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Grid – A4

All graphic material should be laid out using a grid. This gives structure and order to any composition. The grid is there to help organize the text and imagery into a legible and visually pleasing arrangement.

These grids are starting points and helps us to have a consistent expression throughout communication. However, designers should feel free to explore these and not feel constrained by them.

When constructing the grid, three things need to be defined: the margins, the number of columns and, for inside pages, advertisements and newsletters, the space between columns.

Size
A4

Margins
20 mm
Columns: 10
Gutter: 4 mm

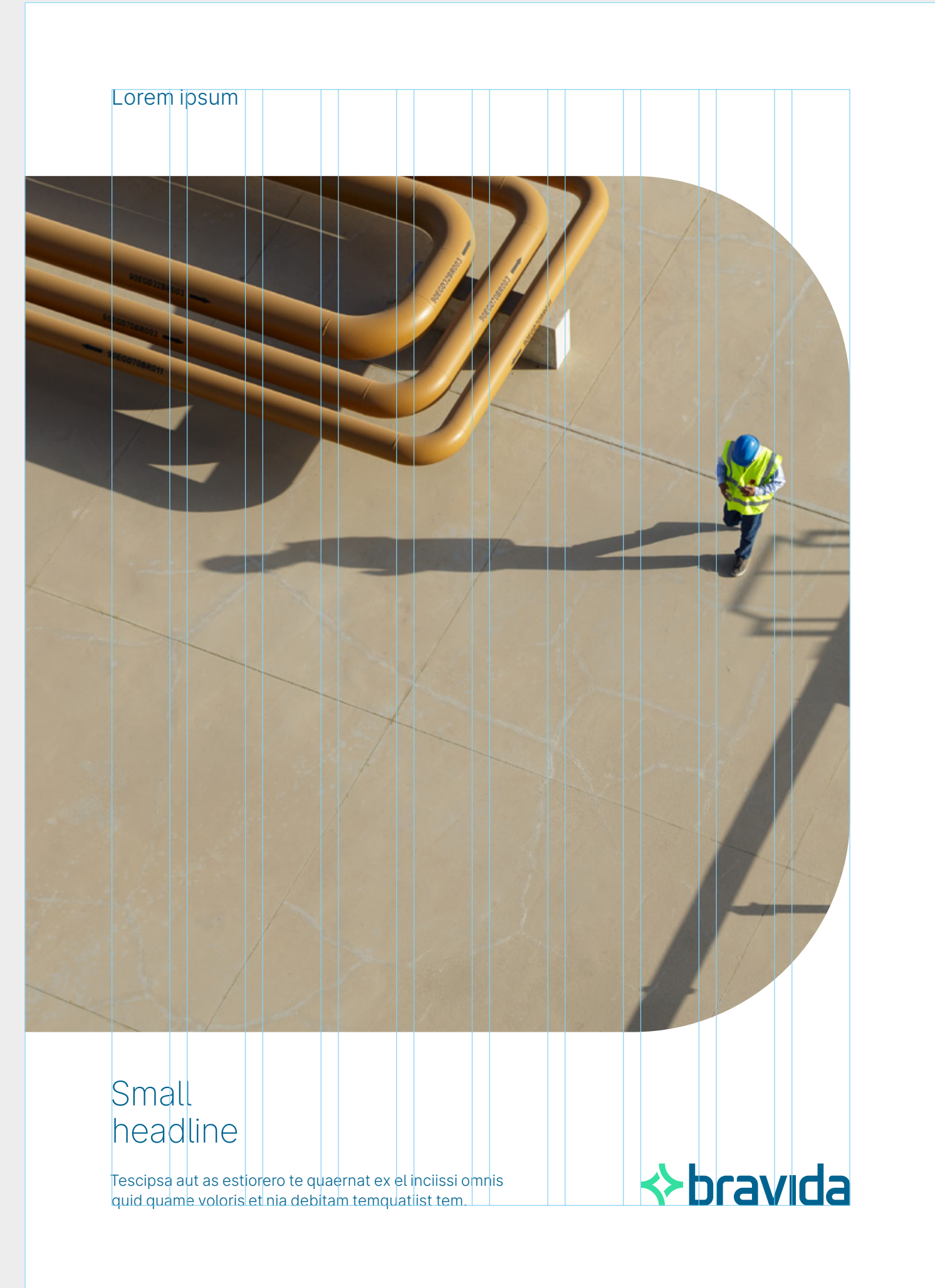
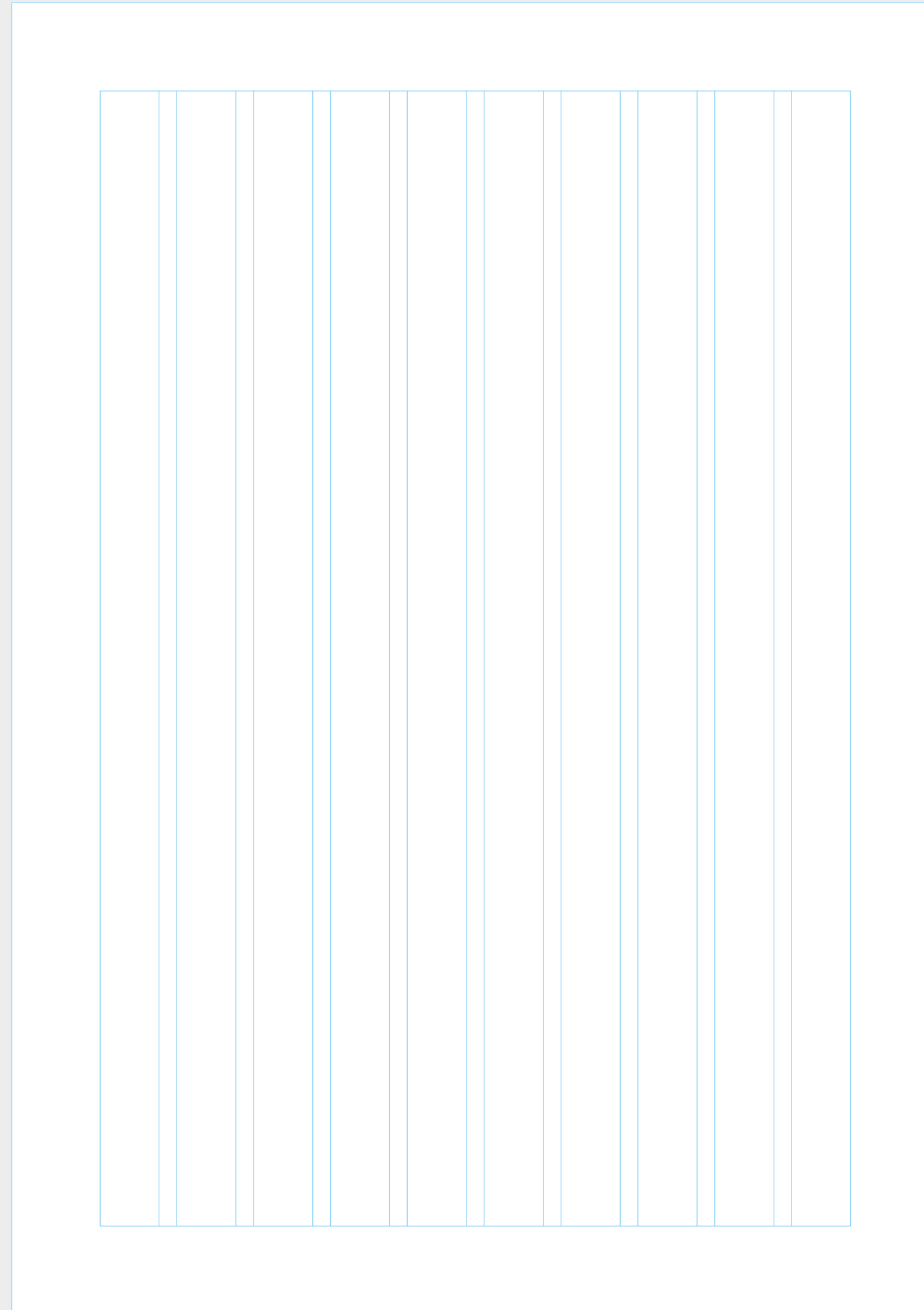


