



BATTERY DIAGNOSTICS

Co-Branding Corporate Design Manual

Final Version December 2025

AVILOO Logo

Logo Variants

1) Triangle Logo – PRIMARY LOGO



2) Horizontal Logo



1a) Triangle Logo with Subline



2a) Horizontal Logo with Subline



The following 2 logo variants are used, depending on the space available. The PRIMARY LOGO is the so called "Triangle Logo".

AVILOO Co-Branding Logo

Logo Variants

Triangle Logo with Subline & Co-Brand



Horizontal Logo with Subline & Co-Brand



Generally we distinguish between 2 types of Co-Branding:

1) The Partner brand is the core brand and AVILOO, as Co-Brand, is integrated into the branded materials of the partner.

Upon Agreement:

2) AVILOO is the core brand and the partner, as Co-Brand, is integrated into AVILOO branded materials

Depending on space, size and the design of the partner logo both AVILOO Logo variants can be chosen – Triangle + Horizontal

In both cases the preferred **variants are the ones including the Subline** (Battery Diagnostics), except the available space is too small.

A thin vertical line should separate the AVILOO logo from the partner logo, in a color that complements both logos.

AVILOO Co-Branding Logo

Protection Zone/Minimum Distance

It is important to maintain this **minimum distance** between the logos and to all other elements on the advertising material.

Triangle Logo with Subline & Co-Brand

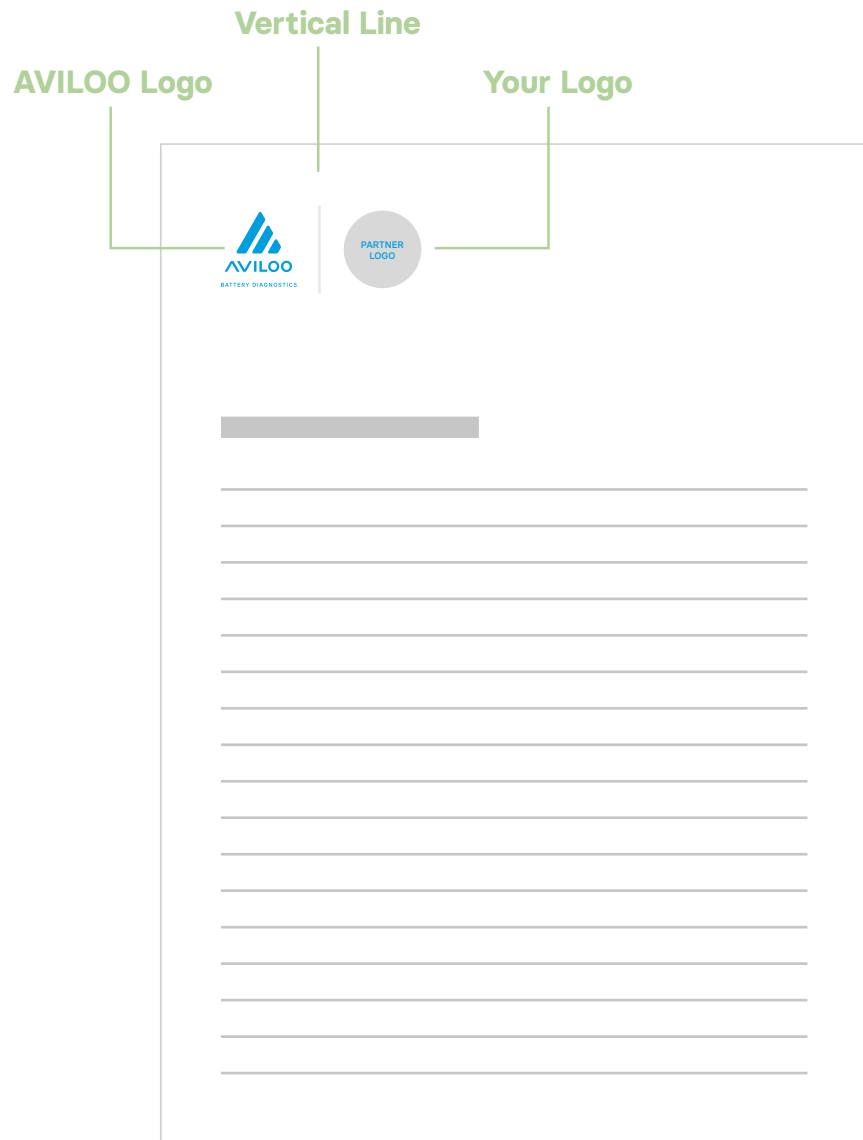


Horizontal Logo with Subline & Co-Brand



AVILOO Co-Branding Logo

Positioning Example



Generally the logo should be located at the top left in the layout.

