

AVANTI

the brand identity

* scaled for presentation purposes

PRIMARY LOGO



ALTERNATE LOGOS



*represents any type of background image or color

BUSINESS CARD

front



back





AVANTI
Mobile App Developers
1000 Technology Circle
Suite 18432
San Francisco, CA 94016

Greetings Customer Carson,

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Sincerely,

John Smith
Developer

(555) 555-5555 hello@avanti.com www.avanti.com

FAVICON



HOMEPAGE*

AVANTI
always moving forward

follow us on social media:

[HOME](#) [PORTFOLIO](#) [ABOUT](#) [BLOG](#) [CONTACT](#)

**CUSTOM APPS BUILT
JUST FOR YOUR ORGANIZATION**

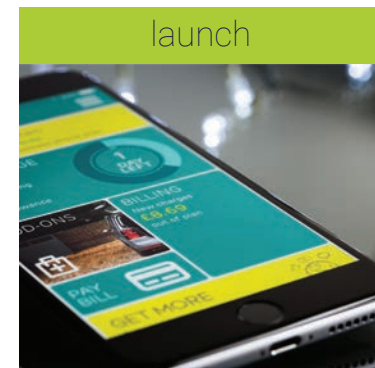
OUR PROCESS



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AVANTI

the style guide

BRAND COLORS



#1a144a

R 27 **C** 100
G 21 **M** 100
B 75 **Y** 32
 K 43



#d7d5de

R 215 **C** 14
G 213 **M** 13
B 222 **Y** 6
 K 0



#abcb37

R 171 **C** 38
G 203 **M** 2
B 55 **Y** 100
 K 0



#ffffff

R 255 **C** 0
G 255 **M** 0
B 255 **Y** 0
 K 0



#27272b

R 39 **C** 73
G 39 **M** 67
B 43 **Y** 60
 K 66

TYPEFACE #1

this typeface should be used in uppercase letters.

ROBOTO CONDENSED BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&@'*(,.;#!?)**

TYPEFACE #2

this typeface should be used in lowercase letters.

roboto thin

abcdefghijklmnopqrstuvwxy
z
1234567890\$%&@'*(,.;#!?)

TYPEFACE #3

this is the copy typeface.

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
1234567890\$%&@'*(,.;#!?)

THE LOGO

the logotype, logomark, and tag-line should be presented together whenever possible.

the smallest acceptable height is one inch.

if the height of the logo must be under one inch, remove the tag-line.



CLEAR SPACE

the minimum required clear space is defined by the cap height, aka the height of the uppercase letters. the width is equal to the height.



IDEAL PLACEMENT

when possible, place logo in bottom right hand corner, ensuring enough clear space as required.



use the white logo on busier backgrounds, ensuring enough clear space as required.



MAINTAIN IDENTITY

do not change the logo.



do not remove elements.



do not reorder elements.



do not distort logo.



do not use logo smaller than intended.



SUMMARY

overall identity

This identity is designed around the idea of “forward.” The name of the company, “AVANTI,” means “forward” in Italian. The client requested an identity that was current, but enduring; and, an identity that would be noticeable enough to attract potential clients while remaining flexible enough for future company growth. Clean shapes and colors give the company a modern feel. The identity is fairly simple, which will allow it to hold up over time. The vibrant colors are very appealing and give off a technological feel. Additionally, the tag-line implies that the company will grow and continually make progress for as long as they are a company. The business card, letterhead, favicon, and website carry the clean and modern look throughout, creating a complete and consistent visual identity for the client.

the logo

Using Roboto Condensed Bold in all capital letters, the company’s name, AVANTI, in dark blue stands strong and signifies that the company is here to stay. Underneath, in Roboto Thin with all lowercase letters and the tracking set to -30, the company’s tag-line “always moving forward” embodies the very desirable qualities of perseverance and growth. The combination of the super bold and super thin is incredibly appealing and modern. The arrow ties into the tag-line and moves the eye forward, but it is also shaped like the cursor on computers, which makes it feel more technological. With using a logo containing a tag-line, special considerations were needed. The primary logo should be used in all cases unless it needs to be shown with a height under 1 inch; then, the tag-line should not be used, because it gets too small to read.

the colors

AVANTI’s identity involves a dark blue, a lime green, a dark gray, a light gray, and white. The dark blue promotes strength and stability, while the lime green is fresh and new, like our client. The dark gray takes the place of a true black and the light gray serves as a pleasant accent color when needed. White is also very important; it helps keep the identity clean and modern.