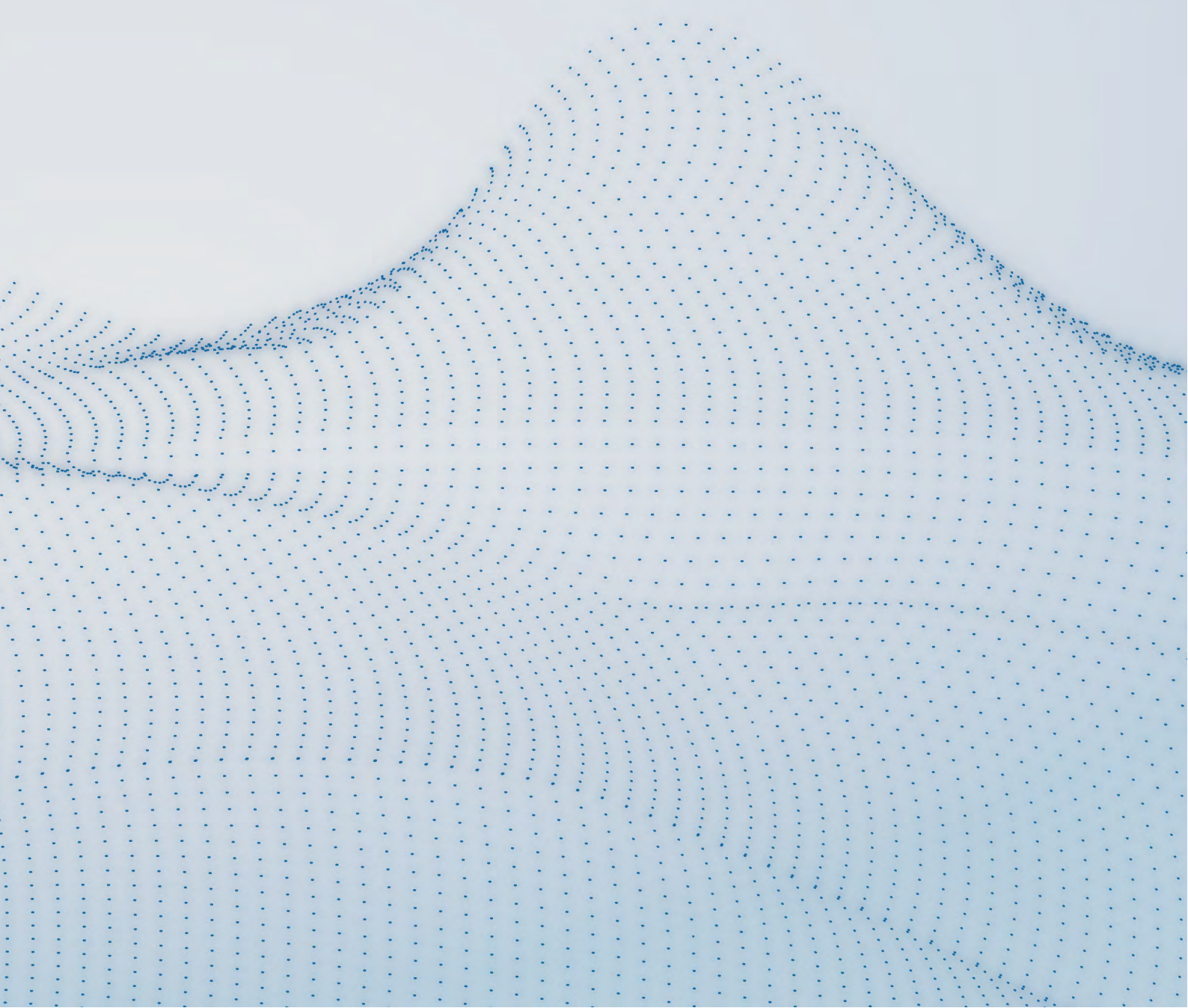


Brand Style Guide



Enabling Pilot Excellence



Have you ever been completely surrounded by air?

There you are, with your glider, watching the most incredible view the Earth can offer. The mountain peaks in the distance are tempting, sunlit and with an inviting cloud base above the summits. But they are still far...

How to get there?