Photo Ad – A4

Large headline

Inter Extra Light 60 pt

Metric kerning: -20

Leading: 110 %

Wordspacing: 80 %

Left aligned

Small headline

Inter Extra Light 22 pt

Metric kerning: -10

Leading: 110 %

Wordspacing: 80 %

Left aligned

Information top

Inter Light 14 pt

Metric kerning: 0

Wordspacing: 80 %

Left aligned

Bodytext

Inter Light 10 pt

Metric kerning: 0

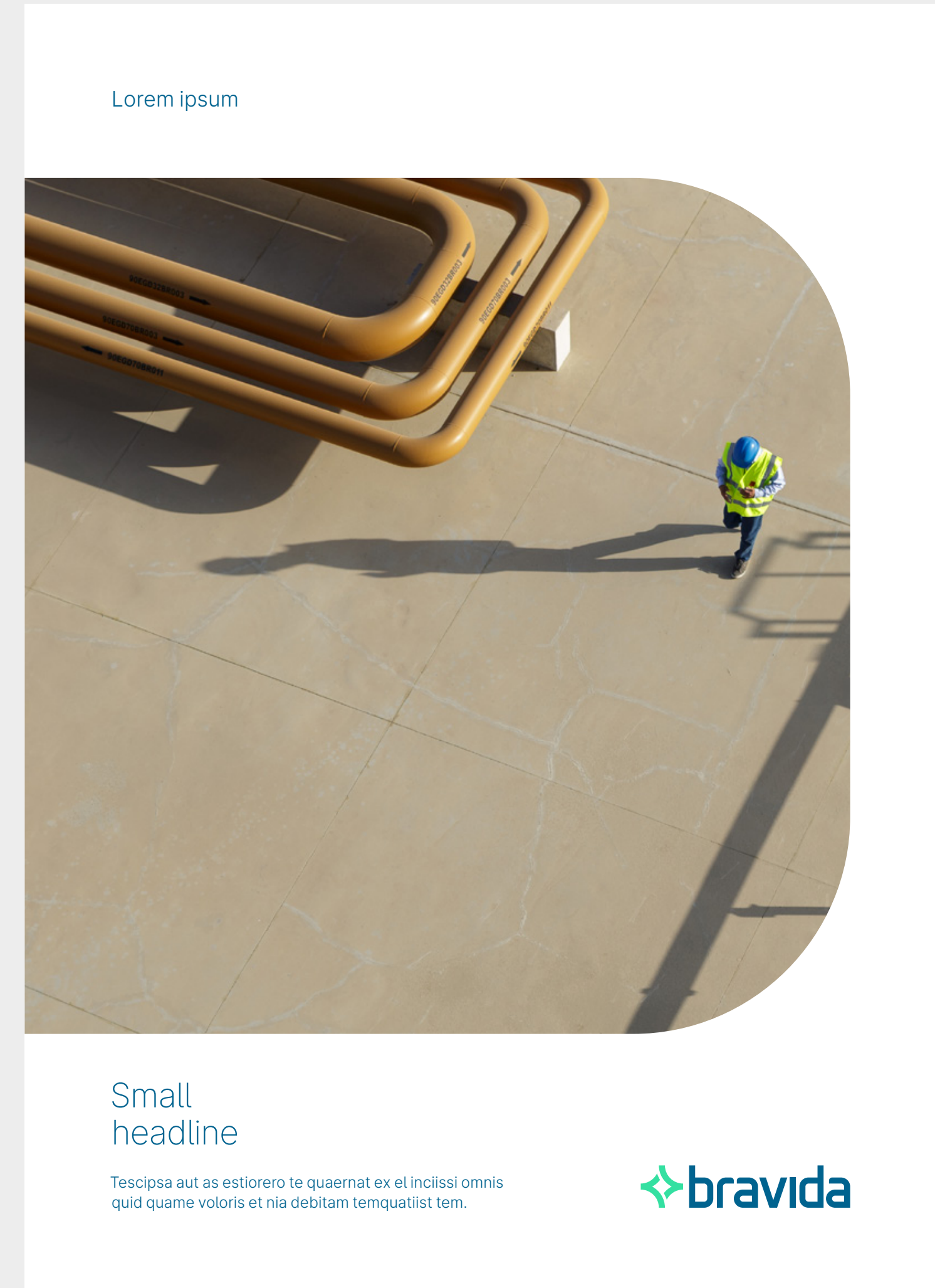
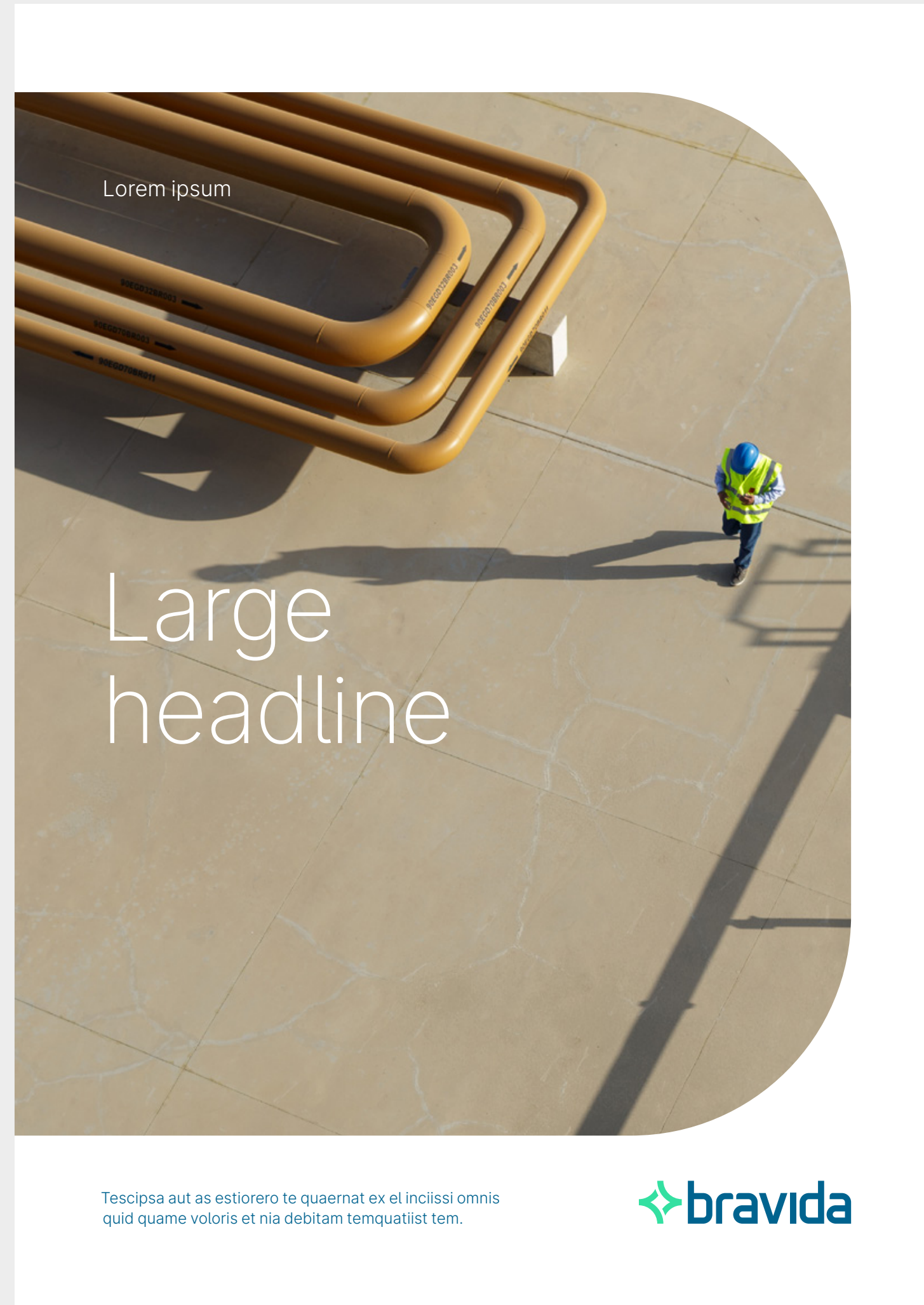
Leading: 130 %

