

isravelo brand guidelines

GUIDELINES ARE SUBJECT TO OBLIGATORY IMPLEMENTATION

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Isravelo Logo

1



Color Palette

CMYK **100-75-10-0**

RGB **27-67-131**

Hex **1B4383**

Pantone **7687 C**

CMYK **0-20-100-0**

RGB **250-189-0**

Hex **FABD00**

Pantone **7408 C**

Logo Application Options and Guidelines

1. Besides the **main version of the logo**, above, the options listed here can also be used. **No other form or color scheme are allowed for the logo.**

2. Numbers in circle indicate the logo version number in the Adobe Illustrator file provided.



5. *Small color logo for white background*



3. *Main color logo version for dark backgrounds*

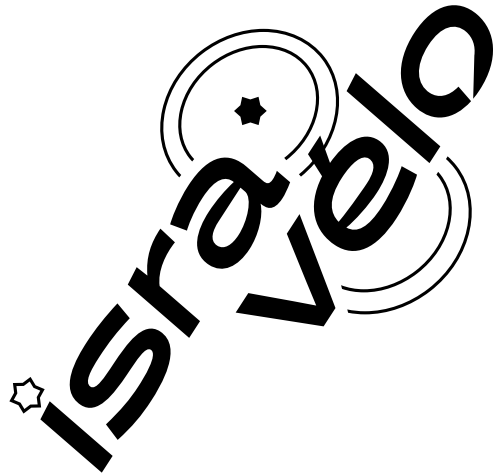


7. *Small white logo for dark backgrounds. It must be white*

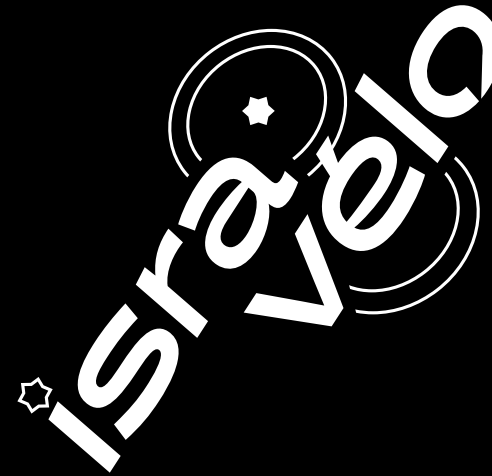
Monochrome Logo Application

When Isravelo corporate colors cannot be used, either all-black or all-white versions of the logo should be used. No other colors are allowed.