Your eyes glance the cockpit and spot a smaller ridge on the map. The glide ratio is good – why not add a bit more speed?

As soon as you make your move, you hear a familiar sound of your vario telling you that you are on the right track. Once again, you have made it!

Naviter. Enabling pilot excellence.

Flight planning, in-air decision making and analysing your every move has never been easier! Whether you are a gliding, paragliding or hang-gliding pilot the variety of Naviter's products can assist your flight.

Naviter is a company designing software, which is used in a range of flying instruments, desktop and mobile applications.

The company's main purpose is to enhance your flying abilities with flight planning, assisting your decisions in flight and learning from your tracks with detailed analysis.

Since 2000, their software has become the key to pilot's excellence.

Naviter. Enabling pilot excellence.

0 CONTENTS

- 1 LOGOTYPE
- 2 COLOURS
- 3 TYPOGRAPHY
- 4 KEY VISUAL
- 5 ICON SET
- 6 PRODUCTS

1 LOGOTYPE

CONCEPT

CONSTRUCTION

FAVICON

VARIATIONS

PLACING

1 LOGOTYPE

THE IDEA

The company name stands for three segments:
nav for navigation,
it for information technology
and ter for terra – earth.



CONSTRUCTION

The base is shaped with Verdana Bold Italic. The kerning is adapted.

Letters *i* and *t* are surrounded with a shape, which is adopted after icons used to present Naviter's software. The square is slightly slanted to match the typography.

Another version is created in order for the logotype to be presentable also in single colour applications.

The slogan Enabling Pilot Excellence is placed underneath the main sign. Font Montserrat Medium is used in order to keep coherency with other graphic elements.

Two colours are used. Main colour is Naviter blue defined as #22699D, used for the central lettering. Secondary colour used for emphasis of the elements is #3A4C5DC. This way the IT connects with the slogan and creates a connection stating that IT within the company is enabling pilot excellence.

naviter

navITer

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Enabling Pilot Excellence

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Enabling Pilot Excellence

navITer
Enabling Pilot Excellence

1 LOGOTYPE

FAVICON

A favicon is extracted from the logotype. Letters *i* and *t* are surrounded with a slanted square.

This symbol should only be presented together with the logotype.



VARIATIONS

On bright backgrounds the logotype should be presented in colour combination of Naviter blue (#22699D) and #A4C5DC.

When a dark background hue is matching the logotype colour style, it can be used in colour combination of #DEE9F1 and #A4C5DC.

On dark backgrounds or backgrounds with recognizable hue, black or white version should be used. Naviter blue (#22699D) is also possible.

If in doubt which colour version is more appropriate, please consult a Naviter employee.



PLACING

On bright backgrounds To ensure the company remains recognizable do not under any circumstance change, alter or modify any part of the logotype.

In addition, do not change the proportions of the logotype.



2 COLOURS

- NAVITER BLUE
- THE EMPHASIS
- BLUE GRAYSCALE
- HEX
- CMYK

2 COLOURS

NAVITER BLUE

Naviter blue is defined as #22699D and is the primary colour, which comes in nine shades.

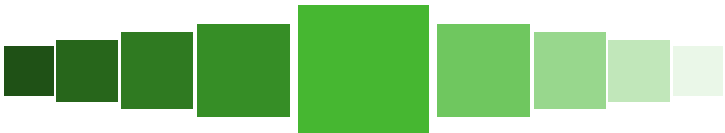


THE EMPHASIS

Four bright colours are selected and extended into nine of their shades in order to provide colours to be used as emphasis.

