



Estelvio Brand Book

Logo usage and visual identity guidelines

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Three horizontal bars. One of them gold.

Estelvio is a purchasing platform and a set of services for professionals in beauty and aesthetic medicine. The mark is simple and architectural: three horizontal bars form the letter E, and the middle one, in brass, slides to the left and ends in a diagonal cut.

The lower bar has a folded corner in brass. This detail is the signature of the mark and appears in every colour version, as a diagonal cut in one-colour versions.

The ESTELVIO wordmark is set in narrow capitals with classical proportions. Below it sits the product descriptor (for example DISTRIBUTION) in a light, widely spaced sans serif. Thanks to this, the whole brand family shares one construction.



Construction

The mark may appear on its own where space is tight or the name is already visible nearby: favicon, app icon, avatar, seal, embossing. We do not use it alone as the only identifier in materials where the audience may not know the brand.

Unit X is the height of one bar of the mark (38.2 construction units).

The gap between bars is 0.618 X. The height of the mark is 4.236 X.

The capital height of the ESTELVIO wordmark is 2.618 X and of the descriptor 1 X. The ratio of the mark height to the ESTELVIO letter height is 1.618.



Primary and horizontal logo

The primary logo is stacked: the mark on the left, the ESTELVIO wordmark to its right and the product descriptor below it. The descriptor ends at the right edge of the letter O. The horizontal version places mark, wordmark, a thin rule and the descriptor in a single line. Use it in narrow strips such as a bar above content or an email footer.



PRIMARY LAYOUT



HORIZONTAL LAYOUT

Brand family

All Estelvio products share the same mark and wordmark. Only the descriptor differs. Descriptors are chosen only from the list below; a new descriptor needs approval and must be drawn to the same rules (height 1 X, letter spacing as in DISTRIBUTION).



Distribution

SHOP AND PURCHASING PLATFORM FOR BUSINESSES



Academy

ONLINE TRAINING AND CERTIFICATES



Atlas

BEAUTY AND MEDICINE COMPANY DIRECTORY



Partner

PARTNER PROGRAMME



Ogłoszenia

INDUSTRY CLASSIFIEDS



Mail

ESTELVIO MAIL

Clear space and minimum sizes

Always keep a clear space of 1 X (the height of one bar of the mark) around the logo. No text, images or page edges inside this space.

Minimum sizes

ITEM	SCREEN	PRINT
Primary logo	160 px	40 mm
Horizontal logo	260 px	60 mm
Mark only	16 px	5 mm

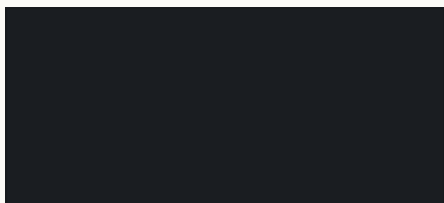
LOGO WIDTH. BELOW THESE SIZES THE DESCRIPTOR IS NO LONGER LEGIBLE.



COLOUR

Colour

The palette is warm and calm: graphite, paper and brass. Brass is the only accent. CMYK values are approximate (mathematical conversion from RGB); confirm print colour on a proof with your printer.

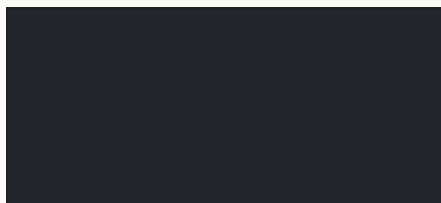


Graphite

#1A1D21

RGB 26 29 33

CMYK 21 12 0 87

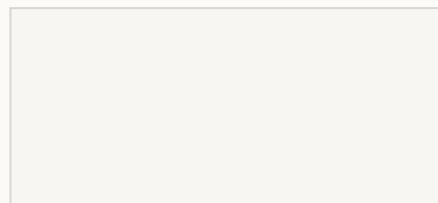


Mark graphite

#23272B

RGB 35 39 43

CMYK 19 9 0 83



Paper

#F7F6F2

RGB 247 246 242

CMYK 0 0 2 3



Brass

#8A6A2F

RGB 138 106 47

CMYK 0 23 66 46



Light brass

#B3915A

RGB 179 145 90

CMYK 0 19 50 30



Dark brass

#7D5E2F

RGB 125 94 47

CMYK 0 25 62 51



Brass on dark

#C29A55

RGB 194 154 85

CMYK 0 21 56 24



Gold on dark

#D8B676

RGB 216 182 118

CMYK 0 16 45 15

Typography

The ESTELVIO wordmark and the descriptor are outlined in the logo files and need no fonts. Do not retype them in any typeface.

