AV CHICAGO

Brand Guidelines

Brand Guidelines

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency.

This includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for AV Chicago materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

Last updated August 22nd, 2019

Logo Mark

The name of the AV Chicago mark is the "AV Mark". It can be used in a variety of ways & sizes. It may stand alone as a visual graphic but should not be used alone (yet) when identifying the company.

Mark

Lock-ups

This is the primary visual form in which AV Chicago will be experienced by customers. It's important, especially in the beginning stages, to associate the name with the mark, and vice versa.

Only after the brand has been established can you begin to use them separately, but until then this is our bread and butter.

Horizontal Lock-up

Horizontal With Tagline

Stacked Lock-up

Logo lines extended

To be used sparingly based on medium

Logo Colors

The color logo options are the primary logo colorways to be used. The full color logos are the preferred version and should be used whenever possible.

When a limited number of colors are available, choose the single color version. Only black or white should be used.
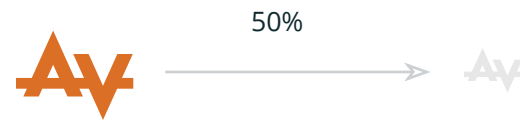

Primary Logo Colors

Secondary Logo Colors

Whitespace

The importance of whitespace around brand elements and throughout all layouts cannot be overstated. It adds clarity to the visual messaging. The more, the better. These visuals are used show show minimums.

The minimum whitespace around the mark and lock-up is equivalent to the mark scaled down to 50%.

50%

CHICAGO

Minimum Sizes

For readability, scale needs to have special considerations. Do not reduce these elements below these designated pixel values.

Mark	Lock-up
16 pixels	55 pixels

Favicon

AV Chicago leverages its mark as the favicon due to its scalability and readability.

AV 16 pixels square

AV Welcome to AV Ch

Typography

Montserrat is a geometric sans-serif typeface designed by Argentinian designer Julieta Ulanovsky. The design was inspired by signage from her historical Buenos Aires neighborhood of the same name.

Download for free at: https://fonts.google.com/specimen/Montserrat

Montserrat

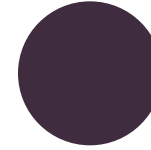Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
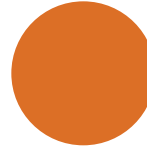abcdefghijklm
nopqrstuvwxyz
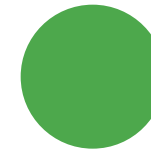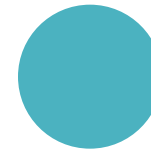0123456789
&@£$%[]!?*°

Color Palette

The core palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.
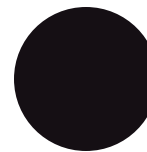
Primary Palette

Hex	#DC6F26	#3F2C3E
RGB	220, 111, 38	63, 44, 62
CMYK	3, 73, 100, 1	67, 80, 49, 49

Secondary Palette

Hex	#FD9F2F	#4BB2C0	#4DA84C	#2E51B5
RGB	253, 159, 47	75, 178, 192	77, 168, 76	46, 81, 181
CMYK	0, 48, 100, 0	76, 3, 25, 0	81, 4, 100, 0	89, 73, 0, 0

Tertiary Palette

|			
Hex	#150F14	#DCD6D2	#F5F3F2
RGB	21, 15, 20	220, 214, 210	245, 243, 242
CMYK	72, 71, 62, 81	12, 13, 14, 0	3, 3, 3, 0

Logo Patterns

The textured pattern is the logo mark repeated at different sizes. This texture can be added to any brand color and is achieved by using the color black at 10% opacity.