Wordspacing: 80 %

Left aligned

Graphic format

Radius 50 mm



Graphic Ad – A4

Large headline

Inter Extra Light 60 pt

Metric kerning: -20

Leading: 110 %

Wordspacing: 80 %

Left aligned

Information top

Inter Light 14 pt

Metric kerning: 0

Wordspacing: 80 %

Left aligned

Bodytext

Inter Light 10 pt

Metric kerning: 0

Leading: 130 %

Wordspacing: 80 %

Left aligned

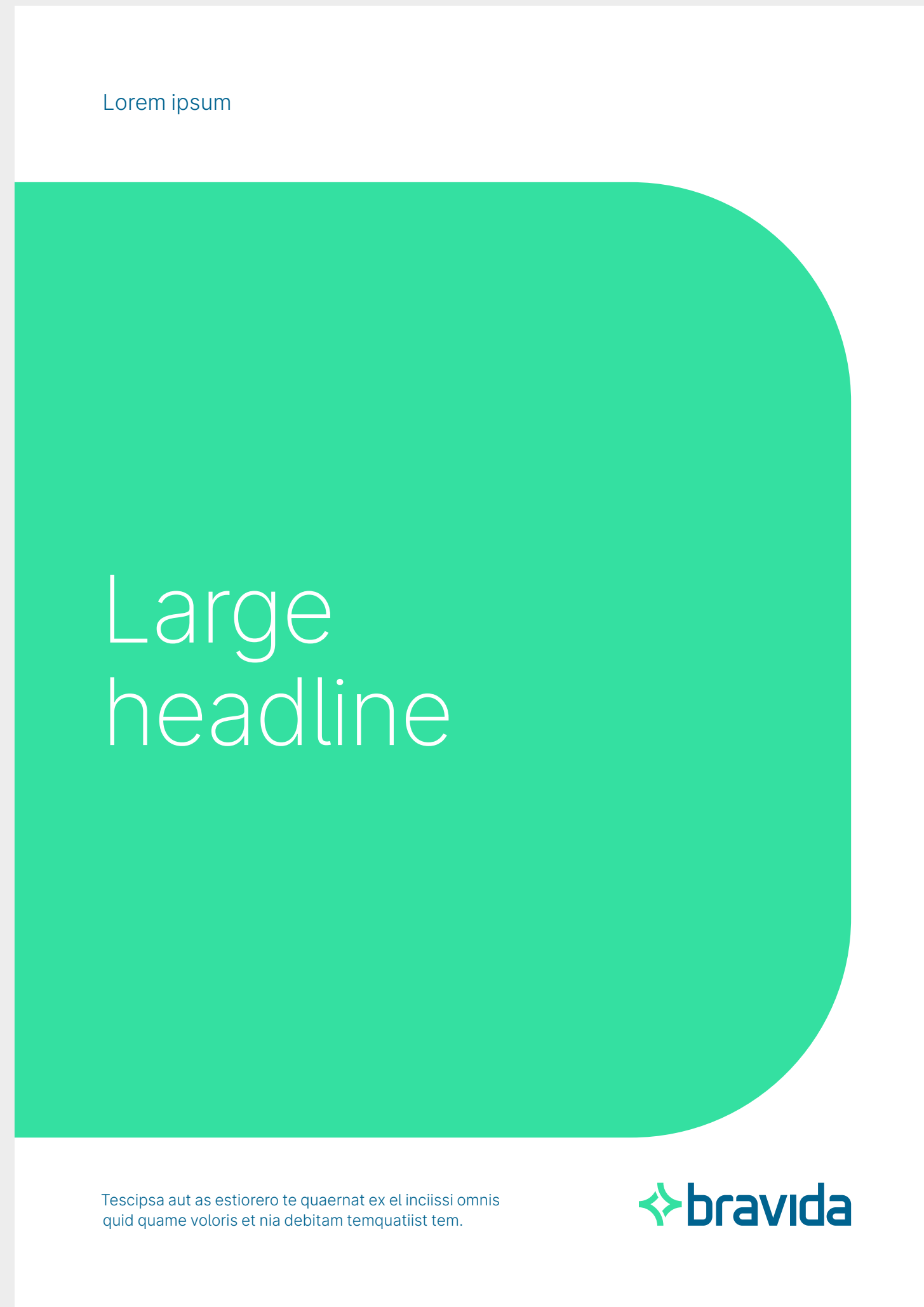
Graphic format

Radius 50 mm

Colors

Bravida Green

Bravida Light Blue 75



Grid – A5

All graphic material should be laid out using a grid. This gives structure and order to any composition. The grid is there to help organize the text and imagery into a legible and visually pleasing arrangement.

