



MINI MANUAL

DOBERAVTO VISUAL IDENTITY

Fundamental elements of identity

L O G O

dober✓Avto.si



dober✓Avto.si

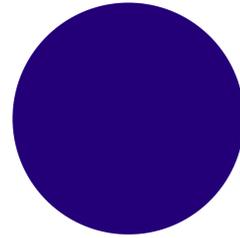


BASIC COLOR & VALUES

Color coding system ensures legibility, visual hierarchy and aesthetic consistency, as well as the recognition of the NLB communication identity umbrella group.

NLB INDIGO BLUE

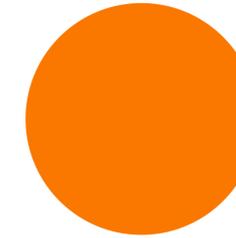
PANTONE 2745
95C 100M 0Y 20K
R35 G0 B120
#230078
RAL DESIGN 290 20 35



NLB Indigo is the essential color of the brand and should be ever-present. It is used for backgrounds and text setting in product advertising. White is its background.

NLB ACCENT ORANGE

PANTONE 1505
OC 70M 100Y OK
R250 G120 B0
#FA7800
RAL DESIGN 060 60 80



NLB Accent Orange is the color for CTA buttons in product advertising, for graphic elements in brochures and/or stickers.

NLB ACCENT ORANGE 80%

R251 G147 B51
#FB9333



NLB ACCENT ORANGE 60%

R252 G174 B102
#FCAE66



NLB ACCENT ORANGE 40%

R253 G201 B153
#FDC999



NLB ACCENT ORANGE 20%

R254 G228 B204
#FEE4CC

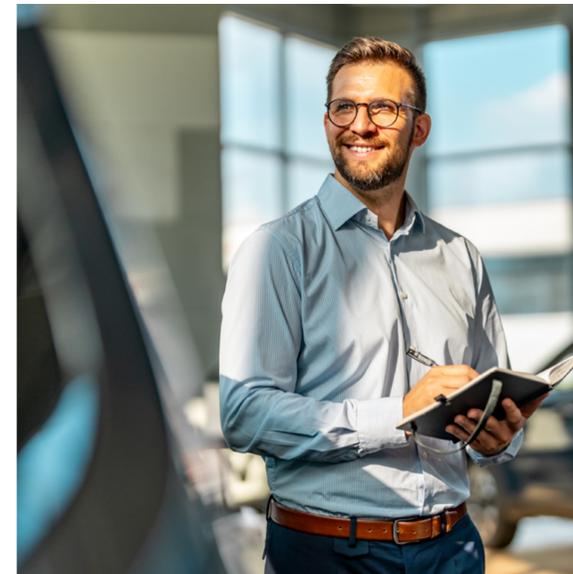
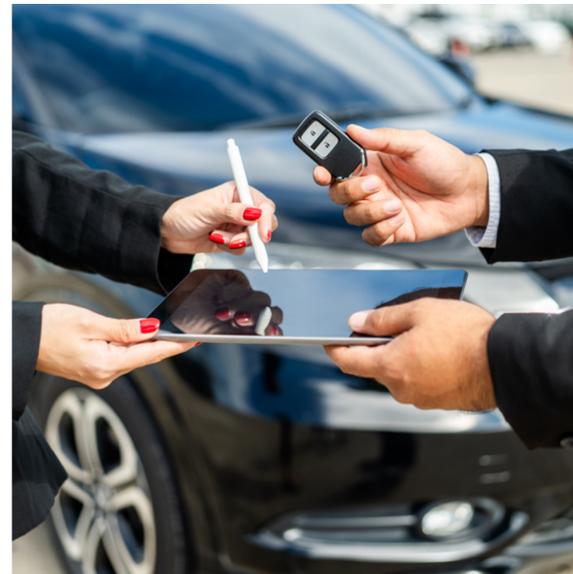
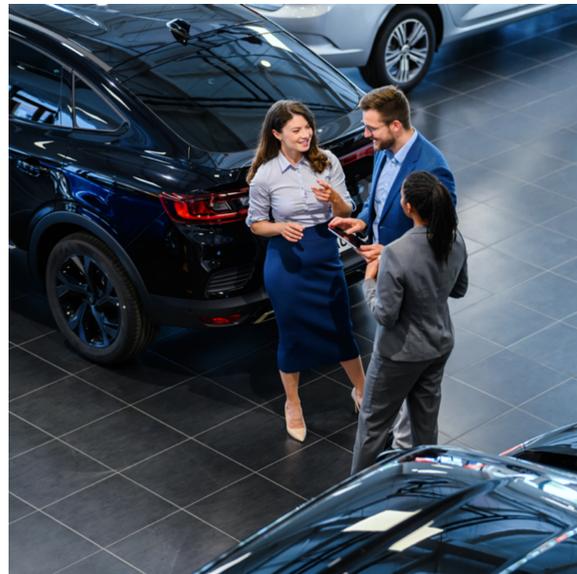


PHOTOGRAPHY

Colors and saturation should remain as true to real life as possible to enhance the authenticity and credibility of the offers.

Subjects should not make direct eye contact with the camera, maintaining a natural and candid feel.

