āvani shitole

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brand story

Did you know? Avani spelled backwards is INAVA which is a protein present in the human body

Yes, that's how curious and random we can get.

All our lives we try to follow the system, we keep checking the boxes, as if there was only one right way to do it. But, what if there's more than one? AS asks you to pause and rethink. You don't have to check all the boxes. You have to go out, make mistakes and learn.

If AS were a flavour, it would be rainbow. If it were a festival, it would be Easter. If it were an animal, a biscuit, or a bird, it would be whatever it aspires to be. That's how we descrive AS. There are no limitations to imagination, and certainly none to work towards them.

brand identity

“

What would the world miss if you no longer existed?

Brand Vision

Our brand represents a blend of optimism and creativity. We leverage what is real, original, and honest about the Brand.

Personality

Spontaneous; optimistic; curious; free-flowing; authentic; artistic.

Core Values

We believe in being adventurous, creative and open-minded; pursuing growth and learning; questioning the status quo; believing that great isn’t just enough; doing more with less; and exploring what is beyond the horizon.

Brand Promise

We aim to deliver excellence, take accountability for our actions, always search for better solutions, and try to be the best at what we do.

audience

TARGET AUDIENCE

The believers, the wishful thinkers, the do-gooders, people who are curious to find answers; ready to question the status quo, always adapting to new trends. These people believe that you can be serious without wearing a suit. Curiosity, innovation, courage and passion are ingrained in their personalities. These people want to create an impact in the world. They are tech savvy and know there is abundant information out there.

Natasha, 24, Digital Artist
An ardent nature lover, she lives in the country-side. She believes art is the best form of communication. With the world going digital, she got an opportunity to explore greater avenues with digital design.

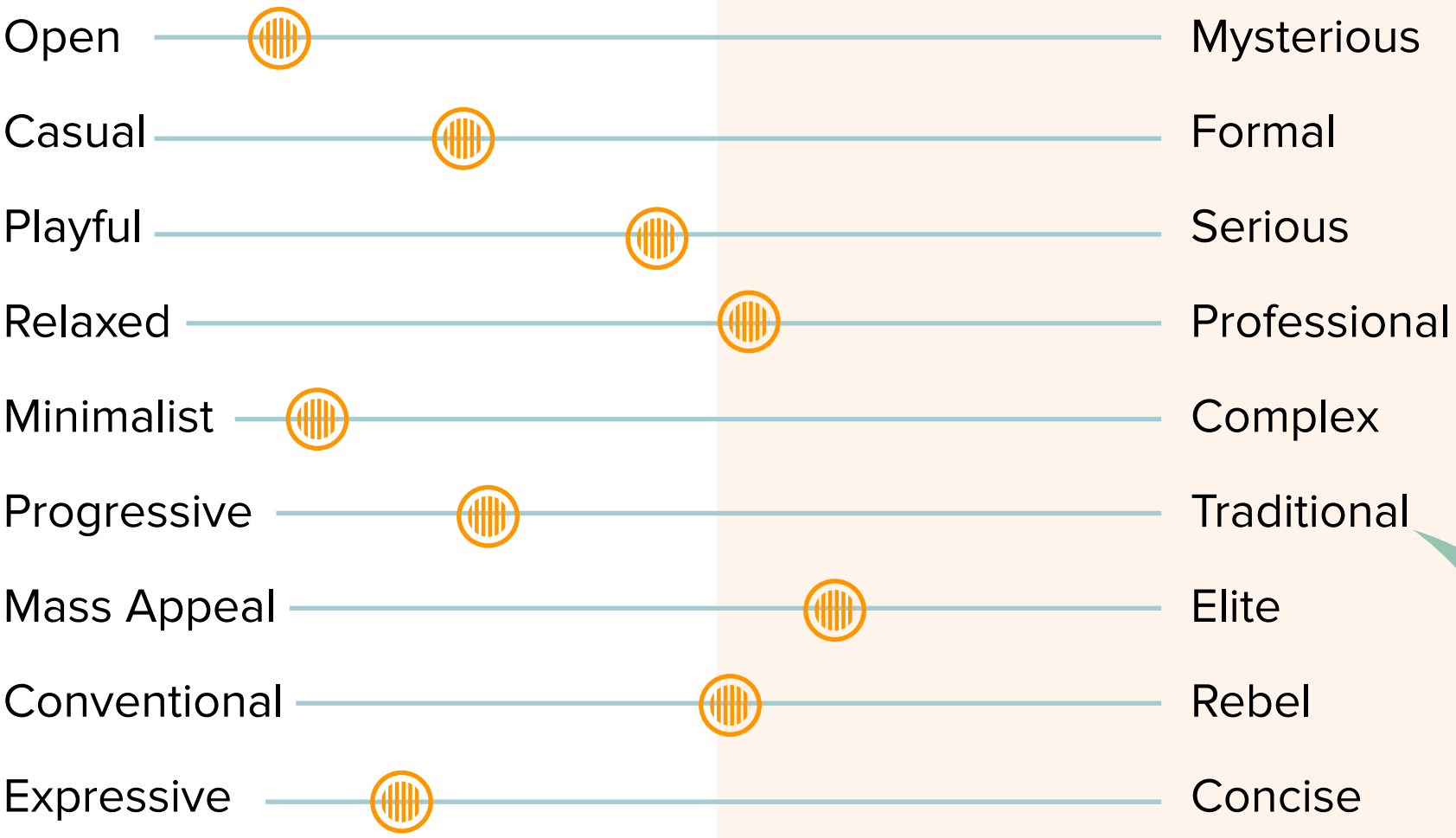
Harmony, 29, Travel Blogger
A young, determined woman, Harmony has successfully transformed her passion into a career. She has visited 78 countries till now, and wishes to see the whole world before she's 35. She lives in the moment and loves to bring smiles on people's faces.

