



# **NAVICORE VISUAL IDENTITY GUIDELINES**

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## NAVICORE VISUAL IDENTITY

Navicore visual identity is comprised of Navicore logo, taglines, colors and typography. These elements need to be used in a consistent and unified way. Navicore corporate identity conveys freshness, reliability and pioneership, and also reflects Navicore's position as a leader in mobile navigation industry. It is in Navicore's best interest that when people encounter Navicore identity, the impression they get is positive and consistent. These guidelines provide the foundation for that.

## NAVICORE COMPANY LOGO

Navicore company logo is a key identifier defining Navicore visual identity. Navicore company logo consists of a brandmark and a workmark. The Navicore brandmark and wordmark are the primary representations of the company.

### WHEN IT IS USED

Navicore company logo should be used when focus is on creating a strong visual impact in e.g. co-advertisements, billboards, trade fair stands, company templates (letterhead, fax, memo etc.) and in non-product communications.



### HOW IT IS USED

It is integral that the shape or interrelation of the two parts will not be interfered. The brandmark and wordmark may not be used separately. When referred in text, the company name should be spelled Navicore. Navicore can stand alone without the addition of the formal company entity name. The use of Navicore Limited or Ltd. is reserved for official notices only.

## NAVICORE BRAND LOGO

Navicore brand logo consists of a Navicore company logo and a tagline: "Find out. Get there. Easy."

### WHEN IT IS USED

Navicore brand logo is used when communicating Navicore's mission and corporate story. Navicore enables people to be spontaneous, get on the move, to find out interesting venues and destinations stress-free and reliably. Navicore brand logo should be used when conveying Navicore corporate message for example in brochures, advertising texts, presentations, marketing materials, trade shows and websites, but should not be used in headers or joint-advertising where there are multiple logos listed.



### HOW IT IS USED

Navicore brand logo with tagline "Find out. Get there. Easy." may not be conjugated and the word order must remain the same. When using the tagline in writing, it should use the following format: Navicore – Find out. Get there. Easy.

## NAVICORE PRODUCT AND SERVICE LOGOS

Navicore product and service logos consist of Navicore logo and an identifier. Identifier can include a product or service name.

### NAVICORE PERSONAL LOGO

Navicore Personal logo consists of Navicore company logo and product identifier.

#### WHEN IT IS USED

Navicore Personal logo should be used when describing the physical Navicore Personal product, without Navicore mission or corporate story. Navicore Personal logo can therefore be used separately as a product logo. Navicore product logos should be primarily used in Navicore's own materials only. When used e.g. in print advertisement, accompanying copy text should emphasize product features.



#### HOW IT IS USED

It is integral that the shape or interrelation of the Navicore company logo and product identifier will not be interfered. Navicore company logo with product identifier may not be conjugated and the word order must remain the same. When using the product name in writing, it should use the following format: Navicore Personal. Detailed instructions in Design Control.

### NAVICORE UPDATE LOGO

Navicore Update logo consists of Navicore logo and service identifier.

#### WHEN IT IS USED

Navicore Update logo should be used when describing Navicore Update online services and primarily used in Navicore's own materials only.



#### HOW IT IS USED

It is integral that the shape or interrelation of the Navicore company logo and service identifier will not be interfered. Navicore company logo with service identifier may not be conjugated and the word order must remain the same. When using the product and service name in writing, it should use the following format: Navicore Update. Detailed instructions in Design Control.

## DESIGN CONTROL - APPLIES TO ALL LOGOS

In order to ensure brand consistency, there are limited ways of using the Navicore logos. It is integral that the shape or interrelation of the parts will not be interfered. The brandmarks and wordmarks may not be used separately.

For the purpose of recognizability, the logo should be given enough space. Therefore, the logo has a surrounding protected area, on which it is not allowed to place any objects or elements (images, text, color fills etc.). The size of the protected area is approximately the width of two characters in every direction (i.e. c and o characters). Never embed the logos within a body of text.



The minimum allowable print size for the Navicore Company logo is 20mm in overall width. Always use the correct artwork based on the final printed size.

The logo is to be primarily used in high-quality vector format, printed on white background using PMS-colors. If necessary, the white background may be replaced with red and then the logo is in white. The logo can also be printed in black on a white background or as a negative if the use of colors is limited due to printing.

Preferred logo usage



Optional usage



Preferred logo usage

Optional usage



## LOGO LAYOUT

When using the logo on colorful or restless backgrounds, you should prefer the logo with a white or red background.



## NAVICORE COLORS

Navicore colors comprise of three palettes – Primary, Supporting and Gradient. Red is the primary brand color of Navicore and it is used in all Navicore logos.

### PRIMARY COLOR

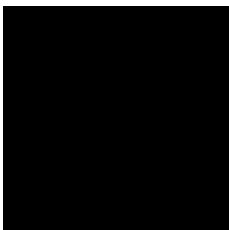


The RGB values for Navicore red:  
R181, G30, B44.  
Note: RGB value is darker than PMS: 186.

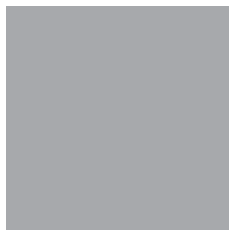
**Red**

PMS: 186

### SUPPORTING COLORS

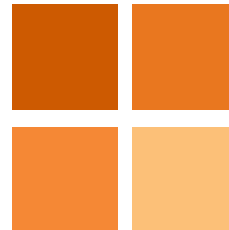


**Black**



**Silver**

PMS: 877



**Orange**

### GRADIENT



Gradient colors are primarily used in product packaging and advertisements.

**CMYK**

C34, M96, Y91, K40  
C19, M98, Y91, K8

**RGB**

R89, G13, B17  
R181, G30, B44

## NAVICORE TYPOGRAPHY

Navicore's own typeface is Eurostile, which is easy to read, but still very modern.

For text structuring purposes use Eurostile Bold Condensed for headlines and Eurostile Condensed for body copy.

### HEADLINES: EUROSTILE BOLD CONDENSED

## Eurostile Bold Condensed

**AaBbCcDdEeFfGgHh**  
**1234567890**

### BODY COPY: EUROSTILE CONDENSED

Eurostile Condensed

AaBbCcDdEeFfGgHh  
1234567890