When choosing photography materials, it is important to consider the colour palette of the brand. Photographs should include indigo / blue and orange shades or details, as these best reflect the brand identity and create a visually appealing and coherent image.



PRIMARY TYPOGRAPHY

**Inspired by the classy
aesthetics of fashion
icon Coco Chanel.**

Coco Sharp typeface is able to transform a simple word
a memorable wordmark. Drawn on a classic geometric sans
skeleton, it brings the brand's heritage to modern times.

On the personal computer system, Arial typeface is used.

Application / Online & Social media

ONLINE BANNERS

In the design of visual communications and digital content, the grid, typeface and colour code are key elements that ensure legibility, visual hierarchy and aesthetic consistency, as well as the recognition of the NLB communication identity umbrella group.

Grid is always 20 horizontal squares.
In online banners logo is 1/2 of the full width and 1 square respectively 3 squares height.



Headline: CocoSharp Extrabold
Leading: Font size x 1,1
Maximum allowed size: 18 x A



CTA: CocoSharp Regular



Position and color of CTA button is predefined and placed on grid system.

If possible use Headline in two lines instead of three to increase the impact of background photography.

S O C I A L M E D I A / P O S T S / O W N E D & P A I D



Usage of this logomark is only for owned channels.

Option without Headline on photo.



Usage of this logomark is only for owned channels.

Option with Headline on photo.



Usage of "doberavto.si" wordmark is for paid channels.

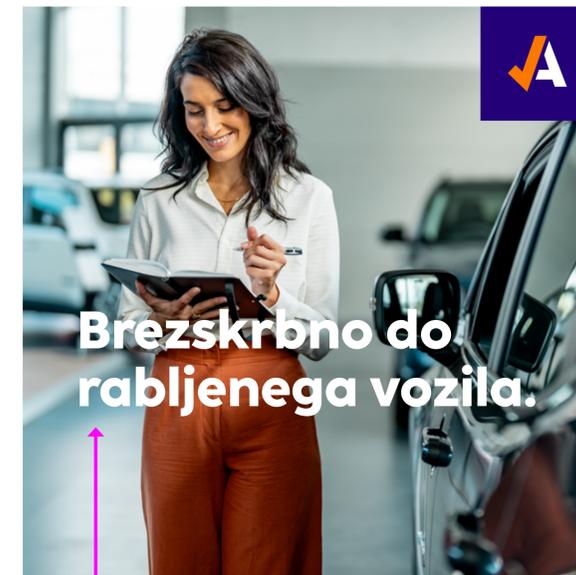
Option with Headline on photo.



Usage of this logomark is only for owned channels.

Option with Headline on photo.

Headline: CocoSharp Extrabold
 Leading: Font size x 1,1
 Maximum allowed size: 18 x A



Vertical positioning is variable and depends on the composition.

S O C I A L M E D I A / P O S T S / O W N E D & P A I D



Usage of “doberavto.si” wordmark is for paid channels.

Option with Headline on photo.

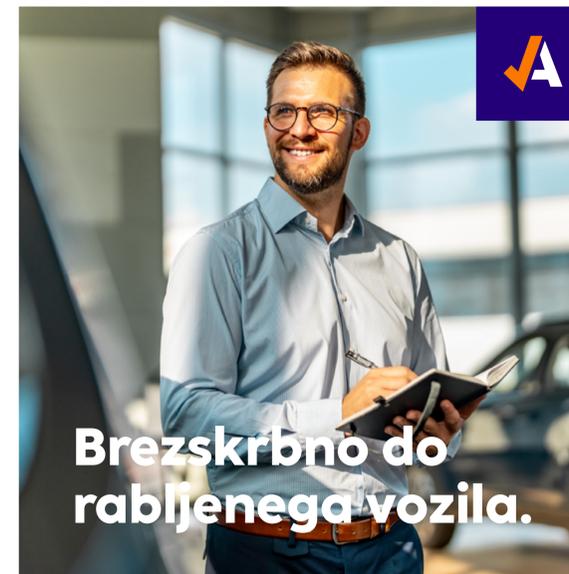
Usage of this logomark is only for owned channels.

Option with Sticker on photo.

Usage of this logomark is only for owned channels.

Option with Headline on photo.

S O C I A L M E D I A / P O S T S / O W N E D & P A I D



Usage of this logomark is only for owned channels.

Option without Headline on photo.