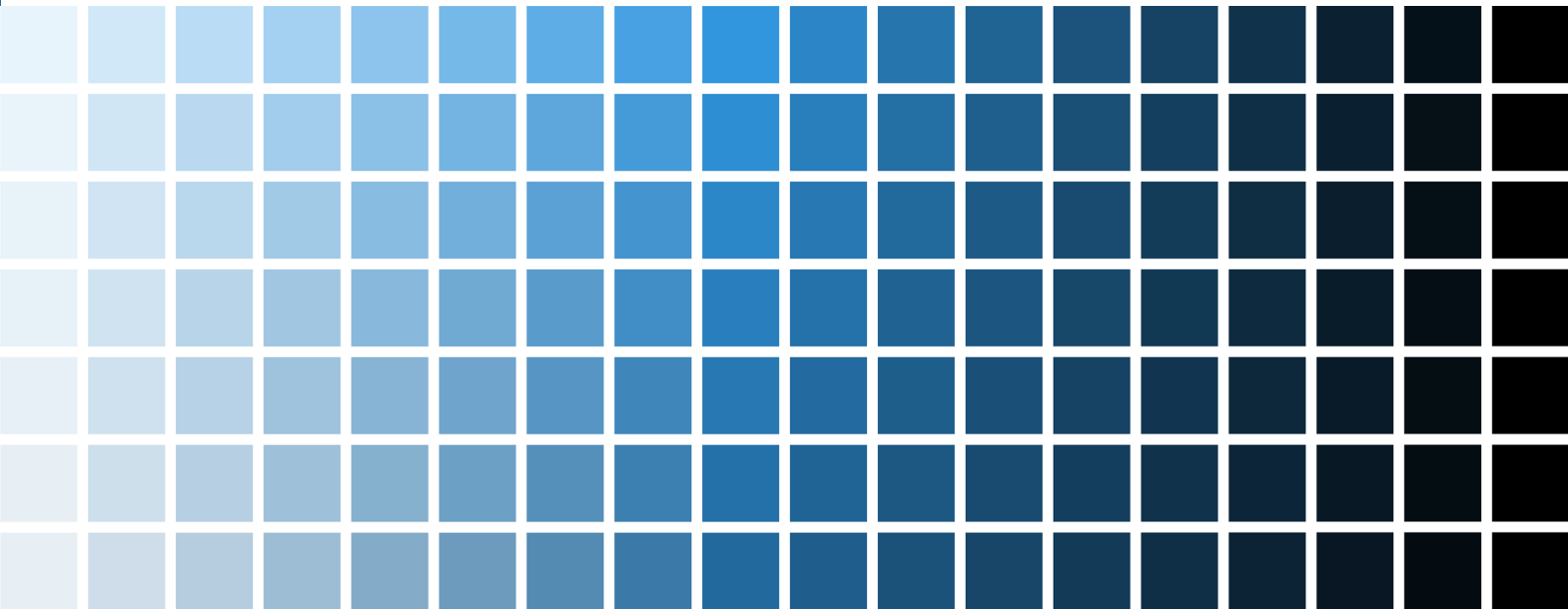
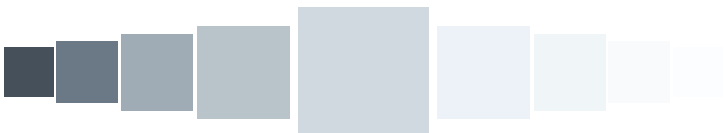
For example blue for hyperlinks on the website, red as alert colour in applications, yellow as warning colour and green as success colour.

Other applications of colour are also possible, although the coherence of end products must be taken into the account.



BLUE GRAYSCALE

The grayscale is adapted to fit the Naviter blue colour grade. From black to white in blue shades.