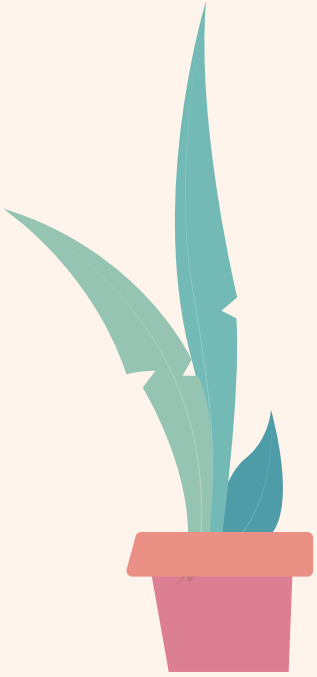
Joshua, 32, Journalist
Grown up in metros, Josh is used to the fast paced city lifestyle. A tech savvy geek, Josh is a journalist in the day and a freelance editor at night. He is on a never ending journey to question the traditional system and voice his opinions.

voice

BRAND VOICE SPECTRUM

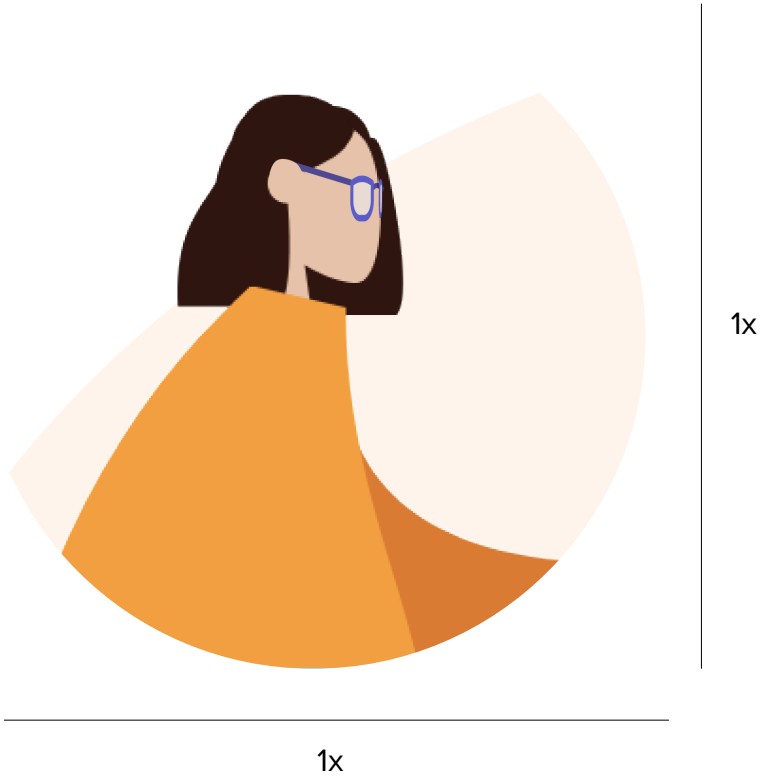
How do we talk to people? Like people. We are a bunch of excited, passionate, curious, young individuals who question the status quo. We are as quirky as it gets. In this digital native world, we like to be at the forefront of innovation and are very open about our company.



