



AVENUE

BRAND GUIDELINES 2020



AVENUE

These guidelines exist as a general overview of the Avenue Development brand image and voice. In the pages of this document you will find general guidelines for tone, graphic treatment and logo usage. Use the guidelines found within to maintain clear and consistent messaging for Avenue Development.

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A V E N U E

PRIMARY LOGO

This is the main logo. It should be used as the primary logo mark on all branding materials.



MAIN LOGO HORIZONTAL- 2 COLOR



MAIN LOGO HORIZONTAL- 2 COLOR REVERSE



MAIN LOGO HORIZONTAL- 1 COLOR



MAIN LOGO HORIZONTAL- 1 COLOR REVERSE



MAIN LOGO HORIZONTAL- WHITE

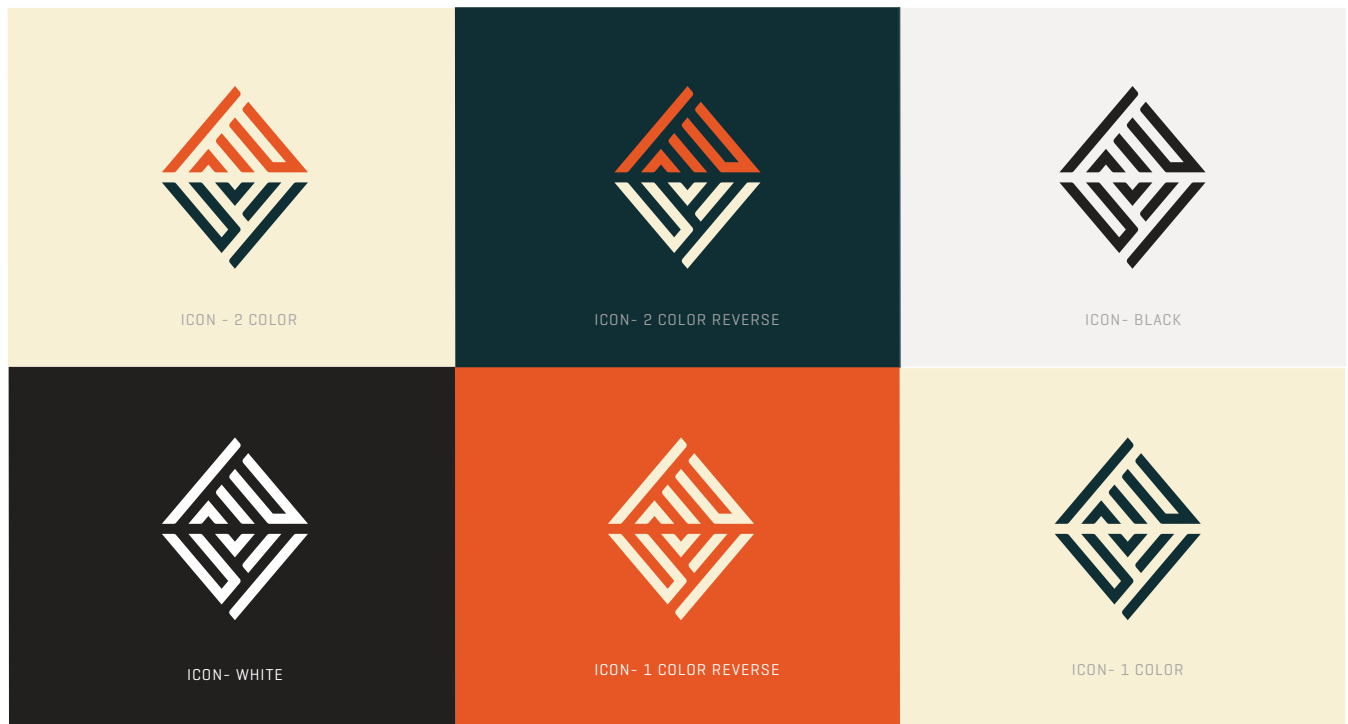


MAIN LOGO HORIZONTAL- BLACK



ICON AND PATTERN USAGE

The icon and pattern elements should be used to support and flesh out the overall brand. The icon element can be used in small instances and as a social media avatar where the full logo can not fit.



