



# DESIGN GUIDELINES

voice and style

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# BRAND BASICS

the essentials

# BRAND BASICS

## → Overview

A brand is tool to reflect the essential promise of a company to the world. To build a strong brand we have to keep it consistent, which means communicating with one recognizable look and language across all customer experiences.

avVenta Worldwide is digital production provider, and a brand that reflects dynamic, and talented people behind high-level services, but also means quality.

With all that excitement going on, the company seeks to bring a fun yet organized feel to avVenta communications and to create a consistent voice, look and feel... our own identity.

# BRAND BASICS

## → Keywords

Successfully

Credible

Dynamic

Quality

Commitment

New Technologies

Communication

Flexibility

Clean and Modern

Edgy and Fun

Challenges

Best and Big

Better and Stronger

Unique

Future

Ahead

# BRAND BASICS

## → Top 5 tips

1. Our voice is conversational at all times, like human do.
2. Our personallity is helpful, smart, trustful and edgy.
3. Our look is bold, fresh and modern.
4. We use grid to bring a clean, organized look to our design language.
5. Our graphical style is real, candid, realistic, enhanced by vector silouettes and/or décor.

# VOICE BASICS

loud & clear

# VOICE BASICS

## → Overview

Our voice is built around the people behind the success! The helpful ally who can guide you through all the aspects of avVenta experience.

Think of our personality as the “smart guys doing great things”... basically the avVenta way!

Our main feature is a candid, conversational, familiar, playful tone and language of every day human life.

A growing company needs to focus in personnel, and we need to communicate somehow that when we can.

# VOICE BASICS

## → Attributes

A Friendly style of speaking that sounds human at all times.

Positive and smart headlines, followed by straight copy.

Using everyday language with a promotional touch.

Calm, casual, playful when appropriate.

First-person voice, aim for a peer active voice that guides and inspires through honest talk.

Ask yourself if that's something you would say it in real everyday speech.

# VOICE BASICS

## → Levels

### INSPIRATIONAL INVITE

humanizing our brand by speaking in an open manner.

### INFORMATIONAL GUIDE

we stay conversational, we know things that's why we can provide information, in simple words: we communicate.

### TECHNICAL ENFORCE

even there's technical information we should provide to others, rememebr that there's always a human in the other end of the communication.

# DESIGN BASICS

perfect layouts

# DESIGN BASICS

## → Logo

No other elements should be placed within the protection zone.

The protection zone deflects from the square formed by the uppercase “V”.



# DESIGN BASICS

## → Colors



We focus on the four core colors, bright, vivid, and bold. Plus, they look great with photography and really catch the eyes in any support.

We've also added secondary set of colors that play with our main palette, but also we can use accent colors that add an extra fresh look and feel when needed.

Some rules: lead with primary, keep it simple, be bold, and avoid overlap colors.

# DESIGN BASICS

## → Typefaces

Our primary typeface is Helvetica Neue. It have a range of weights, with slightly different personality: from a thinner end, it's elegant and precise (just readable copy blocks), and a thicker end, it's friendly and playfull (attention for headlines). The condensed version and most used is well-balanced.

Our secondary typeface is Myriad (PRO) and Verdana is the equivalent for default HTML. Kare Five Dots is use for Online Flash.

Italics weights can be use for both hedlines and important copy as a “design value” when need add more visual direction or emphasis text.

## Corporate Typefaces

Helvetica Neue Condensed  
Kare Five Dots  
Verdana

## Non-Corporate Typefaces

Other fonts families can be use depending on each design look and feel as “graphic” support. Always under art direction and approval.

# DESIGN BASICS

## → Graphics

The company style of graphics should be candid, realistic and minimal staged.

We aim to show attractive elements in context of its environment but also unique, and authentic elements than means something we can express without additional words, or images than can be directly related to the content.

Look for showcase stuff in actual environment, elements on solid backgrounds, simple compositions not plain, keep it basic and clear, easy on the eye.

## Supported Imagery

photography  
artistic elements  
ornaments  
iconography  
fonts  
vector elements  
silouettes  
3D stuff  
people

# DESIGN BASICS

## → Grid

A key component to our design system is using grid as a stabilizing visual element. A tool to display elements on the design.

How to do it? Start by setting the clearspace dimension for your work. Then divide that area in six parts horizontally and vertically. And that's it... you've got your grid.

It's organized, harmonious and proven. And it give you a great consistency among products.

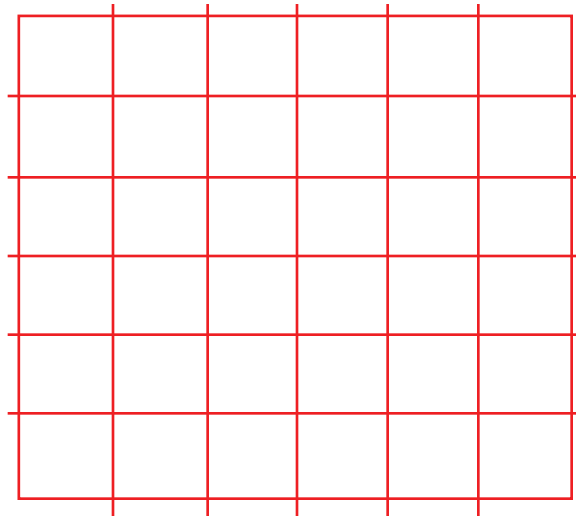
Some rules: logo is 1/6, main image/ headline is 3/6, and additional corporate elements/copy are 2/6.

# DESIGN BASICS

## → Grid Sample

No matter the size of your work area, always set up a 6 by 6 grid before design anything.

Horizontal, vertical, small, big, rounded or square, print or online... it doesn't matter., a 6 by 6 grid will help you with solid compositions.



# DESIGN BASICS

## → Links

Our brand is part of the world trends, and as designers we must be aware of global directions. Always visit reference links before design...

Research, try different, work sketches... is the only way to improve our design look and feel.

<http://www.thefwa.com/>

<http://www.mostinspired.com/>

<http://www.logopond.com/>

<http://www.brandsoftheworld.com/>

<http://www.adsoftheworld.com/>

<http://www.freeiconsdownload.com/>

<http://www.dafont.com/>

<http://pro.corbis.com/>

<http://www.shutterstock.com/>

<http://www.istockphoto.com>

<http://www.gettyimages.com>

<http://ffffound.com/>