

Welcome to the new world of mobility.

Brand guidelines 2023



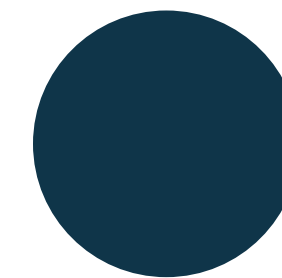
Ayvens logo

Our logo features three components:

- our symbol
- our brand's name
- the Societe Generale Group endorsement.



Artwork files provided in Serene Blue, Freedom White and black in ai/pdf/png/svg formats.



R=15 V=53 B=73
#0F3549
C=100 M=65 J=45 N=50
PANTONE 302 C
RAL DESIGN 240 20 22

Colour scheme
The logo must be used in Freedom White or in its Serene Blue colour wherever possible.

Ayvens logo

The Ayvens logo is used on various coloured or photographic backgrounds:

- ① in Serene Blue on a Freedom White or a Sustainable Turquoise background, or on a light photographic background
- ② in Freedom White on a Serene Blue, on a Sustainable Turquoise or on a black background, or on a dense / dark photographic background
- ③ when colour cannot be used, in black monochrome on a Freedom White background, or on a light black & white photographic background.

On photographic backgrounds, always make sure that the legibility of the logo is never compromised.



Ayvens logo

Protection zone

A minimum protection zone ensures the optimal legibility of the logo in its environment and protects it from any external graphic element.



Minimum size

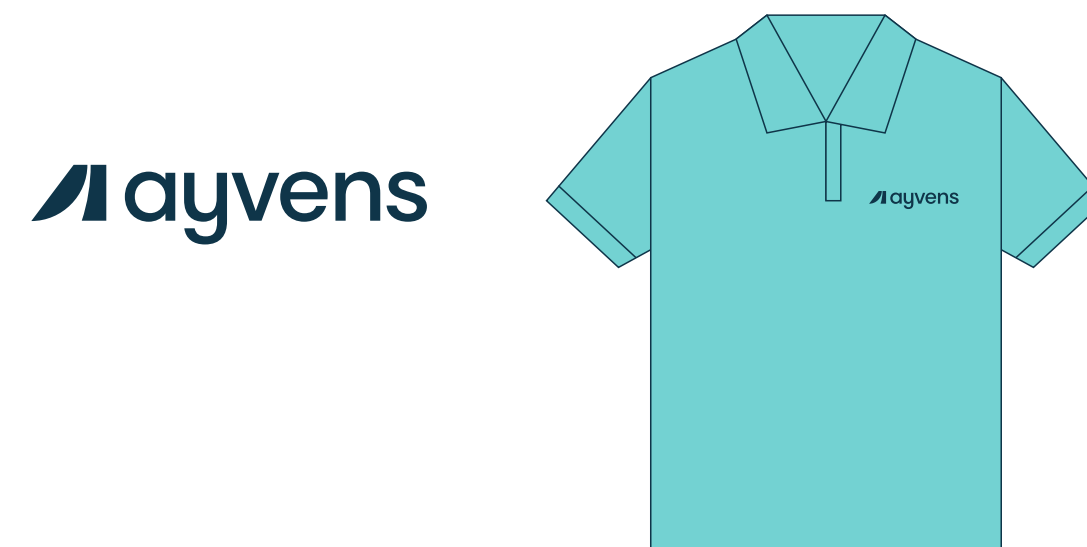
The length of the logo must be greater than or equal to 35 mm or 276 px to ensure good legibility and a good quality of reproduction.



Usage exception

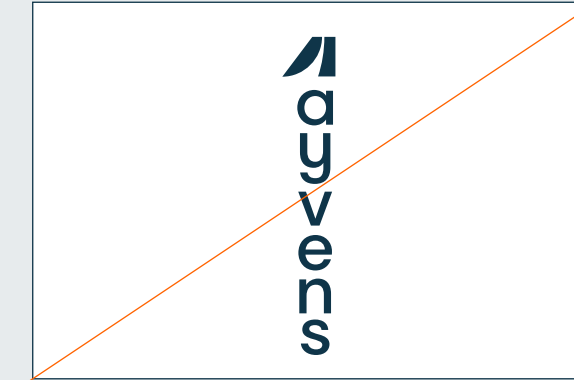
The logo without endorsement is used in exceptional manufacturing cases (embroidery, engraving, etc.) or in very small size.

Use to be confirmed with the Communications Department.



Don'ts

The rules for the use of logos must be strictly observed. The incorrect illustrations shown below are non-exhaustive and are provided as examples.



Don't use on vertically.



Don't use on a busy background or on a background colour that is not part of the brand's palette.



Don't change the colour scheme.



Don't change the colour scheme.



Don't use the logo on a Optimistic Yellow background.



Don't distort the logo.



Don't change the proportions.



Don't modify the composition.



Don't omit the symbol.



Don't add any graphic treatment.

