AVA

Brand manual 2020

Contents

Our Brand DNA

Get the whole picture

Ava is a global security technology company based in the UK, the US, and Norway.

Ava's mission is to utilize cutting edge technology to secure people, assets, and infrastructure.

Ava's people are an international team of competent, approachable and agile problem solvers. We're a diverse group of bright and passionate problem solvers.

Our experience, savviness and effective user-centric designs allows us to build systems and devices that meet the needs of tomorrow today.

Customer promise

Quality driven
Our solutions are quality driven. Our ultimate goal is to provide the best unified platform to protect digital and physical assets.

We use design and development to deliver better experiences and performance throughout the customer journey.

This is how we tell the world

Straightforward
Our point of views are straightforward. We communicate our products and their benefits in a clear, simple and concise way.

The image we present of ourselves is visually strong, competent and human-centric.

Ava brand values

Ambitious
We want to OWN the unified security category. We strive to innovate the Cyber and Video category. We seek continuous improvement and development on all solutions and products.

Responsive
We listen, understand, and adapt to challenges, feedback, and suggestions rapidly.

Human-centric
We are a people-centric fast-growing company and our team is our biggest asset. We are collectively accountable for the quality of our solutions, marketing and development.

Straightforward
We have straightforward solutions, portfolions, licensing, and streamlined procedures. We create functional solutions on the way to the ultimate goal. Empowering our clients to implement, do own actions and integrate solutions on the way.

Two divisions, one integrator

The Video division is formerly known as Vaion, with their unique AI-based video surveillance, cameras and image analyzing systems.

Cyber is the division previously called Jazz Networks. They specialize in advanced and easy to operate detection and prevention of cyber threats as well as cyber hygiene.

Ava Security is the company, where security is seen as one coherent system throughout an organisation.

A\/A
S E C U R I T Y

# CYBER   VIDEO

The Ava logo

The Ava logo

Our logo is a unique hand drawn representation of the letters in the name. It is not based on any font and can only be represented by the official originals.

The Ava logo plays on the rhythm in the name with repeated shapes and details. It is recognisable and distinct in all sizes.

Please **DO NOT** mess with the logo — so no warping, squishing, drop shadows or other treatments.

See color page for specifics on color use.
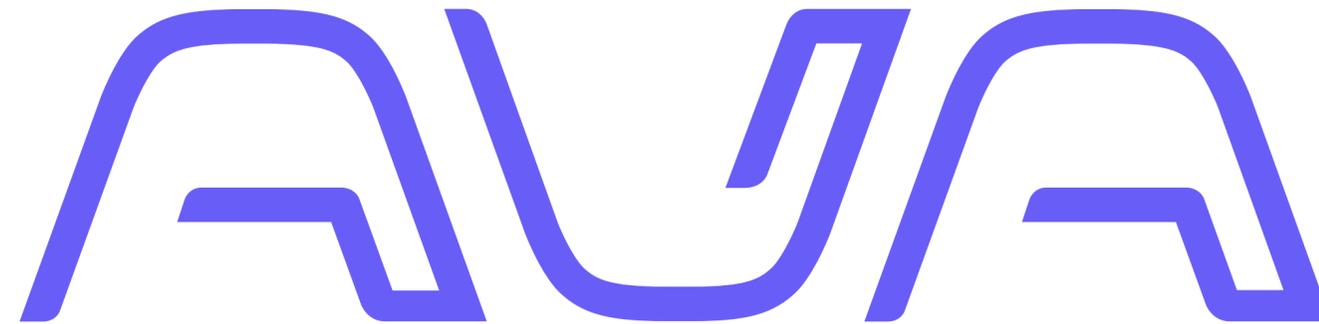
The Ava logo + payoff

The payoff is also our positioning statement. For Ava it is important to speak with one voice, so this is the only payoff we will be using with the Ava brand until further notice.

However, in marketing you will need to use other USPs/punchline in order to get the attention of the target groups. Take note that these should not be combined directly with the logo as a payoff. The Ava brand can be represented by a logo with or without the Security payoff.

Logo variations

There are three versions of our logo.

Main logo, with or without payoff
This the preferred signature and should always be the primary choice.