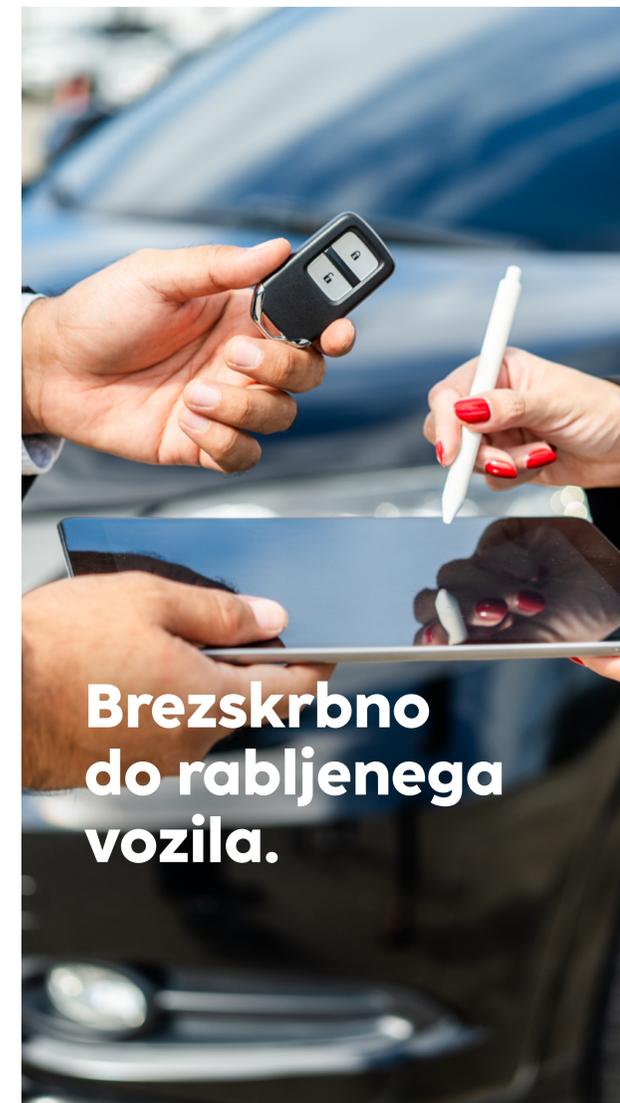
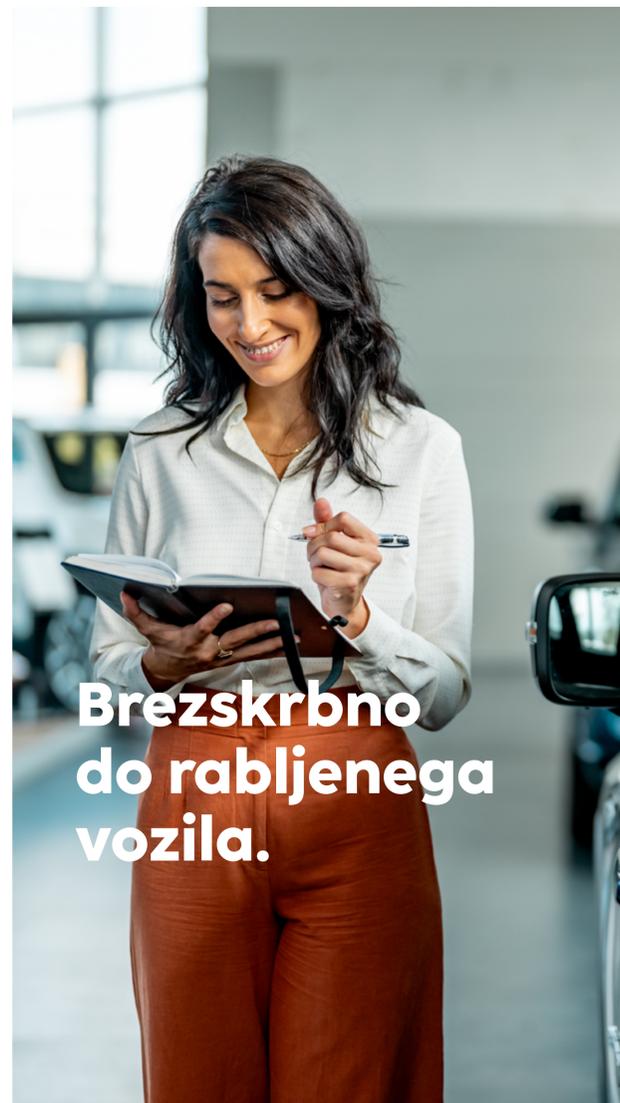
Usage of "doberavto.si" wordmark is for paid channels.

Option with Headline on photo.

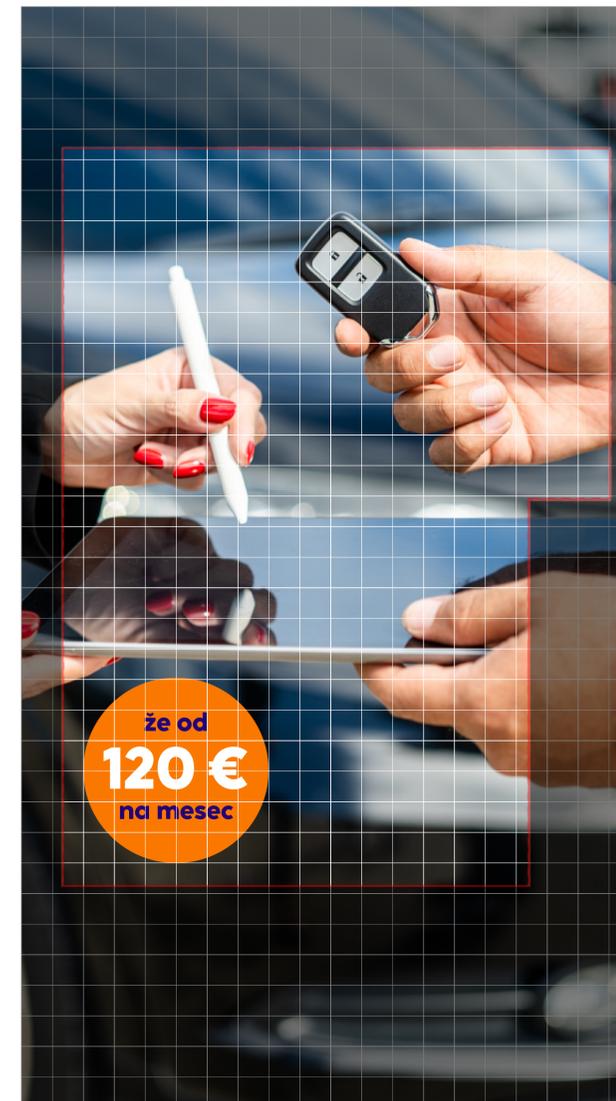
Usage of this logomark is only for owned channels.

