



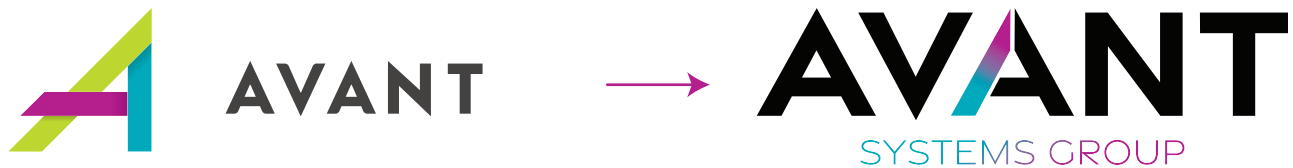
# AVANT

SYSTEMS GROUP

## Brand Standards 2021

# Introduction

In 2021, Avant Systems Group found the need to reboot its brand from the ground up, deploying a more modern look and feel from the dated and inconsistent application of logos, colors, and fonts in the company's prior generation. This initiative was entertained in a continuing effort to differentiate the company from its competitors, offering much cleaner, more vibrant, and consistent application of its assets. This document aims to represent the new Avant Systems Group brand, inclusive of new assets, color & font standards, and an articulation of the company's public-facing look, feel, and lingo going forward.



# Avant Logos

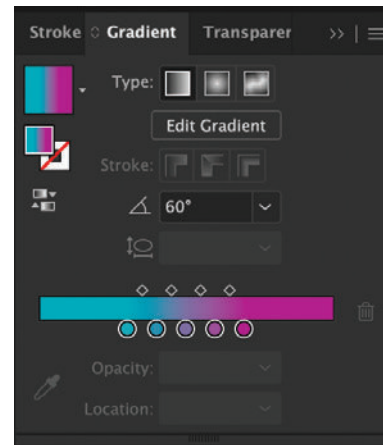
The Avant Systems Group Logo is derived from the **Gravesend Sans** font family.

- The AVANT wordmark is created using an unaltered Gravesend Sans - Bold\*
  - The center letter A logomark is a customized version of the Gravesend Sans letter A.
- The SYSTEMS GROUP tagline is created using Gravesend Sans - Light



- The coloring on the logomark letter A is a 5-step gradient at 60 degrees that transitions between the following hex color codes and locations:

#00ABBD	30% (Avant Blue)
#2191B2	40%
#7F6FA3	50%
#9D5098	60%
#B41F8E	70% (Avant Purple)



- The coloring on the Tagline is the same a 5-step gradient at -60 degrees.

# Logo variants

Several variants of the primary Avant logo (shown above) exist.

Primary



Primary - Knockout



1-color - black



1-color - Knockout



## Use rules

Generally, the primary logo should be used whenever possible. In situations where the logo must sit on a dark background, the primary - knockout version of the logo may be employed instead. 1-color variants should only be deployed where color is not able to be used or if there is insufficient contrast between the logo colors and background elements.

Additionally, care must be taken to ensure an appropriate amount of clear space exists between the Avant logo and any other assets or details present to ensure the logo remains legible in all cases. As a rule, the proportionate height of the "systems group" tagline offers sufficient clear space for use against all extremes of the logo, as depicted here:

Minimum clear space



# Logo crimes

Unless under approved circumstances, Avant logos should never be altered in any way from their native design. Do not:

Skew



Squish



Stretch



Recolor



Fade/watermark



Place on insufficient contrast



Remove/reposition elements



Add elements



Rotate



Crop



Outline



Add shadows



# Logomark

In addition to the logo assets, Avant deploys a logomark for spaces where use of the full logo may be impractical, such as favicons, social media profiles, and other areas where use of the full logo would be illegible or otherwise cumbersome.

Primary



Primary - knockout



1-color - black



1-color - Knockout



## Use rules

Where possible, the primary logo should be used in lieu of the logomark except where this is impractical. The primary logomark should be generally applied first, unless the following situations apply:

- In situations where the logo must sit on a dark background, the **primary - knockout** version of the logomark may be employed instead.
- 1-color variants should only be deployed where color is not able to be used or if there is insufficient contrast between logomark colors and background elements.

