



BRAND MANUAL



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.01

INTRODUCTION



RESTYLING
GLOBAL LOGOTYPE



This manual of visual identity systematizes the uses and applications of the DVA brand for the Latin American market.

Based on the graphic attributes of the global brand, a series of adjustments were developed in order to adapt the brand's visual expressions to a new territory and to the cultural perceptions of local consumers.

The first step in this adaptation process was the typography change, and the second step was the definition of a new color.

Logotype Grid

The exclusion zone around the logotype must be at least x

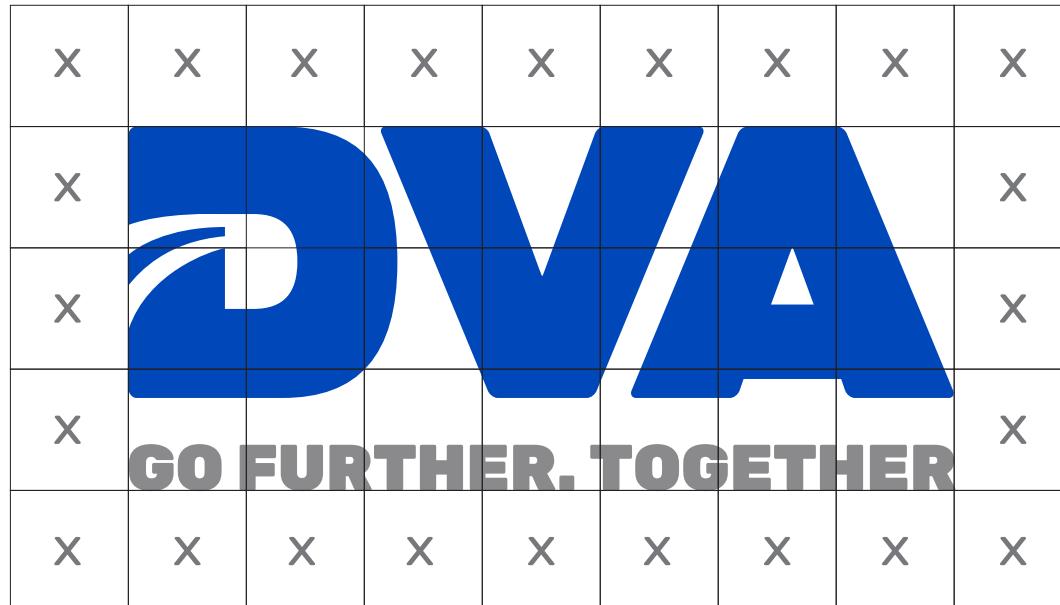


LOGOTYPE
GRID

Minimum Size

The height of the logo with the slogan should be no less than 2.5 centimeters, and 1.5 centimeters without the slogan.

1. Free space



Minimum Size



Logo typography font

Typography is another visual attribute of the brand image, and this Manual defines a family of mandatory uses for different messages.



TYPOGRAPHY
FONTS



Rubik Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Typography variables

These pages define the variables light, light italic, regular, italic, medium, medium italic, bold, bold italic, black, black italic.



TYPOGRAPHY
FONTS

Rubik Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Rubik Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Rubik Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Rubik Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Rubik Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Rubik Light italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Rubik Regular Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Rubik Medium Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Rubik Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Rubik Black Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Color logotype

A standard color palette that must be used in its chromatic composition has been established; it cannot be replaced by any other.

The technical composition of the institutional colors is specified according to the regulations of the Pantone code with its equivalent in the four-color ink printing system (CMYK). The chromatic range for editing in digital formats (RGB) is also presented.

Corporate brand, 2 colors.