Negative logo in ellipse
This is meant for small sizes, where the logo appears as a tag.

Monogram A
This is used when tagging divisions, products and solutions further down in the brand architecture. The monogram should until the brand is launched and recognized have a very limited use.
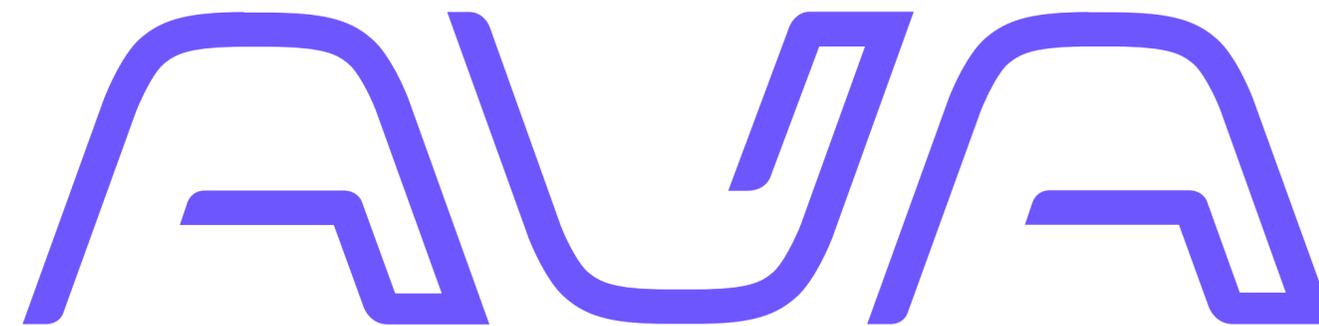
Safe area

The logo is our official signature. We want this to stand proud and be clearly visible where it is used.

Therefore: always strive to have a safe distance to other elements of half the height of the A.

Always strive to place the logo on a quiet area of a picture or a background.

Choose negative or positive logo to ensure a minimum of 50% contrast between logo and background.

Follow the colour scheme and don't invent new profile colours.

Other logotypes

Product logo

Each of our wide product range has its own unique name and a logotype. They're build by combining our main Ava logo with a name written in bold, capital letters.

Please reserve that treatment only for the product logos. Do not use bold capital letters for any other names.

Partners

Use our Ava Partner or Platinum partner logos as a badge given to our partners.
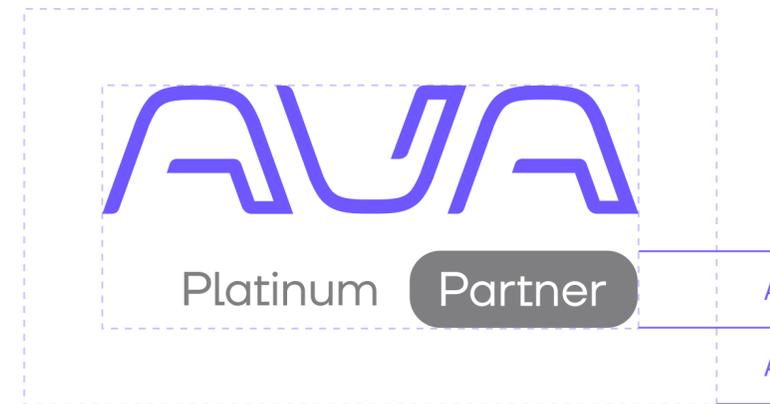
Co-branding

To show co-branding, we place our partner's logo on the right side after the grey line. Keep the distances between logos and line equal. Make sure the logos are visually the same size to avoid emphasizing one of them more.

DO NOT use the Ava logo with the payoff in the co-branding.

For printables and social, we add the partner logo to our "tag", as shown to the right.

