

AVANT BRAND GUIDELINES



VISUAL IDENTITY

Every business has a visual identity that shapes how others perceive it, consciously or subconsciously. To project reliability, credibility, and professionalism, this identity must be managed consistently through a corporate identity program (CID)—a set of visual rules guiding all brand materials. Applied cohesively, the CID clarifies the brand, builds confidence, and conveys core values. Since corporate identity is a valuable brand asset, it must evolve over time. This document marks the next step in AVANT's evolution.

Our style guide aims to express the identity of AVANT. From a visual perspective, our branding aims to be the antithesis of our competitors because we do things so differently, reflecting our position and role in the market. We primarily feature high contrast and bold colors to embody the energy and velocity of change in technology today.

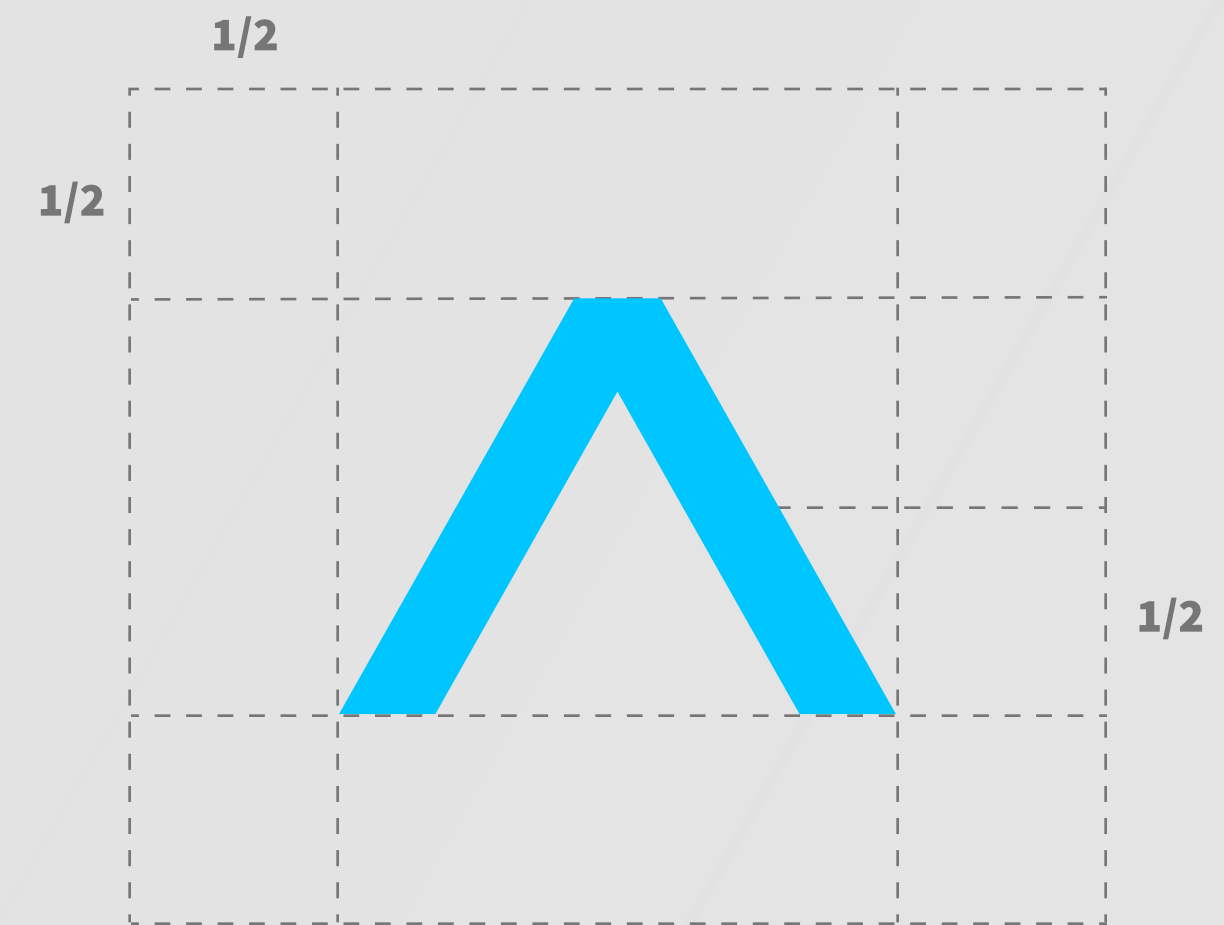


LOGO & ICON



In the technology landscape, you must pursue results at all times to excel. The full AVANT word-mark, as well as the smaller, arrow-like 'A' symbol, symbolize an upwards movement, suggesting performance and empowerment. Sharp points and clean lines showcase AVANT's cutting-edge, determined nature.