PRINT PANTONE



Pantone 300C

Pantone
Cool Gray 8C

CMYK



C: 100 %
M: 50 %
Y: 0 %
K: 0 %

C: 23 %
M: 16 %
Y: 13 %
K: 46 %

DIGITAL



Red 0 %
Green 71 %
Blue 186 %

Red 138 %
Green 138 %
Blue 141 %

White and black logotype



USE OF COLORS

1 color logo



1 color logo, inverted over black background



Pantone
Neutral BlackC



Cyan 70,98 %
Magenta 65,89 %
Yellow 64,52 %
Black 72,34 %

Forbidden uses of the vertical logotype

The effectiveness of the institutional identity depends, among other things, on the stable application of the brand, it is necessary to take into account the most frequent incorrect uses that the isologotype can suffer in order to avoid them. The following examples serve as a reference of the NOT allowed uses of the brand.



FORBIDDEN USES OF THE LOGOTYPE

Correct use of the logotype



Correct use of the isologotype.

Incorrect use of the logotype



The typography must not be replaced by a similar or different one.



The order of the elements cannot be inverted.



The original size proportions established between the elements cannot be modified.



It cannot be deformed, enlarged or condensed without respecting the original proportions.



It cannot be confined within borders or outlines.



The tilt angle of the brand cannot be modified.



It cannot be printed over colors that do not allow its correct readability.



The spatial relation among the different elements cannot be altered.