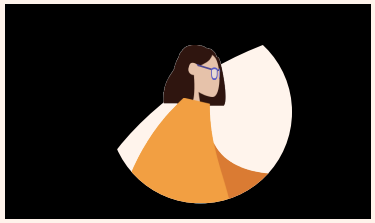


visual guidelines

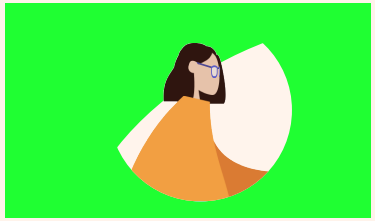
LOGO ; USAGE



Our logo is the key building block of our identity. It has a simple, friendly and approachable style.. The current logo invokes a sense of belongingness to the stakeholder's features. Short hair, thin body structure, and blue spectacles are peculiar of our brand persona. Therefore, it is able to give a soulful touch to the personality of the brand.

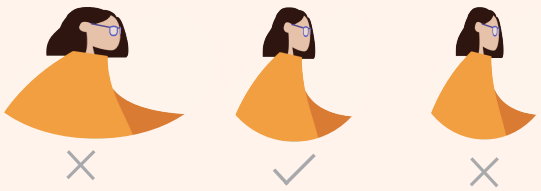


It is advisable not to use our logo on dark backgrounds like black, navy blue, dark brown, etc.



Please avoid using hideous colours as the background for our logo

We recommend all types of light backgrounds and only those dark colours in which the hair of the avatar is visible



The logo should always be in 1:1 ratio. Please visit www.avanishitole.com to download high res logos.

TYPOGRAPHY

// MAIN HEADING FONT

FONT TYPE : CAVIAR DREAMS ;
REGULAR

This font is **only** used for headings. Its usage is minimal and shouldn't be used when there is a need to write a paragraph

REGULAR : ABCDEFGHIJKLMNOPQRSTU-VWXYZabcdefghijklmnopqrstu-vwxy1 234567890

// PRIMARY / PARAGRAPH FONT

FONT TYPE : PROXIMA NOVA ;
REGULAR / SEMIBOLD / BOLD

This font is used everywhere extensively. This is the most used font. For paragraphs and other needs, resort to Proxima Nova.

REGULAR : ABCDEFGHIJKLMNOPQRSTU-VWXYZabcdefghijklmnopqrstu-vwxy1 234567890

SEMIBOLD: **ABCDEFGHIJKLMNOPQRSTU-VWXYZabcdefghijklmnopqrstu-vwxy1 234567890**

BOLD: **ABCDEFGHIJKLMNOPQRSTU-VWXYZabcdefghijklmnopqrstu-vwxy1 234567890**

COLOR PALETTE

// PRIMARY COLORS

Linen
#fff3eb
R= 255; G= 243; B= 235

Powderblue
#a2ccd2
R= 162; G= 204; B= 210

Our brand's color palette consists of pastel colors. They depict softness, tranquility, and are inviting. While being able to retain the vibrancy and brightness of color that other muted tints often lack, pastels are also renowned for their ability to soothe and calm the viewer.