Optically aligned to Ava logo

A   A   **PARTNER'S LOGO**

PARTNER'S LOGO
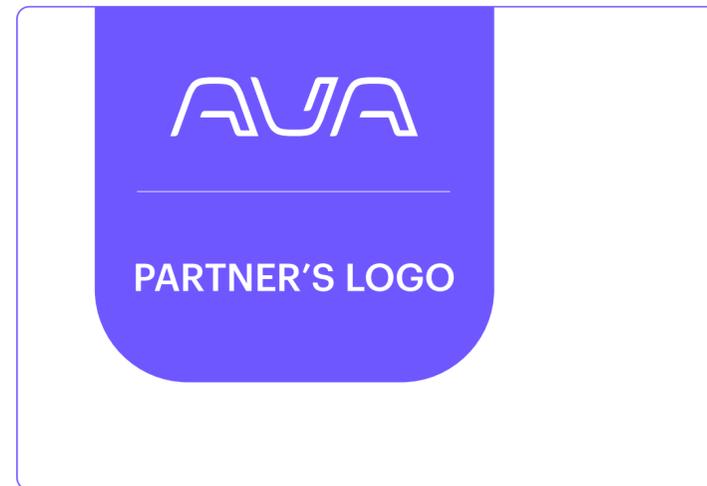
Optimal co-branding for printables & social

PARTNER'S LOGO
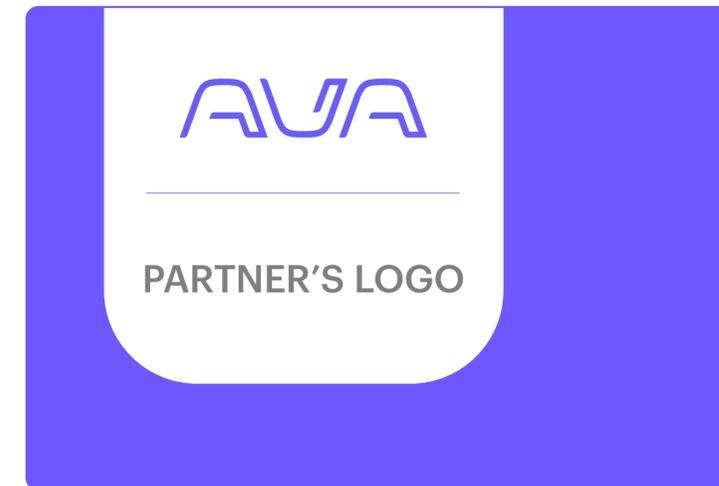
Option for co-branding for printables & social, if no white partner logo available

Ava Federal

Logo for the Federal branch is toned down and uses dark blue shade instead of purple.

A

2A

Brand elements

Ava primary colors

Purple and Navy are Ava's signature colors. We do not constrain the use of color to those two only, but these are important parts of our official signature and are linked to the Ava logo.

The purple is a unique twist to a color scheme for a company in our category. It is humane and warm and communicates our core values.

The dark grey is the color to use when purple is not possible. It might be used as a pure grayscale in simple prints.

Ava
HEX: **6e56ff**
RGB: **110/86/225**
CMYK: **70/70/0/0**
PMS: **2725 C**

Navy
HEX: **262657**
RGB: **38/38/87**
CMYK: **97/95/35/30**
PMS: **275 C**
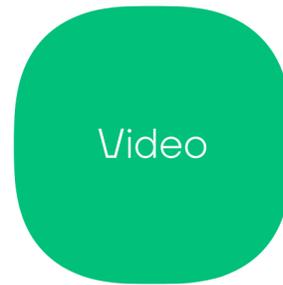
Video
HEX: **00c07a**
RGB: **0/192/122**
CMYK: **74/0/72/0**
PMS: **7480 C**

Grey
HEX: **7f7f81**
RGB: **127/127/129**
CMYK: **52/44/42/7**
PMS: **Cool Grey 9 C**
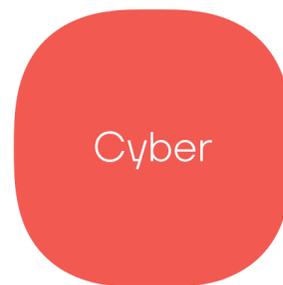
Cyber
HEX: **f25951**
RGB: **242/89/81**
CMYK: **0/80/68/0**
PMS: **Red 032 C**

Ava Secondary colors

Ava's two divisions, Video and Cyber have designated accent colours. Accent colours does not mean color coding: beacuse the overall Ava signature palette should still be purple.

Accent means that when handling content related to either Cyber or Video, one should use the fresh green or coral red as subtle visual hints to keep content, products and info apart.