2 COLOURS

HEX & CMYK

NAVITER BLUE			BLUE			GREEN		
#EAF0F4	100	4/2/0/4	#E3F3FF	100	11/5/0/0	#ECF7EB	100	4/0/5/3
#B5CDDE	200	18/8/0/13	#AADCFF	200	33/14/0/0	#C1E7BA	200	16/0/19/9
#84ABC8	300	34/15/0/22	#71C4FF	300	56/23/0/0	#98D78D	300	29/0/34/16
#538BB3	400	54/22/0/30	#39ADFF	400	78/32/0/0	#6FC75F	400	44/0/52/22
#22699D	500	78/33/0/38	#0390FC	500	99/43/0/1	#46B731	500	62/0/73/28
#1A527A	600	79/33/0/52	#0074C6	600	100/41/0/22	#368E26	600	62/0/73/44
#174669	700	78/33/0/59	#0063AA	700	100/42/0/33	#2F7A21	700	61/0/73/52
#133A57	800	78/33/0/66	#00538E	800	100/42/0/44	#27661B	800	62/0/74/60
#0F2F46	900	79/33/0/73	#004271	900	100/42/0/56	#1F5116	900	62/0/73/68
ORANGE			RED			GREY		
#FFF8E8	100	0/3/9/0	#FFEDED	100	0/6/7/0	#FFFFFF	white	0/0/0/0
#FEE5AA	200	0/10/33/0	#FEC0B7	200	0/24/28/0	#FCFDFE	100	1/0/0/0
#FDD471	300	0/16/55/1	#FD9686	300	0/41/47/1	#F6F9FB	200	2/1/0/2
#FDC239	400	0/23/77/1	#FC6C56	400	0/57/66/1	#EDF2F6	300	4/2/0/4
#FCB100	500	0/30/100/1	#FC4226	500	0/74/85/1	#D6DEE5	400	7/3/0/10
#C48A00	600	0/30/100/23	#C3331E	600	0/74/85/24	#B3C0CB	500	12/5/0/20
#A87600	700	0/30/100/34	#A72C19	700	0/74/85/35	#9AAAB5	600	15/6/0/29
#8C6200	800	0/30/100/45	#8B2515	800	0/73/85/45	#677482	700	21/11/0/49
#704F00	900	0/29/100/56	#701D11	900	0/74/85/56	#49545E	800	22/11/0/63
						#2F3742	900	29/17/0/74
						#0F1214	1000	25/10/0/92
						#000000	black	0/0/0/100

black #000000	gray1000 #0F1214	gray900 #2F3742	gray800 #49545E	gray700 #677482	gray600 #9AAAB5	gray500 #B3C0CB	gray400 #D6DEE5	gray300 #EDF2F6	gray200 #F6F9FB	gray100 #FCFDFE	white #FFFFFF
		naviterBlue900 #0F2F46	naviterBlue800 #133A57	naviterBlue700 #174669	naviterBlue600 #1A527A	naviterBlue500 #266A9D	naviterBlue400 #538BB3	naviterBlue300 #84ABC8	naviterBlue200 #B5CDDE	naviterBlue100 #EAF0F4	
		blue900 #004271	blue800 #00538E	blue700 #0063AA	blue600 #0074C6	blue500 #0390FC	blue400 #39ADFF	blue300 #71C4FF	blue200 #AADCFF	blue100 #E3F3FF	
		green900 #1F5116	green800 #27661B	green700 #2F7A21	green600 #368E26	green500 #46B731	green400 #6FC75F	green300 #98D78D	green200 #C1E7BA	green100 #ECF7EB	
		orange900 #704F00	orange800 #8C6200	orange700 #A87600	orange600 #C48A00	orange500 #FCB100	orange400 #FDC239	orange300 #FDD471	orange200 #FEE5AA	orange100 #FFF8E8	
		red900 #701D11	red800 #8B2515	red700 #A72C19	red600 #C3331E	red500 #FC4226	red400 #FC6C56	red300 #FD9686	red200 #FEC0B7	red100 #FFEDED	

3

TYPOGRAPHY

- #1
- #2
- COLOURS
- COMBINATIONS

3

TYPOGRAPHY

#1

Fira Sans Condensed **Bold** is one of two typefaces used in Naviter's visual communication. It should be used for headings and as a design accent.

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčdefghijklmnopqrsštuvwxyzž
1234567890!@£\$%^&*()

#2

Montserrat is a font family used as primary typography for Naviter. Two variations are used, **Montserrat Medium** and **Montserrat Light** (shown in the same order) with intention to create contrast in longer text publications.

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčdefghijklmnopqrsštuvwxyzž
1234567890!@£\$%^&*()

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčdefghijklmnopqrsštuvwxyzž
1234567890!@£\$%^&*()

COLOURS

Main text should be presented in Naviter Blue 800, defined as **#133A57**, while the heading can be brighter. If so, Naviter Blue 500 should be used, defined as **#22699D**.

Whenever an emphasis is needed, it should be made with the use of the heavier version of the main font – **Montserrat Medium**. The colour of the emphasis can remain Naviter Blue 800 (**#133A57**) or Blue 500 should be used, which is defined as **#0095FF**.