They have a strong affiliation with spring and summer months. These colors are intended to stimulate and excite the user.

// SECONDARY COLORS

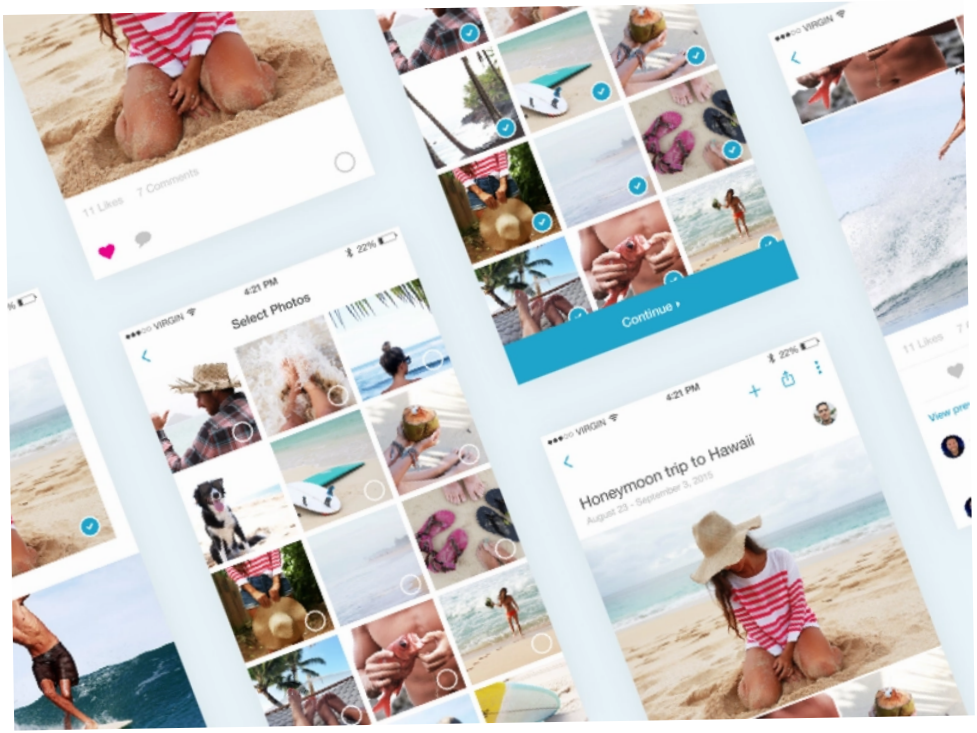
Bisque
#ffeed6
R= 255; G= 238; B= 214

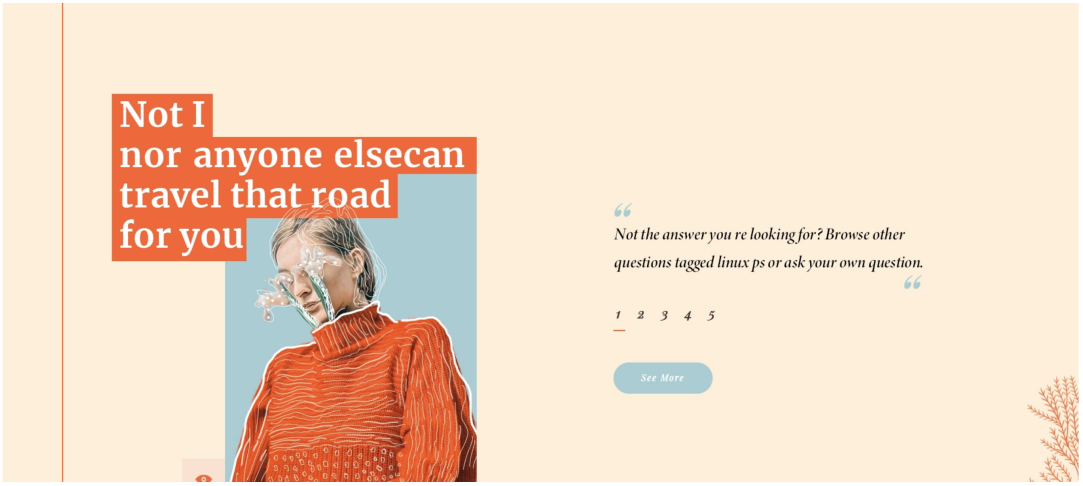
Salmon
#ffe0cf
R= 255; G= 224; B= 207

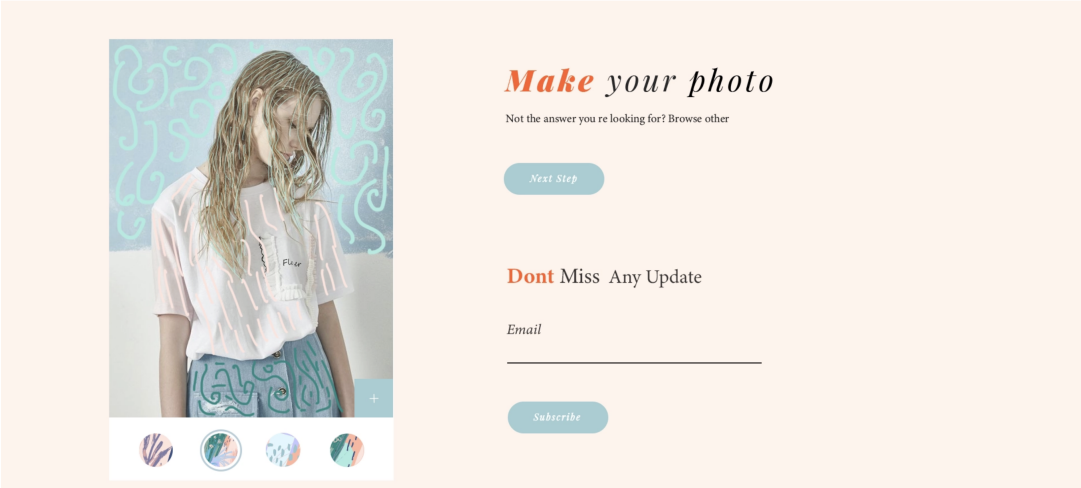
Darkorange
#ff9600
R= 255; G= 150; B= 0

PHOTOGRAPHY GUIDES

Simple, direct, minimalistic images are appreciated. If taken outside, make sure they are under the influence of bright light. The photograph shouldn't be very cluttered i.e. very few objects to be present in one picture. They should reflect a healthy and fulfilling lifestyle.