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Size

A5 – Landscape

Margins

15 mm

Columns: 7

Gutter: 4 mm

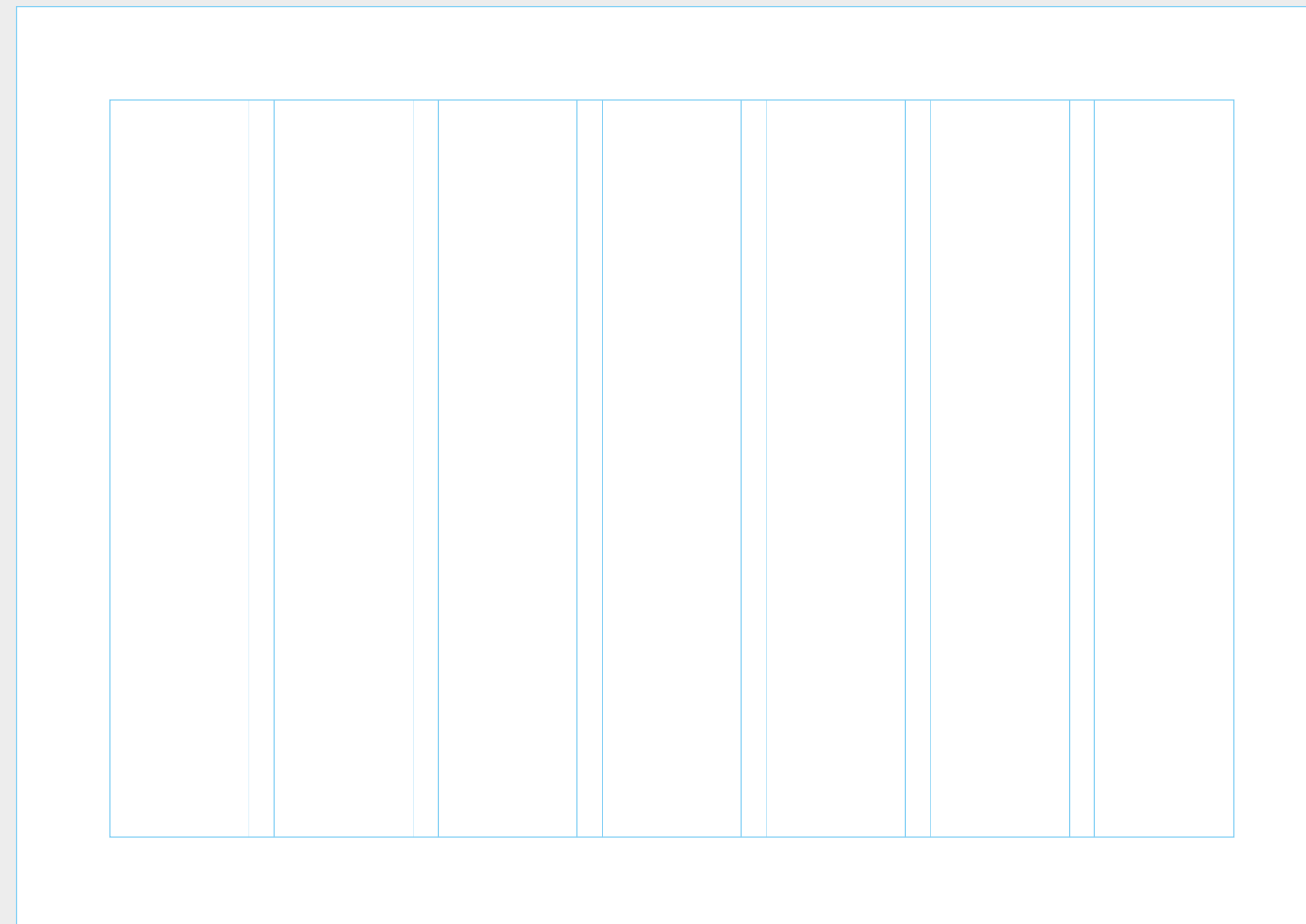


Photo Ad – A5

Large headline

Inter Extra Light 50 pt

Metric kerning: -20

Leading: 110 %

Wordspacing: 80 %

Left aligned

Information top

Inter Light 14 pt

Metric kerning: 0

Wordspacing: 80 %

Left aligned

Bodytext

Inter Light 10 pt

Metric kerning: 0