We empower you for greater technology decision-making.




AVANT

AVANT


AVANT

AVANT

Acceptable Examples

All logos should stand out from their background. AVANT Blue variations are preferred where applicable.


AVANT

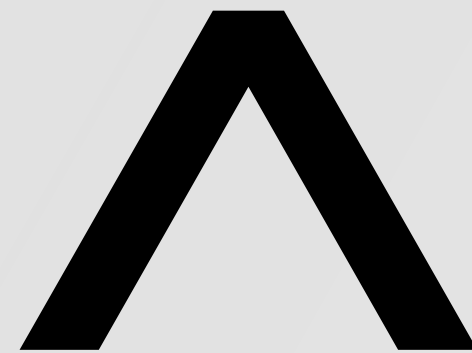
AVANT

AVANT

AVANT

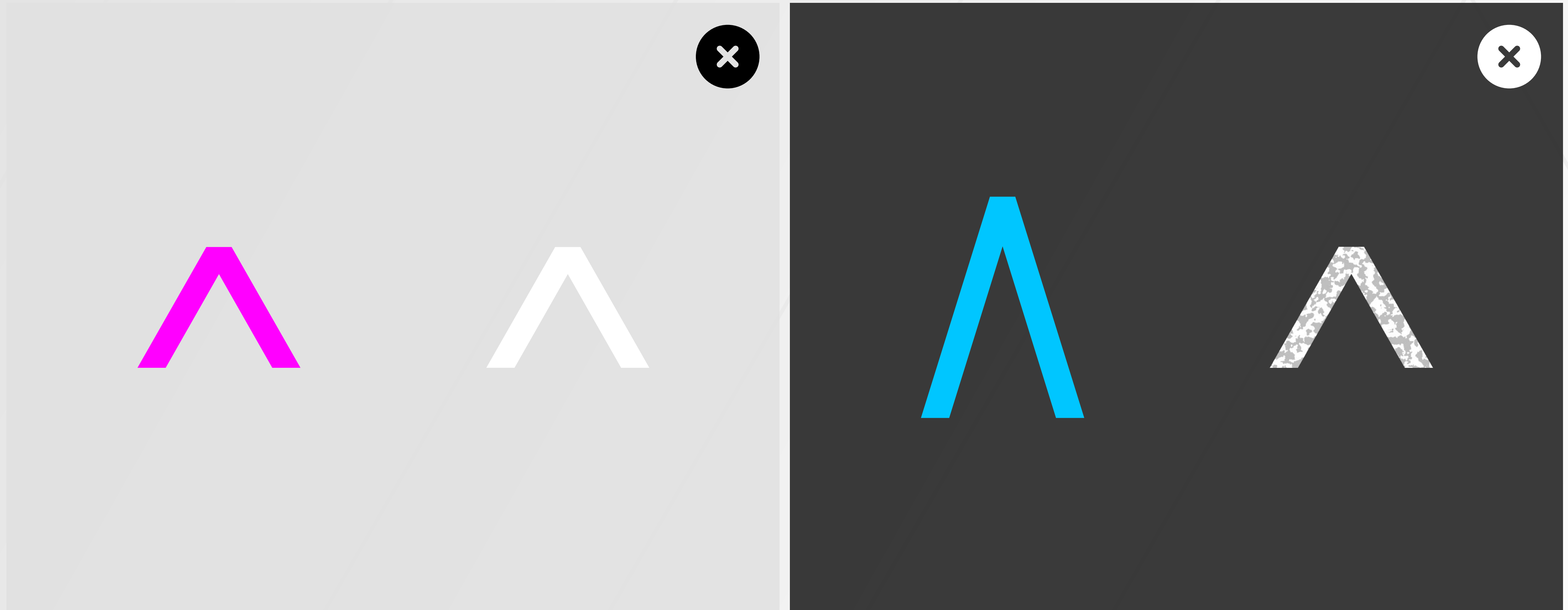
Unacceptable Examples

Do not use like colors; white on light or black on dark. Do not use any other color than AVANT Blue, black or white. Do not apply stroke, stretch, blur, or distort the logo.



Acceptable Examples

All icons should stand out from their background. AVANT Blue variations are preferred where applicable.