It cannot be printed in any other colors than the institutional ones.



The isologotype cannot be framed by borders or other marks.



The color layout cannot be modified.

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The spatial relation among the different elements cannot be altered.



It cannot be printed in any other colors than the institutional ones.



The isologotype cannot be framed by borders or other marks.



The color layout cannot be modified.

Logotype on colored background

When the logo is applied over a colored background it must be white or black depending on the contrast with the background.

Never use a white outline to highlight the logo over the background.



APPLICATION ON DIFFERENT COLOR BACKGROUNDS

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | | | | |
| ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | | | | | | | |
| ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | | | | | | | |
| ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| | | | | | | | |
| ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |

Application on photographic background

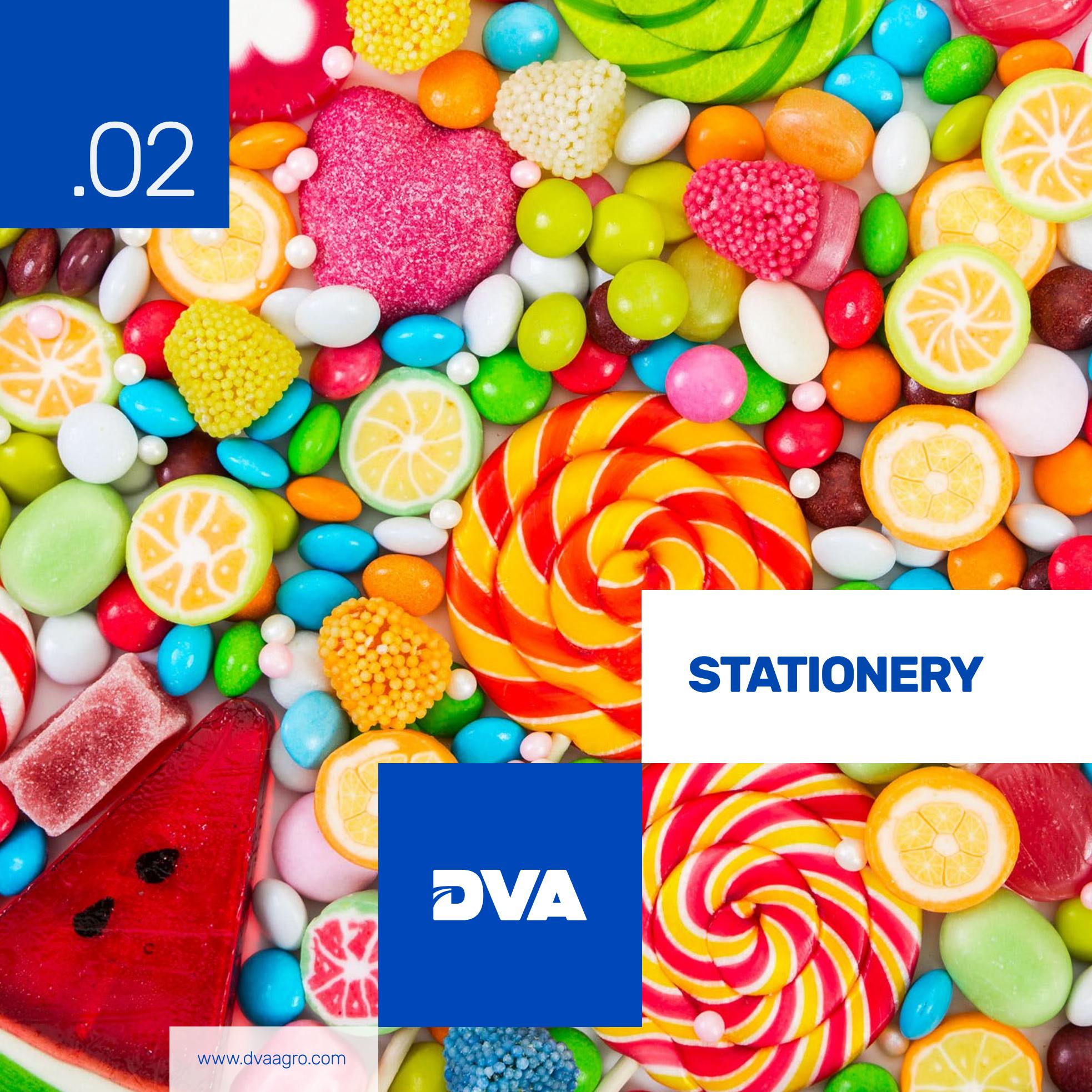
Whenever the logo is used on a photograph, the background must be white or black, or the logo must be placed with its respective container based on the contrast with the background. Never use a white outline to highlight the logo over the background.



