

# Brandbook







Who **we** are?



Company name

ERGOVENT is our name, and we specialize in creating and manufacturing unique hidden ventilation solutions. Our products are at the forefront of interior design trends, offering an innovative and exclusive category of solutions for modern spaces.

ERGOVENT



What do **we** look like?

## Symbol

Our logo is a two-dimensional graphic representation of a hidden ventilation diffuser. While the logo is flat, it visually gives the impression of depth and rotational movement. The symbol features our brand's signature orange color.



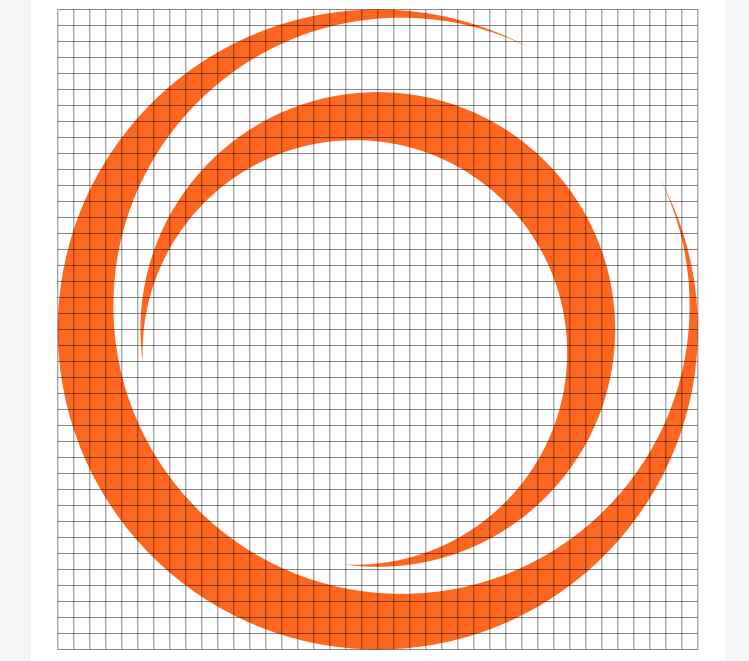
## Logo

Our logo includes the symbol described earlier, with the company name, "ERGOVENT" as Registered Trademark, written in uppercase letters to its right.



## Logo geometry, size

The logo and symbol are designed using geometric grids based on standard units. These grids help adjust the logo's size accurately. The logo has a minimum recommended size to ensure it remains clear and easy to read. Using the logo at smaller sizes than suggested may result in poor readability.



 ERGOVENT

min. 26 mm / 130 px

# Logo space

The logo's space zone specifies the minimum distance it must maintain from other graphic elements, as well as the maximum size it can occupy in certain areas (like advertising light boxes or blank spaces in ads). It's important to always follow these guidelines when designing layouts to ensure the logo remains recognizable and identifiable.





# Colors

Our logo features two colors: bright orange and bluish-gray, with bright orange used for accents. It can also be displayed in black. On websites with white backgrounds, we use a "soft white" version of the logo.

## ORANGE

RGB  
255 / 103 / 31

CMYK  
0 / 70 / 100 / 0

Pantone:  
165 C / 165 U

#  
FF671F

## BLUISH GRAY

RGB  
66 / 85 / 99

CMYK  
74 / 54 / 42 / 33

Pantone:  
7545 C / 7546 U

#  
425563

## BLACK

RGB  
0 / 0 / 0

CMYK  
0 / 0 / 0 / 100

Pantone:  
Process Black

#  
000000

## WHITE

RGB  
255 / 255 / 255

CMYK  
0 / 0 / 0 / 0

Pantone:  
White

#  
FFFFFF

## SOFT WHITE

RGB  
245 / 245 / 245

#  
F5F5F5

## Logo color usage

The logo must always be clearly visible and have enough contrast against the background. It could not be placed on backgrounds that make it hard to see. On websites with white backgrounds, the logo must use a "soft white" color to ensure good visibility.