In print and presentations we use two open-licence families (SIL OFL): Marcellus for headings and Jost for text. On websites we use the system sans-serif.

MARCELLUS · HEADING

Estelvio Distribution

ABCDEFGHIJKLMNOPQRSTUVWXYZ

JOST · BODY TEXT

Aa Aạ Ắắ Ằằ Ẳẳ Ẵẵ Ỡỡ Ớớ Ớớ Ỡỡ Ỡỡ

0123456789 · abcdefghijklmnopqrstuvwxyz

Colour versions



Full colour on light

The base version. Light backgrounds: paper, white, light photos.



Full colour on dark

Dark backgrounds: graphite, black, dark photos.



One-colour black

One-colour print, fax, embossing, stamps.



One-colour white

One-colour print on dark, engraving, foil.

INCORRECT USE

Incorrect use



Do not stretch or squash the logo



Do not rotate the logo



Do not change colours



Do not add shadows or effects



Do not rearrange the elements



Do not place on low-contrast backgrounds



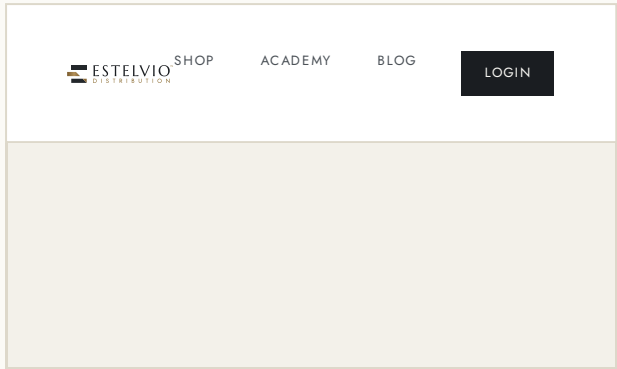
Do not add an outline



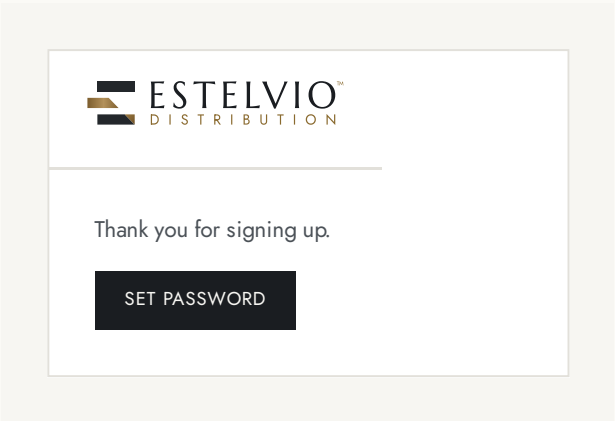
Do not crop parts of the logo

APPLICATIONS

Applications



WEBSITE HEADER



EMAIL MESSAGE



COURSE COMPLETION CERTIFICATE

Downloads and contact

The complete files (SVG, PNG, ICO) and this brand book are available at estelvio.com/marka. The package contains all brand families in four colour versions and the mark on its own.

- SVG: vector, scales without loss (preferred for print and web)
- PNG: transparent background, three sizes for each version
- ICO and PNG: favicon and app icons
- Brand book: PDF (PL, EN)

Media and partner contact

contact@estelvio.com · estelvio.com/dla-mediow

The mark and the ESTELVIO™ wordmark are trade designations of Estelvio. Use in publications about the platform is permitted according to this book; any other use (including by third parties) requires permission.