Option with Sticker on photo.

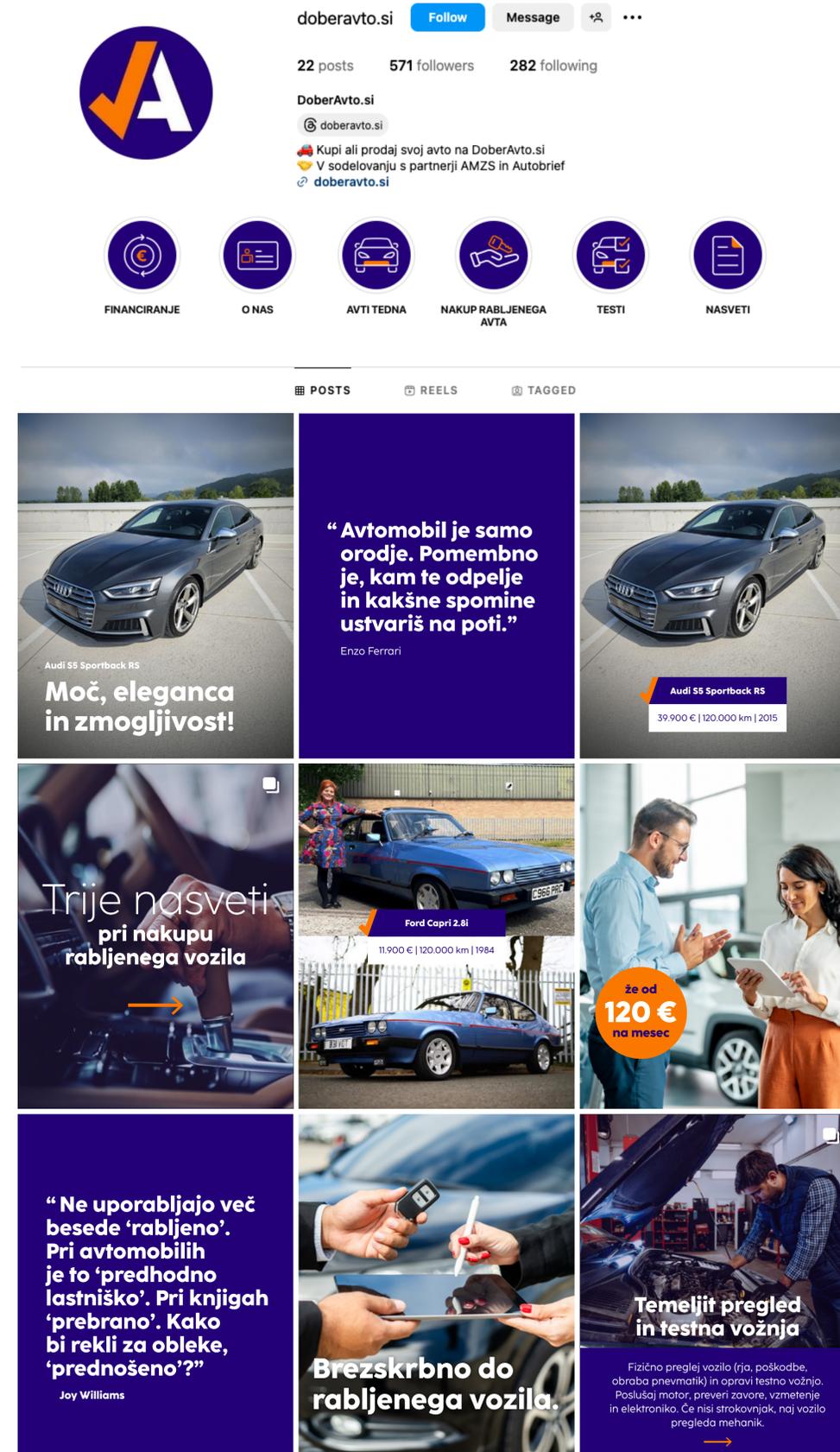




S O C I A L M E D I A / I N S T A G R A M S T O R Y & R E E L / S A F E Z O N E



S O C I A L M E D I A / I N S T A G R A M F E E D



doberavto.si [Follow](#) [Message](#) [...](#)

22 posts 571 followers 282 following

DoberAvto.si
doberavto.si

Kupi ali prodaj svoj avto na DoberAvto.si
V sodelovanju s partnerji AMZS in Autobrief
doberavto.si

FINANCIRANJE O NAS AVTI TEDNA NAKUP RABLJENEGA AVTA TESTI NASVETI

POSTS REELS TAGGED



Audi S5 Sportback RS

Moč, eleganca in zmogljivost!

