

AGA·VIE[™]
ESPRIT D'AGAVE

Graphic Standard
Guide

The following pages are the result of a comprehensive exploration of the ways in which to maintain a clear and consistent representation of the AgaVie brand.

Please respect these guidelines whenever utilizing the AGA•VIE™ logo and logotype in promotion of our product.



LOGO USAGE GUIDELINES



PROTECTED SPACE

There should be a safe space - at least as large as the height and width of the letter A on all sides of the logo.



MINIMUM REPRODUCTION SIZE

Vertical version, no smaller than 1" high.

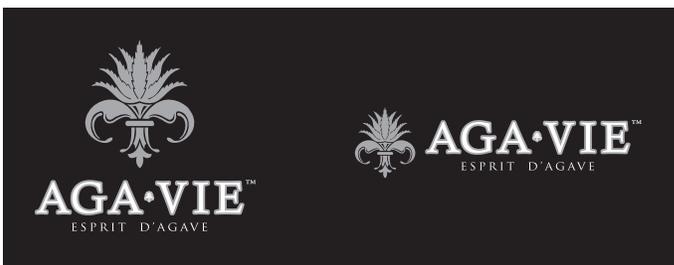
Horizontal version, no less than 1.5" wide.



REVERSED LOGOS

Type reverses to white.

Agalys and outlines remain silver.



There is a horizontal and vertical configuration of the AGA•VIE™ logo that can be interchangeably used depending on the available space.



(a) Vertical rendition.



(b) Horizontal rendition.



*'Agalys', TM
& Outline
of AGA•VIE™ type
Silver Metallic
Pantone 877*

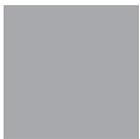
*Inside of AGA•VIE™ type
and 'Esprit D'Agave' black*



Black



White



Silver

COLORS

OFFICIAL COLORS

The official AGA•VIE™ colors are black, white and silver.

PRINT MEDIA AND PROMOTIONAL ITEMS

Black - 100% Black

Silver - Pantone®
Metallic 877
or 33% of Black

Adobe Garamond

Bold

Adobe Garamond

Bold Italic

Adobe Garamond

Regular

Adobe Garamond

Regular Italic

Goudy

Bold

Goudy

Bold Italic

Goudy

Old Style

Goudy

Old Style Italic

TRAJAN

Bold

TRAJAN

Regular

FONTS

PRINT MATERIALS

It is not required to use a specific font for advertising and promotional text, However, the following fonts are highly recommended for use in print communication.