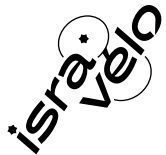
2



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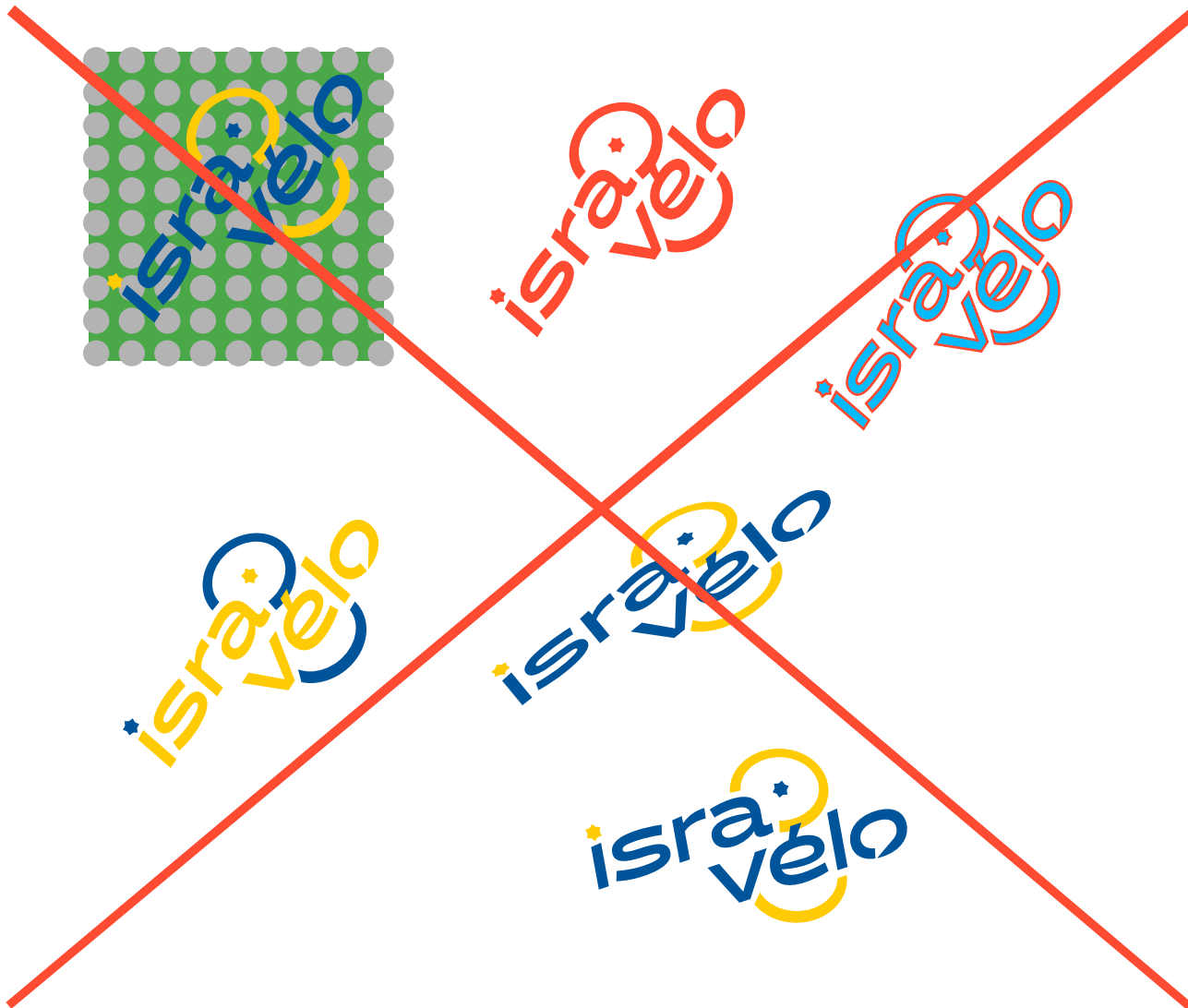


Isolation Area around the Logo



1. A free space should be left all around the logo. This space must be at least as wide as the height of the letter "l" in the word "Isravelo" in the logo, or greater. (See the example on the left for a trace of said free space).
2. This free space is required for the logo will not merge or blend with other design items.
3. The logo's rules of application are listed on pages [4](#), [5](#) and [7](#).

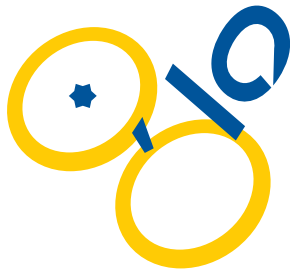
Unacceptable Use of the Logo



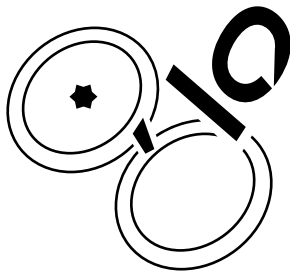
1. Misuse of the logo, as seen in the example on the right, should be avoided:
2. The Logo should not be placed on a patchy background, which would make its recognition difficult.
3. No distortion or disproportional stretching/size changes of any kind are allowed for the Isravelo logo.
4. The logo should not be used in any other color scheme other than the ones proscribed. If the use of the original colors is not possible, only the all-black or all-white versions should be used.
5. The inner distances and proportions set in the logotype should not be changed.