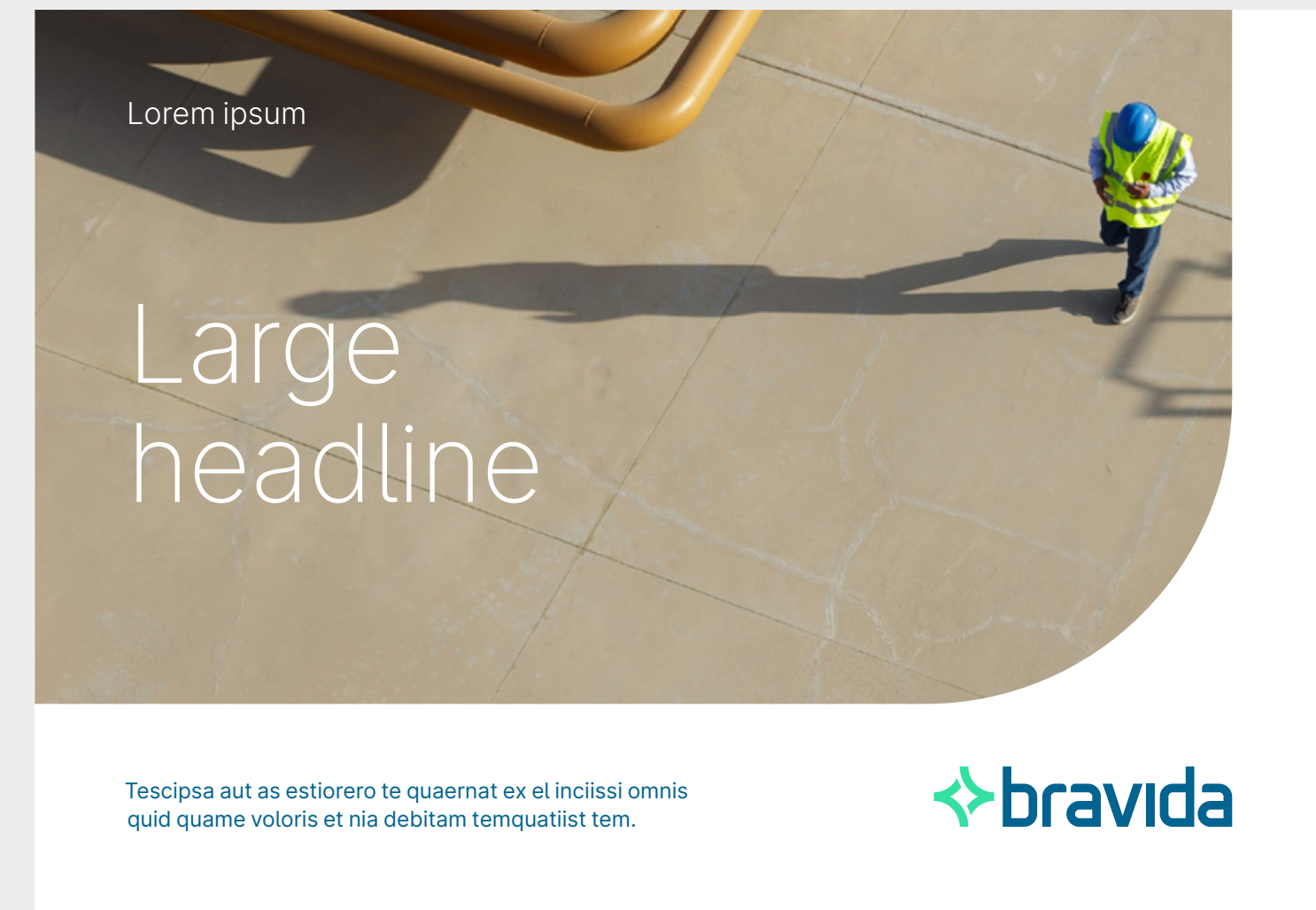
Leading: 130 %

Wordspacing: 80 %

Left aligned

Graphic format

Radius 50 mm



Graphic Ad – A5

Large headline

Inter Extra Light 50 pt

Metric kerning: -20

Leading: 110 %

Wordspacing: 80 %

Left aligned

Information top

Inter Light 14 pt

Metric kerning: 0

Wordspacing: 80 %

Left aligned

Bodytext

Inter Light 10 pt

Metric kerning: 0

Leading: 130 %

Wordspacing: 80 %

Left aligned

