Brand Visual Identity Guidelines V.01

Table of Contents

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Intent of this Guide

The **Client Care Solutions** visual identity guidelines has been established to guide a new approach to visual communication in printed and digital branded content. This visual identity guide is a reference for everyone who is authorized to work with the Client Care Solutions brand.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values. What we strive for is a coordinated, consistent, and effective brand presence in everything we create.

If we make something, we want to make sure that people know where it came from. While some of our brand executions and graphics have been standardized - like business cards, letterhead, and envelopes - these are not intended as the focus of this guide. Instead, it is to empower you, the creative, with the elements you need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the Avaon Haute brand, every time.

Please refer back to this guide often. If you have any questions concerning the content of this guide, please don't hesitate to reach out our Design Team

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Using our brand materials

When it comes to our brand, our reputation, we maintain strict control over it.

We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements ound within this guide and its accompanying files. Simply being in possession of these materails does not imply or imbue permission in any way. The approval process for materials and implementations of our brand will vary. Please contact an authorized

Client Care Solutions representative (usually your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.

"Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful."

– Sir Richard Branson

Personality

We use industry-standard language that is sophisticated enough to prove we know what we're talking about, while remaining simple and grounded enough to ensure that our copy is free of unnecessary jargon. We favour results-oriented explanations that clearly communicate purpose over engineering-focused speak that may sound impressive but confuse novice users. Of course, we'll be as technical as we need to when explaining the finer details of our products, but standard explanations shouldn't be dominated by overly technical terminology. We are serious but not stodgy, we don't tell jokes, but we are fairly casual with our tone, and we use modern, everyday language that is easy to understand. Contractions are also perfectly acceptable. We are guided by a vision of empowering others, and as such, our goal should be to communicate everything clearly and honestly.
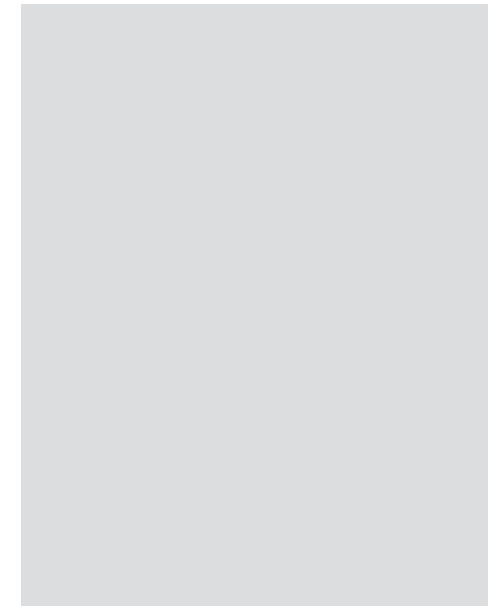
Brand Logo

Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market. The graphic of the definitive logo is very clean, square, linear, essential, strong and emphasizes the values of the brand. The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol). The lettering is created using the Avenir typeface, and the stylized fox is inseperable. The logo should be always produced from the master artwork. The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognise the brand.

Primary Logo

Safe Area

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Minimum Size

App Icon / Favicon

70mm | A2

45mm | A3

30mm | A4/A5

20mm | 60px

32 x 32px

Legibility

DO NOT change the logo's orientation or rotation

DO NOT disproportionately scale the logo

DO NOT change the logo's colors

DO NOT display the logo in a different configuration

DO NOT attempt to recreate the logo

DO NOT add special effects to the logo

DO NOT display the logo as an outline

Common Errors

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

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Logo on Images

Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of color should always feel complimentary to the image. When placing the logo over photography please choose a pale area of the image to maintain sufficient stand out. In the following pages are shown some examples and common mistakes.

Logo on Images

Brand Colors

Our company colours are professional and modern, expressing who we are. Pantone 554C is the main colour of the Client Care Solutions identity so it has the strongest presence on our brand.
Pantone 2337C complement the dark green colour, creating balance and making the palette more distinctive and sophisticated. Pantone 212C, 123C and 380C balance the other colours and gives space to the elements.

Alternative colours should not be introduced into the system, or they would reduce the impact of our colour palette.

Please select the most

appropriate color for your communication and over time try to use them equally so we don't become associated with just one color.

You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.

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PANTONE
2337 C

CMYK
68, 33, 0, 0

RGB
79, 146, 206

HEX
4f92ce

PANTONE
212 C

CMYK
0, 77, 0, 0

RGB
245, 98, 168

HEX
F562a8

PANTONE
123 C

CMYK
81, 42, 77, 37

RGB
43, 88, 65

HEX
2A5841

PANTONE
380 C

CMYK
18, 0, 87, 0

RGB
219, 228, 68

HEX
dbe444

Color Palette

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