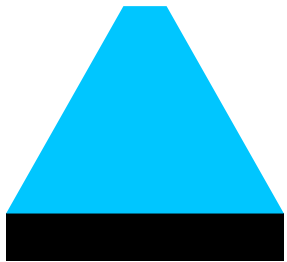


COLOR PALETTE AND LOGO USAGE GUIDELINES

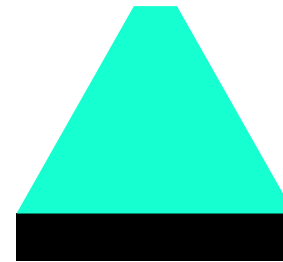
COLOR PALETTE



Primary **AVANT NEW Blue**

Web Safe #00c6ff
R0 G198 B255
C82 M0 Y14 K0

Primary logo and brand color

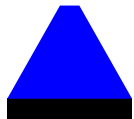


Secondary **AVANT NEW Teal**

Web Safe #15ffd1
R21 G255 B209
C63 M0 Y40 K0

Secondary brand color and campaign accent

Accent



AVANT NEW Blue

Web Safe #0000ff
R0 G0 B255
C100 M79 Y14 K0

Use sparingly with a controlled, refined sensibility. Not more than 10% of a single communications piece.



EVOLOCITY Neon Pink

Web Safe #ff00ff
R255 G0 B255
C0 M31 Y60 K0

Use sparingly with a controlled, refined sensibility. Not more than 10% of a single communications piece.



EVOLOCITY Neon Purple

Web Safe #7211f4
R114 G17 B244
C82 M77 Y0 K0

Use sparingly with a controlled, refined sensibility. Not more than 10% of a single communications piece.



EVOLOCITY Neon Green

Web Safe #00ff00
R0 G255 B0
C92 M98 Y0 K0

Use sparingly with a controlled, refined sensibility. Not more than 10% of a single communications piece.

Neutral



AVANT Light Gray

PANTONE Cool Gray 1C
Web Safe #d7d6d5
R215 G215 B213
C82 M0 Y14 K0

Use for large blocks of white text on dark backgrounds for better readability



AVANT Type Gray

PANTONE Black 7C
Web Safe #3e3c38
R62 G60 B56
C59 M51 Y52 K60

Use for text on white backgrounds



AVANT Charcoal

Web Safe #1e1b1d
R30 G27 B29
C62 M54 Y50 K84

Use as background color when there is large amounts of content to be communicated and the graphics are more of a texture than a hero element.



Evolicity Rich Black

Web Safe #000000
R0 G0 B0
C100 M100 Y100 K100

Use as background color for instances when there is a headline and the majority of the design is image based.

LOGO

Monogram (Correct Use)



Wordmark (Correct Use)



Monogram (Incorrect Use)



Wordmark (Incorrect Use)





For downloadable assets visit:

<https://goavant.net/avant-brand-guidelines/>

For further questions please reach out to:

marketing@goavant.net