

Signatures & Color:

Clear Space

For the Avvenu Logotype, clear space is equal to the height of the letter "A".



Horizontal Signature



Vertical Signature



Minimum Size



Minimum Size



Avvenu Dark Blue

| | |
|----------|----------------|
| Spot PMS | PMS 661c |
| CMYK | 100C 69M 0Y 9K |
| RGB | 40R 60G 134B |
| Hex | 28 3C 86 |



Avvenu Orange

| | |
|----------|----------------|
| Spot PMS | PMS 130c |
| CMYK | 0C 30M 100Y 0K |
| RGB | 255R 166G 0B |
| Hex | FF B3 00 |



Avvenu Green

| | |
|----------|----------------|
| Spot PMS | PMS 368c |
| CMYK | 57C 0M 100Y 0K |
| RGB | 127R 197G 58B |
| Hex | 7F C5 3A |



Avvenu Blue

| | |
|----------|----------------|
| Spot PMS | PMS 286c |
| CMYK | 55C 19M 0Y 0K |
| RGB | 128R 166G 206B |
| Hex | 80 A6 CE |

Basic Rules:

- Use Full Color Signature whenever possible.
- Use of any other version of the signature should be for specific situations where production limits use, (i.e; for silkscreening one-color on the side of pens).
- Use of the Signature on colors other than Avvenu colors, either reverse out to White on dark colors, or print Black or Blue on light colors.



PRIMARY FULL COLOR SIGNATURE

- preferred version
- use this version whenever possible
- use ONLY on White background



FULL COLOR REVERSE SIGNATURE

- preferred use is on Avvenu Dark Blue or Black background
- use infrequently



BLACK (Tonal) SIGNATURE

- print ONLY on White or light-colored backgrounds
- limited specialized use: to be used ONLY when reproduction limitations force its use



FULL COLOR REVERSE (on Blue)

- preferred use is on Avvenu Dark Blue or Black background
- use infrequently



1-COLOR (BLUE) SIGNATURE

- print ONLY on White background
- limited specialized use: to be used ONLY when reproduction limitations force its use



WHITE (Tonal) SIGNATURE

- preferred use is on Black or Avvenu Dark Blue
- can print on medium and dark colored background
- use VERY infrequently



SOLID BLACK SIGNATURE

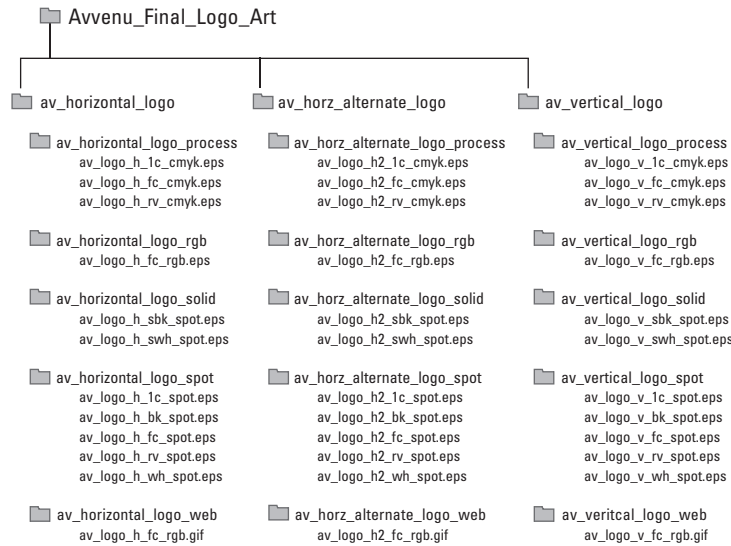
- not preferred
- to be used ONLY when reproduction limitations force its use
- can print on medium and light-colored background



SOLID WHITE SIGNATURE

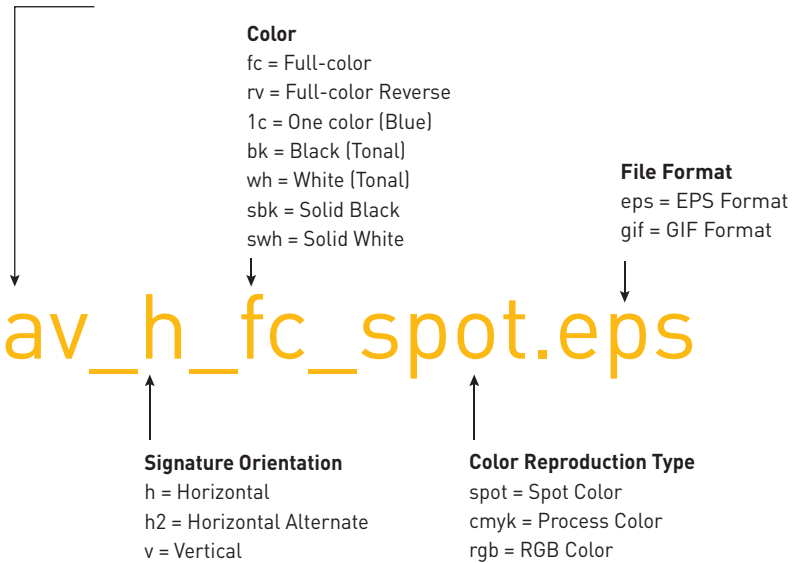
- not preferred
- to be used ONLY when reproduction limitations force its use
- preferred use is on Black or Avvenu Dark Blue
- can print on medium and dark colored background

Final Reproduction Art Files:



Electronic File Name Key:

Example: Avvenu_Horizontal_Full-Color_Spot Color.EPS Format



File Formats:

EPS

This is the preferred file format for all uses. Encapsulated Postscript files are scalable and resolution independent and have been created for reproduction in PMS (Spot), process (CMYK), and on-screen (RGB). EPS files must be used for all forms of print applications.

When should I use EPS?

EPS is the primary format for distributing your logo artwork. Any and all uses in print should use EPS. JPEG, GIF, TIFF or any other file format should never be used in place of EPS.

For use on-screen, the RGB version of the EPS logo may be used if the logo needs to be inserted into another graphic. All other web or lo-screen needs can be satisfied with the GIF version of the files.

NOTE: Please do not open any of the .eps files. These files are intended to be downloaded, placed and sized within a layout software application.

GIF

GIF files are RGB, resolution dependent @ 72 ppi. These files may be scaled down, but not up. Use ONLY for web or on screen. NEVER use for print.

When should I use GIF?

GIF is the online format of choice for line art. Use GIF for any on-screen uses of the logo. GIF stands for Graphics Interchange Format. The GIF file format is RGB only and resolution dependant. GIF is the correct format for images that are composed primarily of lines and solid blocks of color.

A GIF image's color palette is limited to a maximum of 256 colors. The GIF format should not be used for images or illustrations with complex, subtle gradations of color. For these images, use JPEG instead.

NOTE: If there is a need for any other format, these files should be created from the EPS files using the appropriate color space.