APPLICATION ON DIFFERENT COLOR BACKGROUNDS



.02

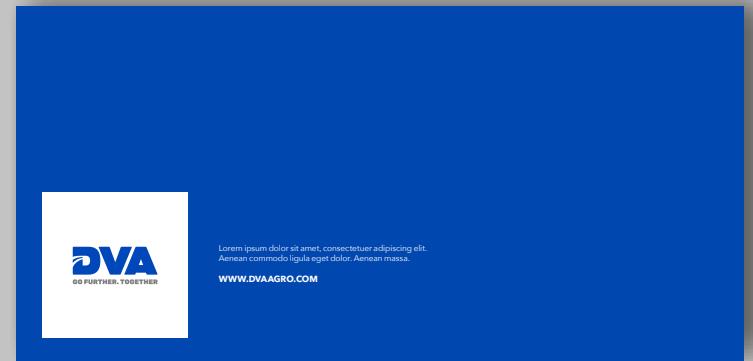
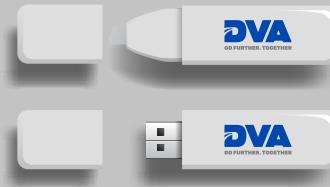
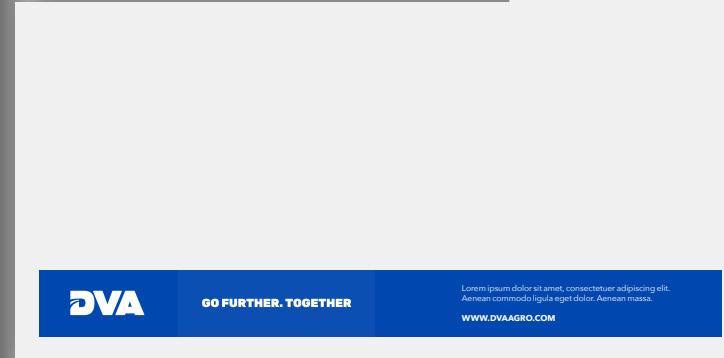
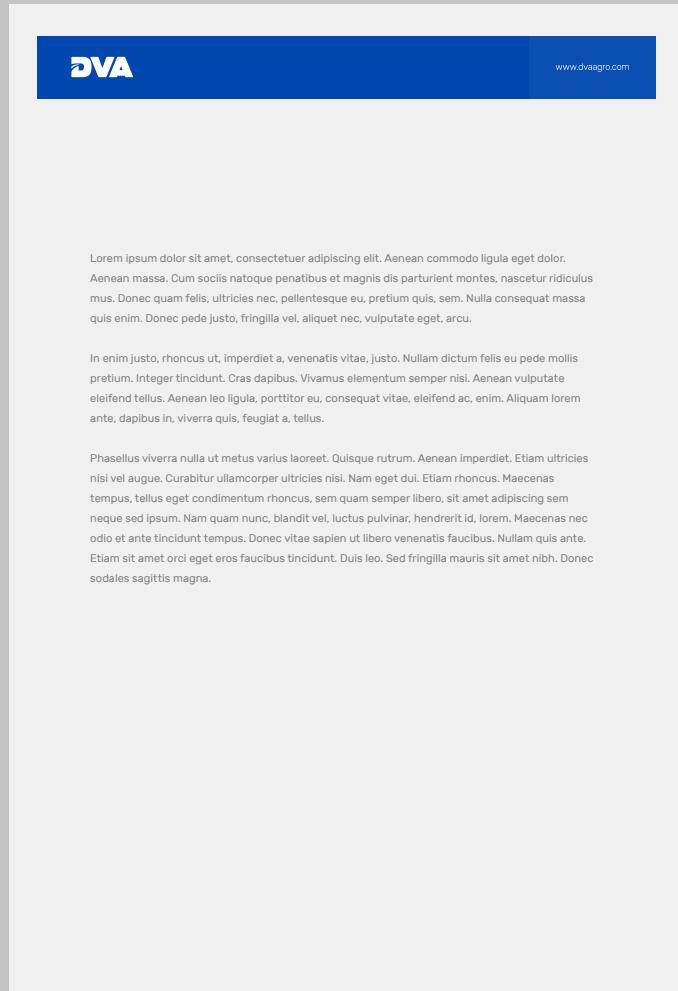