Isravelo Sign I: Vincenzo Nibali

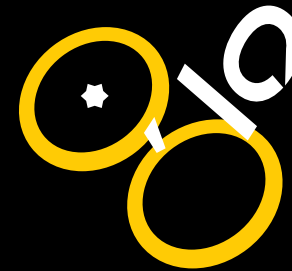
8



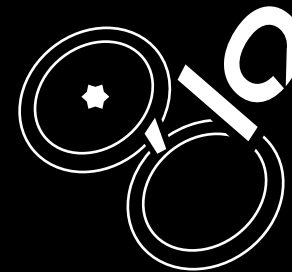
9



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11



Isravelo Sign II: Alberto Contador

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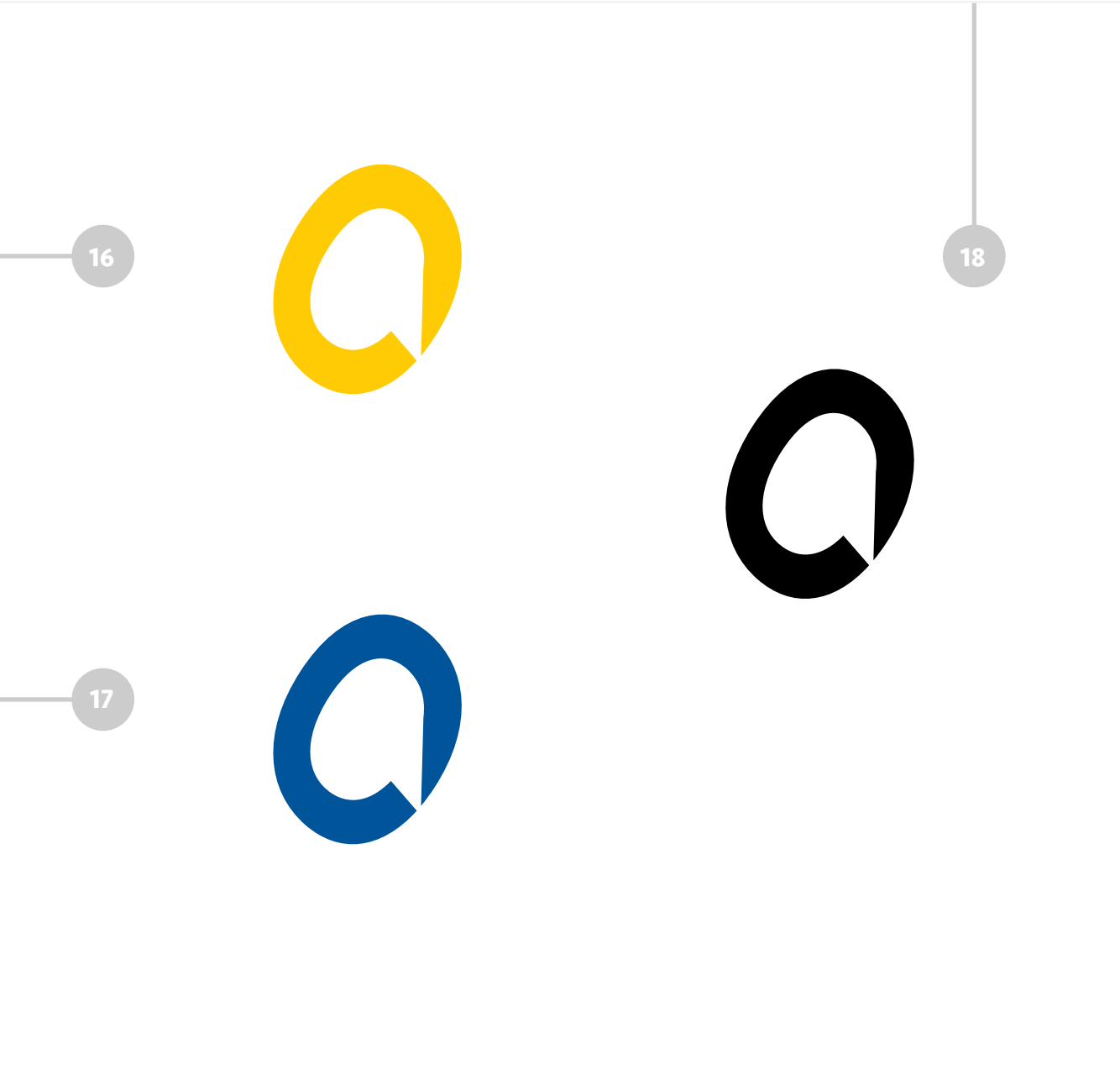
13

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Isravelo Sign III: Philippe Gilbert



Badge № 1

Badge № 1 is designed for use on clothes, for the purpose of being discernible on a bicyclist in motion. It can be used in various sizes.



