

NAAVA

breathe

Naava Marketing Materials

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NAAVA

Updates

13.3.2019 All files up to date

3.5.2019 Added a file to the folder Quick guide: "Water tank filling instructions"

7.5.2019 Added the plant photos to the folder "photography -> plants"

11.5.2020 Design Guide and Product brochure web versions have been updated. Updated print versions available soon

15.1.2012 New Naava N-series product photos updated to the files. Old photos still available in the "old" folder.

15.1. New Naava N-series product Brochure and Design Guide web versions available. Print versions available soon.

Brochures

There are several types of marketing materials to share with customers either electronically or as printed material: the **One Pager**, which is a standard two-sided document summarizing the product; the **Product Brochure**, a smaller sized leaflet that contains more information about the product itself; and the **Design Guide**, that has more in-depth information especially for architects and designers.



Web material

When sharing any of the documents with customers, do not share the google drive link - download the material and either directly send it as a pdf format, or share it on your website. Always use the file marked as the **web version**, not the print version.



Printing

All of the above materials are available as printed versions. Here you can find the detailed instructions needed when ordering them. Make sure that you use the **print version** of the file as you order them. Always make sure you have the latest version of the document. Notifications of new updates can be found in this document under the title “Updates”.

One Pager

One pager is available as one version with UK and US unit systems.

Printing:

Naava One Pager

Size: A4 one page, two-sided
Colour: 4 / 4
Material: Print ready PDF-file

Product Brochure

The product brochure is available in two versions: UK and US unit systems.

Printing:

Naava Product Brochure

Size: 150 x 150 mm 32 pages
Parts: Cover 4 pages
Interior 28 pages
Colour: 4 / 4
Paper: Cover: Edixion Offset 190g
Interior: Edixion Offset 170g
Material: Print ready PDF-file

Design Guide

The design guide is available in two versions: UK and US unit systems.

Printing:

Naava Design Guide

Size: A4 100 pages
Parts: Cover 4 pages
Interior 28 pages
Colour: 4 / 4
Paper: Cover: Scandia 2000 white 300g/Multioffset 300g
Interior: Scandia 2000 white 150g/Multioffset 140g
Finalising: Creasing, perfect binding
Material: Print ready PDF-file



Logos

In the “Logos”-folder, you can find jpg, png, and pdf versions of the Naava and the Naava breathe logo. When you want a clear background, use png. There are two versions of the Naava & Naava breathe logos, the green version and the white one. They are both equally used.

In the design, you can find abrupt peaks and gently sloping vales - the distinctive, age-old formations that make the pure, Nordic landscapes.



NAAVA



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If the logo is not applicable with colors, then use black and white logo.



NAAVA

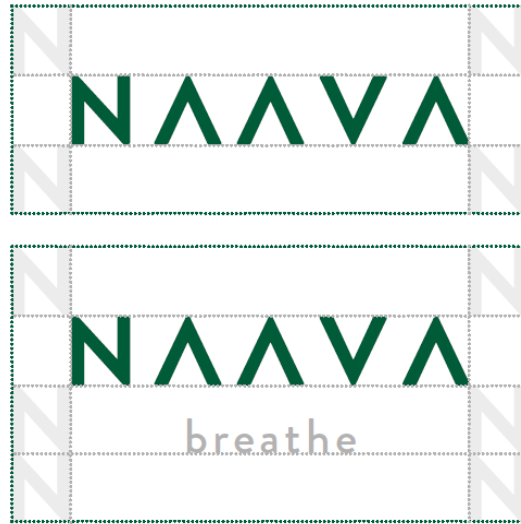


Naava product & -service logos are used only when talking about the product or the service.



Always respect the logo when creating layouts, and leave enough space around for it to breathe. The safe area consists of the logo's N-letter sized area. Never place the logo without having a safe area around it. This safe area concerns all of the logos, including product and service -logos.





