ELITE POUR LA VIE



Brand Style Guide **2015**

LOGO

Minimum size for print

1.57in (wide)

2.36in (wide) Letter

3.15in (wide) Tabloid

Minimum size for web

260px (wide)

ELITE POUR LA VIE

Full Logo

Standalone Identity Mark

FONT

Nimbus Sans Extd – Used in logo

ABCDEFGHIJLMNOPQRSTUVWZYZ

Gotham – Standard font for documents, emails etc.

ABCDEFGHIJLMNOPQRSTUVWZYZ

Arial – Alternative Font

ABCDEFGHIJLMNOPQRSTUVWZYZ

ELITE POUR LA VIE

USAGE









Full Color

Reversed Background

Logo must not be stretched out of proportion/distorted

Logo must not be rotated or set at an angle

Logo colors cannot be altered

COLOR

C40 M40 Y0 K100

Vivid Black

BUSINESS CARD

Specifications

(2in x 3.5in)

Master artwork templates have been created for Elite Pour La Vie stationery. Do not alter any fonts, colors, sizes or alignments.





LETTERHEAD

This is the letterhead template for internal and external communication for Elite Pour La Vie

Please ensure the text formattting remains as templated.

Body copy - 10 pt Avenir Next Regular or Arial Regular

Headers - 12 pt Avenir Next Bold or Arial Bold



EMAIL SIGNATURE

Please ensure the text formattting remains as templated.

Name - Arial Bold 10

Title - Arial 9 pt

Phone & URL - Arial 9 pt

Dear Sir or Madam

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sed mauris a purus elementum interdum a ac ipsum. Donec lobortis nisi a lorem imperdiet, in consequat elit varius. Nulla facilisi. Maecenas rutrum consectetur dolor in tempus. Vivamus bibendum dui eget tempus vulputate. Sed ut orci ut leo ultricies vehicula. Mauris enim ipsum, ultricies venenatis ligula ut, ultricies commodo felis. Nulla porttitor cursus lorem cursus dapibus. Nulla vel lorem sed leo dictum lacinia. Mauris lacinia, sapien eu tempus semper, sapien arcu pulvinar quam, sit amet ultrices nulla quam mollis augue. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sed risus non metus tempus cursus at fringilla neque. Donec nec



ELITE POUR LA VIE

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AD

Please ensure that logo is in correct proportion and properly displayed in ad.

Make sure that all colors and fonts used in advertising are correct and reflect the brand guidelines of Elite Pour La Vie.