**Unacceptable Examples**

Do not use like colors; white on light or black on dark. Do not use any other color than AVANT Blue, black or white. Do not stretch, blur, or distort the icon.

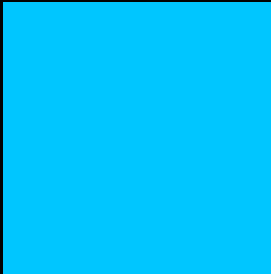


COLOR PALETTE

Our team and industry-leading tools and resources set us apart from our competitors, and the bright, AVANT blue highlights this, creating a beacon that shines proudly throughout our digital and in-person branding. Secondary and tertiary colors round out the neon-adjacent color palette and ensure the energy and excitement of our visual identity are always present.

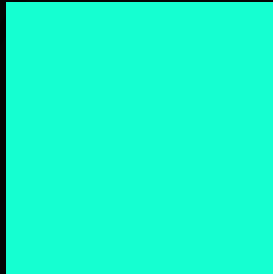
AVANT empowers and enables our partners to succeed, and our use of deep blacks and crisp whites as a base attest to this, offering a rich and modular canvas for Trusted Advisors' and providers' branding to stand out.

PRIMARY



AVANT Blue
#00C6FF
RGB (0, 198, 255)
CMYK (100%, 22.35%, 0%, 0%)
PMS 306C

SECONDARY



AVANT Teal
#15FFD1
RGB (21, 255, 209)
CMYK (91.76%, 0%, 18.04%, 0%)
PMS 333C

GRADIENTS



AVANT Blue (#00C6FF) to AVANT Teal (#15FFD1)



Black (#000000) to Charcoal (#111212)

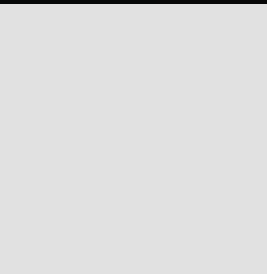
GREYSCALE



Black
#000000
RGB (0, 0, 0)
CMYK (0%, 0%, 0%, 100%)
PMS Black 6C



Charcoal
#111212
RGB (17, 18, 18)
CMYK (5.56%, 0%, 0%, 92.94%)
PMS 419C

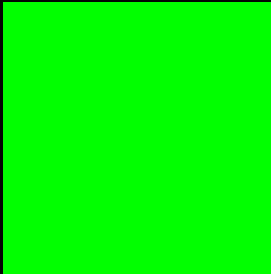


Grey
#E1E1E1
RGB (225, 225, 225)
CMYK (0%, 0%, 0%, 11.76%)
PMS 633C

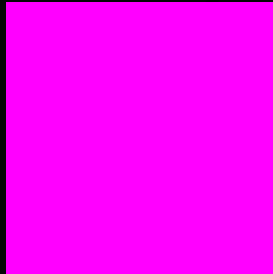


White
#FFFFFF
RGB (255, 255, 255)
CMYK (0%, 0%, 0%, 0%)

TERTIARY



Lime
#00FF00
RGB (0, 255, 0)
CMYK (100%, 0%, 100%, 0%)
PMS 802C



Pink
#FF00FF
RGB (255, 0, 255)
CMYK (0%, 100%, 0%, 0%)
PMS 333C



Purple
#7211F4
RGB (114, 17, 244)
CMYK (53.28%, 93.03%, 0%, 4.31%)
PMS 266C



Royal
#0000FF
RGB (0,0,255)
CMYK (100%, 100% 0%, 0%)
PMS 2736C

Please Note

The primary, secondary, and greyscale palettes are used for corporate and marketing communication. The tertiary palette is designed for event use only and should not appear on any general AVANT branding. See page 22 for examples.



TYPOGRAPHY

SOURCE SANS PRO BLACK HEADER

Source Sans Pro Semi-Bold SUB-HEAD

Source Sans Pro Light BODY

The Source Sans Pro font family is used on all AVANT design and communication. Some digital or physical designs may alter the rules listed above, but the weighted hierarchy should remain the same.