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Main version



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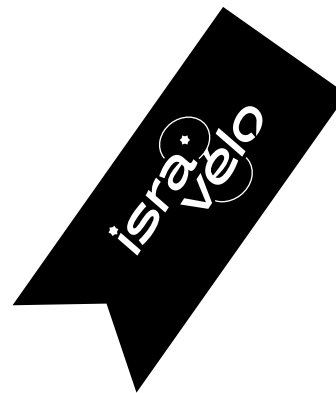
Version for clothes of yellow or orange color. Should not be used on white.

Badge № 2

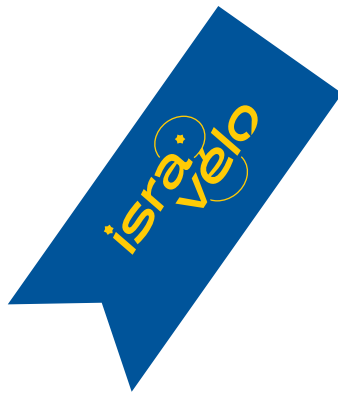
21



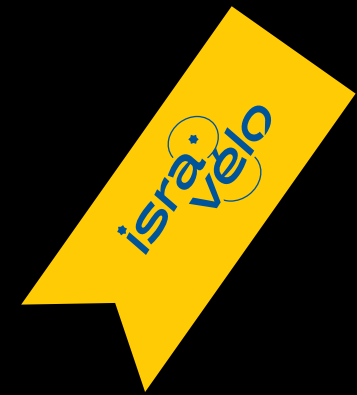
22



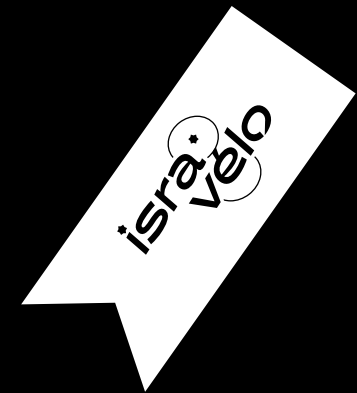
20



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Badge № 2 is to be used in all cases other than on clothes.

Logotype

Logotype can replace the logo in cases when it appears horizontally only.

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The image displays the 'isravelo' logotype in a bold, blue, sans-serif font. The letter 'i' is lowercase and features a yellow star above it. The letter 'e' is lowercase and features a yellow chevron above it. The remaining letters 's', 'r', 'a', 'v', 'e', 'l', 'o' are lowercase and do not have any special markings. The logotype is centered horizontally on the page.