THE TITLE IS IN NAVITER BLUE

The subtitles are also in this colour

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam **euismod** sapien bibendum lobortis hendrerit. Nam in gravida massa. Morbi vel risus sit amet nibh efficitur elementum a at sapien. Suspendisse eget risus tempor, porttitor eros nec, viverra augue. Nunc ac porttitor sem. Vestibulum in tristique nunc. **Aliquam** a efficitur elit, nec volutpat justo. Sed molestie diam vel arcu ullamcorper, sit amet pulvinar dolor facilisis. Praesent sem velit, lobortis quis risus non, cursus sodales risus.

3

TYPOGRAPHY

COMBINATIONS

Fira Sans Condensed
Bold / 15 pt

Montserrat
Medium / 18 pt

Montserrat
Light / 14 pt

Montserrat
Medium / 12 pt

Montserrat
Light Italic / 12 pt

Montserrat
Medium / 14 pt

THE QUICK BROWN FOX Jumps Over The Lazy Dog

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam euismod sapien bibendum lobortis hendrerit. Nam in gravida massa. Morbi vel risus sit amet nibh efficitur elementum a at sapien. Suspendisse eget risus tempor, porttitor eros nec, viverra augue. Nunc ac porttitor sem. Vestibulum in tristique nunc. Aliquam a efficitur elit, nec volutpat justo. Sed molestie diam vel arcu ullamcorper, sit amet pulvinar dolor facilisis. Praesent sem velit, lobortis quis risus non, cursus sodales risus.

DUIS A TINCIDUNT MAURIS

...eget porta lorem. Fusce interdum orci velit, et hendrerit tellus sollicitudin nec. Donec a diam finibus, scelerisque enim vel, lobortis neque. Phasellus non sagittis metus, et egestas ipsum. Vivamus ut semper nulla.

Aliquam dictum arcu quis massa pretium posuere. Nullam in purus a odio pretium pretium eget id ante. Donec id iaculis quam. Quisque eget massa ac lectus pretium interdum. Donec eu lectus luctus, convallis lacus eu, imperdiet diam.

Ut porttitor mollis ligula, in commodo turpis tempor ut. Fusce feugiat ullamcorper libero. Donec eget ligula suscipit, faucibus urna vitae, rhoncus lacus. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. In bibendum leo non elit laoreet dignissim.

H1

H2

p

H3

H4

H5

H6

4 KEY VISUAL

DESIGN

APPLICATIONS

4 KEY VISUAL

DESIGN

The design is based on dots, which are ordered to make an impression of a landscape – the view of a pilot.

No glider, paraglider or hang-glider shapes are added to maintain the variety of it's use.

Two versions are created – brighter and darker, in order to make the image more applicable.

With the same design technique more shapes can be created in the future designs, but the same visual effects should be presented in order to maintain coherence.



APPLICATIONS

Key visual is an image which represents the company and can be used as a background in various applications.

See two brief examples on the right for a stand at a fair and corresponding flag.



5

ICON SET

AT A GLANCE
CONSTRUCTION

5

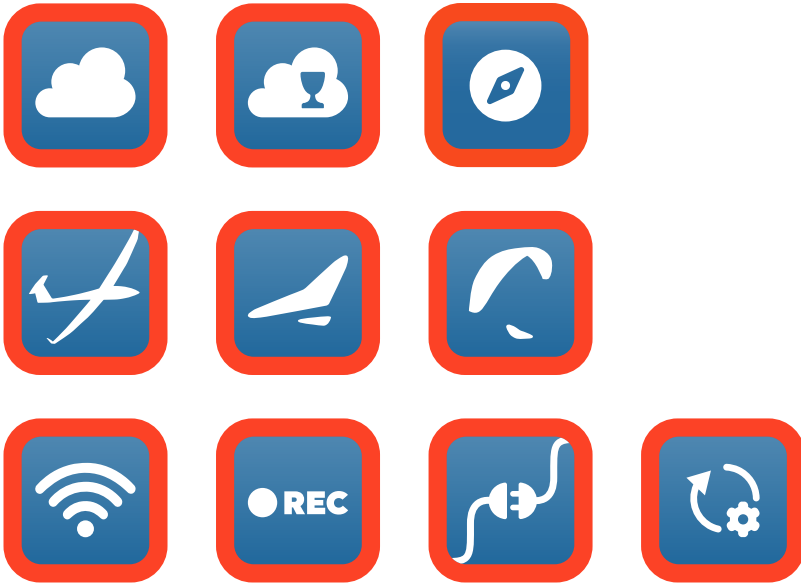
ICON SET

AT A GLANCE

Naviter’s products are marked with icons for quick recognition. The main products are SeeYou, SeeYou Navigator and SeeYou Competition.