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

HEADER STYLES

HEADER 1

TYPEFACE	WEIGHT	SIZE
Source Sans Pro	Black	48pt

HEADER 2

TYPEFACE	WEIGHT	SIZE
Source Sans Pro	Black	36pt

HEADER 3

TYPEFACE	WEIGHT	SIZE
Source Sans Pro	Black	24pt

SUBHEAD STYLES

SUBHEAD 1

TYPEFACE	WEIGHT	SIZE
Source Sans Pro	SemiBold	36pt

SUBHEAD 2

TYPEFACE	WEIGHT	SIZE
Source Sans Pro	SemiBold	24pt

SUBHEAD 3

TYPEFACE	WEIGHT	SIZE
Source Sans Pro	SemiBold	18pt

BODY STYLE

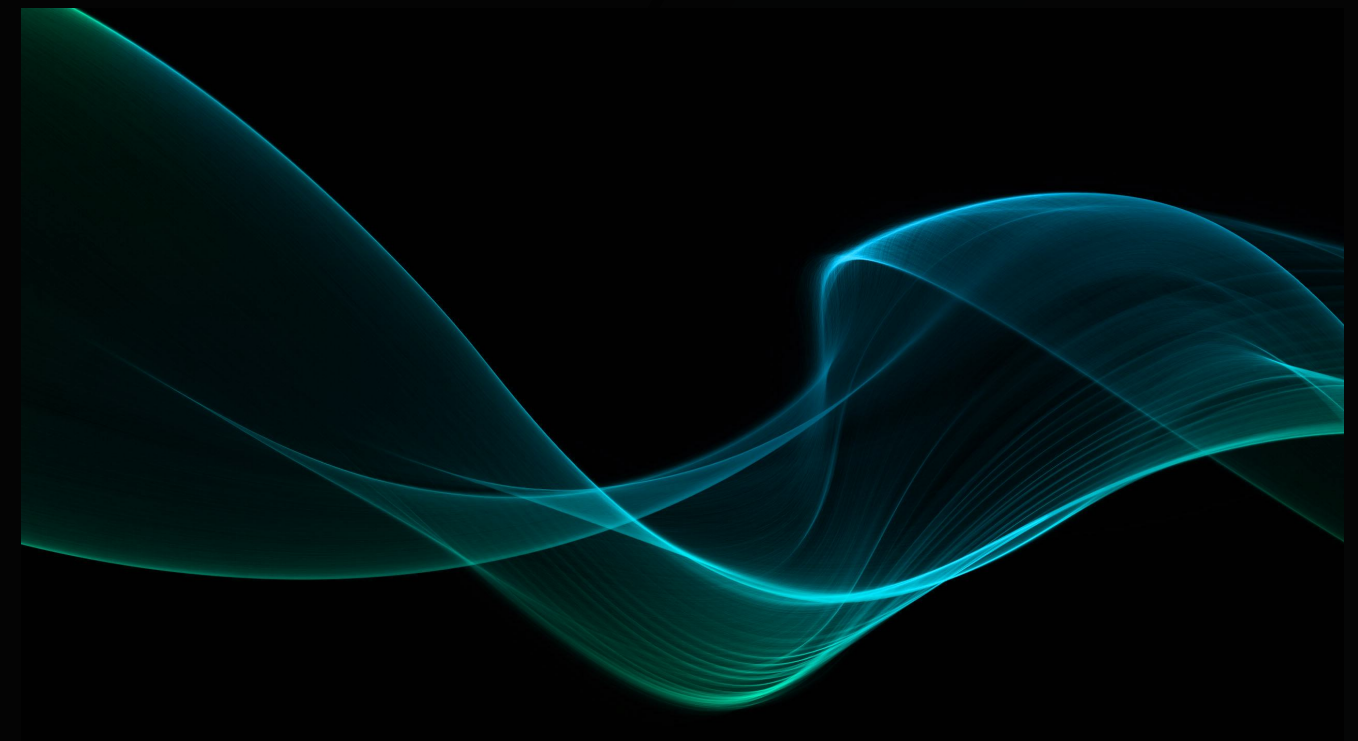
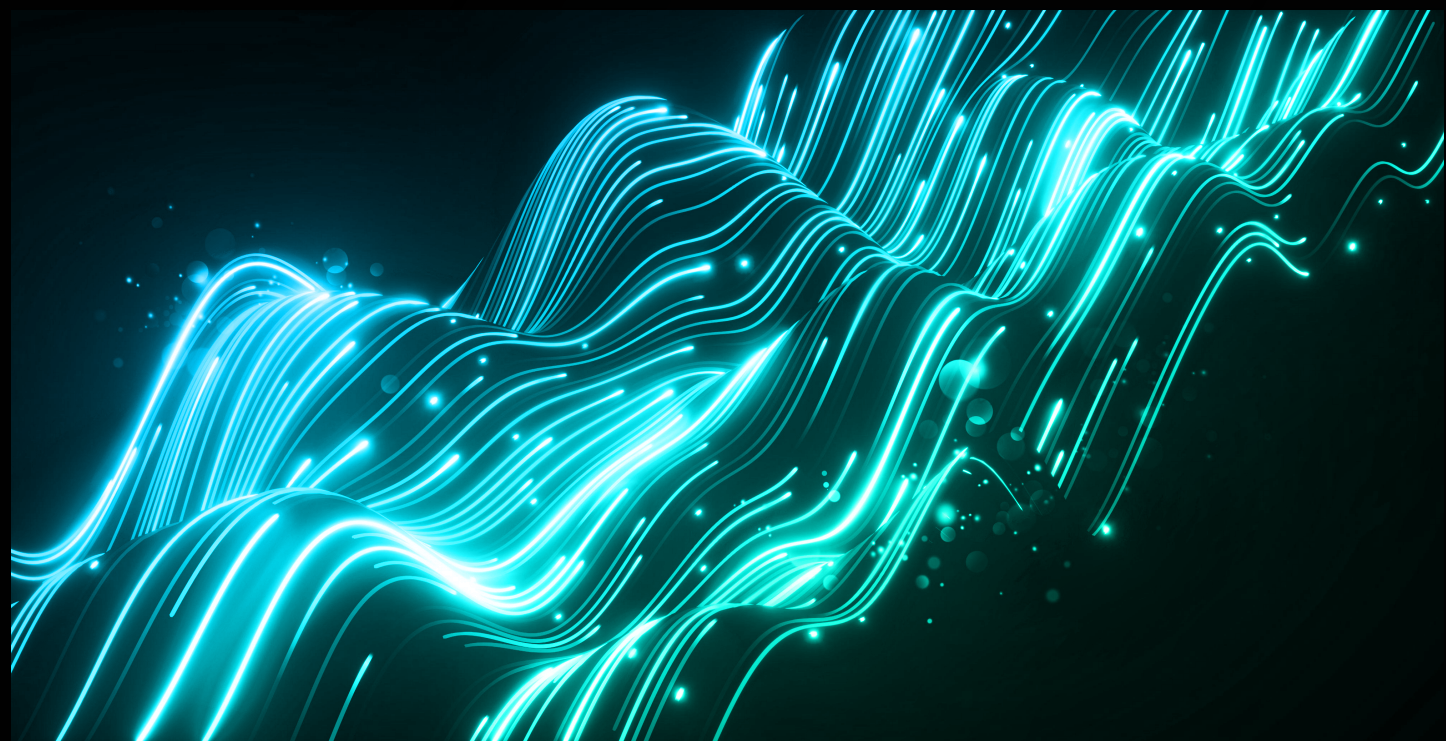
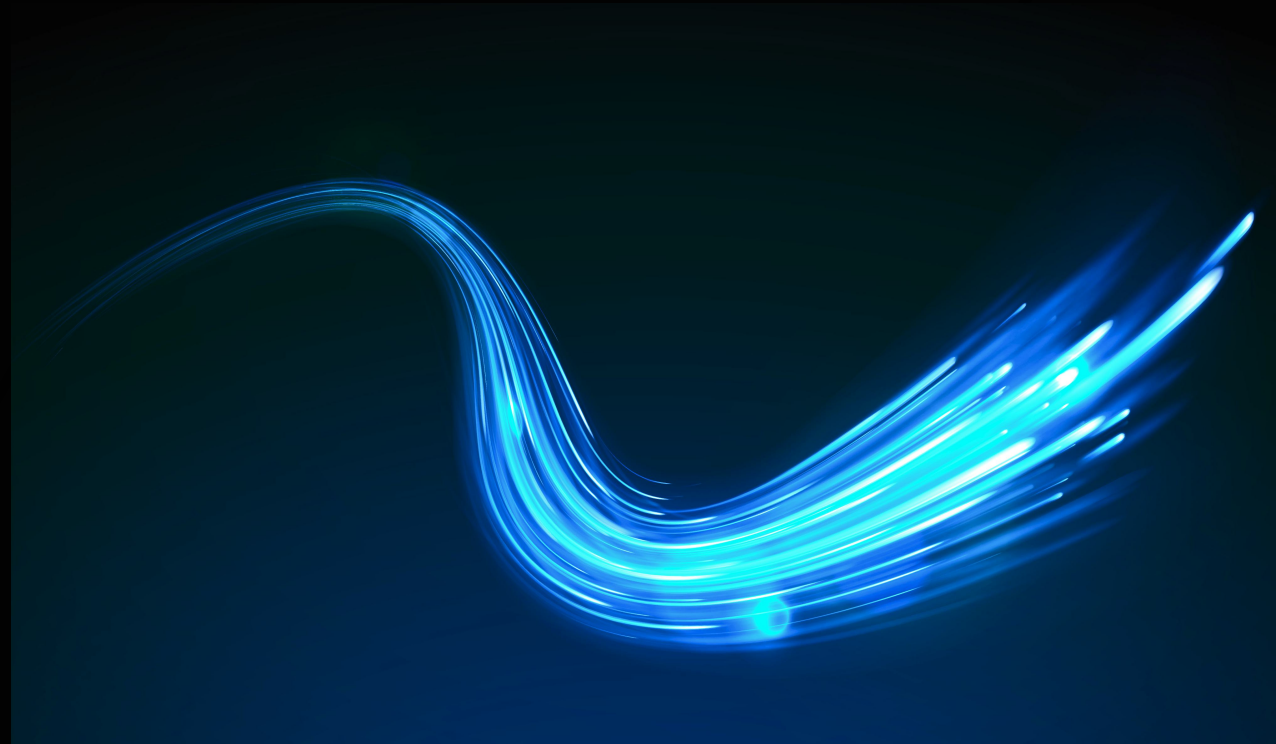
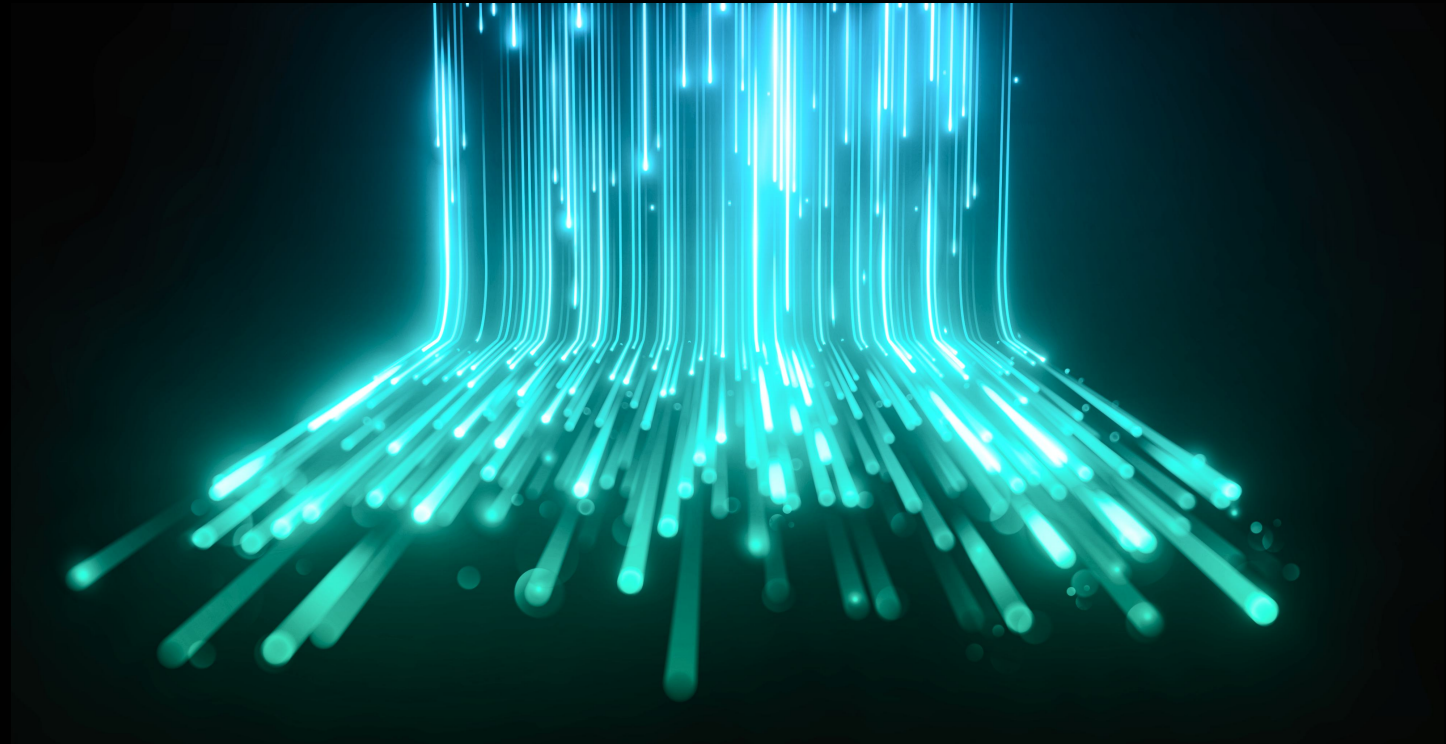
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