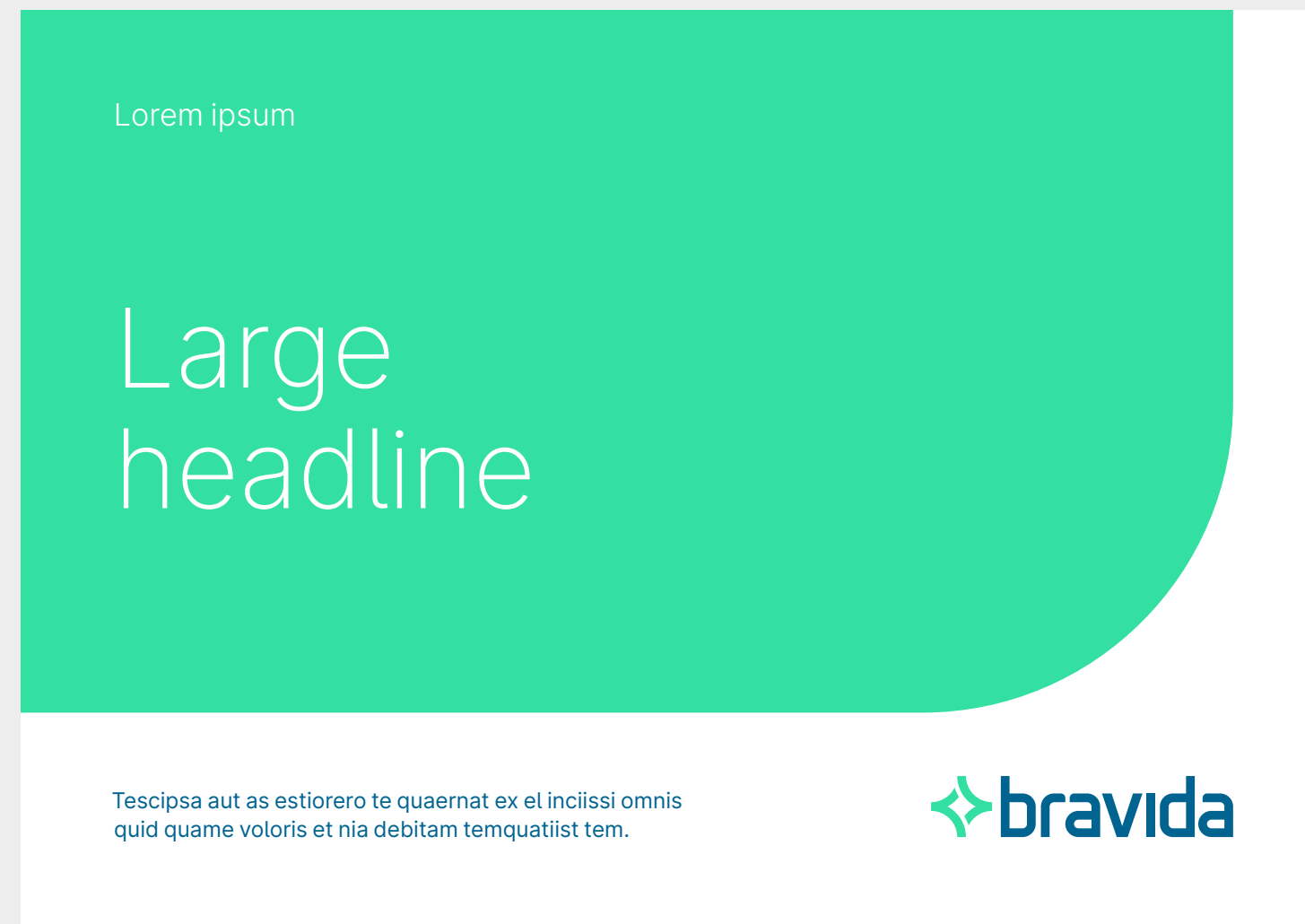
Graphic format

Radius 50 mm

Colors

Bravida Green

Bravida Light Blue 75



Bravida
Brand guidelines

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Grid – 300 × 600 px

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Size
300 × 600 px

Margins
10 mm

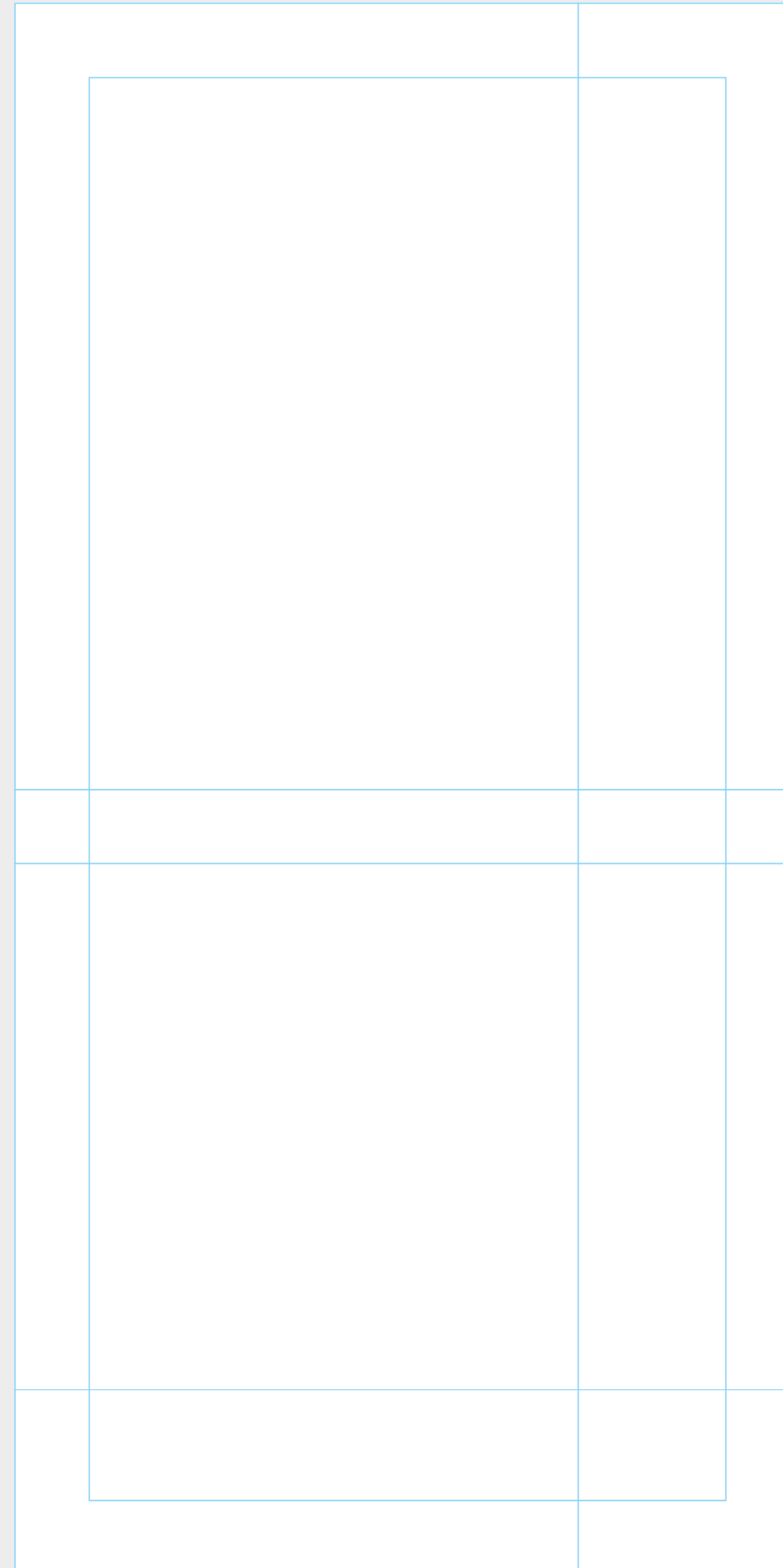


Photo Banners

Large headline

Inter Extra Light 40 pt

Metric kerning: -20

Leading: 110 %