General use of colors: The five main colors dictates the colour space for Ava. What we want to achieve is a simple, calm and warm expression, technical colors like fluorescents and such should be used with care and only where they are needed.
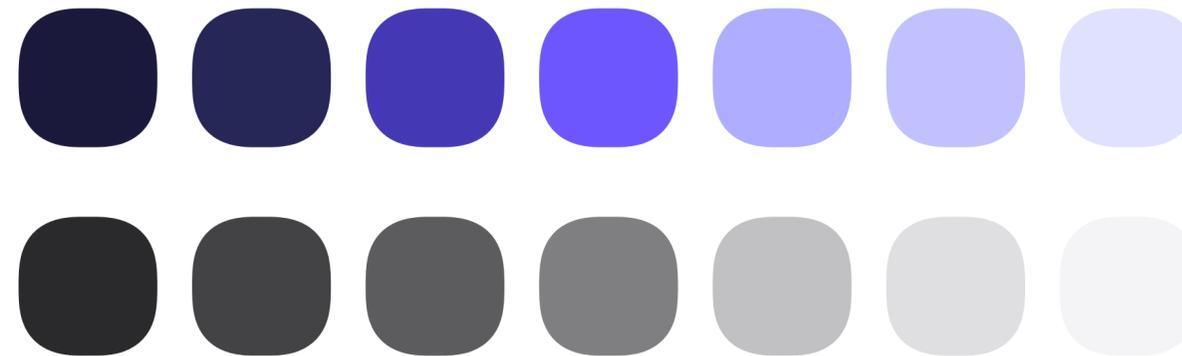
Logo colors

Ava logo on white background can be used in three different color schemes, depending on the need of use.

The basic color scheme is always purple, or purple + grey for the logo with a payoff. Secondary options are single colors of grey and black.

Logo colors

Ava logo might be used in the color combos shown right, as well as in black.

Ava Surface (light purple) is the main signature colour, and we should strive to build continuity and ownership to this color, as it is unique in our category.

Logo with payoff is mainly a two color combination with light purple on logo and grey on payoff. As negative version the payoff switches to white. If background is too light for a sufficient contrast, both logo and payoff should be white.

Federal logo colors

Ava Federal logo, besides its main navy color, can also be used in grey and black, depending on a need of use. In case of colored backgrounds or photograohs, logo placed on top should be always used in full white.

Typography

The Font TT Firs Neue is our headline and profile typography. It is modern and a bit quirky and adds character to our visual identity. Firs Neue is used for headlines, quotes and payoffs. We use mainly Light and Regular. Typography should be interesting as a visual element. To achieve that we need to use contrast: size, thickness and colour.

Graphik is a modern and versatile font. It contains a multitude of weights and is easy to use and easy to read in longer sheets of copy and product info.

TT Firs Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
&?!@*(/)[\]#€$+%

Graphik

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
&?!@*(/)[\]#€$+%

Writing styles

Follow our writing style guide to ensure continuity of the brand and consistency throughout all our communication.

American English

✕ colour, behaviour, organise, travelled

✓ color, behavior, organize, traveled

Sentence casing

✕ This is Title Case.

✓ This is sentence case.

Oxford comma

✕ I had lunch with my flatmates, James and Molly.

✓ I had lunch with my flatmates, James, and Molly.

Limited use of

✕ Exclamation points !

✕ Elipses …

✕ "Quotes"

Design elements/ patterns

Ava's logo and design elements are developed from heritage design elements from ther former Jazz and Vaion identities. The curves and super elliptic elements are found in our physical products and existing brand identities.

The Ava logo and pattern elements are derived from this and builds continuity and uniqueness throughout our product and solution range.

Inspiration

Execution

Extension

The graphics generator uses two basic shapes to create a repititive pattern that adds life and depth to designs and UI.

The shapes are derived from the logo and the superelliptic shape. One may use the pattern elements as technical wireframes or as filled shapes. A designer could also create pattern elements manually with the shapes, in order to have vectorized patterns.

As with all such design elements: restraint is your friend! Core messages, logos, payoffs and product info will always have highest priority. The pattern provides visually interesting reinforcements of those.

