

AVENTERRA BRAND ESSENTIALS

For press and partners. Files at aventerra.app/en/press/

LOGO



On dark grounds



On light grounds



Mark alone

Clear space: half the mark's height on every side.

Minimum size: mark 24 px tall on screen, 12 mm in print.

COLOUR



Orange
#FF6B35
RGB 255 107 53

Primary accent



Night
#0E0B08
RGB 14 11 8

Dark ground



Bone
#F2EDE5
RGB 242 237 229

Light ground, text on dark



Ember
#C87A42
RGB 200 122 66

Secondary accent



Beige
#B8A380
RGB 184 163 128

Labels and rules



Rust
#B9471A
RGB 185 71 26

Accent on light grounds

TYPE

BEBAS NEUE

Display, always uppercase · SIL Open Font License

IBM Plex Sans

Body text · SIL Open Font License

JetBrains Mono

Labels and data · SIL Open Font License

USE IT LIKE THIS

- Use the supplied files. Do not redraw or retype the wordmark.
- Orange mark on dark or light grounds; white or ink in one colour.
- Do not recolour, outline, stretch, rotate or add effects.
- Keep the mark off busy photos unless it sits on a clear area.
- In running text the name is written Aventerra.