



 **Pelvana**  
**BRAND MANUAL**

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**Prepared For:**

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## BRAND LOGOTYPE

### 1.01 - LOGO DESIGN

The brand name Pelvana is a combination of two words Pelvic and Nirvana. This is a women's pelvic health brand, so feminine colors are incorporated in the logo.



#### Font Used

**Font Family**  
Helvetica Neue LT  
Com SS Roman

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
\$%&'()\*~

### 1.02 - LOGO SIZE

Logo proportion should be kept same. Preferred sizes are mentioned below:

#### Horizontal Style



12 Sizes x 2 Sizes



10 Sizes x 2 Sizes



8 Sizes x 2 Sizes



6 Sizes x 1.5 Sizes

#### Vertical Style



12 Sizes x 2 Sizes



8 Sizes x 2 Sizes



6 Sizes x 2 Sizes



6 Sizes x 2 Sizes

### 1.03 - COLOR VARIATION



Color #1

Color #2

Color #3

Color #4

## BRAND COLOR SYSTEM

### 2.01 - USED COLOR

#### Primary Color



Coral

#### Secondary Color



Emerald Sea

Color Variation

Color Variation

Gradient

Gradient

### 2.01 - COLOR MODE



CMYK Color



RGB Color

### 2.03 - COLOR PALETTE



CMYK : C 40, M 41, Y 40, K 40

RGB : R 423, G 410, B 417

HEX : #C79A81

Emerald Sea

CMYK : C 46, M 42, Y 40, K 40

RGB : R 413, G 417, B 417

HEX : #719093



CMYK : C 42, M 41, Y 41, K 40

RGB : R 419, G 423, B 427

HEX : #C7D8D7

### LOGO COLOR CODE

CMYK : C 40, M 41, Y 40, K 40

RGB : R 423, G 410, B 417

CMYK : C 42, M 41, Y 41, K 40

RGB : R 419, G 423, B 427

CMYK : C 46, M 42, Y 40, K 40

RGB : R 413, G 417, B 417