Always keep an uninterrupted area of the format on which you place your info/logos etc. Combining patterns with imagery will create interesting effects.
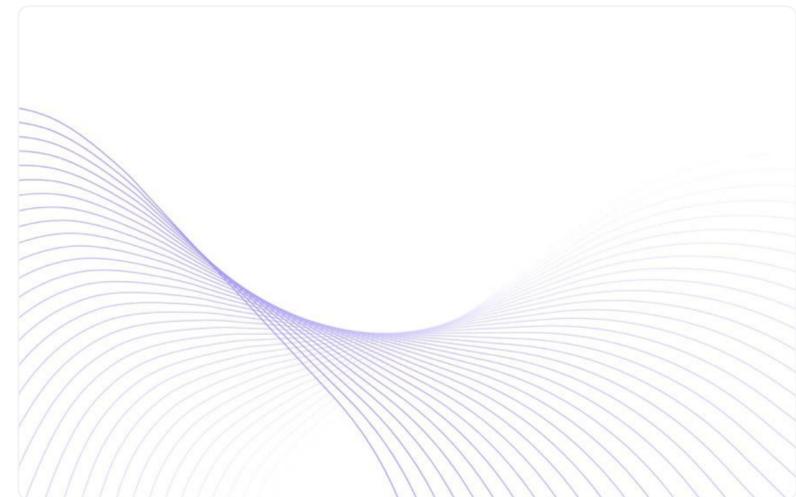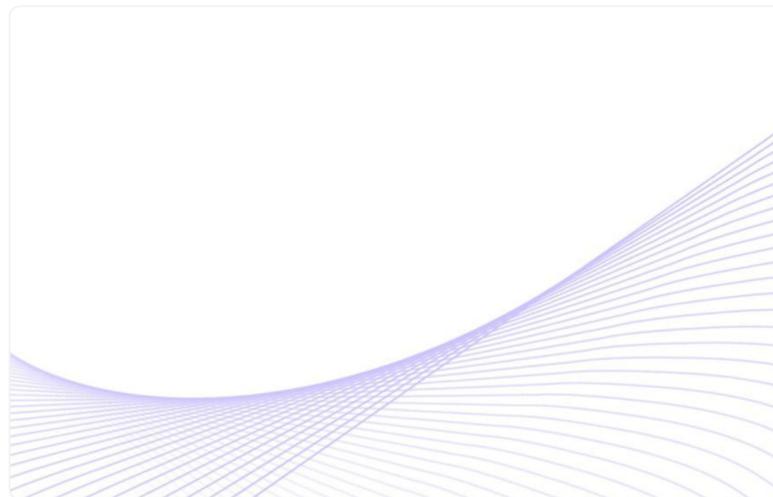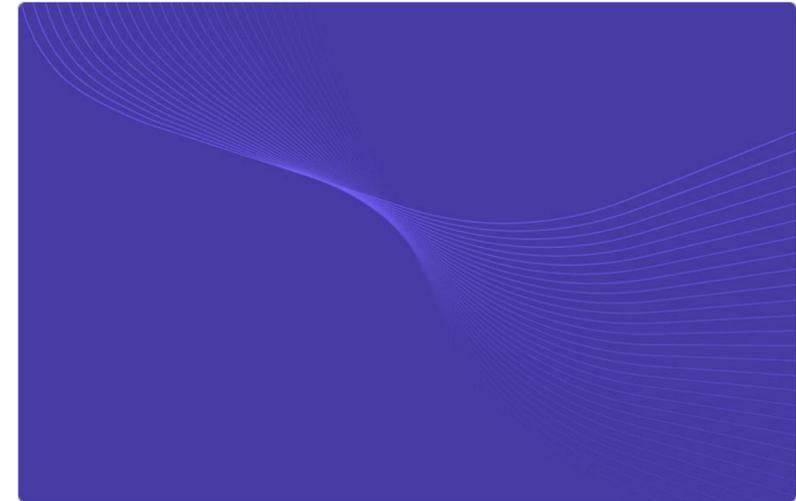
Photography

Show real life events by focusing on people and their experiences. Relatable use cases provide more meaningful stories about security that feel real and true.