“Avtomobil je samo orodje. Pomembno je, kam te odpelje in kakšne spomine ustvariš na poti.”

Enzo Ferrari



Audi S5 Sportback RS

39.900 € | 120.000 km | 2015

Trije nasveti pri nakupu rabljenega vozila



Ford Capri 2.8i

11.900 € | 120.000 km | 1984

že od **120 €** na mesec

“Ne uporabljajo več besede ‘rabljeno’. Pri avtomobilih je to ‘predhodno lastniško’. Pri knjigah ‘prebrano’. Kako bi rekli za obleke, ‘prednošeno’?”

Joy Williams

Brezskrbno do rabljenega vozila.

Temeljiti pregled in festna vožnja

Fizično pregled vozilo (rja, poškodbe, obraba pnevmatik) in opravi testno vožnjo. Poslušaj motor, preveri zavore, vzmetenje in elektroniko. Če nisi strokovnjak, naj vozilo pregleda mehanik.

“Ne gre za to, kako hitro prideš do cilja, ampak kako uživaš v vožnji.”

Neznan avtor

“Ne gre za to, kako hitro prideš do cilja, ampak kako uživaš v vožnji.”

Neznan avtor

Headline: CocoSharp Extrabold
Leading: Font size x 1,1
Maximum allowed size: 18 x A

“Avtomobil je samo orodje. Pomembno je, kam te odpelje in kakšne spomine ustvariš na poti.”

Enzo Ferrari

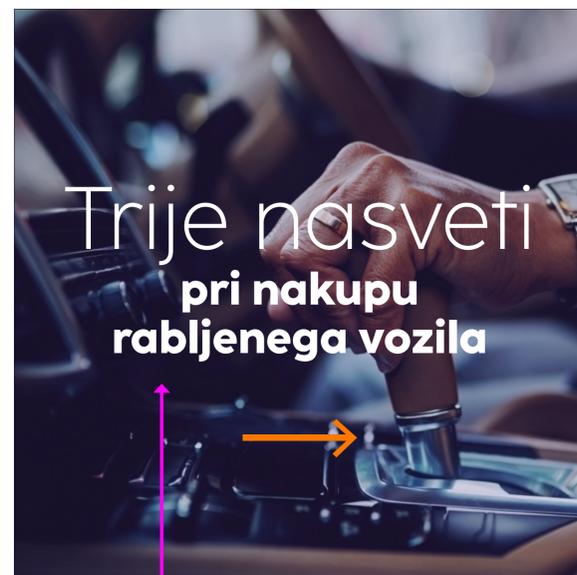
Subhead: CocoSharp Regular
Font size: 1/3 of headline
Leading: Font size x 1,1
Maximum allowed size: 18 x A

“Avtomobil je samo orodje. Pomembno je, kam te odpelje in kakšne spomine ustvariš na poti.”

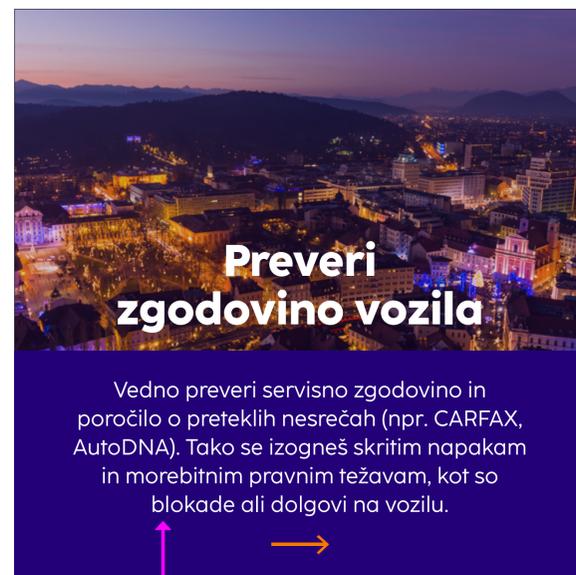
Enzo Ferrari

S O C I A L M E D I A / C A R O U S E L

Headline: CocoSharp Light
Leading: Font size x 1,1
Maximum allowed size: 18 x A



Subhead: CocoSharp Extrabold
Font size: 1/3 of headline
Leading: Font size x 1,1
Maximum allowed size: 18 x A

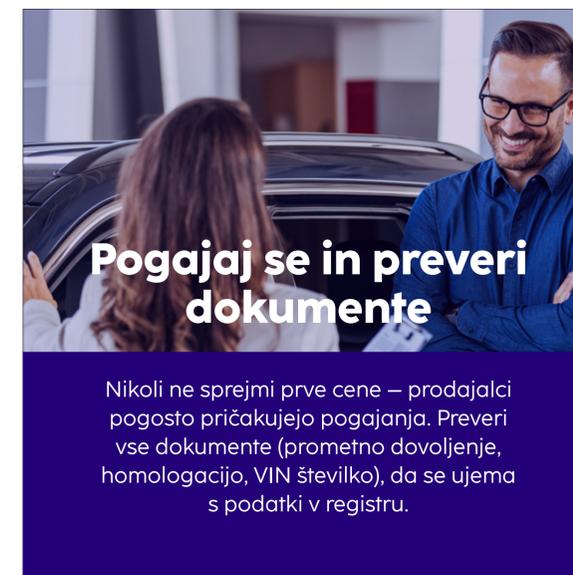


2 x A

Headline: CocoSharp Extrabold
Leading: Font size x 1,1
Maximum allowed size: 18 x A