Generally, the logomark is meant to fit within smaller spaces to represent Avant's identity and allows for fewer clear space restrictions. At a minimum, the entire logomark must remain visible at all times. This is especially important when used within circular spaces (such as on social media).

Do



Don't



## Logomark crimes

All the same crimes from the Logo section (see page 4) apply to the logomark. Manipulation of the logomark may only be entertained under approved circumstances.

# Brand Colors

The color codes designated as Avant Purple and Avant Blue represent the two primary colors employed as Avant Systems Group brand colors and are the foundation for heading colors in all Avant documents, proposals, and marketing materials.

## Avant Purple

HEX: #B41F8E  
CMYK: 30, 100, 0, 0  
RGB: 180, 31, 142



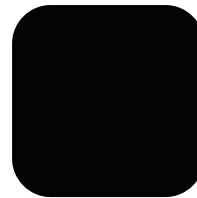
## Avant Blue

HEX: #00ABB8  
CMYK: 100, 0, 30, 0  
RGB: 0, 171, 189



## Black

HEX: #000000  
CMYK: 75, 68, 67, 90  
RGB: 0, 0, 0



## Quote Grey

HEX: #939598  
CMYK: 0, 0, 0, 50  
RGB: 147, 149, 152



# Typography

Avant Systems Group will deploy the **Semplicita Pro** font family (available via Adobe Fonts) as it's mainstay font set. The following typography rules apply to both website and printed/digital document applications. Concessions on size and color may be necessary when applying these rules in advertising.

## Document Headings

Document headings (such as those in this document) must be deployed according to the following information:

**H1: Bold (700) 30pt 40px #B41F8E**

**H2: Bold (700) 25pt 33px #00ABBD**

**H3: Bold (700) 20pt 26px #B41E8E**

**H4: Bold (700) 17pt 23px #00ABBD**

**H5: Bold (700) 15pt 20px #B41E8E**

**H6: Bold (700) 12pt 16px #00ABBD**

## Paragraph Text

Paragraph text (such as that in this document) must be deployed according to the following information:

Paragraph: Regular (400) 12pt 16px #000000

*Quote: Italic (400) 12pt 16px #939598*

Emphasis: Medium (500) 12pt 16px #000000

Please note: in the event that a dark background exists, black color in text may be swapped out for knockout-white.

# Representation in text/Personality

As much of our business lives and operates via computers, it is vitally important to maintain a very human element to our presentation as a company. Excepting specific circumstances such as technical manuals, instructions, or other documentation, Avant's overall tone and voice in sales materials, advertising, and other public-facing items should remain:

- Personal but not too informal
- Professional but friendly in tone
- Direct and non-repetitive
- Conversational in feel but with proper grammar and punctuation
- Confident but without dubious or exaggerated claims
  - Example: "We have great software products" vs. "We have the best software products"

Our aim as a company is to provide software products, services, and solutions to our clients in an efficient, easy, and friendly way.

**Our company operates by several important values that make up our formula for success.**

## Our Core Values



- **Move fast, fail fast, learn fast:** We learn by doing. Making mistakes and taking risks is a natural way to learn. With that, we value speed, responsiveness, and operating with a sense of urgency.



- **Better today than we were yesterday:** The technology landscape is constantly changing and improving our lives. Our mandate is to harness these changes and continuously improve our own knowledge and business.



- **Have fun while getting the job done:** Our teams aren't shy about expressing their personality in everyday interactions with our clients. We love to know our clients on a personal level to make your project experience as pleasant as possible.



- **A promise made is a promise kept:** Every commitment, no matter how small, is important. Simply put, we say what we are going to do and we get it done.



- **We care:** We apply care in all that we do. We care about our staff, our colleagues, our clients, and our work. We care about diversity of thought and opinion, and we respect individuality. We earn your trust by being open and truthful.