STATIONERY

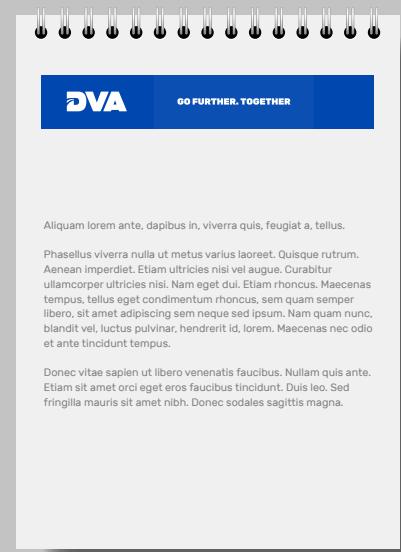
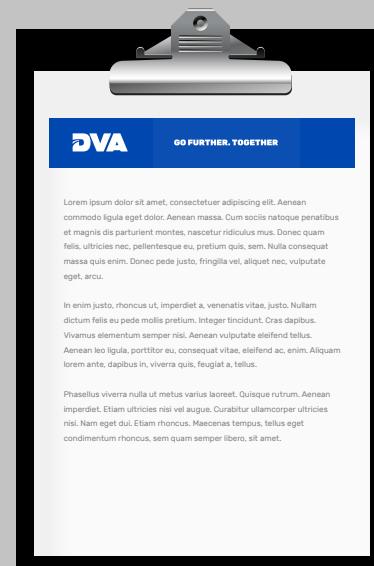
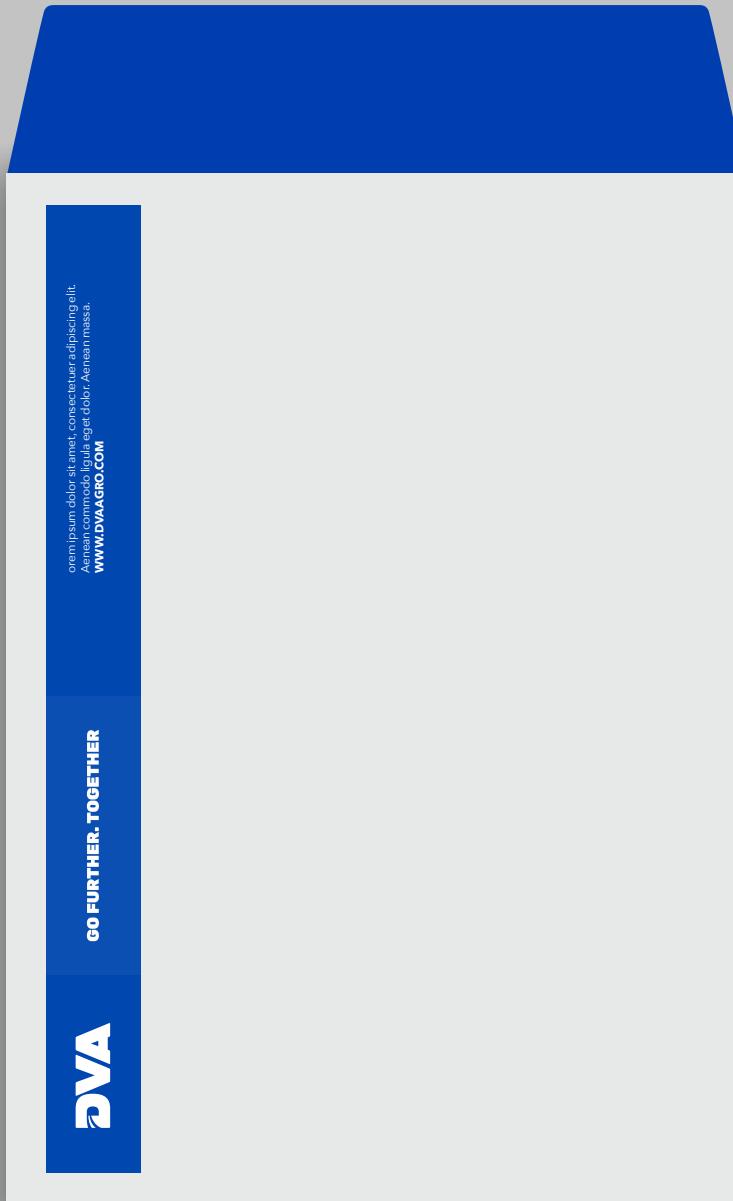
DVA

Stationery

This page shows the model designed for institutional stationery. Although the originals are not included, these designs must be used when deciding the printing of the material.



Stationery



www.dvagro.com

A close-up photograph of two business people in suits shaking hands, symbolizing agreement or partnership.