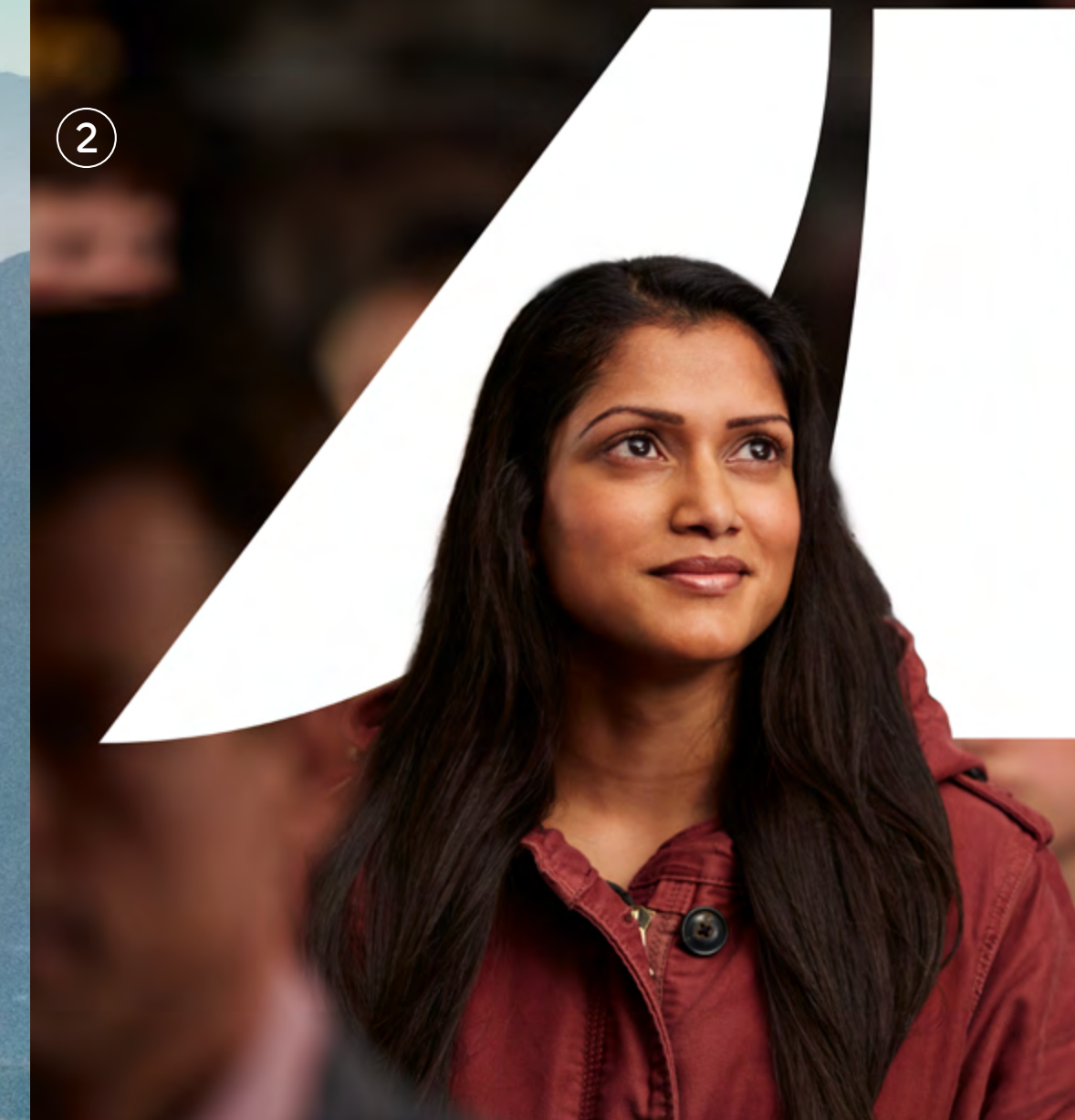


Don't change the typeface.

Symbol

The symbol can be separated from the logotype and used on its own as a graphic device, in 3 different ways:

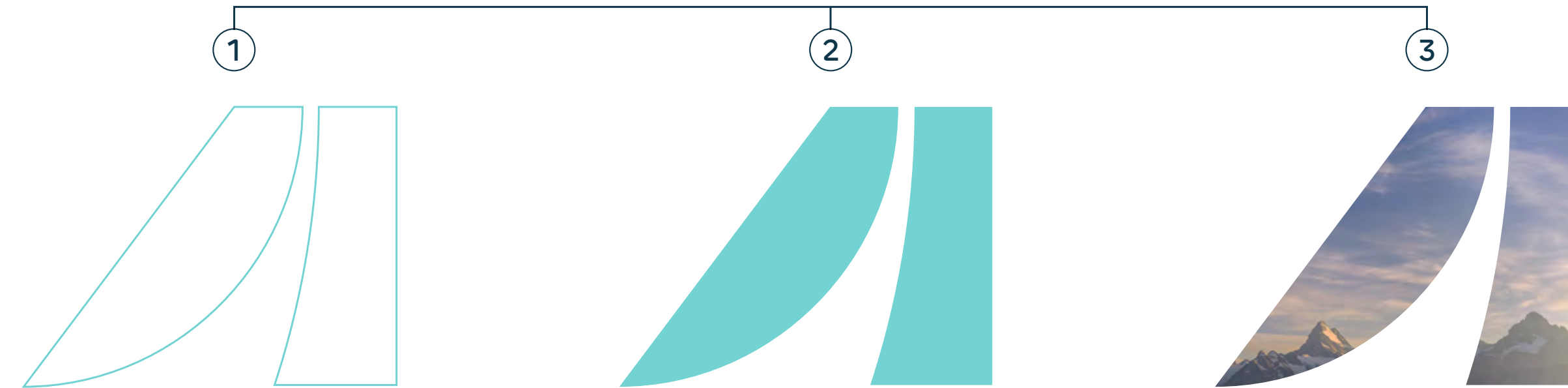
- ① outline
- ② in full colour, only in Freedom White or Sustainable Turquoise
- ③ or as a mask, integrating a visual.



Symbol

In the 3 defined states (full colour, outline, mask integrating a visual), the symbol can be used in compositions in 2 different ways.

