



LOGO

USAGE AND CLEAR SPACE

Avant Power logo is the backbone of our visual identity. It works as a signature in all our materials. It's a guarantee that we will deliver on every promise we make.

The logo consists of the classic Avant logo, Power logotype and Bolt logomark.

It is important to allow clear space around the logo to ensure visibility and tranquility. The safe area around the logo is based on the height (x) of the logomark, and should always be the height of x.

The logo cannot be altered or edited in any way, and the logo files should always be used as they are. Colors, proportions, or typography can't be changed, nor can any effects (e.g., drop shadows or textures) be applied to the logo.





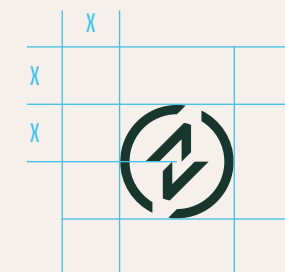
LOGO

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The vertical version of the Avant Power can be used if available horizontal space is limited. In this version the Bolt logomark is placed in the Power logotype.

Clear space for the vertical logo is similar to the horizontal version. It is based on the height (x) of the Avant logotype, and should always be the height of x.

The Bolt logomark can be also used by itself. The clear space for the logomark is half the height of the mark, as can be seen on the right.



TYPOGRAPHY

MAIN FONTS

Avant Power's brand typeface is Zuume and its different variations. Zuume Regular is a headline font for longer titles and headings, and Zuume Bold for short headings and accents.

PT Sans Pro is a body text font and should be used for longer text masses.

Impact and Aptos should be used in documents and presentations as Microsoft-safe fonts. Impact is a headline and accent font while Aptos is a body text font.