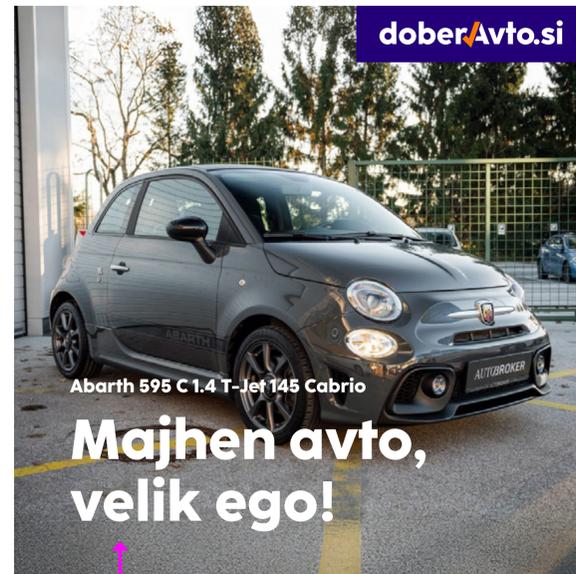
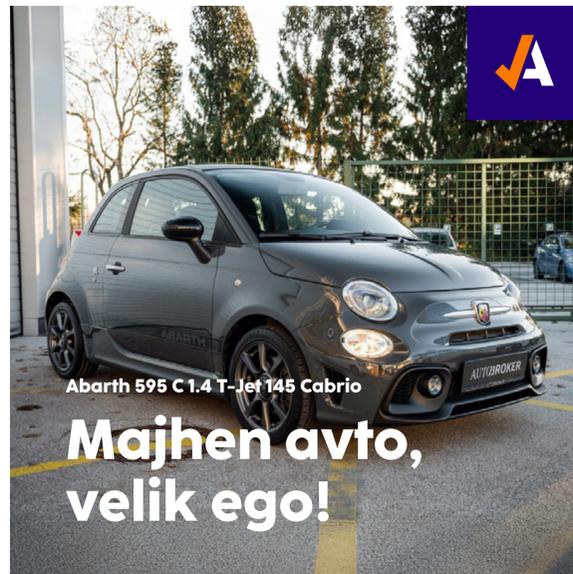
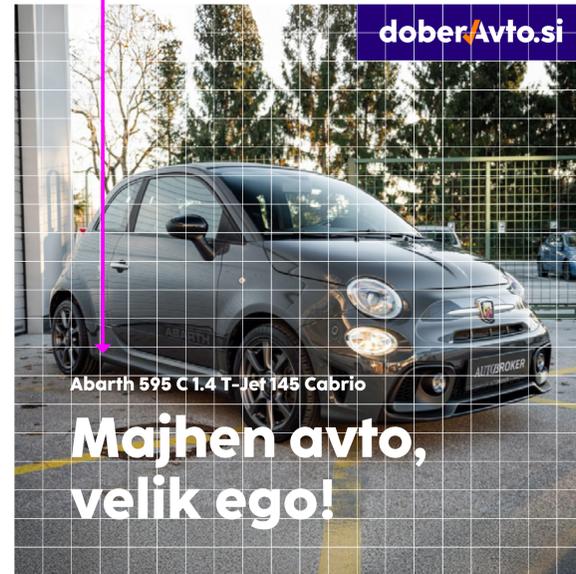
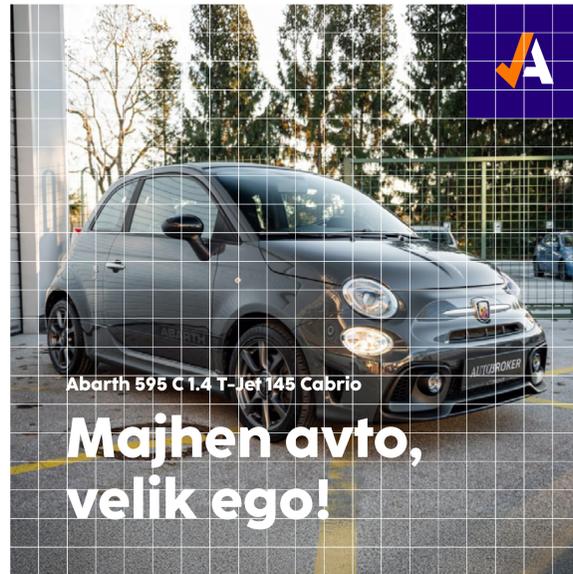


Subhead: CocoSharp Regular
Font size: 1/3 of headline
Leading: Font size x 1,1
Maximum allowed size: 18 x A

