



AVJunction

STYLE GUIDE

LOGO



AVJunction



LOGO/ COLOUR SPECIFICATIONS

SYMBOL

RGB

#1CCDFF 72 171 218

0F6990 15 105 144

FE5F00 239 111 58

DE4E28 222 78 40

CMYK

65.85 16.35 4.01 0

90.79 53.74 25.81 5.26

1.42 70.36 85.96 0

7.6 83.95 98.15 0.81

WORDMARK

100% Black

When the corporate
colours are unavailable
use only 100% black

Use the Official reverse on
any dark ground



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LOGO/ SPACIAL INTEGRITY

Spacial Integrity

Always leave a blank space of at least 25% of the length on all sides of any of the logo variations.

Minimum Size

Do not reproduce the brand signature any smaller than 1.5 inches based on the longest dimension.



1.5 inches

LOGO/OPTIONAL TREATMENT



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TYPOGRAPHIC SPECIFICATIONS

Headline

Web - Raleway SemiBold - 47 Pt/75Pt - Lower & Upper Case

Print - Raleway SemiBold - 35PT/37PT - Lower & Upper Case - 0 Track

Subhead

Web - Raleway light- 48 Pt/56Pt - Lower & Upper Case

Print - Raleway SemiBold - 28PT/33PT - Lower & Upper Case - 0 Track

Body Copy

Web - Open Sans Regular - 16 Pt/24Pt - Lower & Upper Case

Print - Baskerville Regular - 11PT/13PT - Lower & Upper Case - 0 Track

THE COLOUR PALATTE



#1CCDFE

#FE5F00