

# BRAND MANUAL

The new corporate design guidelines  
for AV Alliance

AV Alliance

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# Company Introduction

AV Alliance is the world's leading network of event technology and event production companies. Our innovative members provide premium audio visual products, services and consulting across the globe.

Today the AV Alliance is made up by the most respected and renowned event technology and event service firms around the world. Together our members store one of the largest inventories of cutting-edge event technology. We provide our clients with access to the latest event technology through a global network of warehouses, giving them access to first class products and event services at every location. We take pride in offering a combined warehouse space of more than 350'000 square meters.

Our goal is to give our clients global reach for any type of live event. We ensure our clients get access to the best event technology around the world. At the same time we make sure our clients receive all services on a consistently high quality level – no matter which member in our network is engaged.

# The Design Guidelines

These guidelines describe the visual and verbal elements that represent AV Alliance's corporate identity. This includes our name, logo and some other elements such as color, fonts and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our association. These guidelines reflects AV Alliance commitment to quality, consistency and style.

The AV Alliance brand, including the logo, name, colors and identifying elements, are valuable company assets. Each of us is responsible for protecting the company's interests by preventing unauthorised or incorrect use of the AV Alliance name and marks.

# The Brand Values

Our values are a guide and while they apply to everything we do, it's not always relevant to apply each of them equally.

We hope you will use them to challenge your behaviour and make sure that you've considered each value in turn. The values are an important part of delivering an AV Alliance experience.

## **The values are:**

- Global/International
- Premium (Swiss) quality
- Reliability
- Responsiveness
- Creativity
- Clear and crisp

# Logotype

The simplicity of the AV Alliance logo is what makes it stand out. Our logo should always be shown as clearly as possible and not be overwhelmed by other visual elements. The logo and its components must never be altered or modified in any way. The AV Alliance logo is most effective when positioned in clear space, which helps to protect its integrity.



# Alternatives to the Logo

Two alternatives to the AV Alliance logo – the Member of AV Alliance logo and the Supporter of AV Alliance logo – may be used.

Use of these logos, including size, colour, clearspace etc. should be identical to that of the main AV Alliance logo.

These logos should only be used in certain circumstances, and their use is best discussed with the Communications and Media Branch.



# Further Appearance

In terms of design, various factors influence the visual appearance of the logo: typography, background and overall impact. It is important for the logo to be clearly perceived in interaction with other elements such as typography at all times and not dominated by other design components.

When using the logo, care should be taken to ensure a calm background without crowded graphic elements or dominating structures.

The readability of the logo is a must.

AV  Alliance

AV  Alliance



# Minimum Size and Spacing

Care must be taken to ensure an optimum appearance of the logo in every size. **The recommended minimum height is 5 mm in printed materials and 35 px for digital applications.**



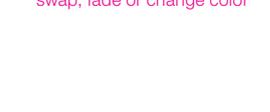
**The spacing between the logo and other graphic or typographic elements** can be freely selected in order to ensure a superior, unconstrained appearance. However, this space **should not be less than one full width of the “A” letter all around the logo.**



# Restrictions

Elements of the logotype can't be used separately, can't be swapped or modified in any way. Nor should the name style be matched or reproduced in any other typeface. Also, isolation space must be left blank in all cases, no graphical elements can be applied in that area, neither can be removed or reduced.

Here are just a few examples of ways in which that integrity is harmed.



# Usage on Colored Backgrounds

The logo can also be reversed out of a picture, illustration or any four-colour image providing there is sufficient contrast to ensure the logo stands out and still readable.



# Primary Font

The style of type we use to bring our communication to life sets the tone of our brand: clean, modern and stylish.

**The primary font of AV Alliance is Helvetica Neue Lt Pro font family this should be used whenever possible.**

For headlines and other highlighted texts Medium and Bold versions – for body text Regular or Light versions are preferred. Using italic versions of Helvetica Neue Lt Pro font family has to be avoided. Distorting the font horizontally or vertically is prohibited, any version of the font family has to be used in its original shape and ratio.

HELVETICA NEUE LT PRO

AaBbCc0123

aábcdeéfgghiíjklmnoóöőpqrstuúüűvwxyz

AÁBCDEÉFGHIÍJKLMNOÓÖŐPQRSTUÚÜŰVWXYZ

0123456789\$%&@'\*(,.;:#!?)

# Secondary Font

For everyday word processing applications and/or if using the Helvetica Neue Lt Pro font family is not possible, Arial font family must be used. This typeface is available in most word processing packages.

**The Arial font family must also be used in all presentation editing programs (such as PPT, Keynote or Prezi) to prevent incorrect text display on different operating systems.**

Distorting the font horizontally or vertically is prohibited, any version of the font family has to be used in its original shape and ratio.

ARIAL

AaBbCc0123

aábcdeéfg hijklmnoóöøpqrstuúüvwxyz

AÁBCDEÉFGHIÍJKLMNOÓÖŎPQRSTUÚÛÜVWXYZ

0123456789\$%&@'\*(,.;:#!?)

# Web Font

Regarding to web text display, the Arimo font should be used. If it is not possible, Arial or Helvetica Neue Lt Pro font family can be used as a substitute.

ARIMO

**AaBbCc0123**

aábcdeéfgghiíjklmnoóöõpqrstuúüúvwxyz  
AÁBCDEÉFGHIÍJKLMNOÓÖÕPQRSTUÚÜÚVWXYZ  
0123456789\$%&@'\*(,.;:#!?)

# Primary Colors

By using these two primary colours confidently we can help to create a consistent look to all our communications.



## BLUE

**RGB** 0 92 255

**HTML** #005cff

**CMYK** 100 64 0 0

**Pantone** Pantone 2935 U



## BLACK

**RGB** 0 0 0

**HTML** #000000

**CMYK** 0 0 0 100

**Pantone** Pantone Black

# Contact Us

The AV Alliance team is happy to assist when further guidance is needed.  
Please do not hesitate to contact us:

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info@avalliance.com

Kind regards,  
**The AV Alliance Team**