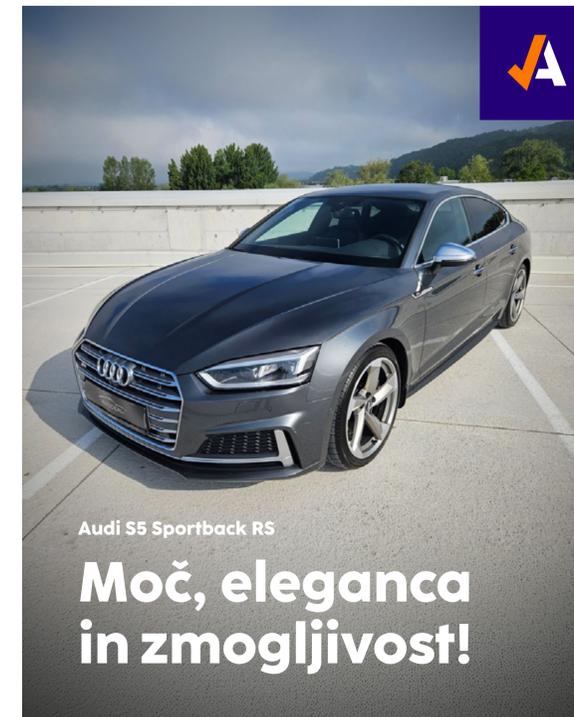


S O C I A L M E D I A / P O S T S / I M A G E + B R A N D I N G

Car model: CocoSharp Regular
Font size: 1/3 of headline
Leading: Headline font size x 1,1



Headline: CocoSharp Extrabold
Leading: Font size x 1,1
Maximum allowed size: 18 x A



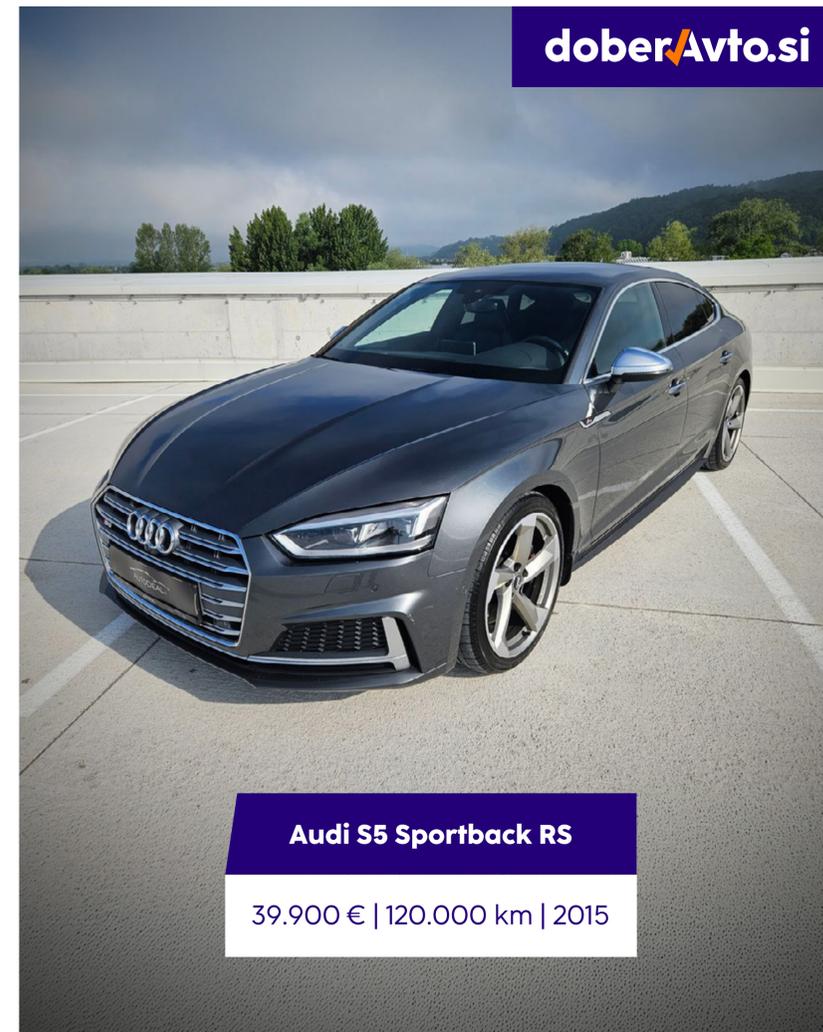
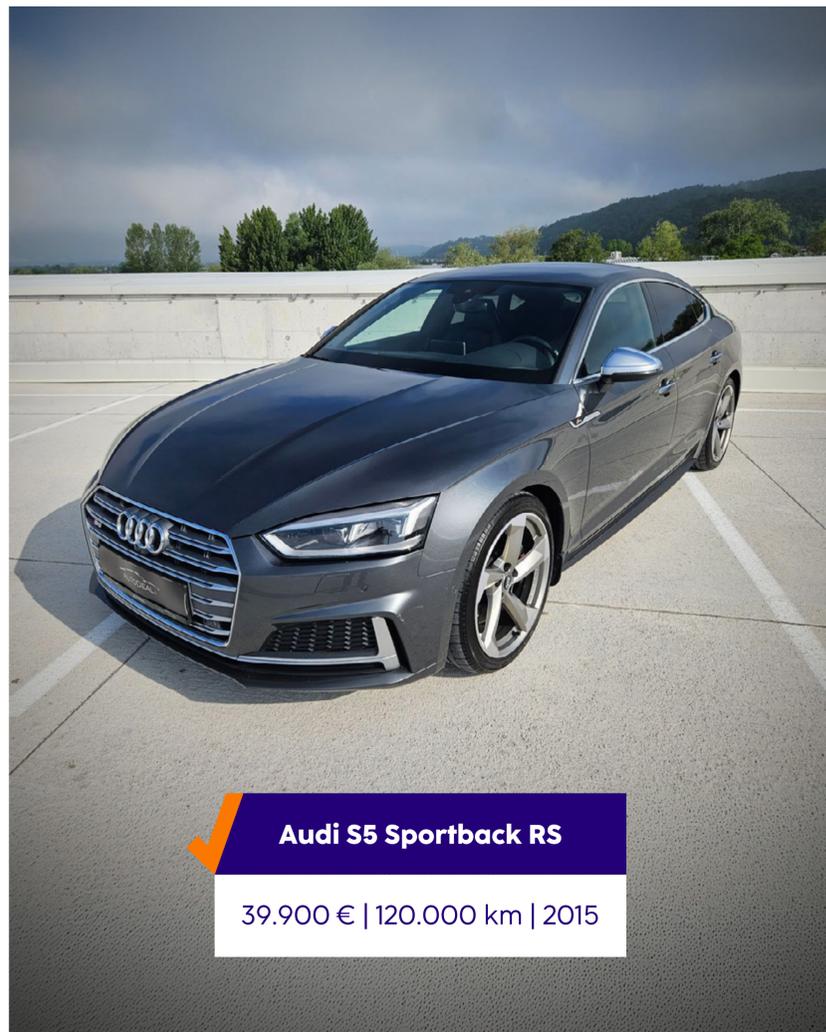
S O C I A L M E D I A / P O S T S / F E A T U R E D P R I C E O P T I O N S



