
AV Media Systems Identity Guidelines

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The AV Media Systems Identity is a visual representation of our brand positioning. It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel that makes the AV Media Systems brand instantly recognisable.

The following pages explain the multiple iterations of the AV Media Systems identity system, and the rules around using them correctly to create an inspiring and forward thinking brand. They will help you to build and maintain a clear, consistent and successful visual identity.

A. Symbol

The  element in blue color versions


B. Type

The words “av media systems” and “CONNECTING PEOPLE WITH TECHNOLOGY” with a line in between.

C. Lock-up

The configuration of the symbol (A) and the type (B) as per below.

D. Brandmark

The brandmark (D) is the  symbol in it's versions (A), the type “av media systems” and “CONNECTING PEOPLE WITH TECHNOLOGY” in two lines (B) in lock-up (C).

A+B+C=D



Because the logo is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.

The AV Media Systems brandmark is redesigned without changing the initial elements (shape, color, typography), but designing all the elements in **visual hierarchy** and **geometrical proportions**.



av media systems

CONNECTING PEOPLE WITH TECHNOLOGY

NEW



av media systems

CONNECTING PEOPLE WITH TECHNOLOGY

OLD

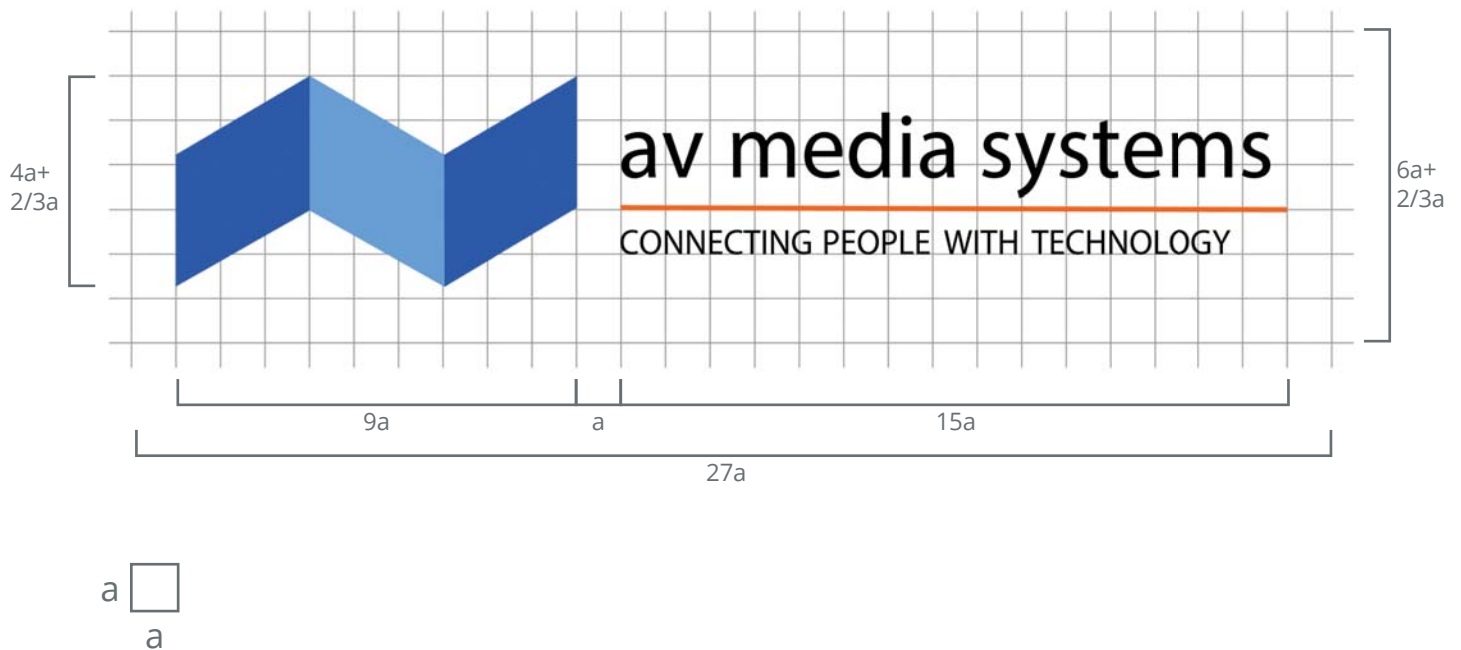
The AV Media Systems brandmark is a visual representation of our brand, and its integrity must be maintained at all times.