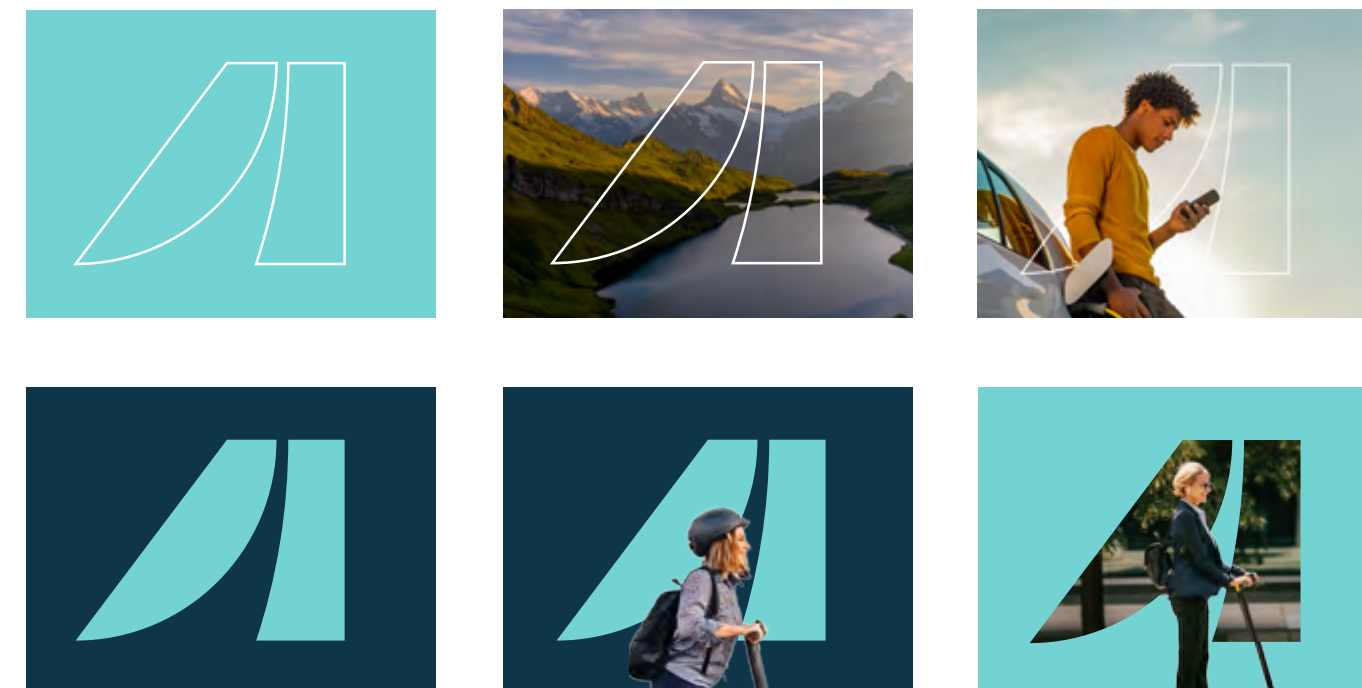
3 states



2 ways to apply in compositions



Note:
The symbol can be placed in the background as part of the composition of a visual. For example, it can be inserted between a character and the background of the image. The foreground should only mask part of the symbol to ensure it is legible.



The symbol can appear in the background of a character or a composition element to enhance it, on a white, coloured or photographic background.

The symbol can be placed in front of an image (outline version recommended) to enhance it (landscape, wide shot).

Love the journey more than the destination.

Love the journey more than the destination.

Love the journey more than the destination.



The symbol can be attached to text or a composition to make it stand out, like an oversized punctuation glyph.

Text can be used above the symbol, to link it more directly to the brand. However, when it's a headline, the text must only cross one of the symbol's two components.

Symbol

The Ayvens symbol is used on various coloured or photographic backgrounds:

- ① in Serene Blue on a Freedom White or a Sustainable Turquoise background, or on a light photographic background
- ② when colour cannot be used, in black monochrome on a Freedom White background, or on a light black & white photographic background
- ③ in Sustainable Turquoise on a Freedom White or a Serene Blue or a photographic background
- ④ in Freedom White on a Serene Blue, on a Sustainable Turquoise or on a black background, or on a dense / dark photographic background.

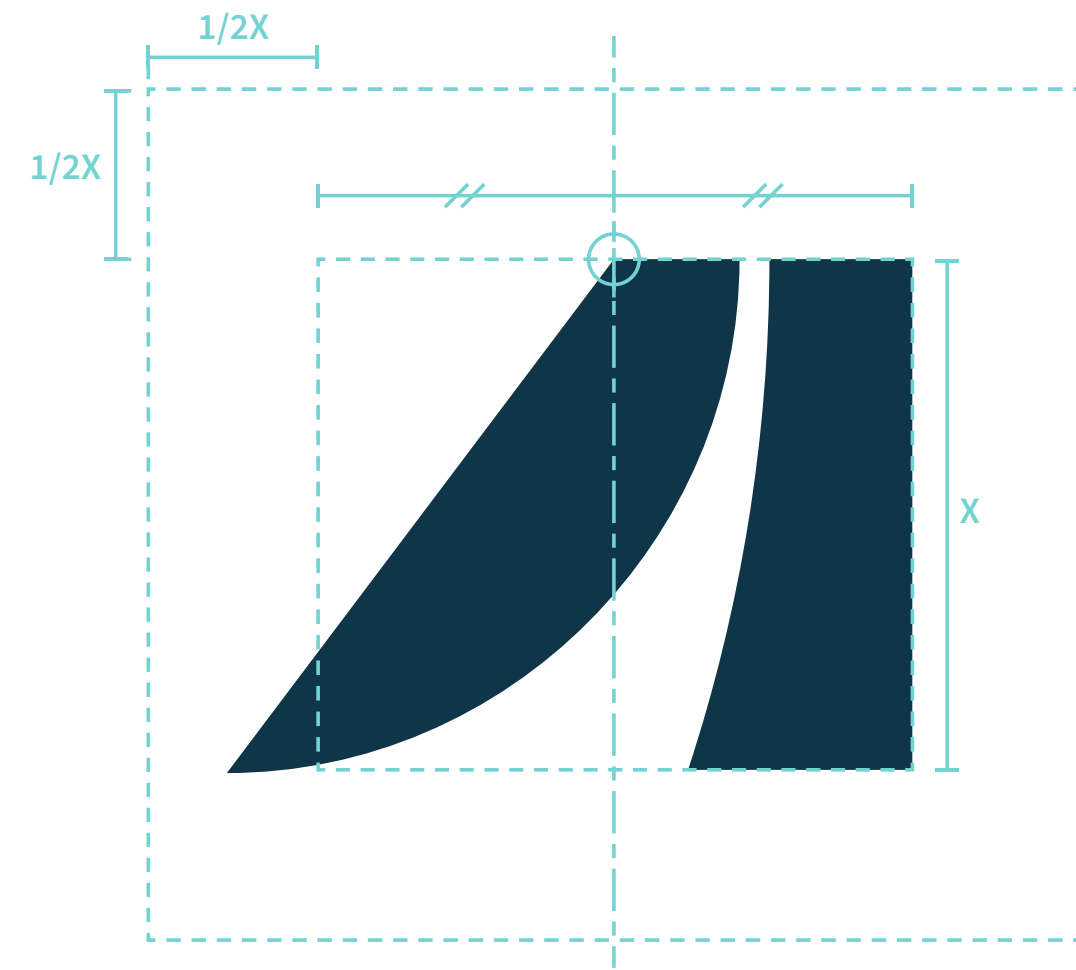
These rules also apply to the outline version of the symbol.