TYPEFACE	WEIGHT	SIZE
Source Sans Pro	Light	11-13pt



IMAGERY

When applicable, our visual brand leverages images that display vibrant colors and defined, repeating lines. These powerful patterns and colors emphasize the focus and determination we have to thrive, and enable our partners to do the same, amid often sometimes chaotic and ever-evolving landscapes.

**Please Note**

All background imagery has a defined light shape and direction, an aura, and a fluid, dynamic presence.



USE CASES

CORE**EVENT****BUSINESS**

AVANT's brand structure can be divided into 3 use cases - Core, Event, and Business. These exist to suit specific external and internal audiences and their guidelines drive consistency throughout the brand.

GRAPHICS & TEXT



BACKGROUNDS



WHERE TO USE

General Company Use

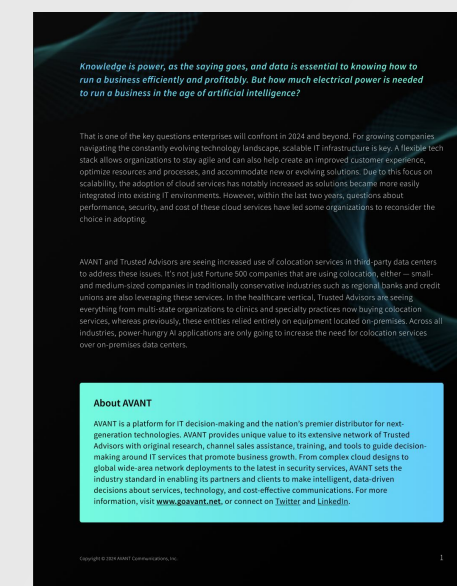
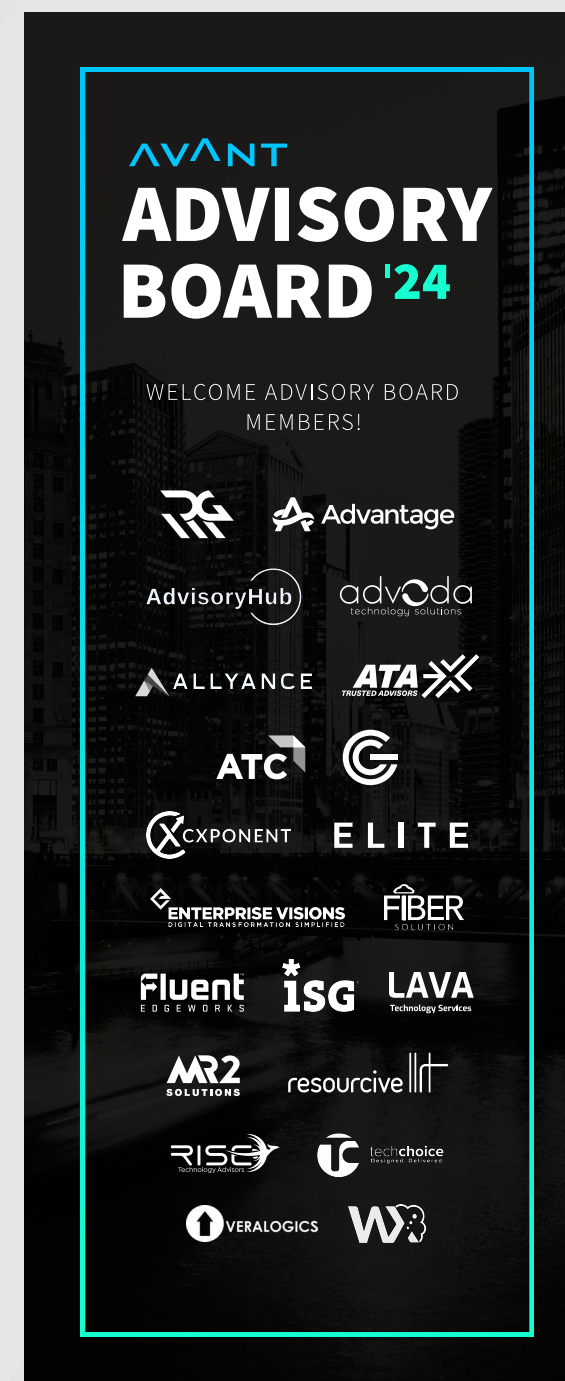
Slideware/Presentations

Physical Branding

Web Banners

Social Media

Email



Please Note

Advisory Board, President's Club, and some others, are AVANT-focused events and therefore must retain core branding.