The stacked brand mark pattern was created to add a visual element to AV Chicago materials. This showcases the brand colors and mark in a way that is unique to AV Chicago. The pattern should be positioned at the edge of any collateral that it being used on (see examples for usage). Vertical positioning is flexible to compliment the given layout/design esthetic.
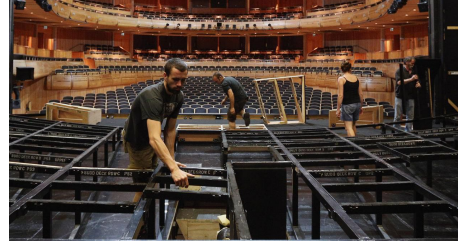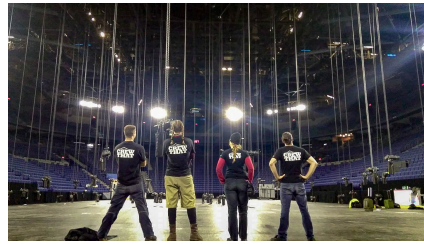
Textured Pattern
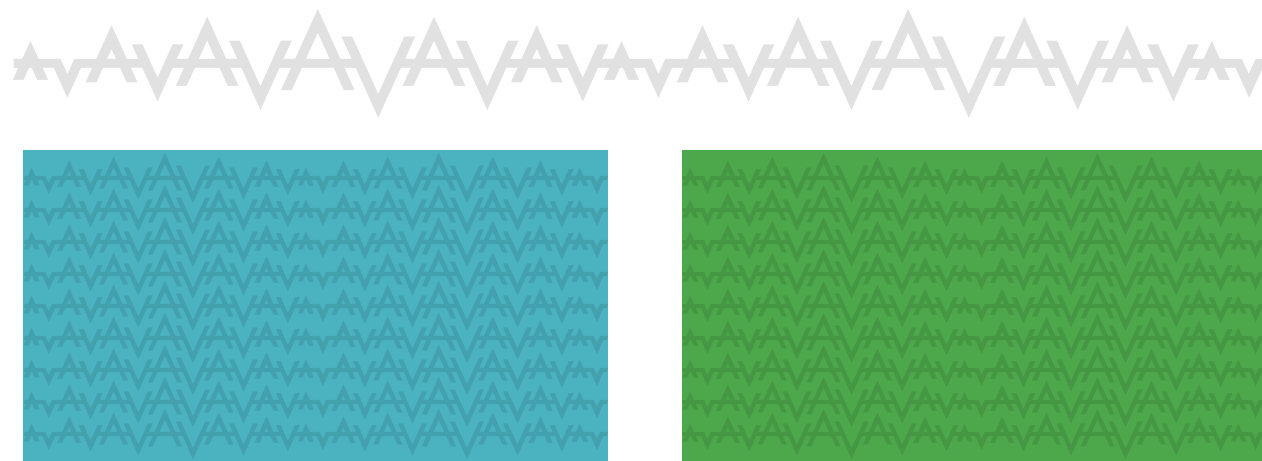
Brand Mark Pattern
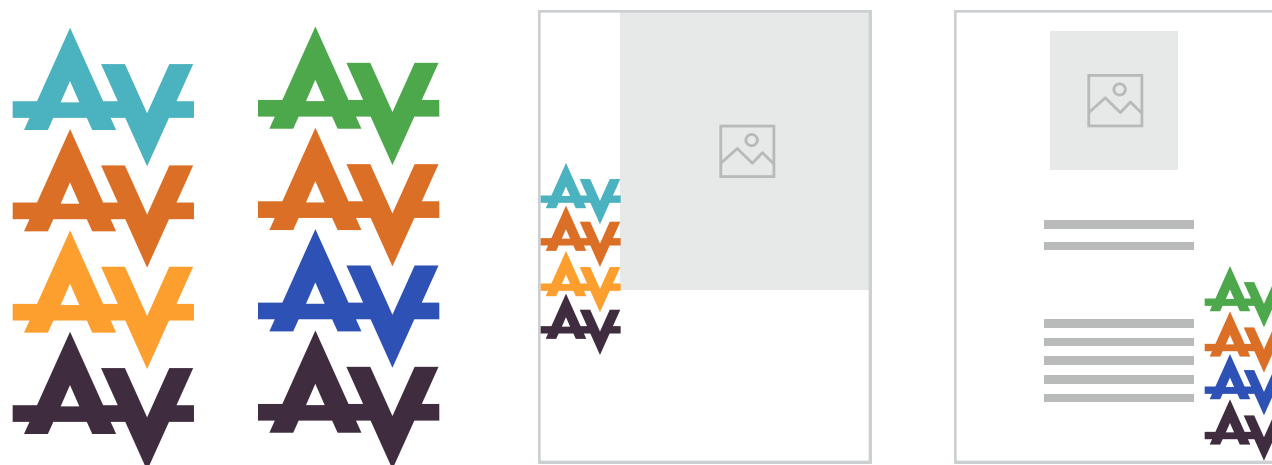
Imagery

With the exception of showing off event spaces / work photos, AV Chicago brand photography should aim to include the team when possible. The examples photos should be updated as AV captures their own images in the near future.