Symbol

Protection zone

A minimum protection zone ensures the optimal legibility of the symbol in its environment and protects it from any external graphic element.



Off-centre axis to position the symbol harmoniously in a page layout.

Minimum size

The length of the symbol must be greater than or equal to 4 mm or 22 px to ensure good legibility and a good quality of reproduction.

If needed, this size can be used for small applications such as the favicon or to brand small items (pens, pins,...).



4 mm or 22 px minimum



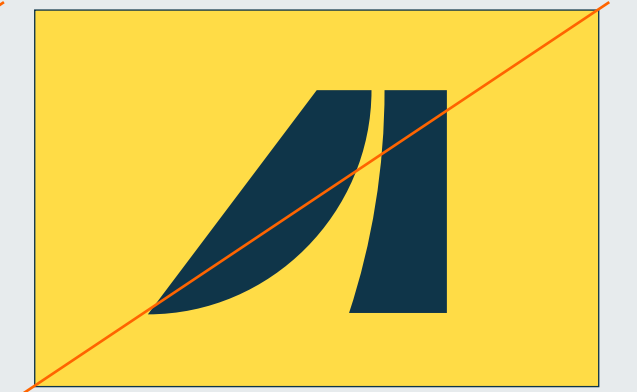
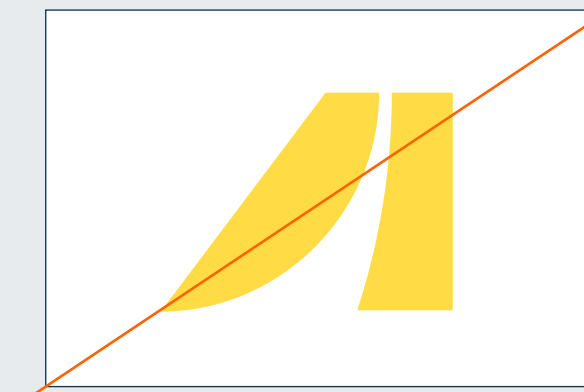
Artwork files provided in Serene Blue, Freedom White and black in ai/pdf/png/svg formats.

Don'ts

The rules for the use of symbols must be strictly observed. The incorrect illustrations shown below are non-exhaustive and are provided as examples.



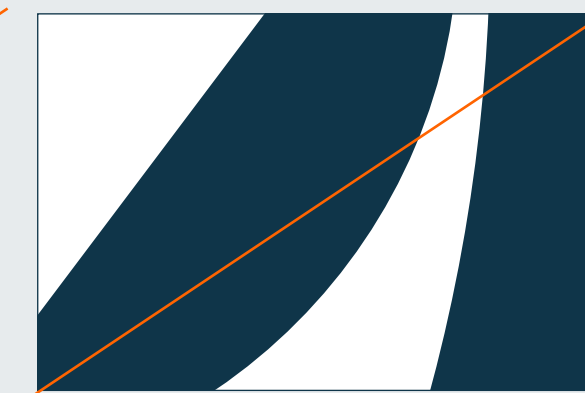
Don't use on a busy background or on a background colour that is not part of the brand's palette.



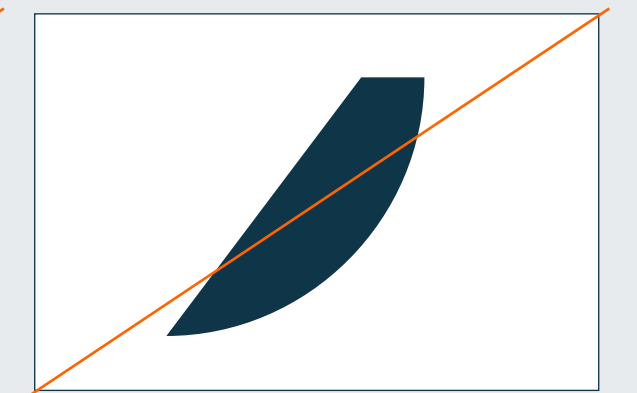
Don't use other colours than Serene Blue, Turquoise, Black and White.



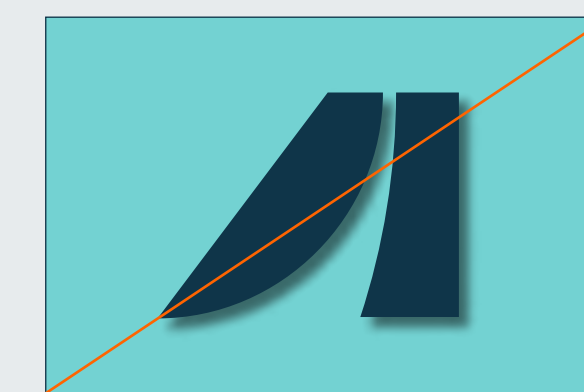
Don't distort the symbol.



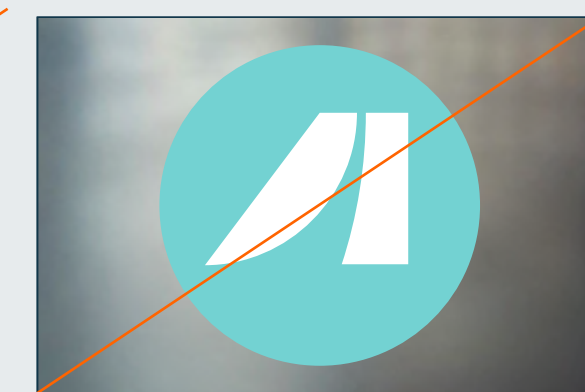
Don't over crop the symbol, it must be shown in full.