SeeYou Mobile comes in three versions: Gliding, Paragliding and Hanggliding. Depending on the purpose the instrument is marked with appropriate icon.

Applications runing on Android and IOS devices are Oudie Live, SeeYou Recorder, ConnectMe and Naviter Updater. Some of these are used inside the instruments as well, enabling connectivity and latest updates.

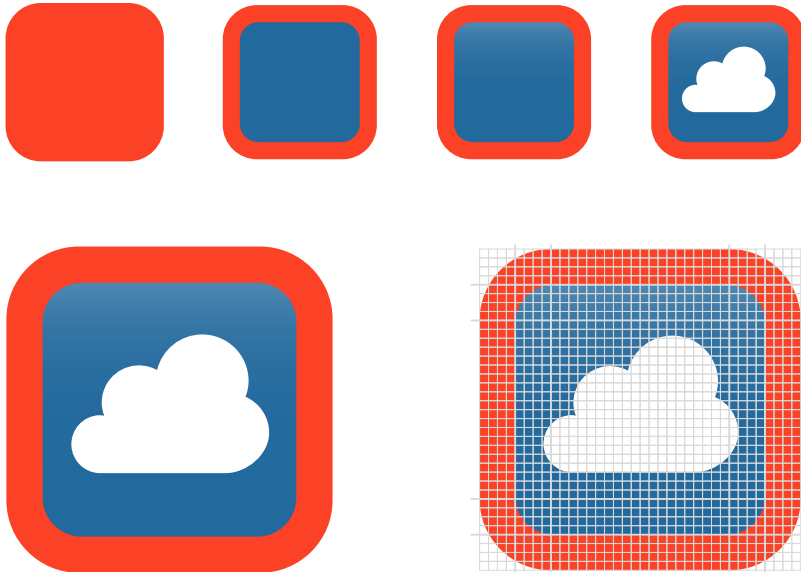


CONSTRUCTION

Base of the icon is bright red (#FB4226), while the inner background is Naviter blue (#22699D).

Another gradiend layer is added in order for the icon to appear less flat. The gradiend flows from top white (#FFFFFF) at 20% opacity to bottom white at 0% opacity. The location of the gradient is placed at 15%.

The content of the icon is shaped with rounded strokes in 100% opaque white (#FFFFFF).



