



BRAND BOOK 2020

best managed cloud services, hardware,
and software products.
reliable, secure, with white glove service.

AVC
TECHNOLOGIES



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OUR VISION —————

To connect the world through secure and innovative cloud technology solutions

OUR MISSION —————

At AVCtechnologies, we're delivering innovative, cloud-based communications, security, and technology solutions with an exceptional customer experience

OUR VALUES —————

Customer Commitment, Integrity, Diversity, Teamwork, Innovation

OUR PERSONALITY —————

Agile, Experienced, Courteous, Reliable, Accessible, Competent, Innovative

LOGO

10 Elements & Versions

11 The Cloud

12 Common Mistakes

We have a logo and icon which can be used on all marketing material - together or separate



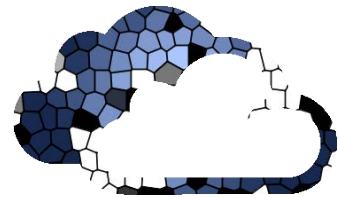
Logo | The Cloud



The Cloud can be used alone in our brand colors or overlaid on images



Do not distort, recolor, crop apply pattern or shadow or place on like-color background



AVCtechnologies

Do not add a space between C and Technologies

AVC Technologies

Always capitalize AVC

avc Technologies

Do not capitalize Technologies

AVCTechnologies

Do not abbreviate technologies

AVCTech

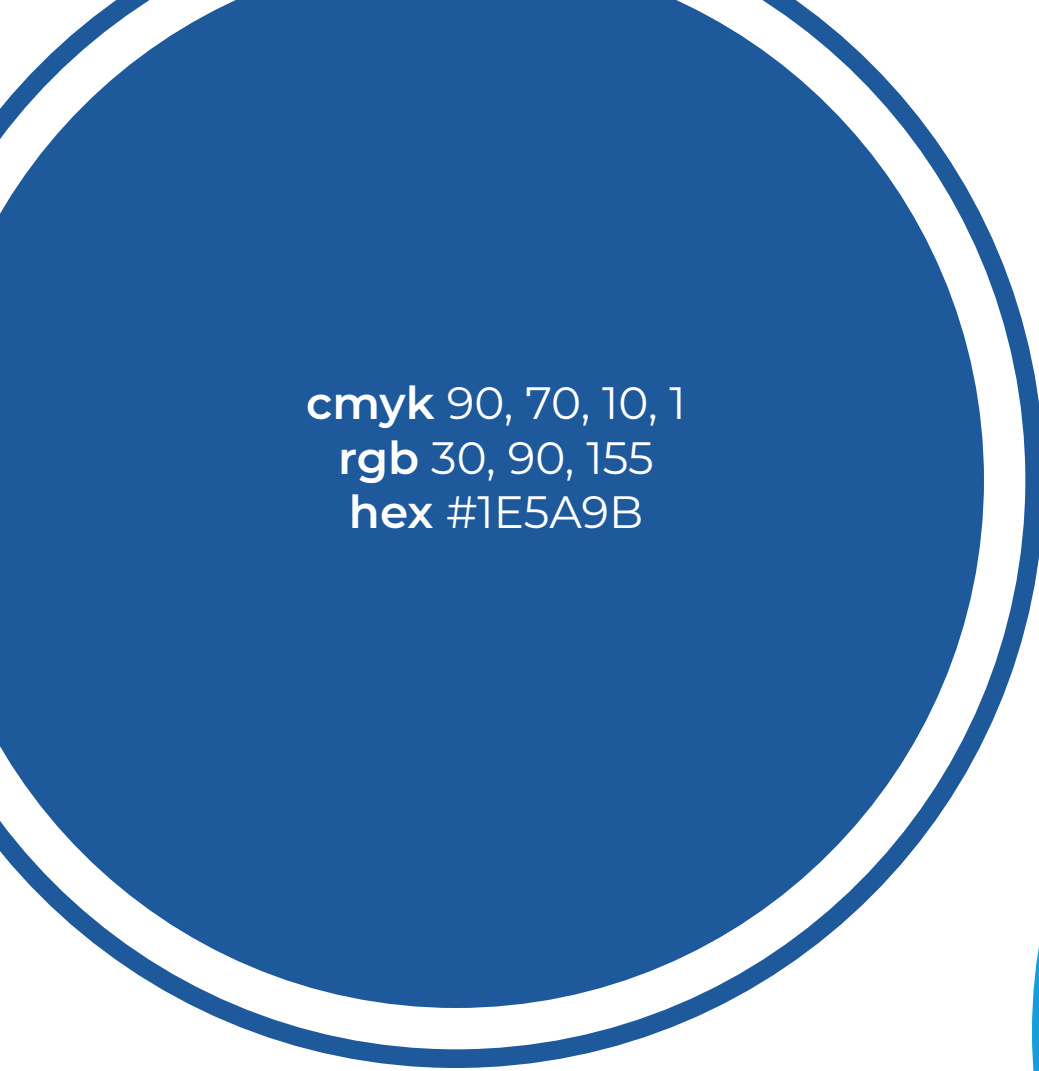
COLORS

16 Primary

17 Secondary