If the partners logo is always located on the right side, both logos may also be located on the right.

In both cases the logos must be separated by the vertical line.

AVILOO Co-Branding Logo

Do's and Don'ts

The logo must always be used in its original form to maintain brand consistency. Do not distort, rotate, or alter its proportions. Avoid changing the arrangement of its elements or recoloring the logo.

   distort	   rotate	   change proportions
   rearrange elements	   change the color of the AVILOO logo	   Use it on busy images or colorful backgrounds

AVILOO Colors

Main Colors



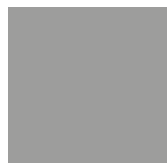
CMYK: 90.10.0.0
RGB: 0.157.219
HEX: 009ddb
Pantone: 2925 U, 2382 C
RAL-colors: 5012 Lightblue,
5015 Skyblue



CMYK: 45.5.0.0
RGB: 149.206.237
HEX: 95ceed
Pantone: 2707 U, 2707 C



CMYK: 0.0.0.80
RGB: 88.88.90
HEX: 58585a
Pantone: Cool Gray 11 U,
Cool Gray 11 C



CMYK: 0.0.0.50
RGB: 156.158.159
HEX: 9c9e9f
Pantone: Cool Gray 6 U,
Cool Gray 6 C

Complementary Colors



CMYK: 20.100.80.0
RGB: 197.10.51
HEX: c50a33
Pantone: 2035 U, 186 C



CMYK: 0.80.0.0
RGB: 231.82.148
HEX: e75294
Pantone: 225 U, Rhodamine Red C



CMYK: 0.50.100.0
RGB: 242.148.0
HEX: f29400
Pantone: 137 U, 151 C



CMYK: 0.15.100.0
RGB: 255.213.0
HEX: ffd500
Pantone: Yellow 012 U,
Yellow 012 C



CMYK: 55.0.85.0
RGB: 135.188.73
HEX: 87bc49
Pantone: 2285 U, 2285 C



CMYK: 100.0.60.0
RGB: 0.149.126
HEX: 00957e
Pantone: 2231 U, 7474 C



CMYK: 100.90.10.0
RGB: 0.56.130
HEX: 003882
Pantone: Blue 072 U, Blue 072 C

The color versions are specified differently for print, office, and internet use. There is also a black-and-white version for special applications.

For print designs, a distinction is made between CMYK (4C) and spot colors (Pantone C, Pantone U), depending on the printing ink.

In office and internet use, the RGB or hexa color version is relevant.

Please only use the AVILOO colors in your branding materials if you don't have your own corporate colors!

AVILOO Fonts

Basier Square

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜÁÇÕØ
abcdefghijklmnopqrstuvwxyzäöüáâø
1234567890[{}(,.;!/?&-*@)%%ø¿†‡¼½²©™

Basier Circle:

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜÁÇÕØ
abcdefghijklmnopqrstuvwxyzäöüáâø
1234567890[{}(,.;!/?&-*@)%%ø¿†‡¼½²©™

Correspondence and Screen font: Calibri

The Calibri system font replaces the Basier corporate font in e-mail correspondence, documents and other digital templates e.g. PPT-presentations.

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜÁÇÕØ
abcdefghijklmnopqrstuvwxyzäöüáâø
1234567890[{}(,.;!/?&-*@)%%ø¿†‡¼½²©™

The primary company font for designs (e.g. POS materials, advertising, website) is the **Basier font family** from the typographer at the Atipo font design studio. Basier is a modern font with clear lines and natural shapes.

Please only use the AVILOO fonts in your branding materials if you don't have your own corporate fonts!