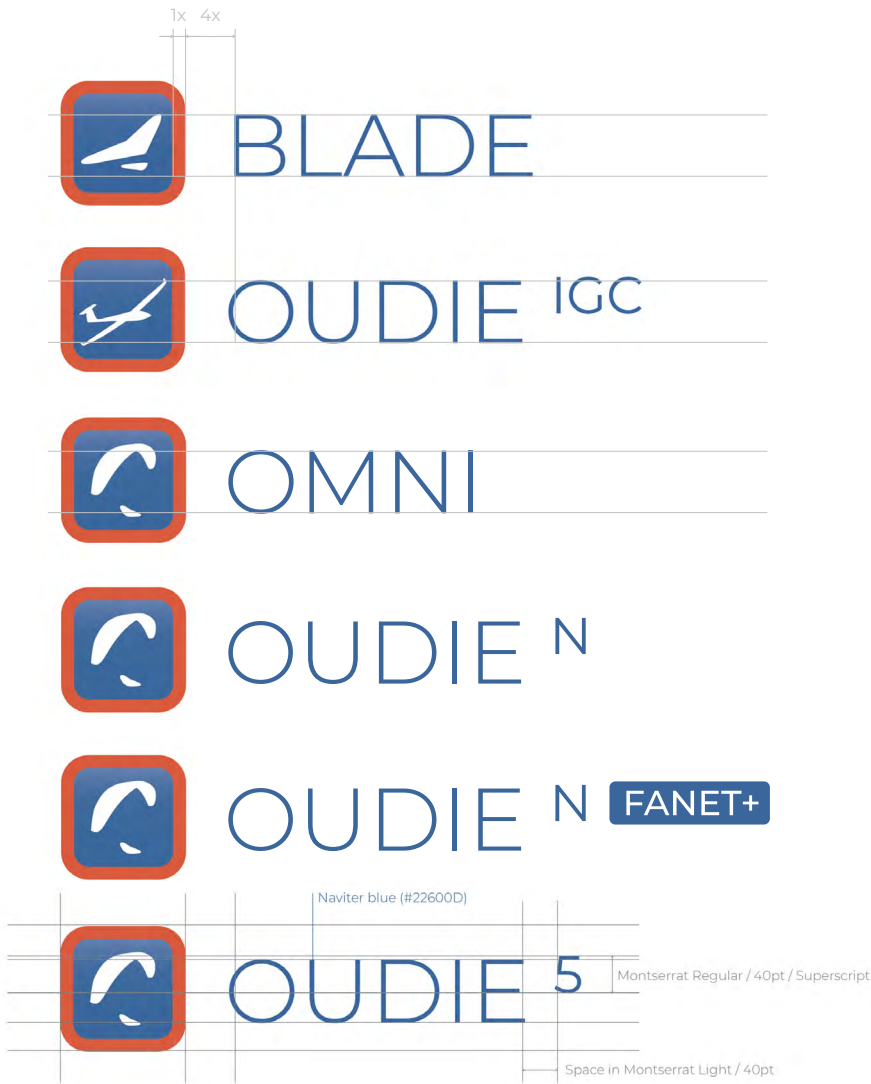
6 PRODUCTS

DEVICE LOGOS
PACKAGING

6 PRODUCTS

DEVICE LOGOS

Every device has it's own logotype, consisting of device name and versio. It can be accompanied with an icon for clear reference to the sport.



PACKAGING

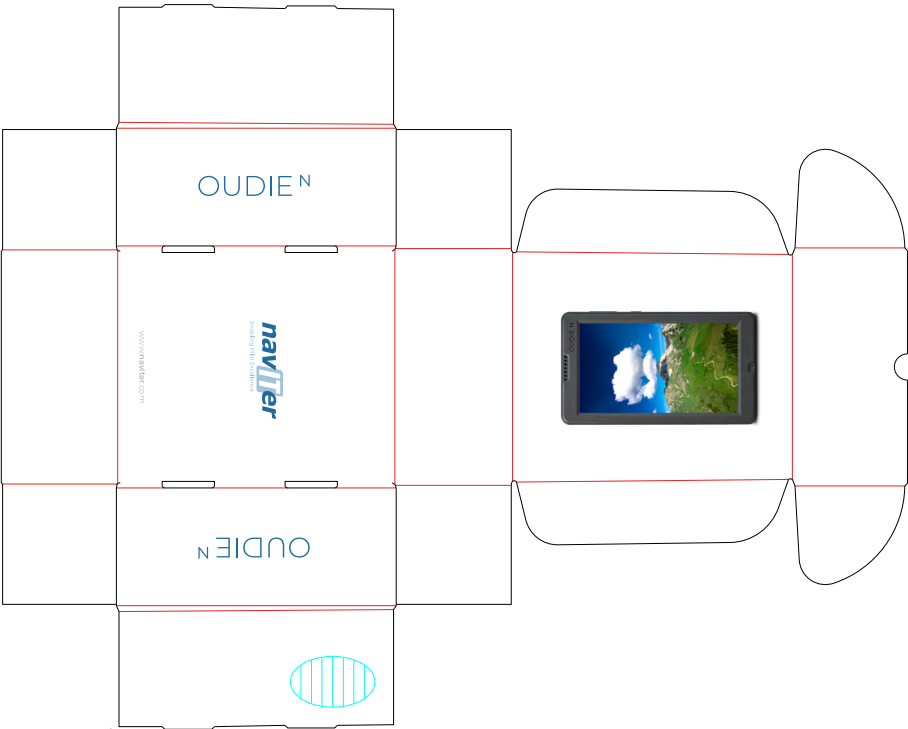
The front side of the packaging sleeve offers the product image, which is picturing the pilot's view.

The sides of the packaging give information about the containing model.

For quick and easy recognition, the icon is added before the product name.

The back of the sleeve contains the company logotype and website link.

The bottom right corner is reserved for credits, if necessary.



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