AVATAR

A PRESENTATION OF APPROVED BRAND IDENTITY
12/2022

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.

SUGGESTED ICON

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. 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.

Sentence case

Aleo
Regular

**Aleo
BLACK**

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.

Sentence case

Open Sans
Regular

**Open Sans
Bold**

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, consectetuer 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, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation 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.
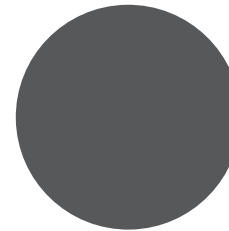
COLOR PALETTE

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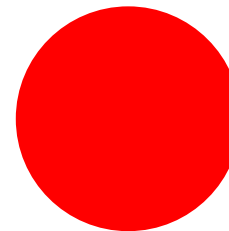
The first accent color is gray to reinforce the message of Avatar's professionalism and strength, and the second is Indigo which is associated with wisdom.

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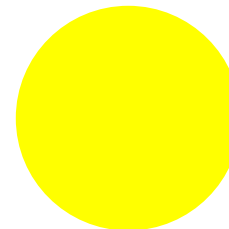**RGB: R** 223 | **G** 106 | **B** 46
HEX: #DF6A2E

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