Design Guidelines

General Rules

Left aligned



Headline

Subheadline

- Ut quo vid qui necesti cuptatio. In nobist ullabor estioresTium sumqui doluptatem restem faccabor rev fugiaeriae et, qui asit, omnient re vellis eati cus solo ommoles modiandamus, quatis doluptatus.
- Oreperovit ad ma dessimodit, coreperiae pos est utatect urepelitia si nes ea sequid quiae lat ipsum qui acil eos reperio restem et ipsumqu atempor moloresent voluptincil iuriora dolumquam. Rovitrunt eumqui sit aut volora as ipitatum reic to te aliquoditat.

Eriorrup tionsernam, sam quaeste mporro etusciatem rere volorporum rem volessi que pos aut a corepel iquatat.

X

X

Line Spacing = X

The line spacing in body text should at least equal the height of the capital letters, to ensure readability

Paragraph Spacing = X

The paragraph spacing should be at least twice the height of the capital letters.

In all your designs make sure to check the design basics:

Checklist:

☐ 1. Consistency

Use a consistent color palette, typography, and layout throughout. Consistency builds trust and makes navigation easier.

☐ 2. Hierarchy

Highlight the most important elements first. Use size, color, contrast, or position to guide attention.

☐ 3. Proportion and Scale

Elements should relate logically in size. Big headlines, smaller body text—visual logic matters.

☐ 4. Alignment

Proper alignment creates order and professionalism. Use grids or guides for clean layouts.

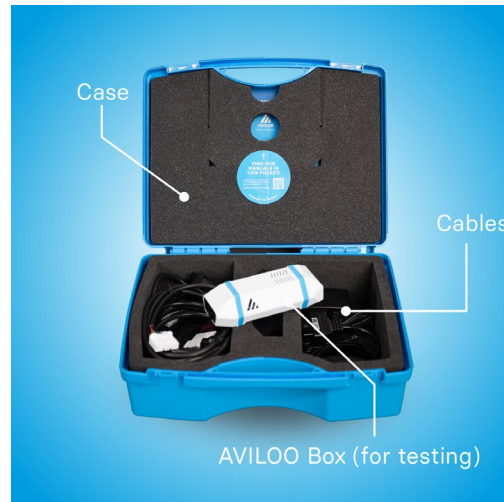
☐ 5. White Space

Empty space helps the design breathe. Avoid clutter—less is often more.

Content and Images

Examples of provided images by AVILOO (upon request)

AVILOO provides content and image materials (including box, case, and certificate visuals, as well as additional images) upon request.



Co-Branding Website

Domain Guideline

Prohibited Domains

 aviloo.com/partner or similar

Accepted Domains

 partnerdomain.com/aviloo

 aviloo partner.com

It should be clear from the domain that AVILOO is **NOT** the operator or owner of the partner website or landing page.

Co-Branding Website

Design Guidelines

Prohibited Elements

-  AVILOO-Blue as main Background-Color
-  Using the AVILOO-Logo in the menu-section

