Logos, colors, and fonts should only be used as indicated within this guide. Do not substitute any design elements to keep brand consistancy. If you are unsure or have any questions regarding the use of this guide, reach out to fresh@incitrio.com.

NEVA LOGO USAGE

VESALIO LOGO USAGE

ACCEPTABLE	UNACCEPTABLE
Use logo with sufficient white space surrounding the logo. it's important to use appropriate logo variation depending on the background color for maximum clarity.	Do not place logo on a background that makes the logo unclear. Do not rotate, stretch or rearrange logo elements. Logo can only be used as shown.

BRAND COLORS

	c	m	y	k	r	g	b	hex	pms
	69	14	0	0	44	172	227	2cace3	298 c
	99	85	16	3	34	67	136	224388	7687 c
	66	56	53	29	84	87	90	515353	425c
	0	0	0	100	0	0	0	000000	Black 6 c

CMYK codes are used for print, also called 4 color process. RGB and HEX are used for digital on screen applications. PMS, also known as the Pantone Matching System is used for printing. It requires pantone inks for consistent commercial printing.

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BRAND TYPOGRAPHY

HEADING FONT

Family: Monterrat

Styles: SemiBold

Aa

MONTSERRAT SEMI 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 1 2 3 4 5 6 7 8 9
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

BODY FONT

Family: Monterrat

Styles: Regular

Aa

MONTSERRAT 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 1 2 3 4 5 6 7 8 9
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

PRODUCT IMAGE USAGE

ACCEPTABLE

Use product imagery only on white or approved NeVa backgrounds. Dropshadows are approved for use where product might not stand out. Use only approved product angles.

Use proportions of the different NeVa sizes with regards to one another when used separately.

UNACCEPTABLE

Do not stretch or distort product image or product sizes when used separately. Do not use product image on a background where it is not legible unless for artistic use.

NeVa 4.0 X 22   NeVa 4.5 X 29   NeVa 5.5 X37   NeVa 4.0 X 22   NeVa 4.5 X 29   NeVa 5.5 X37
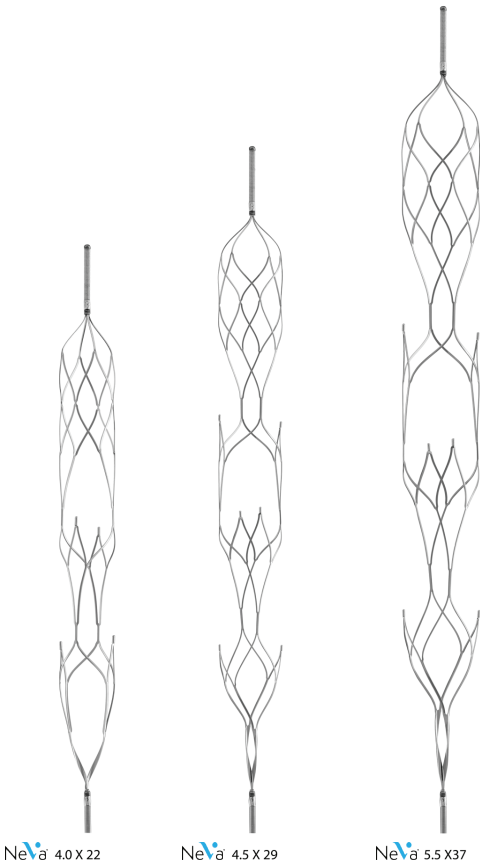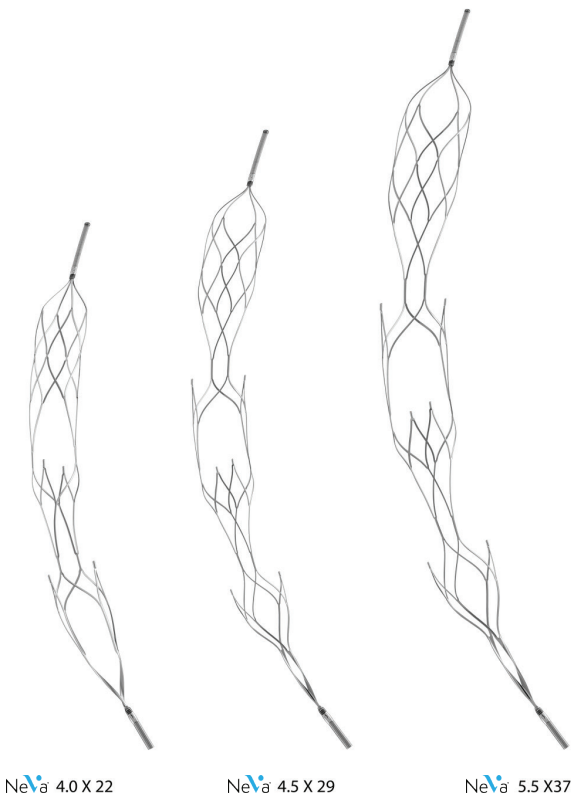
HOW TO USE YOUR COMPANY LOGO WITH THE VESALIO COMPANY LOGO

NOTE: NeVa and VESALIO logo needs to be prominent on all promotional material.

ACCEPTABLE

Please follow the below guidelines on how to use your company logo together with the VESALIO logo.

Your company logo surface size should be no bigger than the Vesalio logo surface size

UNACCEPTABLE

Your company logo surface size should be no bigger than the Vesalio logo surface size.

HOW TO USE THE VESALIO TAGLINE

The primary NeVa tagline is: designed for 1ST PASS SUCCESS with ALL Clot Types

IDEAL FORMATTING

designed for 1ST PASS SUCCESS with ALL Clot Types

- Format "designed for" and "with" two sizes smaller than "1st PASS SUCCESS" and "ALL Clot Types"
- Capitalize "PASS SUCCESS" and "ALL"

ALL CAPS FORMATTING

DESIGNED FOR 1ST PASS SUCCESS WITH ALL CLOT TYPES

- "1ST PASS SUCCESS" and "ALL CLOTS TYPES" must be bolded

FORMATTING ON TWO LINES

designed for 1ST PASS SUCCESS
with ALL Clot Types

DESIGNED FOR 1ST PASS SUCCESS
WITH ALL CLOT TYPES

- If the tagline needs to appear on 2 lines, break before "with"

ADDITIONAL TAGLINES

Drop Zone the Clot Inside

#DoTheDropZone

DOWNLOADABLE BRAND RESOUCE LIST

You can download the below elements from the provided link: https://incitrio.canto.com/b/JBQ4Q

BRAND FORMATTING

- VESALIO Background
- Montserrat Font Files
- VESALIO Logo white
- VESALIO Logo blue
- NeVa Logo white
- NeVa Logo blue

PRODUCT IMAGERY*

- NeVa 3 sizes straight.png
- NeVa 3 sizes curved.png

*If you use product layouts separately, make sure your respect the proportions of the different NeVa sizes with regards to one another.

APPROVAL OF LOCAL PROMOTIONAL DOCUMENTS

Per your partnership contract, all designs created locally must be approved by the Vesalio before use. For any further questions in regards to use of Vesalio brand assets, please reach out to your Vesalio Market Development team.