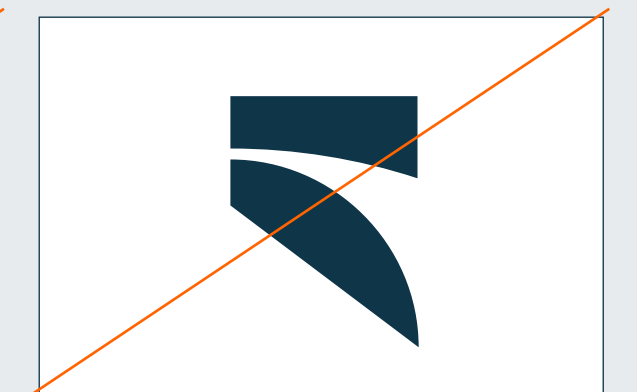
Don't use the symbol in part or change its design.



Don't add any graphic treatment.

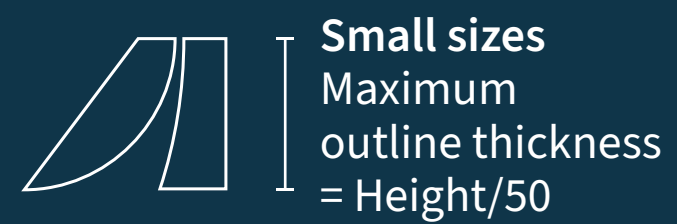
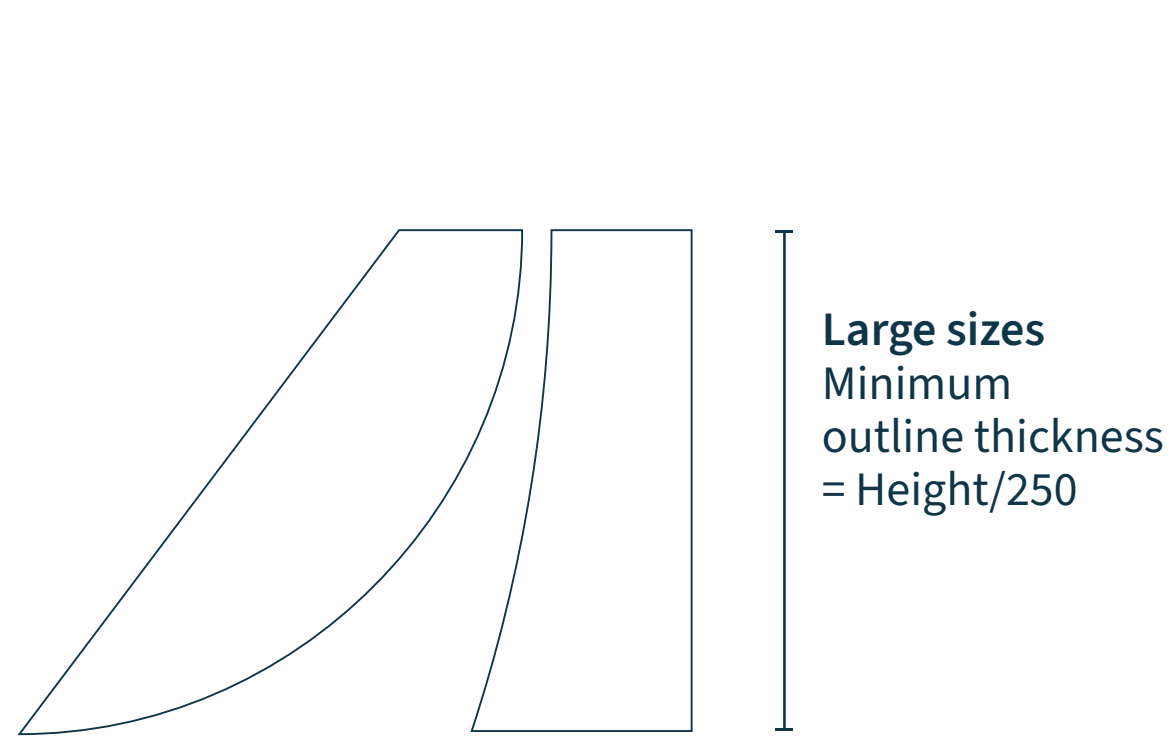


Don't use the symbol in a shape.



Don't use vertically.

Symbol



Outline option
centred on the shape

Sharp-edged
outline option

Outline version

The use of our symbol in its outline version takes into account size, background (coloured or photographic) and production constraints (print, digital and specific applications such as engraving or embroidery). The general perception should always be that of a fine, elegant graphic element.

When the outline version of the symbol is placed under a title of the same colour, the outline is softened to ensure that the text is easy to read (progressive transparency limited to 40%).

A single
step can set
a better world
in motion.

