

AVATA D

The logo consists of the word "AVATA D" in a bold, sans-serif font. Below the main text is a secondary row of geometric shapes: a single slanted bar under the first 'A', a group of three slanted bars under the second 'A', a group of three slanted bars under the 'T', a group of three slanted bars under the third 'A', and a group of three slanted bars under the 'D'. The slanted bars are parallel to each other within each group.

A PRESENTATION OF APPROVED BRAND IDENTITY
12/2022

PRIMARY LOGO

Avatar is a high-tech, modern company that connects everyone. The element of the antenna in the first A is because this element connects the other. The middle part of the A has been deleted to portray a modern look and it is divided into three parts because this number is associated with harmony, wisdom, and understanding.

This is the main logo that will be used across primary brand applications. This trademark helps audiences easily identify Avatar's branding collateral: flyers/brochures, web presence, ads, and other materials, and enhances the professionalism of the brand. It is essential to the success of the brand that the logo always be applied with care and respect in every application to these guidelines.



SECONDARY LOGO

Avatar secondary logo can be used in place of the primary logo (but should never be used directly next to—or on the same page as—the primary logo). For instance, don't use A in the header if the primary logo is used in the footer - it looks repetitive and isn't a good use of the brand elements.

LOGOMARK

Avatar antenna logomark can be used when the full primary logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the logomark could be used as a profile picture on Instagram since the username will be adjacent to it in plain text.



AVATAR



COLOR USAGE

The color usage for Avatar is fairly minimal. The logo will mostly be used in color against a white background (A), or reversed with white lettering against an orange (B) and gray background (C).

A.



C.



TYPOGRAPHY

The selected fonts for Avatar are Slab Serif because of their modern, humanist and clean look, and to complement the message of a modern and humanist brand the font for the body copy is sans serif.

The headline font is Merriweather which has good readability and is good for long texts, the font for the body copy is Open Sans Sans, this simple and clean sans serif font will reinforce the message of Avatar's professionalism.

Aleo

Use this for headlines.

Aleo Aleo
Regular **BLACK**

Sentence case

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Open Sans

Use this for body copy.

Open Sans **Open Sans**
Regular **Bold**

Sentence case

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

H1

H2

Aleo 60 PT

Aleo 30 PT

BODY COPY

Open Sans Regular 16 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum ril delenit augue duis dolore te feugait nulla facilisi.

COLOR PALETTE

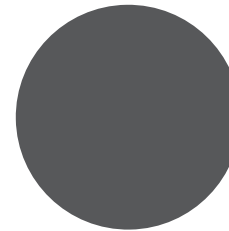
The use of orange and a darker gray evokes feelings of stimulation, creativity, and reliability.

The first color is a burnt orange which is associated with warmth, evokes success, encouragement, determination, and optimism, and is often used in technology.

Selected to complement orange, the second color is a darker gray which is used to emphasize authority intelligence, reliability, and maturity.

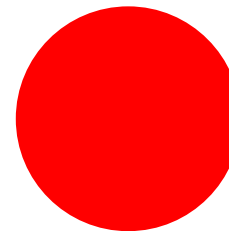
The first accent color is gray to reinforce the message of Avatar's professionalism and strength, and the second is Indigo which is associated with wisdom.

PANTONE 7578 C
CMYK: C 9 | M 68 | Y 87 | K 1
RGB: R 223 | G 106 | B 46
HEX: #DF6A2E

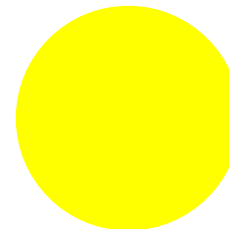


80% BLACK
CMYK: C 0 | M 0 | Y 0 | K 80
RGB: R 87 | G 87 | B 86
HEX: #575756

— ACCENT —



PANTONE COOL GRAY 4C
CMYK: C 30 | M 22 | Y 23 | K 3
RGB: R 187 | G 187 | B 187
HEX: #BBBBBB



PANTONE 5265 C
CMYK: C 84 | M 80 | Y 34 | K 26
RGB: R 63 | G 58 | B 96
HEX: #3F3A60