Abarth 595 C 1.4 T-Jet
145 Cabrio ✓ 16.299 € | 31.271 km | 2020



✓ Abarth 595 C 1.4 T-Jet
145 Cabrio 16.299 € | 31.271 km | 2020



S O C I A L M E D I A / I N S T A G R A M P I C T O G R A M S



O nas



Avti tedna



Financiranje



Nasveti



Testi



Nakup rabljenega avta



O nas



Avti tedna



Financiranje



Nasveti



Testi



Nakup rabljenega avta

S O C I A L M E D I A / I N S T A G R A M P I C T O G R A M S



doberavto.si

Follow

Message



22 posts

571 followers

282 following

DoberAvto.si

@doberavto.si

🚗 Kupi ali prodaj svoj avto na DoberAvto.si

👉 V sodelovanju s partnerji AMZS in Autobrief

🔗 doberavto.si



FINANCIRANJE



O NAS



AVTI TEDNA



NAKUP RABLJENEGA
AVTA



TESTI

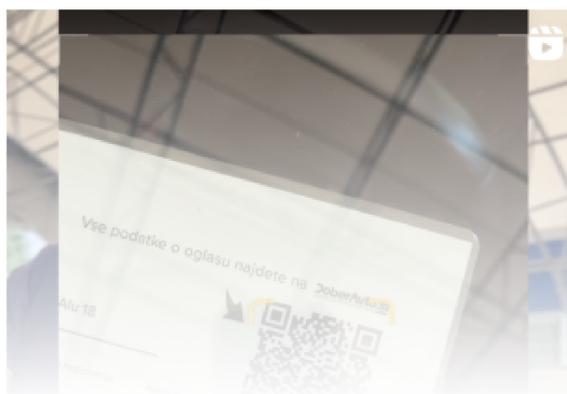


NASVETI

📱 POSTS

📺 REELS

🏷️ TAGGED



**Application /
Print ad**

PRINT AD

In print ad design, the grid, typeface, and color palette are essential elements that ensure legibility, establish a clear visual hierarchy, and maintain aesthetic consistency. These elements also reinforce the recognition of the NLB communication identity across its umbrella group.

Headline: CocoSharp Extrabold
Leading: Font size x 1,1
Horizontal size:
Up to full width within size: 16 x A

Sticker: CocoSharp Extrabold
Color: NLB Accent Orange
Size: 4 x A

Body copy: CocoSharp Regular
Normal size: 13 pt
Smallest size: 10 pt
Leading: Font size x 1,3

Logo: 6 x A

1 x A

Brezskrbno do rabljenega vozila.

že od
120 €
na mesec

Odkrijte DoberAvto.si – vaš zanesljiv partner pri nakupu in prodaji rabljenih ter novih vozil. Naša platforma zagotavlja pošteno ter pregledno izkušnjo, saj omogoča dostop do točnih in verodostojnih podatkov o vozilih, vključno z zgodovino prevoženih kilometrov, lastništva in tehničnih pregledov.

4 x A

doberAvto.si

2 x A

Brezskrbno do rabljenega vozila.

že od
120 €
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doberAvto.si

Application / Basic communication

B U S I N E S S C A R D



Tomaž Gorjup
direktor

NLB Car&Go, upravljanje spletnih platform d.o.o.
Šlandrova ulica 2, 1231 Ljubljana – Črnuče
M: +386 41 336 747 • E: Tomaz.Gorjup@nlbcargo.si
doberAvto.si



Application / Gifts

GIFTS