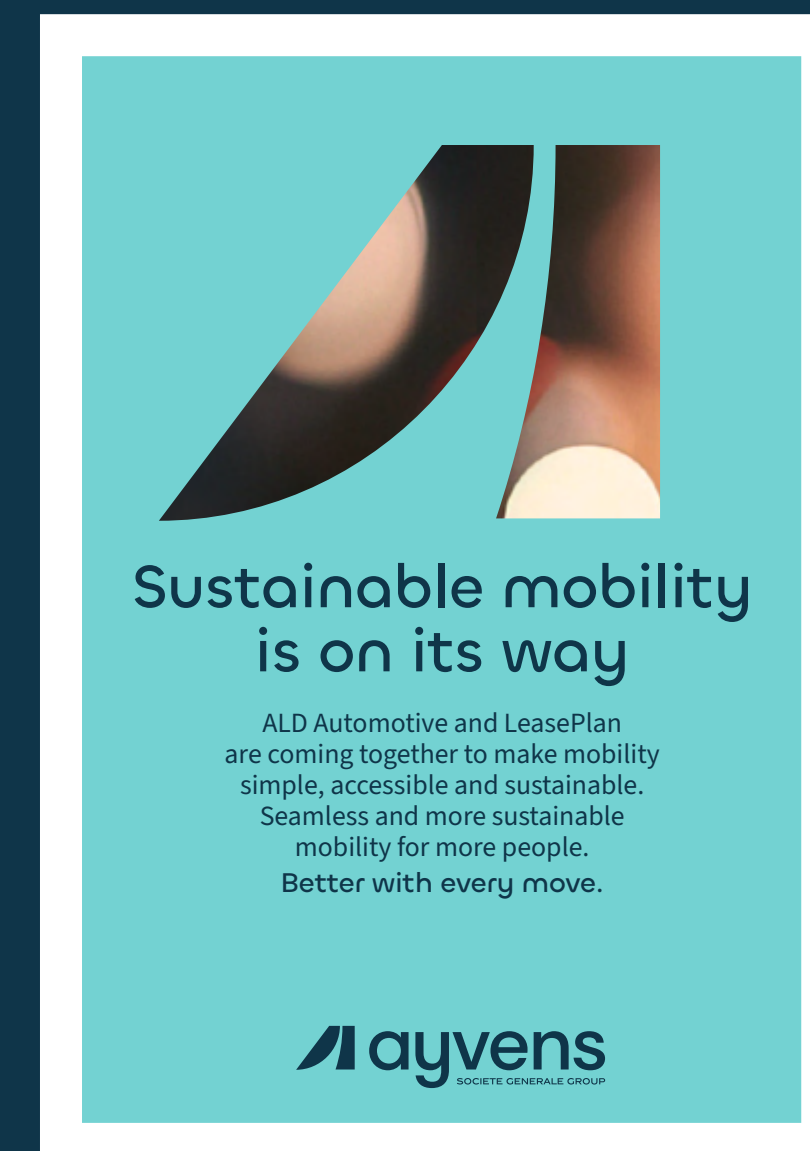
Tagline

The tagline can be applied in 3 different ways:

- ① At the bottom left of the application, opposite the logo (more details on p.145).
- ② Centred under a block of text for a launch or event (more details p.155).
- ③ As the closure to a piece of copy, always following our brand name.

Better with every move.

3 ways to apply in compositions



In French, the tagline must be translated. An asterisk next to the tagline in English refers to the translation which appears in the footer of the document or in the legal notice.

**Chaque mouvement vous rend meilleur.*

Font for titles, headlines and key figures: Chillax

Free download
Chillax typeface
on fontshare.com

Primary typeface

Chillax has been chosen as our primary font for its optimistic feel, drawn with curves reminiscent of our logo. It must be used for all applications (print, digital and office) in all available weights, to compose **titles, headlines and key figures**. Copy should always be written in sentence/lower case to emphasise the distinctively rounded quality of the font.



Chillax medium and regular @ Fontshare

Titles are always composed in Chillax medium.

AaBbCcDd
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789/%!?!;=+\$€&@#()

AaBbCcDd
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789/%!?!;=+\$€&@#()

Typographic weights available.

Chillax medium
Chillax regular

Example of text composition

*Font Chillax
regular and medium
c36-10,
line spacing 40.5pt*

A design full of curves expressing **flow, connection, collaboration and exchange.**

Font for body copy: Source sans 3



Free download
Source sans 3
typeface on
fonts.google.com

Secondary typeface

The Source sans 3 typeface is used to compose body copy in the various typographic weights available.

Source sans 3 @Google fonts

AaBbCcDd

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789/%!?!;=+\$€&@#()

Typographic weights available

Source sans 3 light

Source sans 3 light italic

Source sans 3 regular

Source sans 3 italic

Source sans 3 medium

Source sans 3 medium italic

Source sans 3 semibold

Source sans 3 bold

Example of text composition

Each day is an opportunity to move better, and we all have a role to play.

By joining forces, we are now ready to lead the way to the large-scale adoption of *sustainable mobility* thanks to our size, coverage, service expertise, digital focus and **commitment to innovation.**

Font Source sans 3
semibold c43+5,
line spacing 43 pt

Font Source sans 3
regular, italic,
semibold c28+5,
line spacing 36 pt

Alphabets

For copy written in non-Latin alphabets, we have selected the alternative fonts illustrated on this page.

Chillax @Fontshare Latin alphabet

The quick brown
fox jumps over the
lazy dog.

ayvens.com

Almarai @Google fonts Arabic alphabet

ك ي ط ح ز و ه د ج ب أ
ر ق ص ف غ س ن م ل
غ ظ ض د خ ث ت ش

ز و ه د ج ب أ

Commissioner Thin @Google fonts Greek alphabet

Ξεσκεπάζω
την ψυχοφθόρα
βδελυγμία.

Ξεσκεπάζω

Commissioner Thin @Google fonts Cyrillic alphabet

Съешь ещё этих
мягких французских
булок, да выпей
же чаю.

ам человека



Free downloads
Chillax typeface
on fontshare.com

Almarai and
Commissioner thin
typeface on
fonts.google.com

Colour palette

The colours are used as shown below.
Their use takes into account accessibility standards, particularly for digital media and PowerPoint presentations.

1 Primary colour palette



2 Secondary colour palette



3 Additional colour palette



Colour palette


Primary colour palette

Our colour palette is used for both institutional and commercial communications.

Sustainable Turquoise and Freedom White are the dominant colours and are associated with sustainable mobility and responsibility, while Serene Blue represents the Brand's stature.

Optimistic yellow should only be used for accents, strengthening our connection to innovation and accessibility.

Colours can be used in tints (25, 50, 75 and 100%).



Accessibility
More details on the use of colours respecting accessibility standards p. 50.

