

# AVSI Logo guidelines

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## The new logo 2016

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*The purpose is to modernize the Logo and optimize it for the web, retaining at the same time the most recognizable elements of the brand image: the circles and the acronym.*

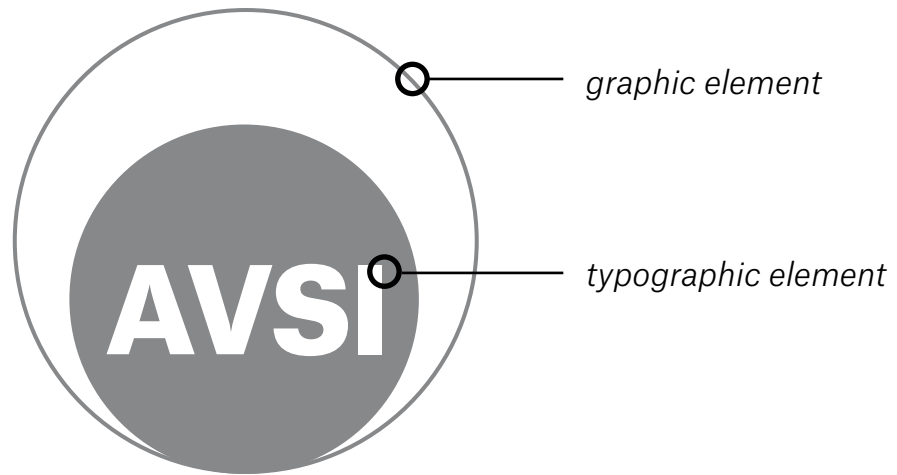
*AVSI new Logo always features the new payoff, which can be positioned below or to the right side (see p.5).*



**People for development**

## Primary version: key elements

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**People for development** — *payoff*

## Secondary version

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*AVSI Logo can be declined in its horizontal version, in order to enhance the payoff.*

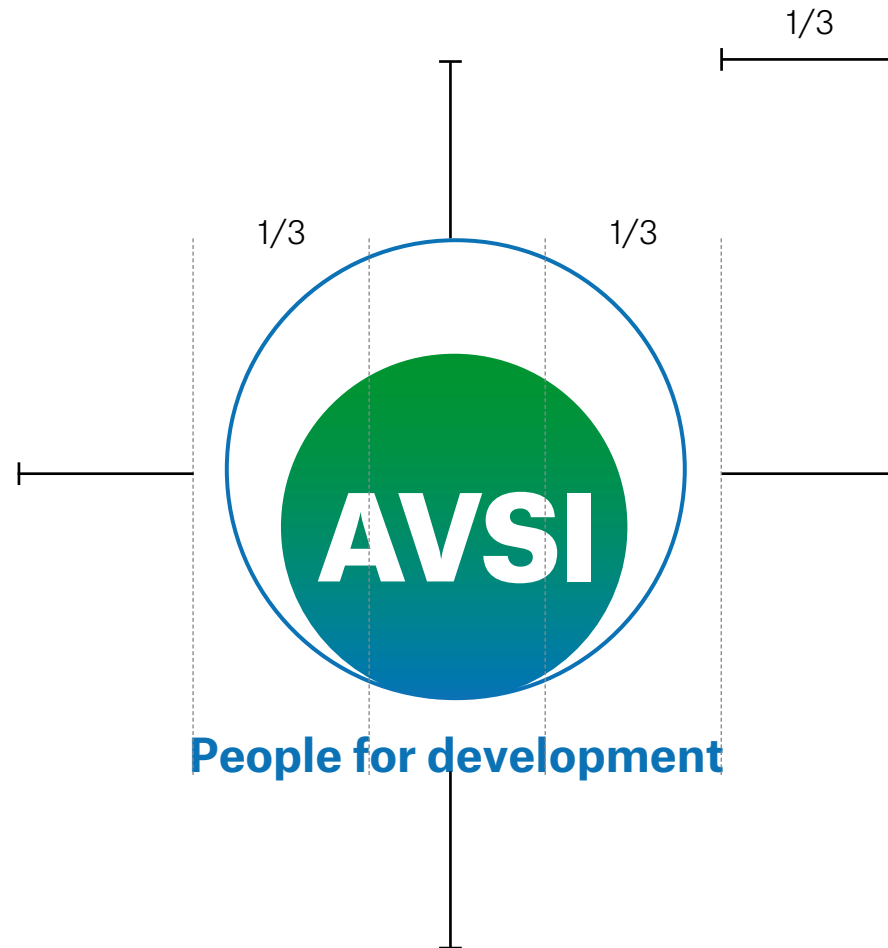


**People for development**

## Proportions and clearspace

*AVSI Logo should always be surrounded by a space free from other elements (including page or other surface edges).*

*The minimum needed clearspace is 1/3 of the horizontal extension of the logo.*



# Color

**BLUE**



**CMYK**

85 50 00 00

**PANTONE**

285 C

**RGB**

#1D71B8

**GRADIENT  
BLUE-GREEN**



**GREEN**



**CMYK**

85 10 100 00

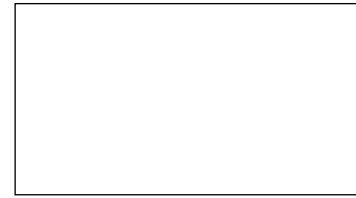
**PANTONE**

355 C

**RGB**

#009736

**WHITE**



**CMYK**

00 00 00 00

**BLACK**



**CMYK**

00 00 00 100

## Color variations

Depending on the usage context, the Logo can be declined in one of the following chromatic variations.

Whether applying a gradient is not possible and/or not advisable, the monochromatic version of the Logo should be used (Green, see p.7).



**People for development**



**People for development**



**People for development**

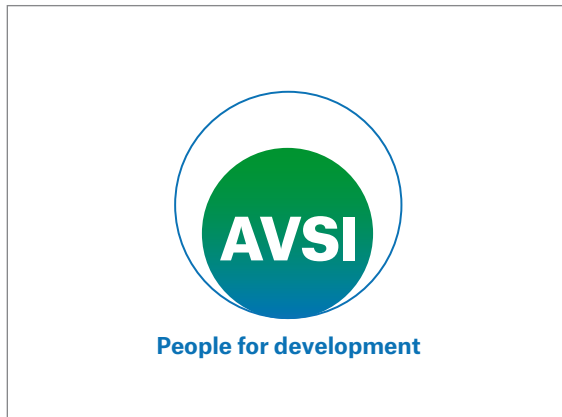


**People for development**



# Background

*The priority is always to enhance the readability of the whole Logo. The background must always be taken into account.*



1. White and light background



2. Black and deep background



3. Photographic background

## Minimum size and size variations

When the reproduction (printing) size is under 2,5 cm, the Logo must be declined in its special version for smaller spaces.  
The AVSI Logo on any application must never be less than 1 cm in height.



# Typography

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**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

Atlas Grotesk Family

## Special usages

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*Special usages  
must be previously  
authorized by AVSI's  
Board of Directors.*

**BUONE NOTIZIE**

AVSI's House Organ headline

## Incorrect usages

*Under no circumstances should the components of the AVSI Logo be separated, distorted, or altered. The color, type and proportions should not vary from the guidelines provided in the present document.*

Do not retype text



Do not stretch



Do not alter color



Do not add shadow



Do not use below minimum size



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**AVSI.ORG**

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