Accepted Elements

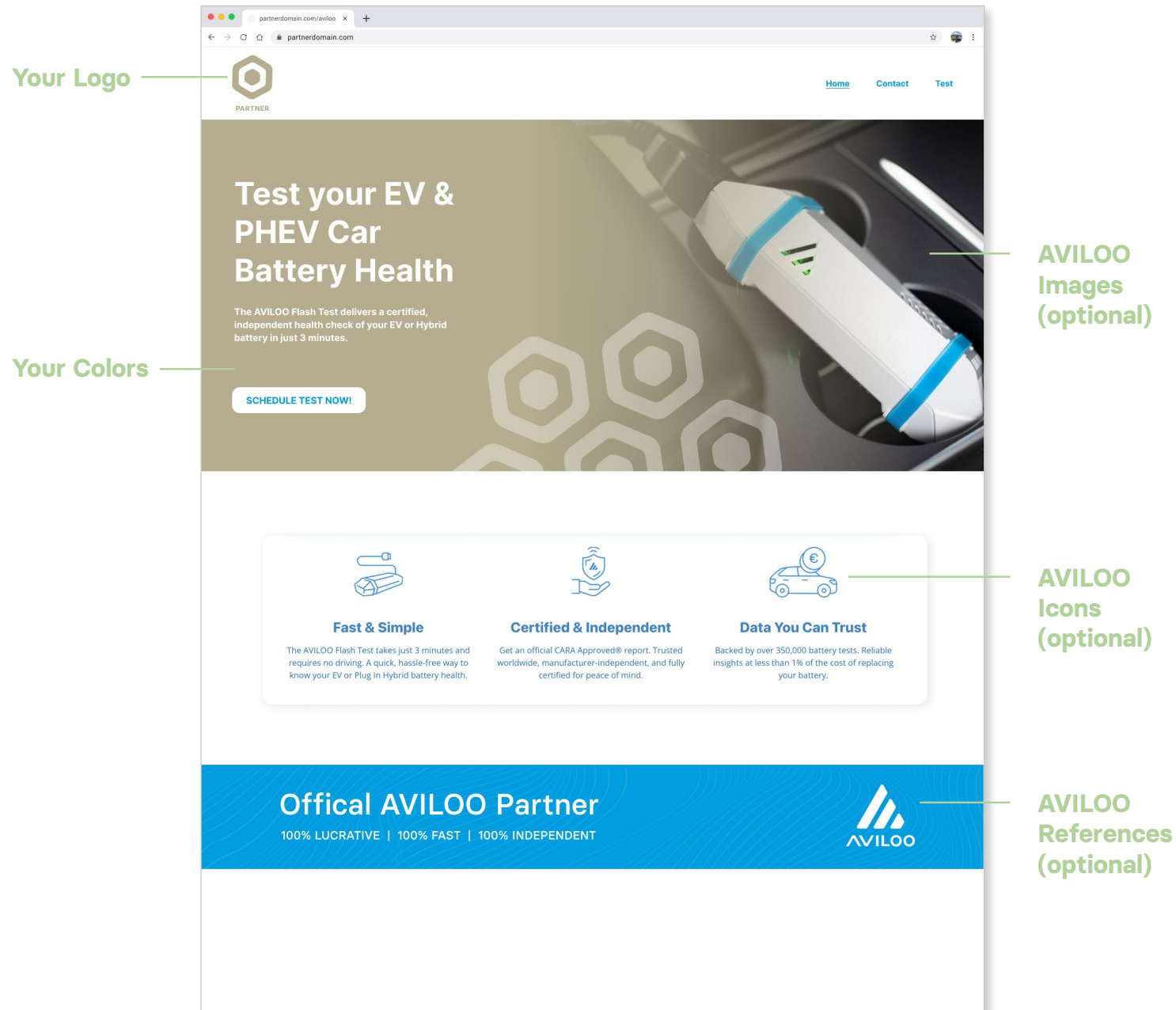
-  AVILOO Images
-  AVILOO Icons
-  AVILOO Logo incorporated as element within the website

It should be clear from the design that AVILOO is NOT the operator or owner of the partner website or landing page.

When designing such a page, AVILOO requires that the background colors and other design elements follow the partner's corporate design, with AVILOO integrated only within that design.

Co-Branding Website

Example



It should be clear from the design that AVILOO is **NOT** the operator or owner of the partner website or landing page.

Checklist:

- ☐ AVILOO logo not in header
- ☐ Your Corporate Design is used for the main design of the website

Upon request you may use AVILOO images or icons

Co-Branding Ads

Example Portrait Format A4

Co-Branding Logo



AVILOO Images

AVILOO Certified Label (optional)

Your Colors

When creating an ad it should be clear, that AVILOO is NOT the company publishing the advertisement.

AVILOO DESIGN ELEMENTS (upon request)

- ☐ (Slanted) images or banners
- ☐ AVILOO Certified Label
- ☐ Design elements and icons

For example:



Co-Branding Ads

Example Landscape Format A5



When creating an ad it should be clear, that **AVILOO is NOT** the company publishing the advertisement.

AVILOO DESIGN ELEMENTS (upon request)

- ☐ (Slanted) images or banners
- ☐ AVILOO Certified Label
- ☐ Design elements and icons

When creating an A5 ad, it should be in landscape format!