PATTERN



LOGO & ASSET FILE TYPES FOR APPLICATION

PANTONE

These files are to be used any time a vendor is requesting a “Pantone” or “PMS” logo file. Often times, these are requested by t-shirt printers and sign makers.

PRINT

These files are in a CMYK color format and are to be used for print.

SCREEN

These files are to be used for email, websites, and apps. Basically, any time the logo is displayed on a screen.

TRANSPARENT BACKGROUND (png)

These logos can be placed over any color background. These logo files are high resolution, but are not infinitely scalable. These logos will start to look pixelated if enlarged too much.

VECTOR (eps)

Infinitely scalable. These files can be enlarged to any size without losing any quality.

WHITE BACKGROUND (jpg)

These logos can be placed over any color background. These logo files are high resolution, but are not infinitely scalable. These logos will start to look pixelated if enlarged too much.



COLORS

Printing - CMYK / Pantone

Screen - RGB / HEX



PMS 166 C

CMYK: 5 / 82 / 100 / 0

RGB: 255 / 81 / 0

HEX: #F05523



PMS 5463 C

CMYK: 90 / 66 / 60 / 66

RGB: 6 / 38 / 45

HEX: #06262D



PMS 7527 C

CMYK: 16 / 13 / 21 / 0

RGB: 214 / 209 / 196

HEX: #D6D2C4



PMS 7499 C 50%

CMYK: 3 / 4 / 17 / 0

RGB: 248 / 240 / 212

HEX: #F8F0D4



TYPOGRAPHY

Typography is an important component in the identity of the Avenue Development brand, and the consistent use of type is essential in creating a recognizable look for Avenue Development throughout all communications.

Geogrotesque

This typeface is Avenue Development's main font. It can be used for both headlines and body copy.

GEOGROTESQUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

GEOGROTESQUE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

GEOGROTESQUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789



LOGO CLEARANCE

To preserve the integrity of the logo and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides of the logo. The minimum clear space required for the logo is defined below.



Make sure to leave room around the mark so it can breathe.



IMPROPER USE OF LOGO

The Avenue Development logo has been carefully designed to reflect the brand personality of Avenue Development and it should always appear in its original form. To ensure the impact and preserve the integrity of the logo, any deviation from the established standard usage is prohibited. The following examples show improper usage of the Avenue Development logo.