Pattern + Colors

The 4 stacked color logos must always start with the primary dark color on the bottom, followed by any secondary color, then the primary orange, and last (top) any secondary color.

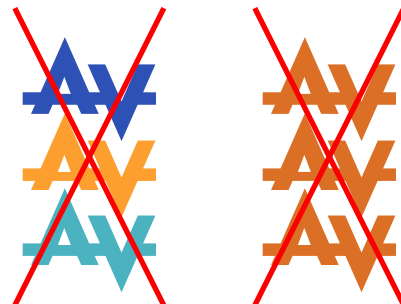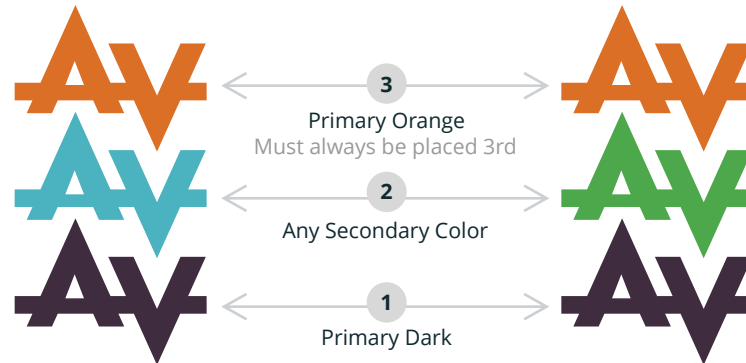The stacked color logos can also be used with 3 logos. The same rules apply.

More than 4 logos stacked is not preferred but up to the discretion of the designer where it may be needed to showcase the brand when space and/or color is limited. In this case, only a single color primary color should be used.

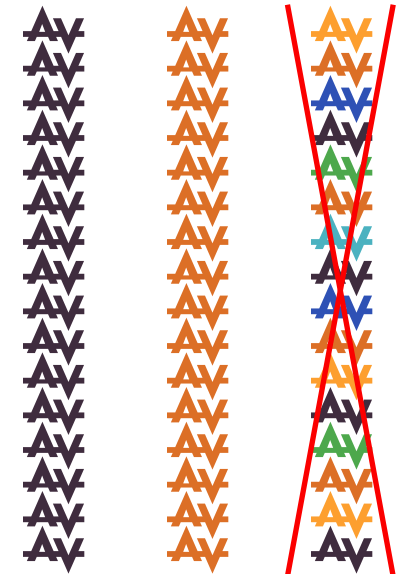* Tertiary colors should never be used with the stacked logo mark

Primary - 4 Stacked Colored Logo

4 — Any Secondary Color

3 — Primary Orange
Must always be placed 3rd

2 — Any Secondary Color

1 — Primary Dark
Must always be placed at the bottom

Secondary - 3 Stacked Colored Logo

3 — Primary Orange
Must always be placed 3rd

2 — Any Secondary Color

1 — Primary Dark

More than 3 (not preferred)

Primary Dark

Primary Orange

Graphic Examples

Identity assets should be created upon the completion of the overarching brand guidelines. Examples of various graphic design treatments are show on this page. Please note these are not finalize nor ready for print. Each asset will need to be explored & created leveraging the brand design direction.

* Please note, colors may be slightly off due to photoshop presentation mockup lighting effects.

Graphics Cont.

Identity assets should be created upon the completion of the overarching brand guidelines. Examples of various graphic design treatments are show on this page. Please note these are not finalize nor ready for print. Each asset will need to be explored & created leveraging the brand design direction.

* Please note, colors may be slightly off due to photoshop presentation mockup lighting effects.