.03

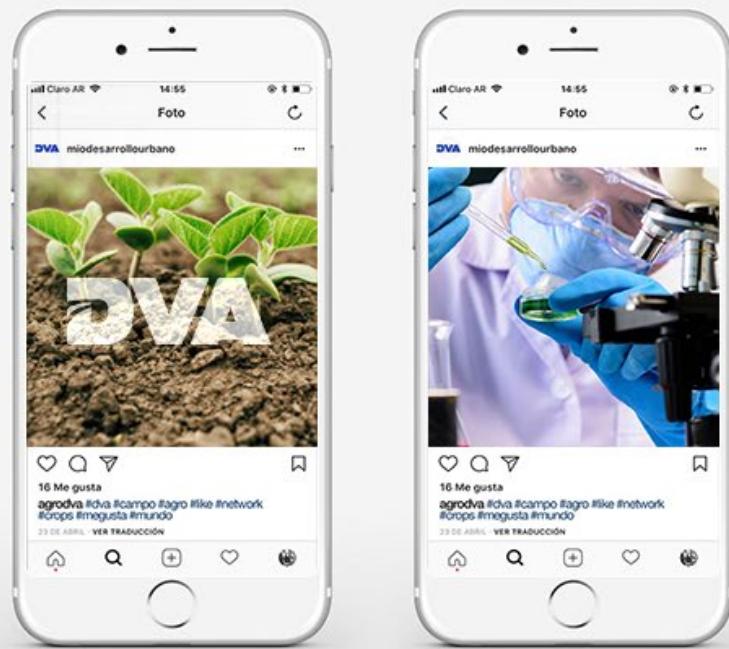
DIGITAL

DVA

www.dvaagro.com

Digital signature

A screenshot of a Gmail compose screen. The top navigation bar shows 'Chrome Archivo Editar Ver Historial Marcadores Otros usuarios Ventana Ayuda'. The title bar says 'Recibidos (22) - juanmanuel' and 'Dummy Text Generator | Lo x'. The left sidebar has 'Correo', 'REDACTAR' (highlighted), 'Recibidos (22)', 'Destacados', 'Importantes', 'Enviados', 'Borradores (53)', 'Categorías', 'Social', 'Promociones', 'Notificaciones', 'Foros', 'Prioridad', 'Seguimiento', 'Varios', and 'Más'. The main area shows a 'Mensaje nuevo' window with 'Destinatarios' and 'Asunto' fields. The message body contains three paragraphs of placeholder text: 'Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.' 'In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus.' 'Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna.' Below the message body is a large blue banner with the DVA logo, the text 'GO FURTHER. TOGETHER', and the website 'WWW.DVAAGRO.COM'. The bottom of the screen shows a toolbar with font styles (Sana Serif, Verdana, Arial, etc.), a bold button, a link icon, a photo icon, a video icon, a file icon, and a search icon. The status bar at the bottom right says 'Guardado'.



The screenshot displays a Facebook page for the company DVA. The page header shows the name 'DVA miodesarrollourbano'. The main content area features a large, vibrant image of several young green plants growing in soil. Below the image, there are standard Facebook interaction buttons: 'Te gusta' (Like), 'Siguiendo' (Following), and 'Mensaje' (Message). To the left of the main content, there's a sidebar with basic page statistics: 'A 1717 personas les gusta esto' (1717 people like this) and '31 personas estuvieron aquí' (31 people were here). There are also sections for 'Publicación' (Post) and 'Foto/Vídeo' (Photo/Video), along with a text input field for posting. The right side of the screen shows a list of users who have interacted with the page, such as 'A Leandro Maciel le gusta el enlace de Radio Nacional' and 'A Andrea Monti le gusta la foto de Alejandra Monti'. A sidebar on the right also displays a message from Hootsuite about their service.

**LOREM IPSUM DOLOR
SIT AMET, CONSECTETUER
ADIPISCING ELIT.**

GO FURTHER. TOGETHER



www.dvaagro.com



LOREM IPSUM DOLOR SIT AMET.

**LOREM
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DOLOR ESTE
NOS SIT AMET
ETEN DOR.**

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LOREM IPSUM DOLOR SIT AMET.



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.04



**PHOTOGRAPHIC
LOOK AND FEEL**

www.dvaagro.com

DVA

Photograph.

The images used to illustrate the company's messages should have the style used in the photographs on these pages. They have to convey the brand's graphic and ethical values. Therefore, the use of clear, modern photographs is suggested. The colors in the photographs should correspond to the chromatic spectrum indicated in the Color section of this Manual.