TILT



STRETCH / SQUEEZE



VIBRATING COLORS



OFF-BRAND COLORS



DROP SHADOWS / EFFECTS



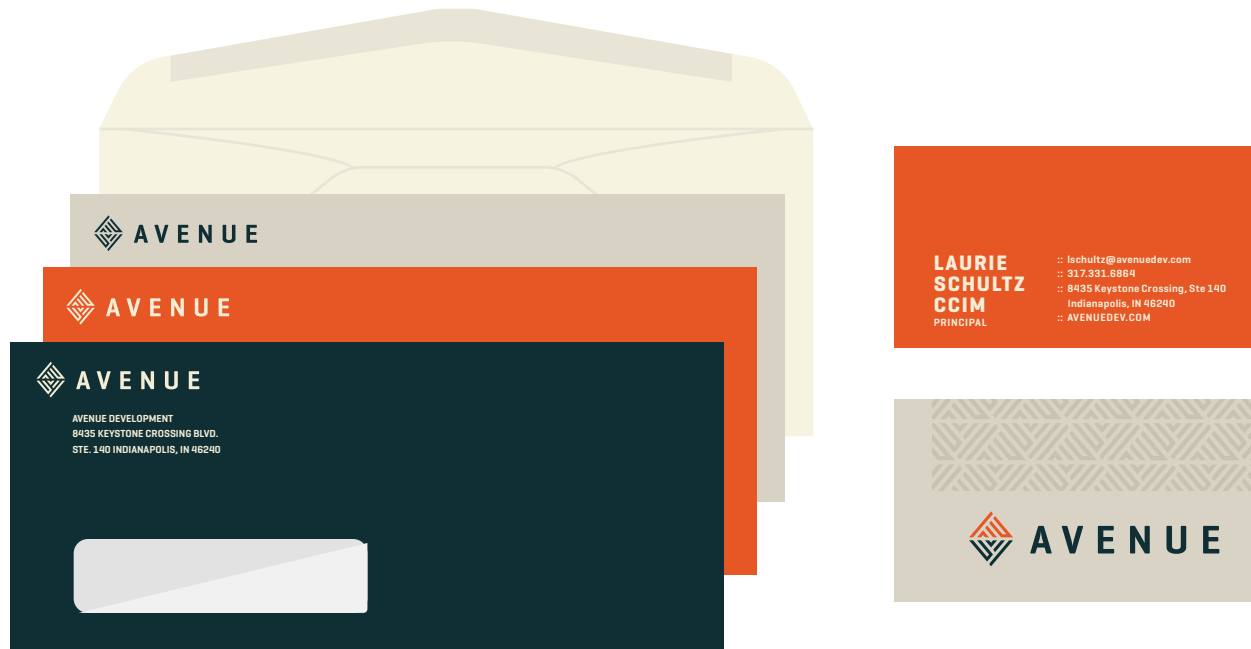
OFF-BRAND TYPEFACES



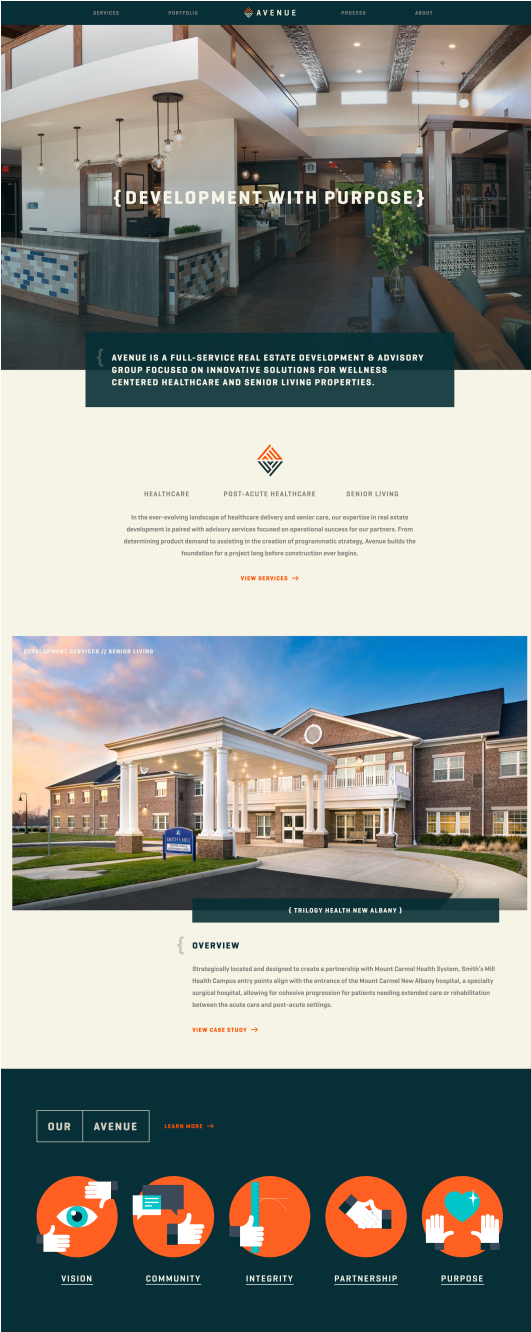


A V E N U E

IN USE: PRINT



IN USE: WEB



ALTERNATIVE PRIMARY LOGO

The vertical logo is to be used interchangeably with the horizontal logo and in instances where horizontal version visually will not work.





AVENUE



CODO

FOR ALL BRANDING QUESTIONS,
PLEASE REACH OUT TO YOUR TEAM
AT CODO DESIGN.

CODY : CODY@CODODESIGN.COM
ALLISON : ALLISON@CODODESIGN.COM



SUPPORTING ASSETS

The secondary logo is to be used when wanting to incorporate the 'Commercial' tagline.