It comprises of two elements:

The Symbol

The Type

The brandmark must always appear in the proportions shown, and no attempt should be made to redraw, stretch, squeeze or distort the brandmark in any way.



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The brandmark elements (symbol and type) can be used in two different lock-ups:

A Stacked right (PREFERRED LOCK-UP)

B Horizontal stacked



A Stacked right (Preferred lock-up)



B Horizontal stacked

The AV Media Systems color palette consists of blues and orange as appears on next page.

Color usage

The color brandmark should only be used on a light or white background or dark or black background. The color brandmark should never be reproduced as a grayscale brandmark.



Rich Black

CMYK (60,60,40,100)

RGB (0,0,0)

#000000



Dark Blue

CMYK (90,72,1,0)

RGB (44,88,168)

#2C58A8



Light Blue

CMYK (51,17,0,0)

RGB (115,178, 229)

#73B2E5



Orange

CMYK (1,74,99,0)

RGB (241,103,34)

#f16722 #FC4203

Because the logo is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.




In white background



In black background

To protect the clarity and visual integrity of the brand, there is a defined minimum clear space area. It must always appear legibly on a clear background.

This clear zone around the brandmark defines the area into which no other graphic elements, such as text, imagery or other brandmarks can intrude.


The distance marked X represents the $\frac{1}{3}$ of width of the  symbol. The formula shown below applies to all sizes of brandmark reproduction.



Because the logo is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.

For ease of recognition, a minimum size has been set for the different versions of the brandmark, in order to assure successful reproduction.



 symbol minimum height 23.28mm / 66px

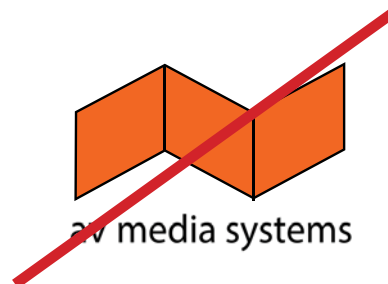
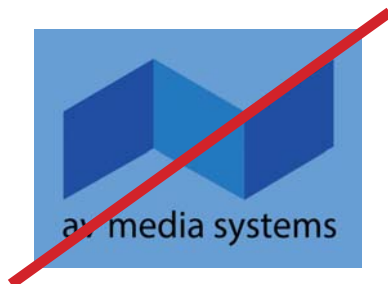
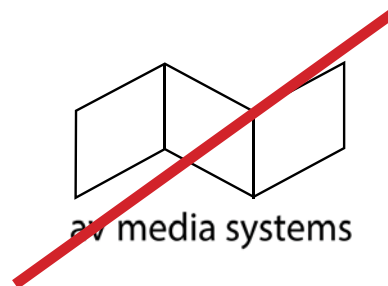
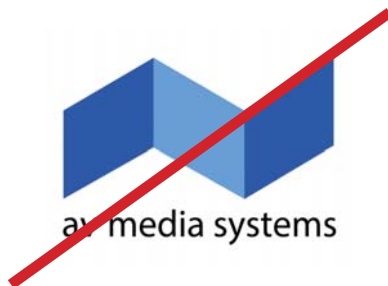
To maintain consistency throughout our identity application it is essential that the brandmark is never altered in any way.

Refrain from using any bright colors for both the logo and background and ensure that when using the light colored background the logo is placed in a dark neutral color and when using the black background the logo is placed in a light neutral color in order for the text to be legible.

No design elements (see Definitions p.4) can be eliminated or change color, proportions and type.

Here are a few examples of what not to do. It is essential that the brandmark is always reproduced from the master artwork.

Because the logo is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.



The AV Media Systems brandmark typeface is **Helvetica** and the typeface on all marketing materials are set in **Open Sans**. Clean, distinctive and legible, it is available in a variety of weights to express both contemporary and classical qualities.

Example:**Partnering For Success**

Our consultants have helped thousands of Australian and Global businesses across many industries.

