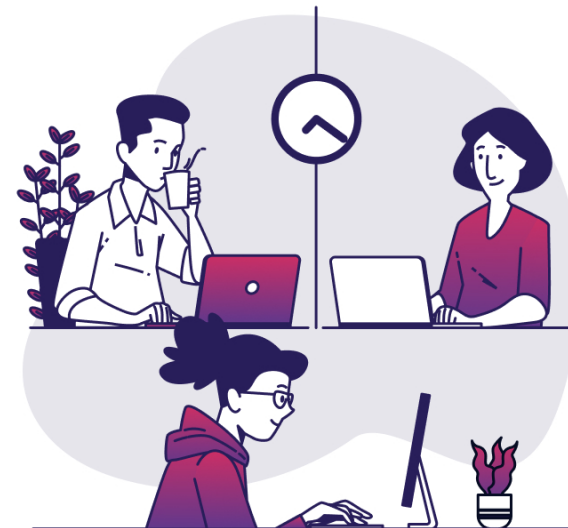
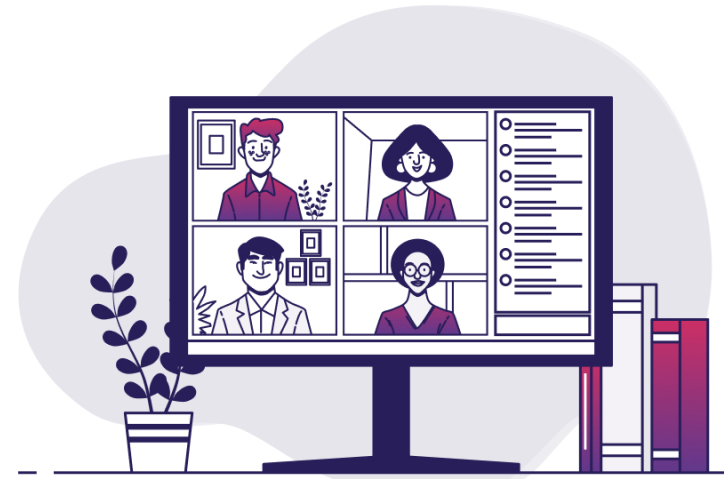
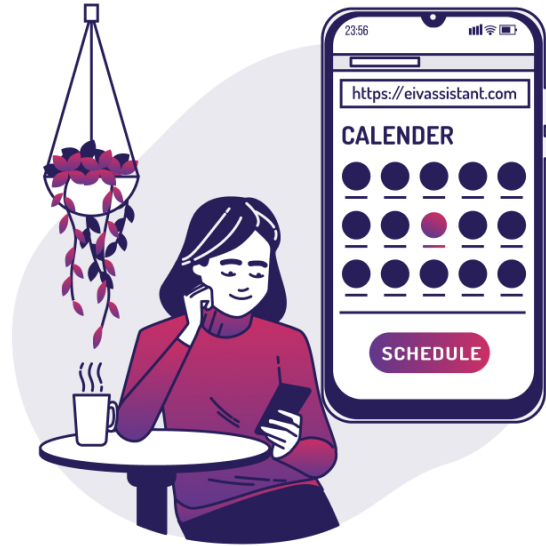


UI ICONS



05 SECTION IMAGES

VECTORS IMAGES



05

SECTION IMAGES

EIVA

RECRUITING SOLUTIONS

05 SECTION IMAGES

VECTORS BACKGROUND IMAGES



05

SECTION IMAGES

EIVA

RECRUITING SOLUTIONS

05 SECTION IMAGES

IMAGES



05

SECTION IMAGES

EIVA

RECRUITING SOLUTIONS



MORE COMING SOON

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