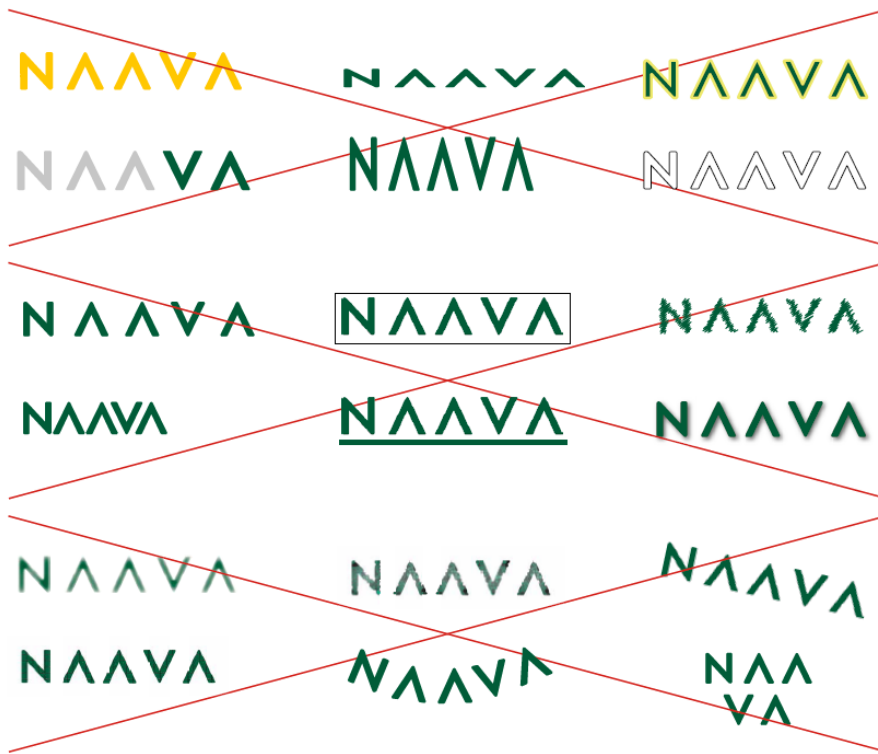
Always make sure that you are using the correct version of the Naava logo for each background. The green Naava logo should always be used with a light background, and the white version of the logo with dark background. Remember to choose your colors carefully when placing the logo on top of an image. Be creative, but maintain readability.



Never create other color versions of the logo

- Never distort the logo, or any part of the logo
- Never underline or frame the logo
- Never add any kind of special effects to the logo
- Never change the letter spacing in the logo
- Never add any textures on the logo
- Never rotate the logo
- Never modify the logo in any way

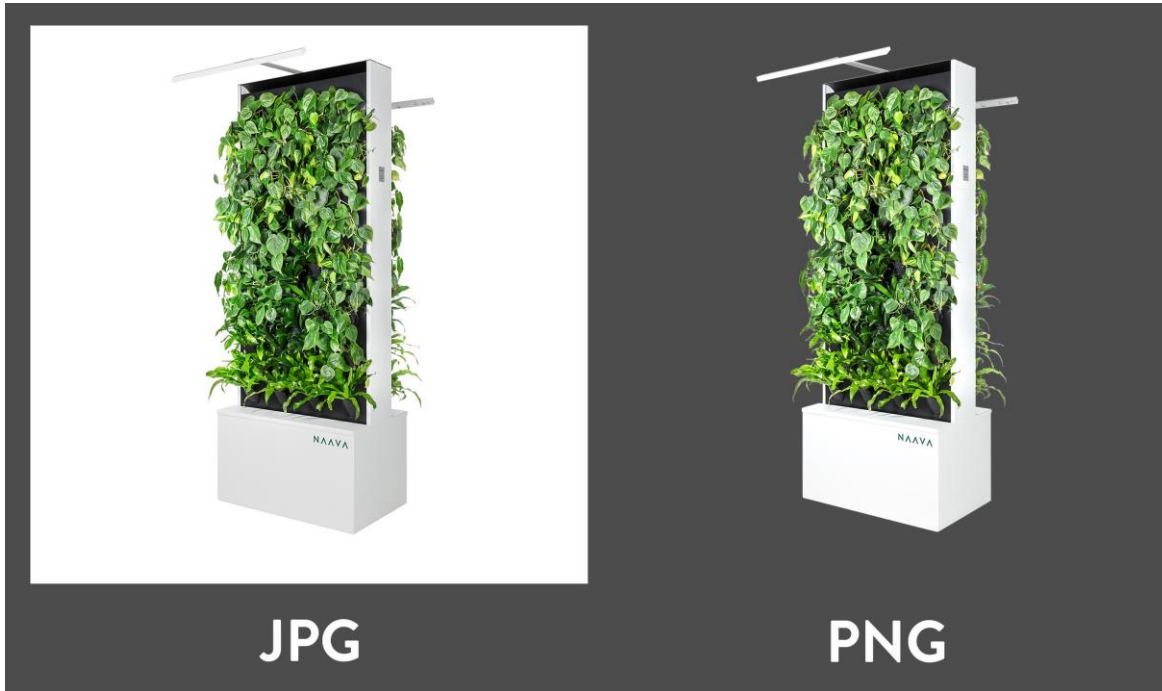
N^A^V^A



Photos

From the “photos” folder, you can find the product photos in jpg and png format. When you want a clear background, use png. You can also find jpg photos of the plants used in Naava both in high res and web versions.

NAAVA



Videos

⇒ Video link 1: [Naava: How Naava Air Naturalization Works](#)

⇒ Video link 2: [Naava: Founder's Story & Why Naava Exists](#)

Science of Naava

Coming Soon!

Other Material

The “Other material” folder contains other useful content for creating your own material to market Naava.

NAAVA



NATURALIZES INDOOR AIR



REDUCES HARMFUL
CHEMICALS



OPTIMIZES HUMIDITY



ILLNESS IS REDUCED




FATIGUE IS HALTED



COGNITIVE PERFORMANCE IS
IMPROVED


About Social Media

 Instagram: @breathenaava

 Facebook: Naava

 LinkedIn: Naava

 Pinterest

 Youtube : Naava

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