Match the theme to the industry. For video, concentrate on high angles to give the feeling of coming from security cameras. For cyber, focus on the user and their point of view.

Bright and clean environment in the photography will convey the message faster as it won't deviate from its main subject.

Avoid "fake" / "stock" looking images, and ensure diversity in the subjects.

**See more detailed guidelines here**

CYBER
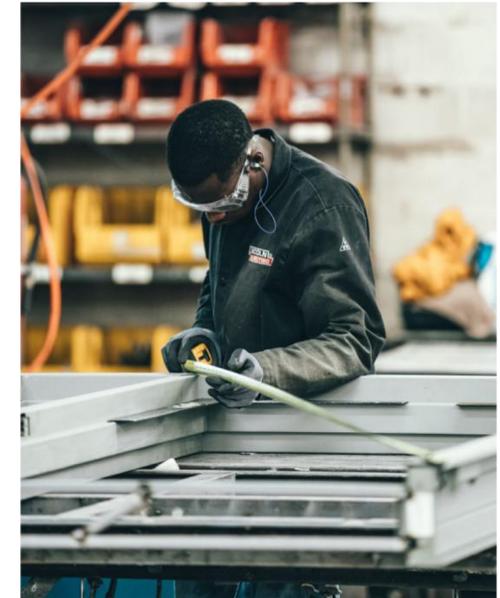
VIDEO

Icons

Avoid using too many details so that the icon shape represents the idea as easily as possible. Icons are oten used in small sizes where tiny details might not be visible.

They should be linear with a touch of single color where necessary.

See more detailed guidelines here
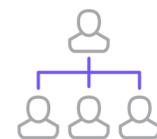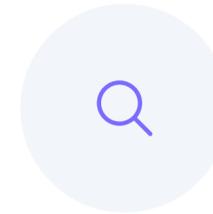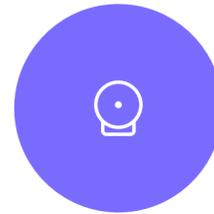
Illustrations

Different use cases require an appropriate and matching illustration style. Most commonly used is a basic style which is characterized by simple and linear shapes with just a touch of color. This style should be used for presentations, diagrams, charts etc. as it serves the role of a subtle hint to the overall content.

**See more detailed guidelines here**

Lack of competence	User error	Disgruntled employees	Malicious insider	Irresponsible 3rd party		Malicious outsider

Privileged access & knowledge of sensitive data
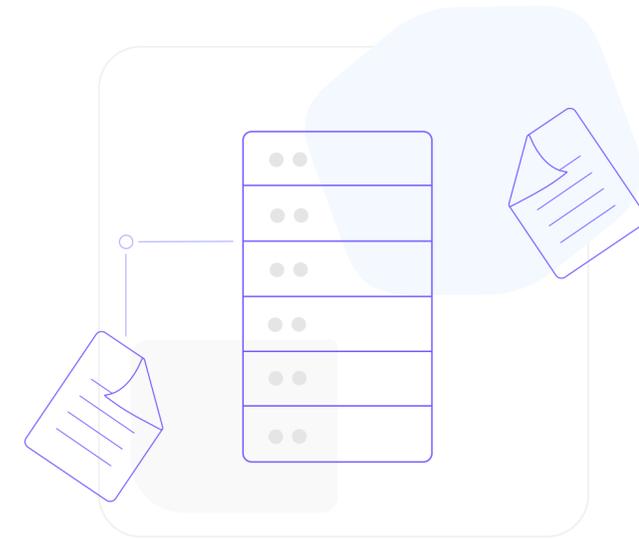
Printables