Business Card & Decorative Item

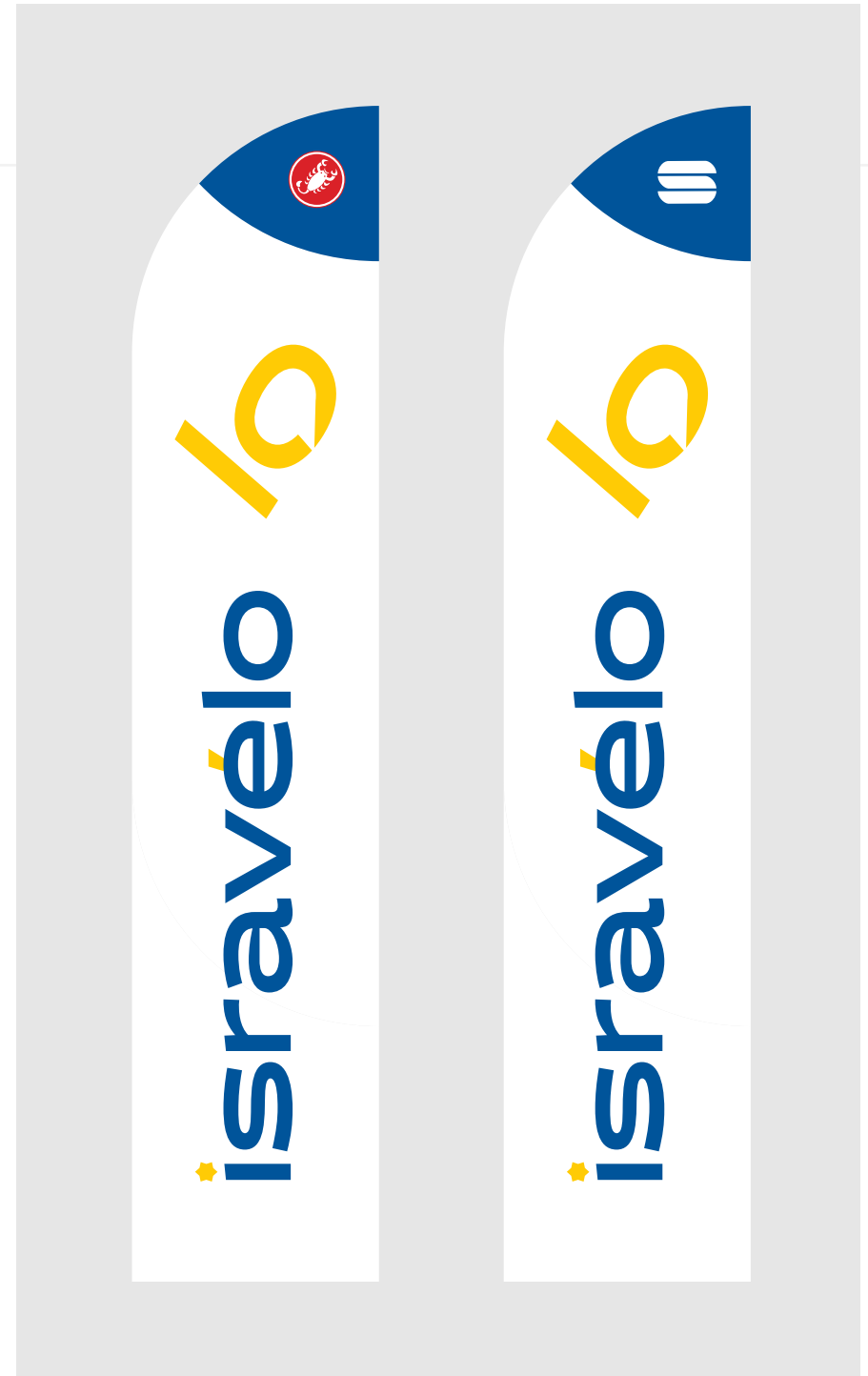


1. Isravelo's logo is vertical. Due to this fact, vertical compositions are more suited to the character of Isravelo's corporate identity.

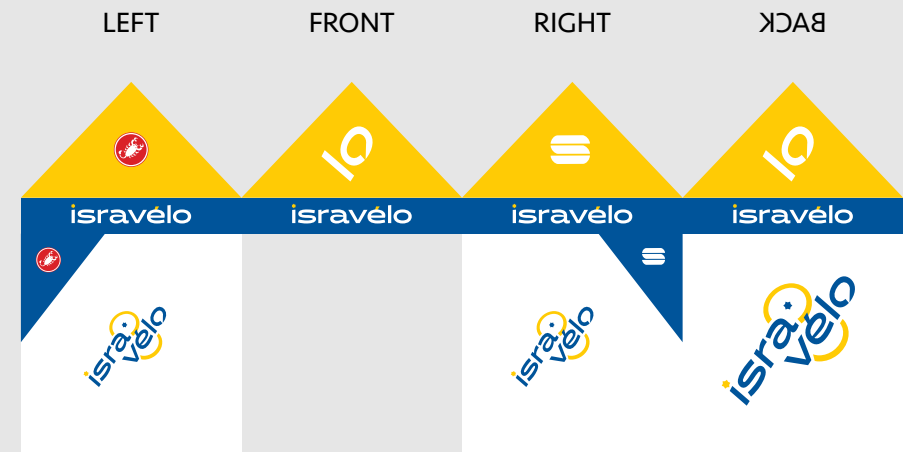
2. A thin horizontal path with two dots on it on one side, representing a bicyclist on his way, is also a part of the corporate identity.

Beach Flag

The Beach flag has to be used in vertical only. The top blue corner is reserved for partner's logo.



Event Tent



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Designed in Israel, 2014