Wordspacing: 80 %

Left aligned

Bodytext

Inter Light 10 pt

Metric kerning: 0

Leading: 130 %

Wordspacing: 80 %

Left aligned

Graphic format

Radius 40 mm



Graphic Banners

Large headline

Inter Extra Light 40 pt

Metric kerning: -20

Leading: 110 %

Wordspacing: 80 %

Left aligned

Bodytext

Inter Light 10 pt

Metric kerning: 0

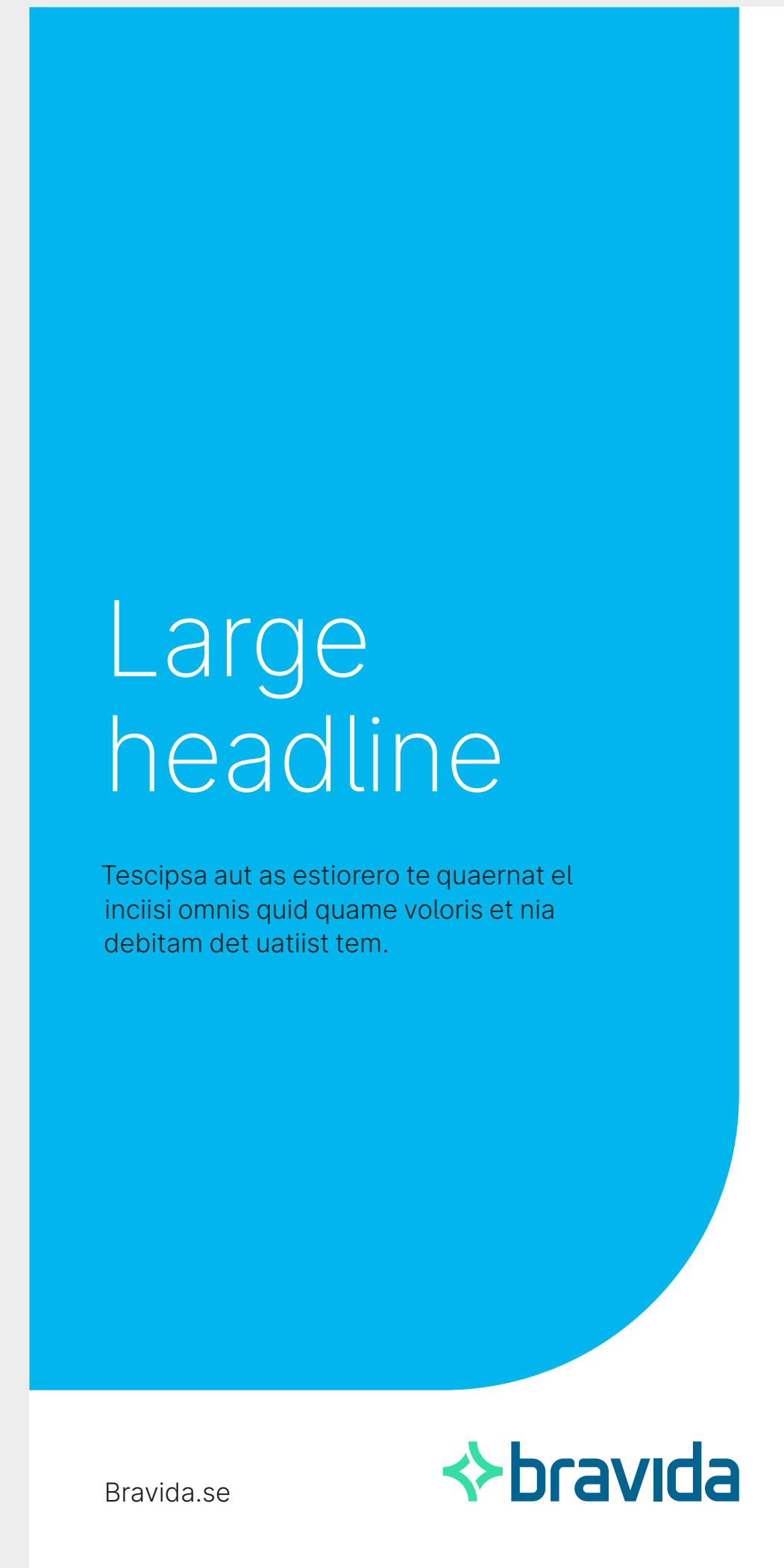
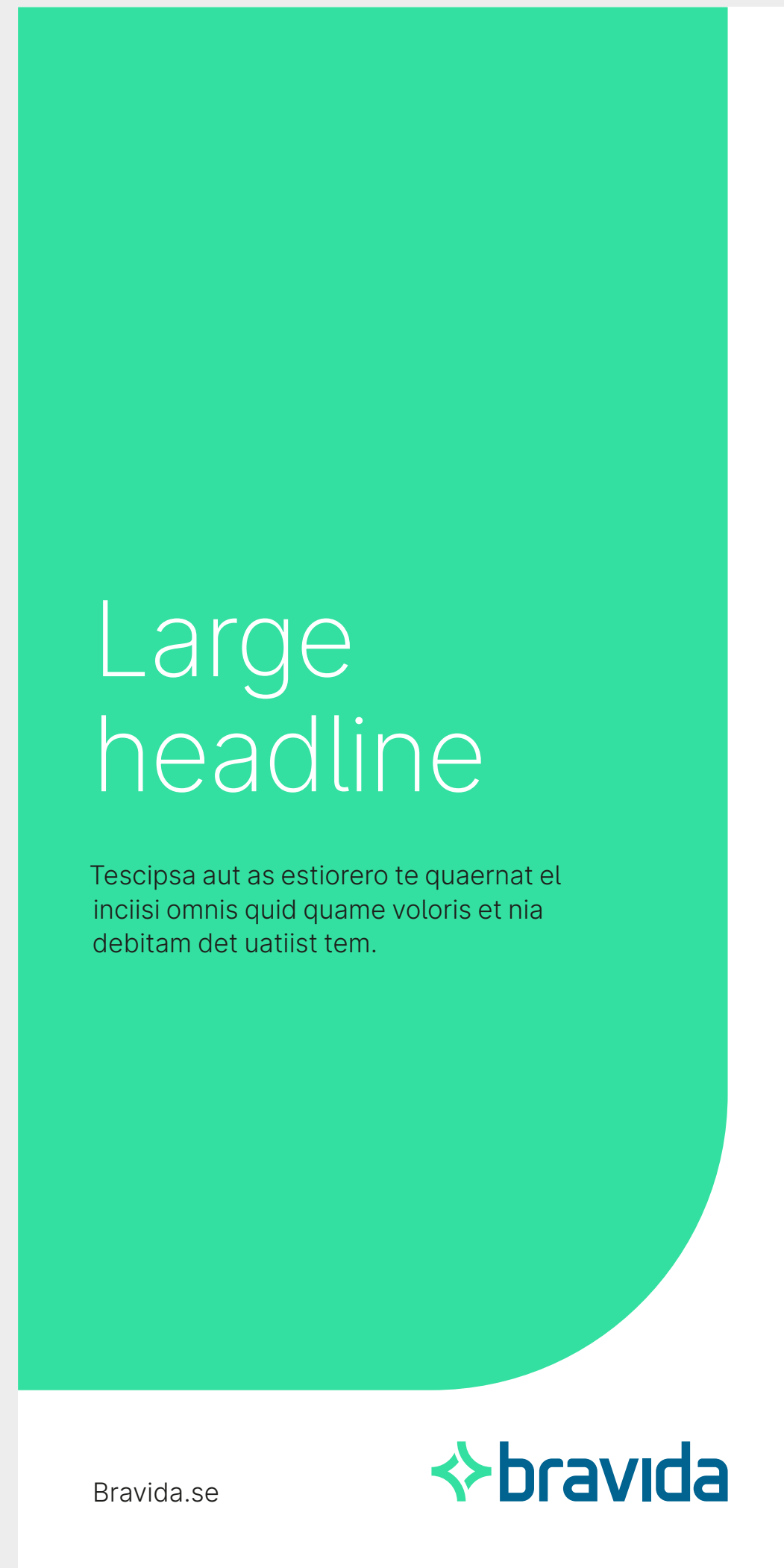
Leading: 130 %