On solid color backgrounds



On photo backgrounds



In black-and-white



## Prohibited usage

1. The text part of the logo should never be used separately.
2. The proportions and layout of the logo should not be changed.
3. The logo colors should not be altered or substituted.
4. Background colors should remain as specified.
5. The logo's proportions should not be changed or distorted.
6. The logo should not be rotated.
7. Avoid using linear graphic representations of the logo.
8. Do not place text or other graphic elements within the logo's protection zone.
9. Do not apply graphic effects, such as drop shadows, to the logo.

1

**ERGOVENT**

2

**ERGOVENT** 

3

 **ERGOVENT**

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 **ERGOVENT**

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 **ERGOVENT**

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 **ERGOVENT**

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 **ERGOVENT**

8

Lorem ipsum

 **ERGOVENT**

9

 **ERGOVENT**



## Logo usage for distributors

These logos are designed for exclusive use by distributors and must not be altered in any way. You are not allowed to add any other logos to them. The logos are meant to identify official ERGOVENT company partners. If you require the logo in a different language, please reach out to our marketing department by emailing [marketing@ergovent.com](mailto:marketing@ergovent.com)







# Font #1

The text part of the logo (ERGOVENT) uses a modified version of the COMMUTER SANS font, with adjustments to the letters G and O. This font is recommended for headlines and accents only, as it's not suitable for long or small text. It is available to all legal Adobe Creative Cloud® platform subscribers.

# Commuter Sans

aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

*aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\**

Thin / Thin Italic

aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

*aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\**

ExtraLight / ExtraLight Italic

aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

*aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\**

Light / Light Italic

aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

*aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\**

Regular / Italic

aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

*aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\**

SemiBold / SemiBold Italic

aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

*aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\**

Bold / Bold Italic

aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

*aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\**

ExtraBold / ExtraBold Italic

aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

*aābcčdeēėfghijjklmnoprsštuyūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\**

Heavy / Heavy Italic



# Font #2

In our communication, we use the BROTHER 1816 font family. This font is suitable for both headlines and all other advertising or informational text.

# Brother 1816

aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*  
aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

Thin / Thin Italic

aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*  
aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

Light / Light Italic

aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*  
aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

Book / Book Italic

aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*  
aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

Regular / Regular Italic

aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*  
aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

Medium / Medium Italic

aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*  
aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

Bold / Bold Italic

aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*  
aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

ExtraBold / ExtraBold Italic

aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*  
aābcčdeēėfghijjklmnoprsštuųūvzžxw  
AĀBCČDEĖĖFGHIĲYJKLMNOPSŠT  
UŲŪVZŽXW 1234567890 !@#\$\$%&\*

Black / Black Italic

# Source & watermarks

## Imagery

### Approved Images:

Use only high-resolution, professional images that align with the Ergovent brand identity. These images should reflect our commitment to high-quality and innovation.

### Product Images:

Should be consistent in style, lighting, and quality. Ensure all product images are on a clean, neutral background unless otherwise specified.

### Approval:

All images (product, interior, or other Ergovent brand related images) must be approved by the Ergovent marketing team before being published. Contact: [marketing@ergovent.com](mailto:marketing@ergovent.com)

### Prohibited Imagery:

- Avoid using low-resolution, pixelated, or blurry images.
- Avoid overly complex or distracting images that may detract from the key message.
- Avoid using any kind of your own logos or watermarks on Ergovent product images.
- If you use any of Ergovent existing branding materials (products photos, installation manuals, technical specifications, videos, reels, etc.) for your own channels, that are protected by copyright and marked with "Ergovent©", you must leave the mark. If you choose to remove it, then always indicate the source, such as, "Source: Ergovent" (if possible, add active link to [www.ergovent.com](http://www.ergovent.com) on the word "Ergovent") to properly attribute the content to our brand. However, if you create your own promotional materials, the statement "Source: Ergovent" is not required.





## Contacts

If you have any questions, please reach out to our marketing department by emailing [marketing@ergovent.com](mailto:marketing@ergovent.com)

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