competitive framework

BRAND PRISM

Physique

Free-flowing; flexible; open-minded

Personality

Spontaneous; optimistic; curious; authentic; artistic

Relationship

collaboratie- doing great things together; humble

Culture

Embrace and drive change; togetherness; enthusiasm

Reflection

Trend-setters; fashionable; making an impact

Self-Image

Confident; tech-savvy; independent; trendy

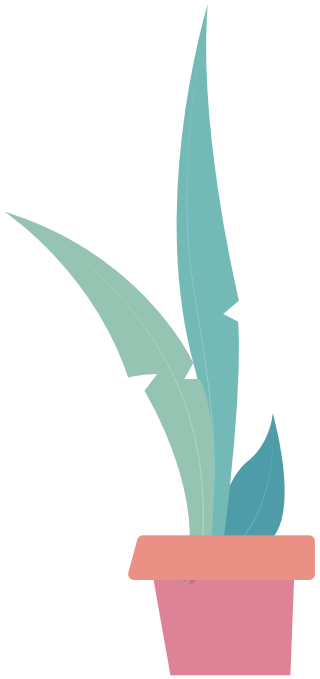
contact

WE ARE EVERYWHERE

www.facebook.com/shitole.avani

@avani.shitole

twitter.com/AvaniShitole

www.linkedin.com/in/avanishitole/

But most importantly, we're in your hearts.