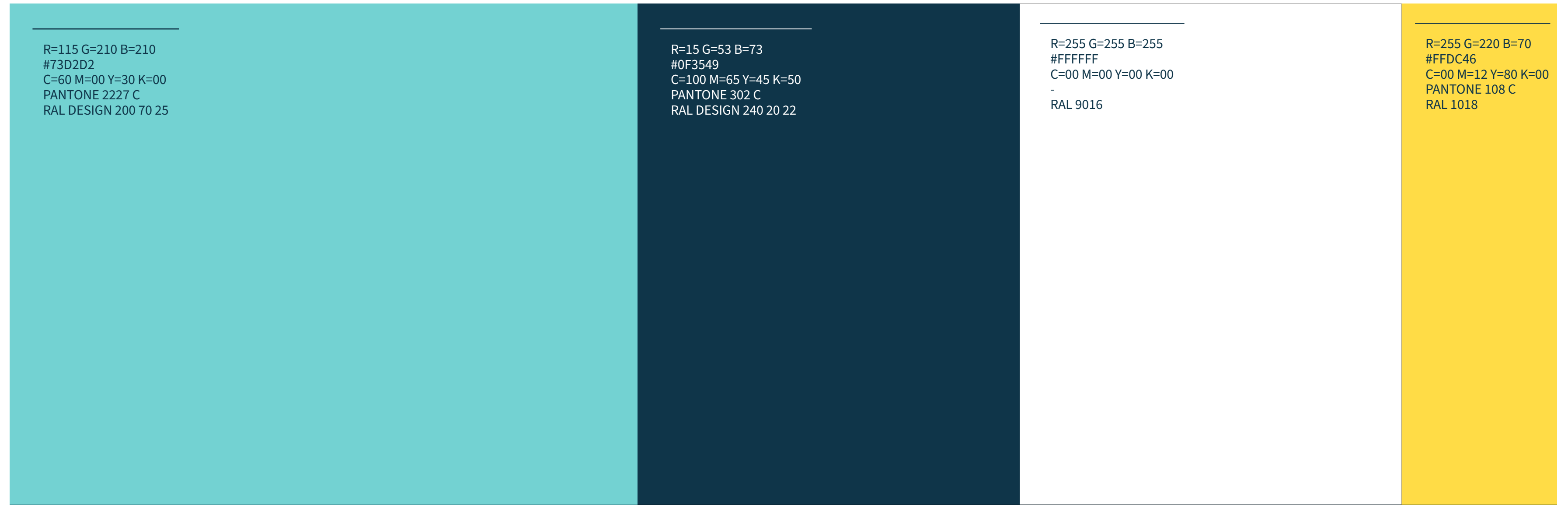
Colour Name	100%	75%	50%	25%
Sustainable Turquoise R=115 G=210 B=210 #73D2D2 C=60 M=00 Y=30 K=00 PANTONE 2227 C RAL DESIGN 200 70 25	100%	75%	50%	25%
Serene Blue R=15 G=53 B=73 #0F3549 C=100 M=65 Y=45 K=50 PANTONE 302 C RAL DESIGN 240 20 22	100%	75%	50%	25%
Freedom White R=255 G=255 B=255 #FFFFFF C=00 M=00 Y=00 K=00 - RAL 9016	100%	75%	50%	25%
Optimistic Yellow R=255 G=220 B=70 #FFDC46 C=00 M=12 Y=80 K=00 PANTONE 108 C RAL 1018	100%	75%	50%	25%

Colour palette

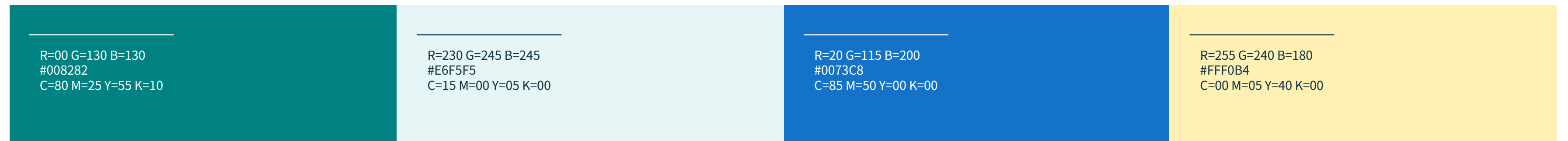
Secondary colour palette

The secondary palette is mainly applied in the website and PowerPoint presentations, in addition to the main colours.

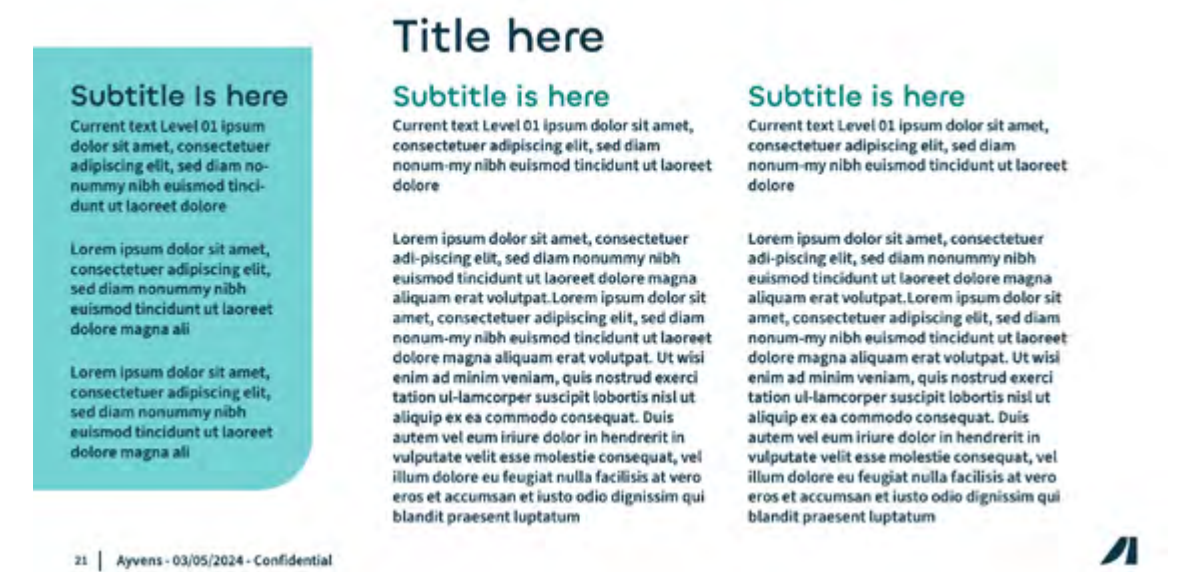
They have been selected to give more options when creating digital layouts, whilst staying coherent with the main color palette.



Secondary colour palette



Accessibility
More details on the use of colours respecting accessibility standards p. 50.



Colour palette

Additional colour palette

The additional colour palette is only used for creating graphics and data.

It's been defined with accessibility standards in mind.