ZUUME REGULAR
ZUUME BOLD

PT Sans PRO Regular
PT Sans PRO Bold

Impact
Aptos Regular

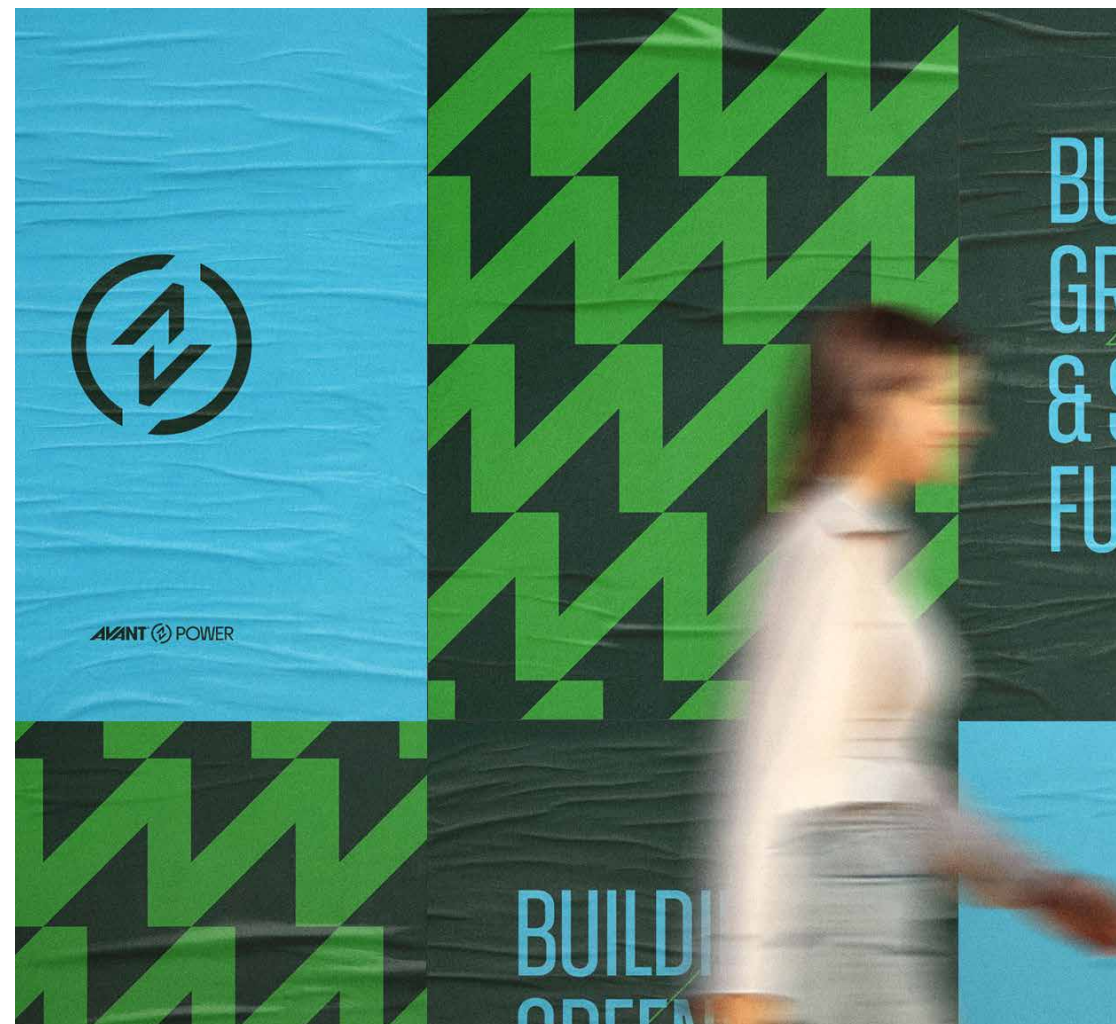
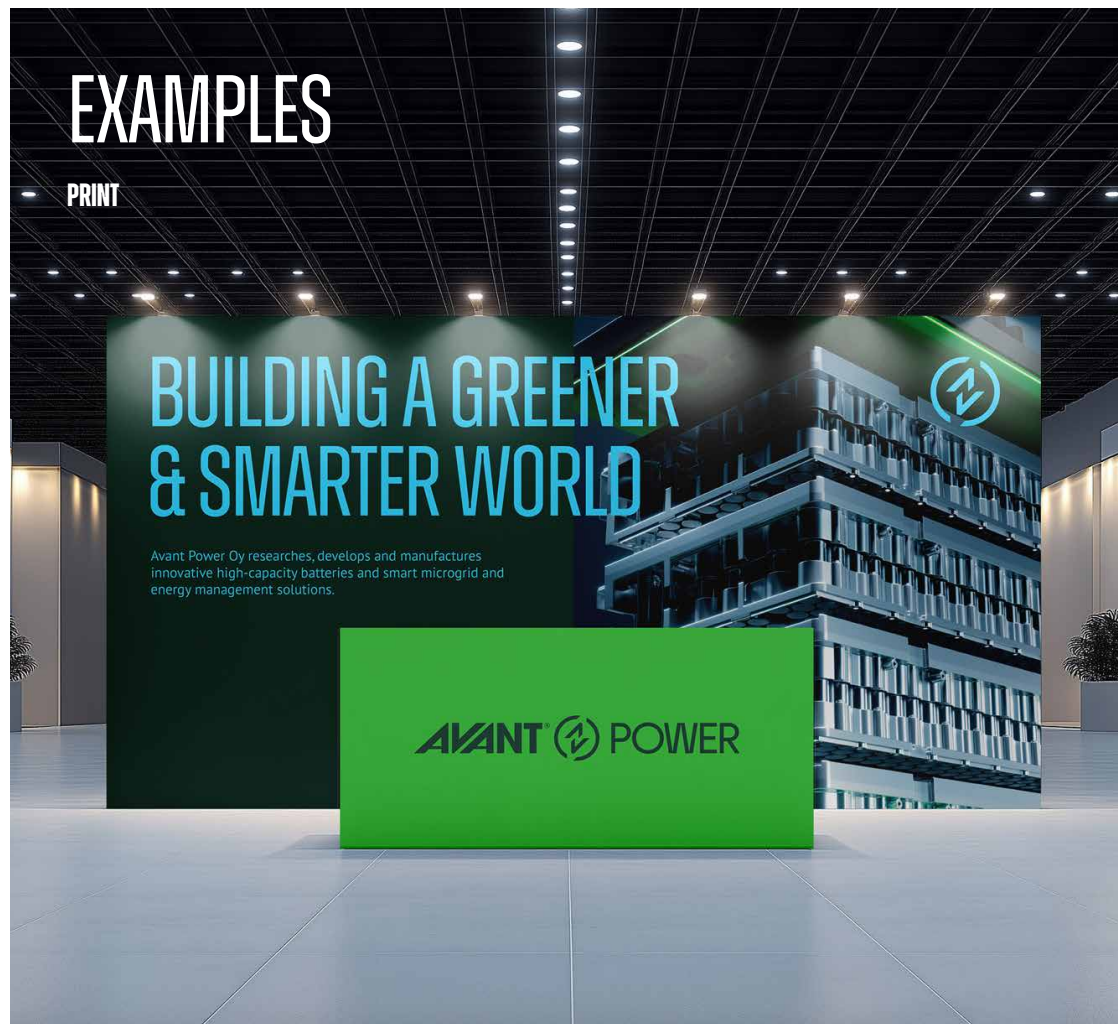


COLORS

PRIMARY COLORS

Avant Power’s primary colors construct our visual identity and should be used in all produced materials. Consistent use of these main colors ensures a strong impact for Power’s visual identification.

AVANT SAND	C20 M25 Y40 K5	R199 G178 B153	#C7B299	PMS 7529C
AVANT GREEN	C75 M0 Y100 K0	R106 G168 B66	#30AB33	PMS 361C
POWER BLUE	C65 M0 Y5 K0	R61 G204 B244	#3DCCF4	PMS 305C
AVANT DARK	C85 M50 Y70 K65	R20 G52 B43	#14342B	PMS 560C





EXAMPLES

PRODUCTS





EXAMPLES

MERCH