GRAPHICS & TEXT

Black

White

AVANT Blue

Lime

Pink

Purple

Royal

BACKGROUNDS

Black

Charcoal

AVANT Blue

Lime

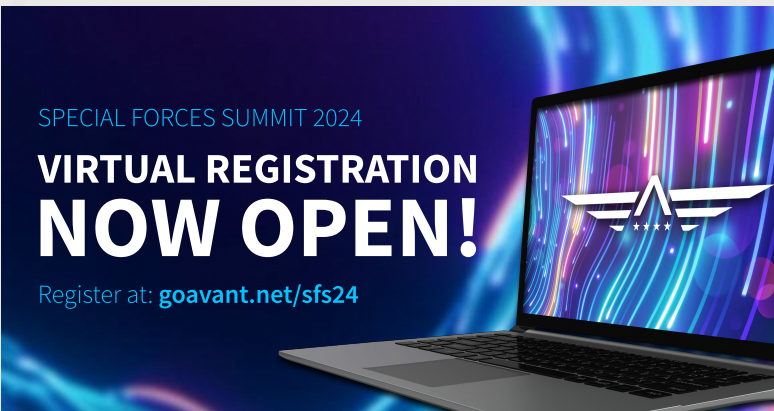
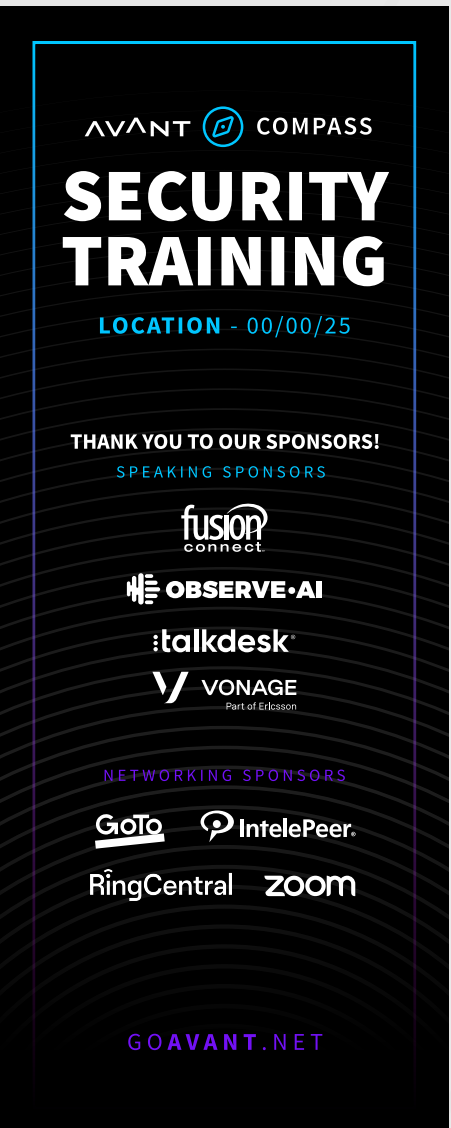
Pink

Purple

Royal

WHERE TO USE

- Training & Industry Events
- Physical Branding
 - Web Banners
 - Social Media
 - Email

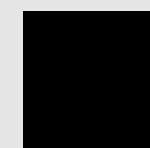


Please Note
When the tertiary palette is used, it MUST be paired with the core AVANT Blue for brand consistency. Sponsor logos MUST always use White or Black.
Dark backgrounds are typically used for print designs, while bright backgrounds are used for digital designs.

GRAPHICS & TEXT

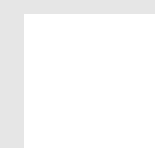


Alt Blue



Black

BACKGROUNDS



White

WHERE TO USE

Corporate Materials

Legal Papers

Invoices

Letterhead

Please Note

Alt Blue (#00A0CC) is intended for large type on white pages only. This color is chosen to meet ADA compliance where it cannot be achieved through the original palette and clever design.

AVANT