

# Avant-Garde Marketing & Communications

Graphic Standards Manual

2.0/2017

July 10, 2017



AVANT - GARDE  
*Marketing & Communications*

# The Logo



# AVANT – GARDE

*Marketing & Communications*

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## Lock up

In order to gain maximum visibility, the Avant-Garde logo should always appear with a minimum area of clear space around the logo. This area should be free of any type of graphic element. These rules apply to all versions of Avant-Garde lock-up on all mediums.

Name and tagline removed.



Name, tagline, geometric shape, and letters "AG" removed.



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Elements removed or modified

Black and white.



AVANT - GARDE  
*Marketing & Communications*

Black with no watercolor background.



AVANT - GARDE  
*Marketing & Communications*



Watercolor, name, and tagline removed.



Letters "AG" only present.

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Black and white versions

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*Marketing & Communications*

*Marketing & Communications*

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(Approved) different logo variations

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Color.

AVANT – GARDE  
*Marketing & Communications*  
INNOVATE. COMMUNICATE. CAPTIVATE.

Black and white.

AVANT – GARDE  
*Marketing & Communications*  
INNOVATE. COMMUNICATE. CAPTIVATE.

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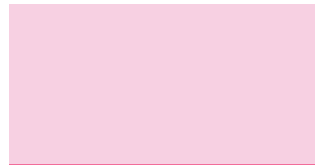
(Approved) Text only. Without graphical elements.

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# Colors



PMS 621



R:247 G:208 B:226  
C:1 M:22 Y:0 K:0  
Hex: #F7D0E2

PMS 621



R:241 G:109 B:154  
C:0 M:72 Y:11 K:0  
Hex: #F16D9A

PMS 608



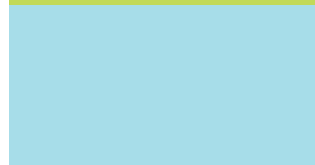
R:239 G:238 B:176  
C:7 M:1 Y:38 K:0  
Hex: #EFEEB0

PMS 389



R:195 G:218 B:89  
C:27 M:0 Y:82 K:0  
Hex: #C3DA57

PMS 635



R:168 G:222 B:232  
C:32 M:0 Y:8 K:0  
Hex: #A8DEE8

PMS 426



R:65 G:64 B:66  
C:0 M:0 Y:0 K:90  
Hex: #414042

## Watercolor palette



Colors that were mixed and combined were not extracted. Combining colors would result in hundreds of different color combination; therefore, only the main colors were extracted for this set of guidelines.

The dark gray color is from the words and letters used for Avant - Garde.

No PMS # available



R:2 G:146 B:135  
C:83 M:22 Y:52 K:3  
Hex: #029287

PMS 389



R:213 G:224 B:82  
C:20 M:0 Y:84 K:0  
Hex: #D5E052

PMS 1795



R:239 G:68 B:35  
C:0 M:89 Y:100 K:0  
Hex: #F83F00

No PMS # available



R:191 G:77 B:156  
C:24 M:84 Y:0 K:0  
Hex: #BF4D9C

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## Alternative Colors

Alternative colors were used for the alternative logo designs.

# Typography

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Malisa script

Malisa Script is the chosen typeface for "Marketing & Communications."

ABCDEFGHIJKLMN OP  
QRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

/1234567890

# Futura Medium

Futura Medium is the chosen typeface for the AG logo and company name, Avant - Garde.

Alternative font/s used are:

Futura Condensed Medium