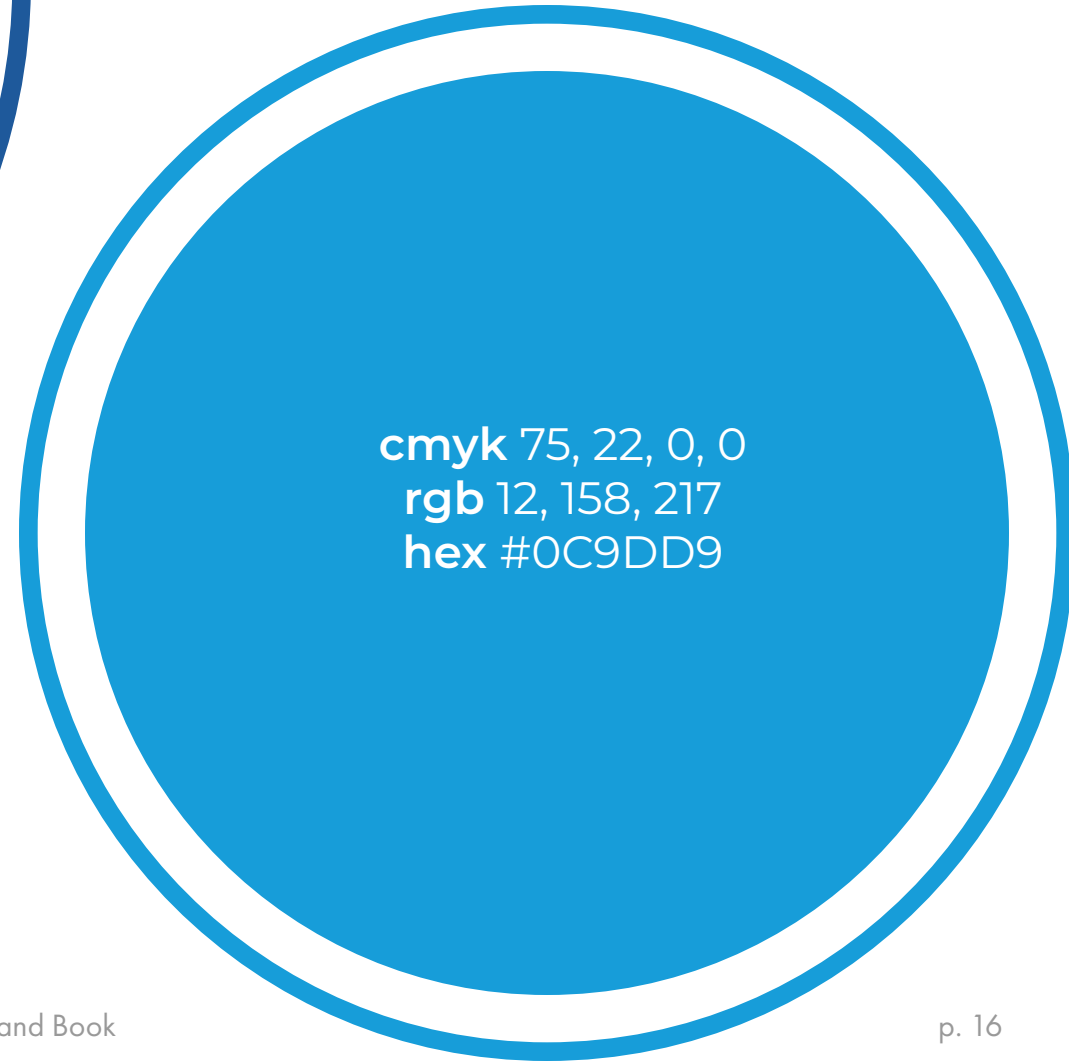
18 In Practice





cmyk 90, 70, 10, 1
rgb 30, 90, 155
hex #1E5A9B

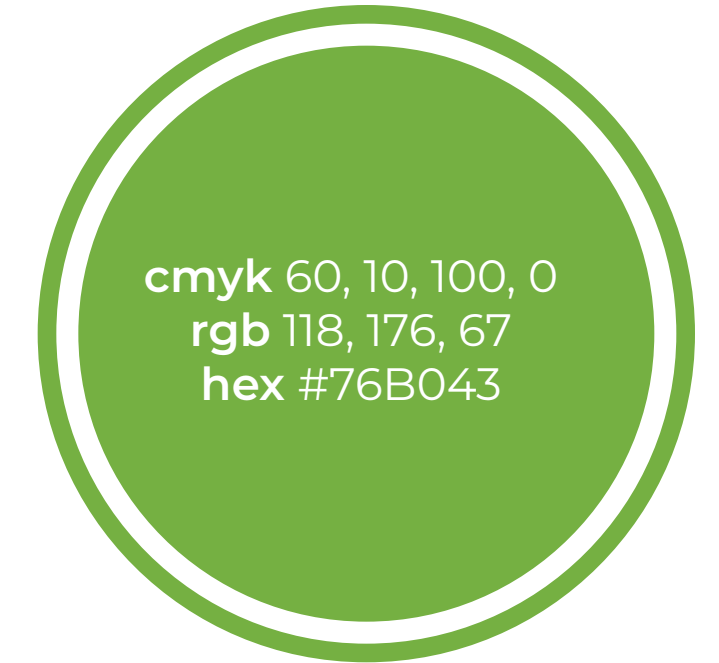
Primary Colors



cmyk 75, 22, 0, 0
rgb 12, 158, 217
hex #0C9DD9



cmyk 0, 69, 99, 0
rgb 243, 114, 34
hex #F37222

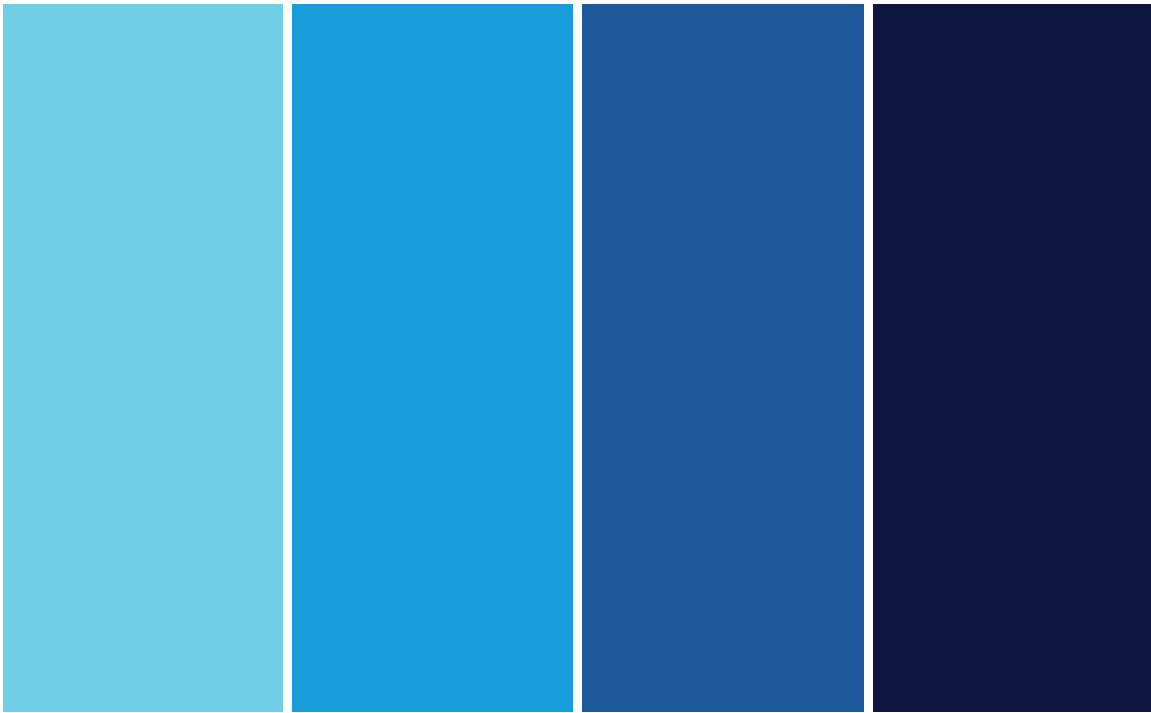


cmyk 60, 10, 100, 0
rgb 118, 176, 67
hex #76B043

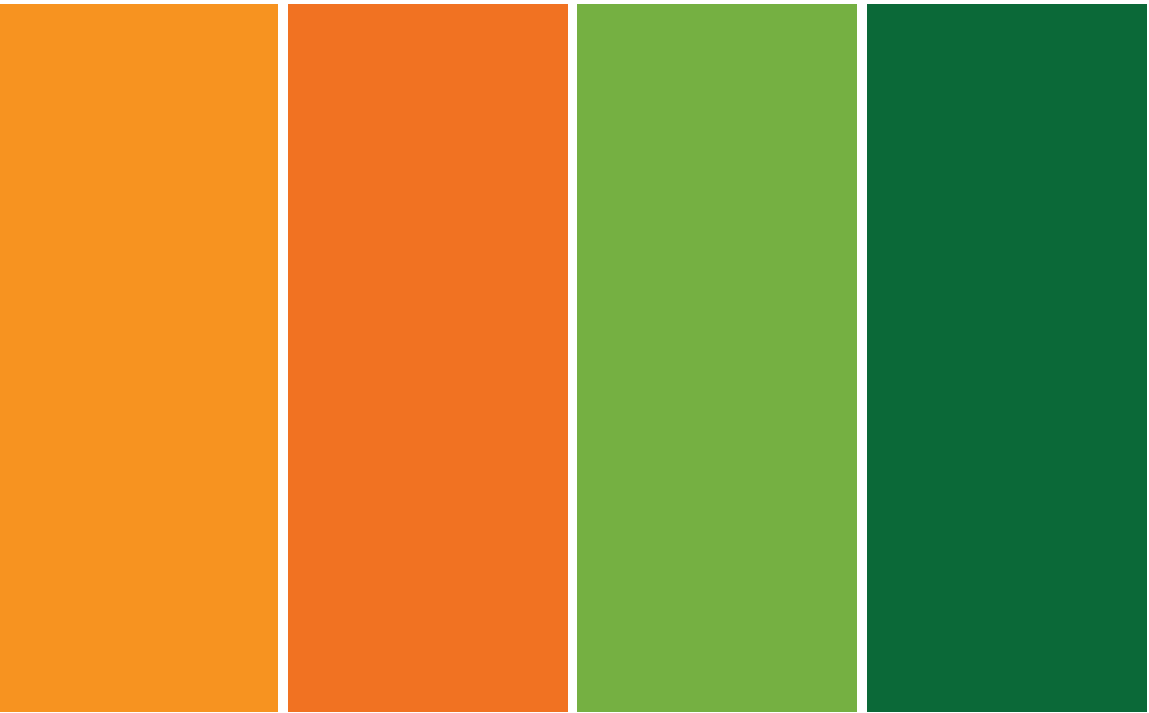
Secondary Colors



cmyk 50, 0, 8, 0
rgb 115, 206, 209
hex #73CEE5



Shades and tints can be used to accent brand colors



Shades and tints can be used to accent brand colors

TYPOGRAPHY



Montserrat/ headings

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890 !@#\$%^&*()**

Light
Book
Medium
Bold

Lato / Body

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
1234567890 !@#\$%^&*()

Light
Book
Semibold
Bold

AMERICAN VIRTUAL CLOUD TECHNOLOGIES

With a hand-crafted winning equation combining hardware, software, and brainware, we deliver a comprehensive solution for complex technology challenges.

**Work or Home - accessibility when you want it.
Security when you need it.**



PARTNERSHIPS

26 Business Units

27 Co-Branding

The Computex logo should be displayed with AVCT text below.



Partner logos can be branded side by side with a divider on collaborative materials. Both logos should be equal in height and proportional in size.