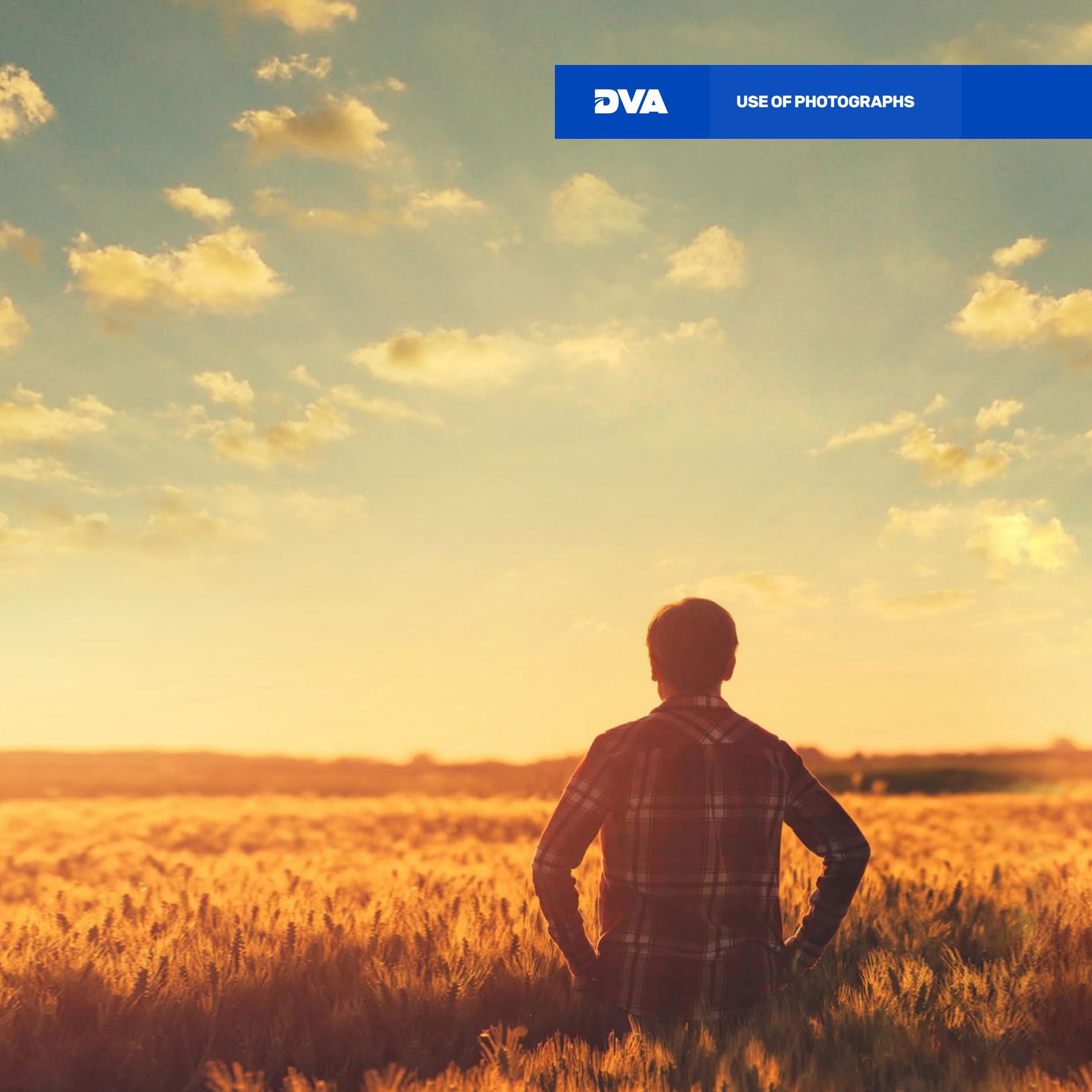


USE OF PHOTOGRAPHS



The logo consists of the letters "DVA" in a bold, white, sans-serif font. The letter "D" has a small, circular, white shape on its top left corner.

USE OF PHOTOGRAPHS



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USE OF PHOTOGRAPHS



.05

PHYSICAL APPLICATIONS

DVA

Banner





Notices



POSITION ON
THE PAGE

POSITION ON
THE PAGE



Vertical notice



**LOREM
IPSUM IT THE
DOLOR ESTE NOS SIT AMET
ETEN DOR.**

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www.dvaagro.com

© Dene quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

Square notice



DVA
GO FURTHER. TOGETHER



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POSITION ON
THE PAGE

Notice A4



Footnote

Box



Drums



Vehicles





Vests



Sweaters

Caps



GO FURTHER. TOGETHER