Wordspacing: 80 %

Left aligned

Graphic format

Radius 40 mm



Grid – 300 × 250 px

All graphic material should be laid out using a grid. This gives structure and order to any composition. The grid is there to help organize the text and imagery into a legible and visually pleasing arrangement.

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Size

300 × 250 px

Margins

8 mm

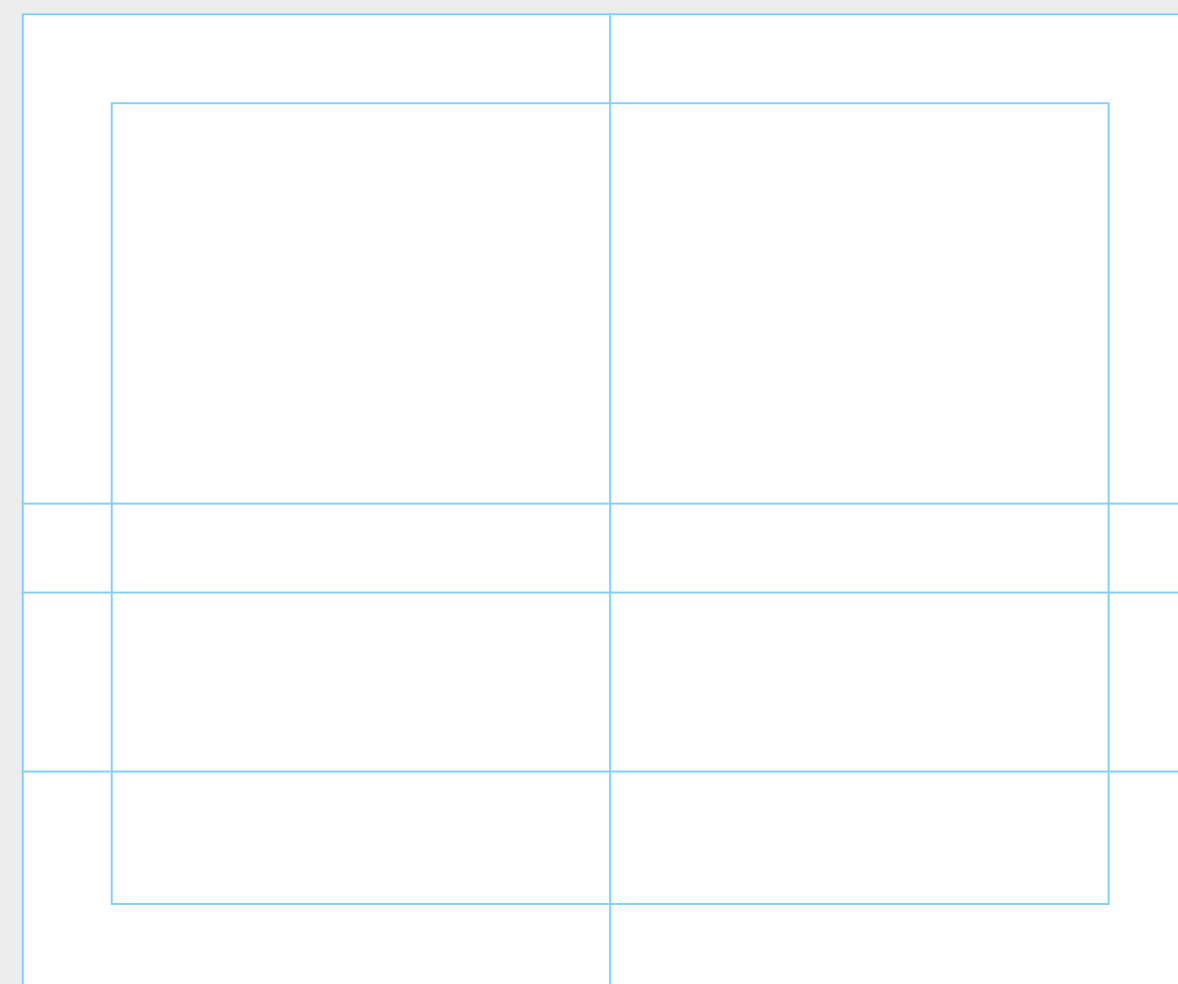


Photo Banner

Large headline

Inter Extra Light 35 pt

Metric kerning: -20

Leading: 110 %

Wordspacing: 80 %

Left aligned

Bodytext

Inter Light 9 pt

Metric kerning: 0

Leading: 130 %

Wordspacing: 80 %

Left aligned

Graphic format

Radius 30 mm



Graphic Banners

Large headline

Inter Extra Light 35 pt

Metric kerning: -20

Leading: 110 %

Wordspacing: 80 %

Left aligned

Bodytext

Inter Light 9 pt

Metric kerning: 0

Leading: 130 %

Wordspacing: 80 %

Left aligned

Graphic format

Radius 30 mm

