

FOR EXTERNAL USE

Logo Usage Quick Guide

Avanti Brand Logos

Primary Logomark
The default choice for logo usage.

Line Logomark
Used in situations where available space is too short for the primary logo to be used with enough visual impact.

The Avanti logo must always be used as either black or white.

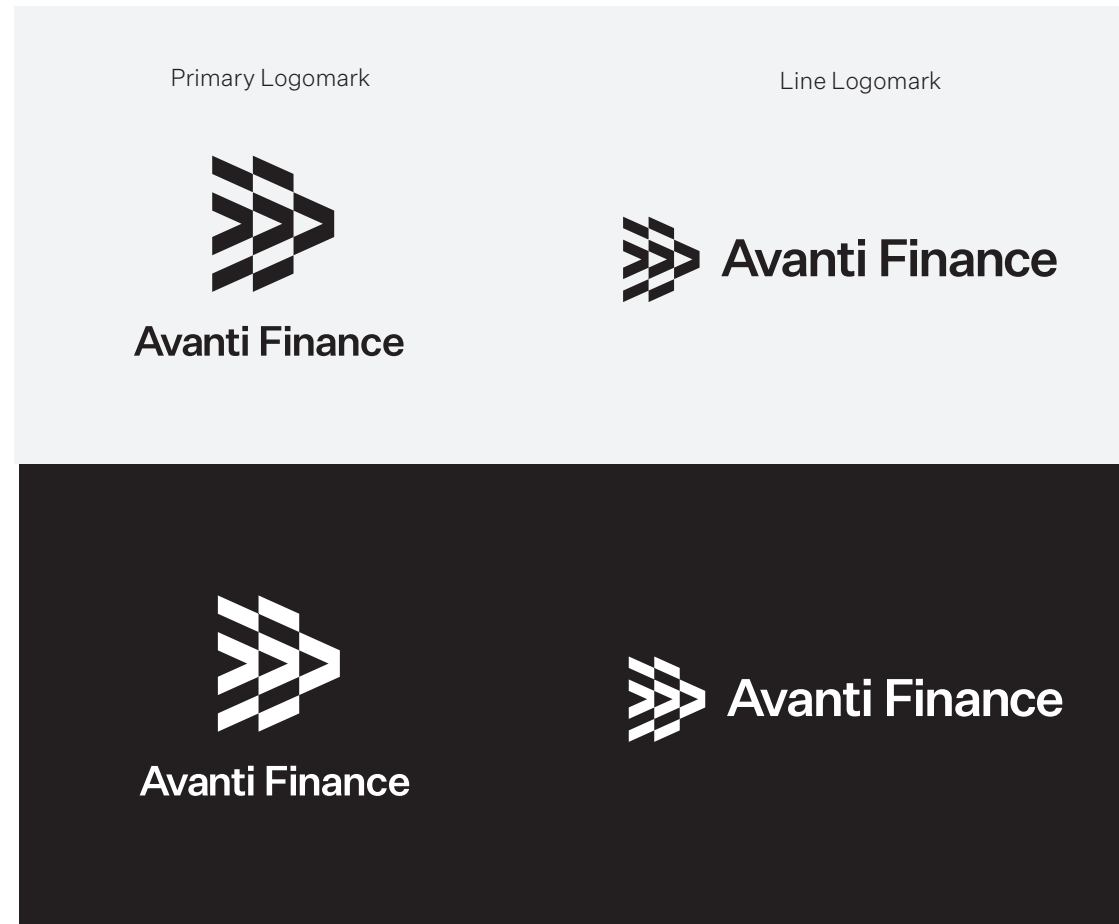
Always ensure there is enough contrast between the identity elements and background. On dark colors, use it primarily in white, and on light colors, use it primarily in black.

Never use colours outside of our brand colour palette.

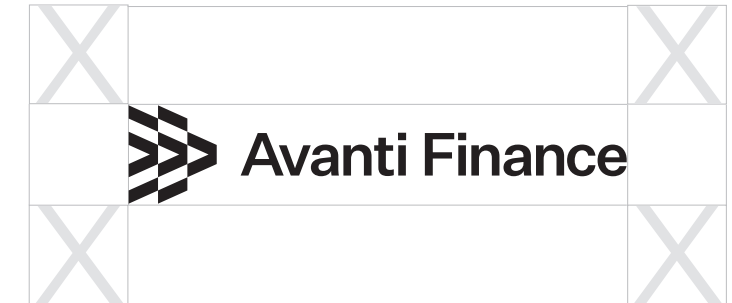
Logo Clearspace
Each logo when used should always be clearly visible. Keep the logo separated from other visual elements and take care not to crowd them.

If you have any questions, please contact marketing@avantifinance.co.nz

Brand Logos - Positive and Reverse



Logo Clearspace



Logo Clearspace - Application Examples

Example 1

The Line Logomark, the 'X' (equal to the height of the brand mark) shown indicates the necessary clearspace required.

Example 2

The Primary Logomark, the 'two combined arrows' (based on the centre of the brand mark) shown indicates the necessary clearspace required.