R=115 G=210 B=210
#73D2D2
C=60 M=00 Y=30 K=00
PANTONE 2227 C
RAL DESIGN 200 70 25

R=15 G=53 B=73
#0F3549
C=100 M=65 Y=45 K=50
PANTONE 302 C
RAL DESIGN 240 20 22

R=255 G=255 B=255
#FFFFFF
C=00 M=00 Y=00 K=00
-
RAL 9016

R=255 G=220 B=70
#FFDC46
C=00 M=12 Y=80 K=00
PANTONE 108 C
RAL 1018

Additional colour palette

R=10 G=250 B=180
#0AFAB4
C=60 M=00 Y=50 K=00

R=0 G=215 B=145
#00D590
C=70 M=00 Y=60 K=00

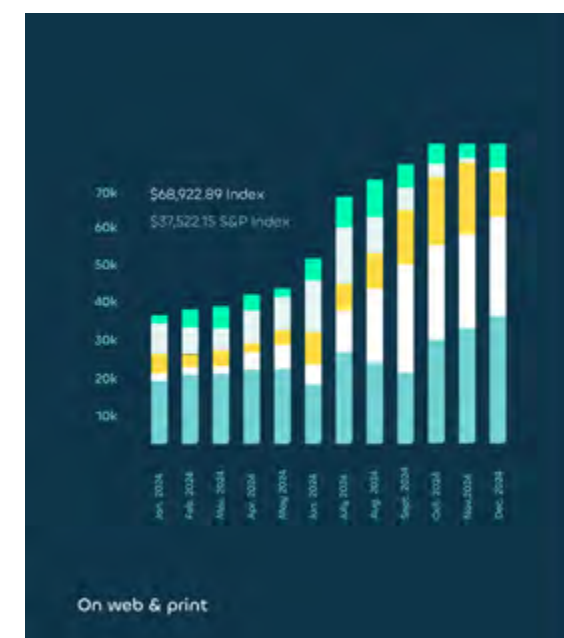
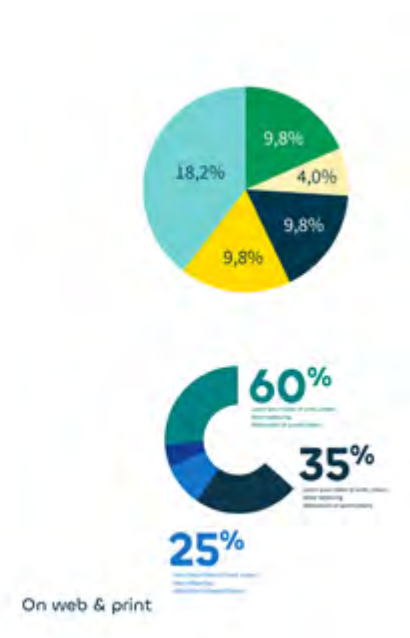
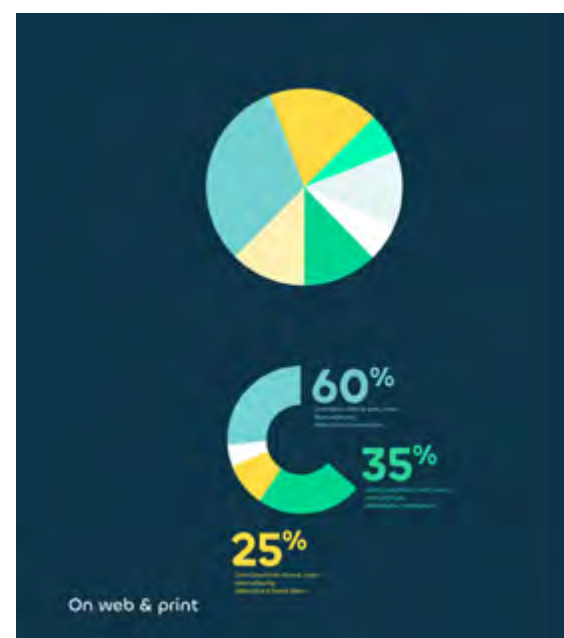
R=0 G=150 B=90
#00965A
C=80 M=10 Y=80 K=10

R=5 G=90 B=50
#055A32
C=90 M=35 Y=90 K=35

R=20 G=60 B=145
#143C91
C=100 M=80 Y=05 K=00



Accessibility
More details on the use of colours respecting accessibility standards p. 50.



Key figures

- 60** countries with direct presence in 44 countries and 7 alliance partners in 15 additional countries.
- The largest multi-brand EV fleet worldwide with **+380,000** Electric Vehicles
- 2023** ALD Automotive and Leaseplan become Ayvens.
- 19%** Fleet Management Ayvens receives a monthly payment providing services and managing client's fleet.
- 15,700** employees worldwide
- 81%** Full Service Leasing Ayvens receives a monthly payment to cover financing, depreciation and services.
- Increased scale **800,000** vehicles and 4 million tyres purchased per annum
- 400m** Euros Digital investment firepower

Colour rules for web use

For content pages with a white background, Serene Blue is always the preferred colour, as it offers the best contrast in terms of accessibility standards.

When it's necessary to differentiate a text or a graphic element in its colour scheme with a second colour, green is always the preferred one.

These non-exhaustive examples illustrate their use on text, checkboxes, graphics, etc.

Links

> Read more > Purchase > More information

• Read more • Purchase • More information

About us	International offer
Who we are	International coordination
Commitments & values	Become a partner
Our strategy	Trade with us
What we do	International coverage

Options

<input checked="" type="checkbox"/> Automobile	<input checked="" type="checkbox"/> Automobile
<input type="checkbox"/> Electric Bike	<input type="checkbox"/> Electric Bike
<input type="checkbox"/> Scooter	<input type="checkbox"/> Scooter
<input type="checkbox"/> E-Scooter	<input type="checkbox"/> E-Scooter

In two colors

Categories

ayvens About us Solutions International Newsroom

ayvens About us Solutions International Newsroom

ayvens About us Solutions International Newsroom

Duration

Duration

Duration 12 Months

Duration 24 Months

In one color

Duration 0 Months

Duration 12 Months

Duration 24 Months

In two colors

Better with every move.