- Corporate and Government
- Universities, TAFE's and Training Organisations
- Public & Private Schools
- Hospitals & Healthcare Facilities
- Aged Care & Assisted Living
- Hotels & Hospitality Venues
- Houses of Worship (Churches, Mosques & Synagogues)
- Gymnasiums & Aquatic Centres
- Shopping Centres
- Mining
- Aerospace & Defence

A number of Open Sans weights are available, allowing a full range of creative expression. Open Sans Regular is the most used weight for AV Media Systems marketing materials across all art forms, supported and complemented by other weights as appropriate.

Open Sans Extra Bold abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 £&@?!/+(.,:;)

Open Sans Extra Bold Italic abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 £&@?!/+(.,:;)

Open Sans Bold abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 £&@?!/+(.,:;)

Open Sans Bold Italic abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 £&@?!/+(.,:;)

Open Sans SemiBold abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 £&@?!/+(.,:;)

Open Sans SemiBold Italic abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 £&@?!/+(.,:;)

Open Sans Regular abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 £&@?!/+(.,:;)

Open Sans Italic abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 £&@?!/+(.,:;)

Open Sans Light abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 £&@?!/+(.,:;)

Open Sans Light Italic abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 £&@?!/+(.,:;)

The AV Media Systems identity is defined by a strong typographic style and expression. The typographic principles are based on function, format and purpose. They maintain a distinctive look and feel across all art forms.

1. AV Media Systems typography is always ranged left.

This provides the eye with a constant starting point for each line, making text easier to read.

When setting ranged left typography, it's important to take the time to balance the ragged edge of the text as effectively as possible. This improves the legibility and neatness of the block of text. Also, use sentence case and never set sentences solely in capitals.

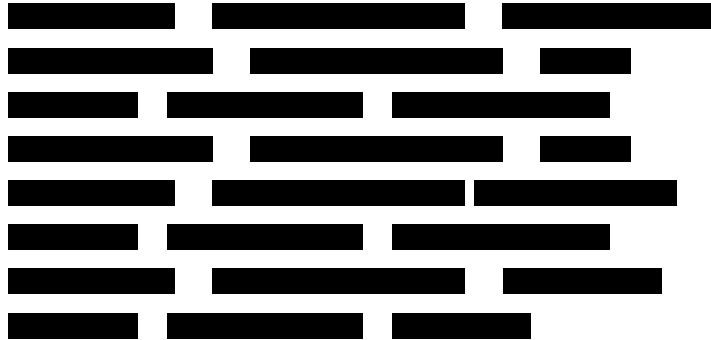
2. Line spacing has a major effect on legibility and influences the look of the final piece. It should be carefully considered and well executed to achieve a clean result.

*Line spacing (also called **leading**) refers to the spaces between lines of type. It is set in points and sometimes half points. If space is neither added nor deleted the type is said to be set solid.*

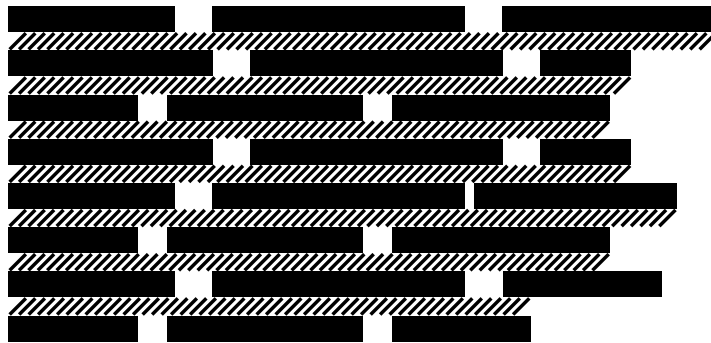
3. Spaces between letters control the number of characters on a line. They contribute to the visual appeal and legibility of text. Adjusting the letter spacing may apply to pairs of letters or entire blocks of text.

*Only adjust letter spacing if it improves readability. For example, in headlines, some pairs of letters create awkward spaces, so the space between them needs adjusting. Expanding or condensing the space between characters is known as **kerning**. The examples shown on the following pages are only a guide and use values taken from Adobe packages. **Tracking** is the adjustment of groups of letters in a block of text. You can use it to make text more open or dense.*

Each typographic element contributes to the successful rendition of the overall style. Consider the text arrangement, line spacing and letter spacing carefully, together with methods of emphasis and hierarchy.



1. Range Left Typography



2. Line spacing (*leading*)

Partnering For Success
Partnering For Success

3. Spaces between letters (*Kerning and tracking*)



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