Business cards & stationary

It's important to follow through with the Ava branding on all media, to ensure recognition and a united front.
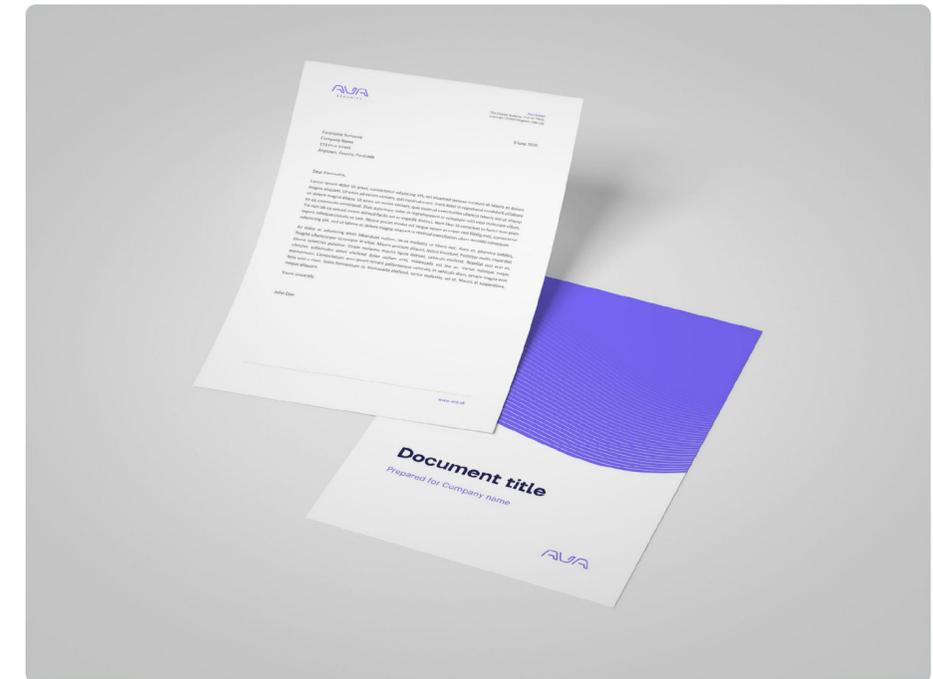
Swags

It's important to follow through with the Ava branding on all media, to ensure recognition and a united front.

Brochures & marketing material

Marketing material drafts based on pictures from Unsplash. Design elements can be varied in a lot of ways. A general use of pictures containing people will contribute to Ava's public image. We focus on the results of our solutions, not only on the tech itself.
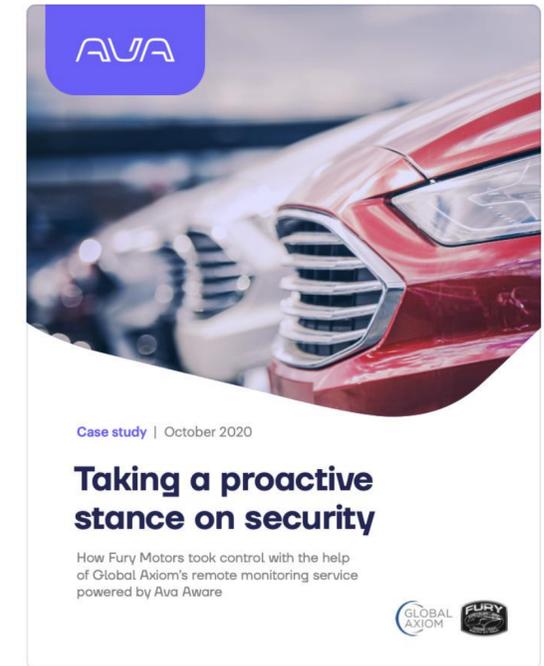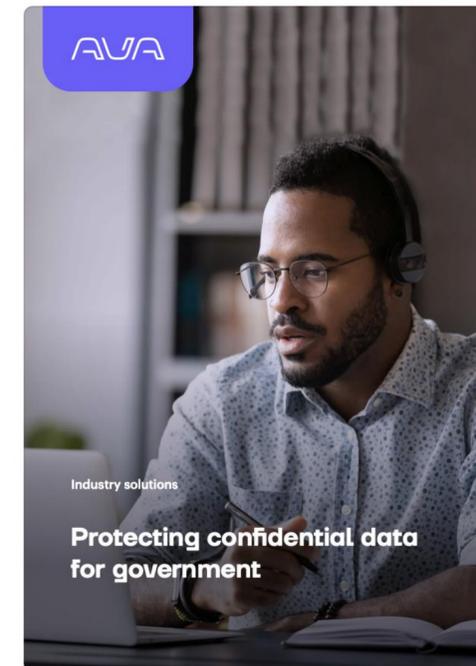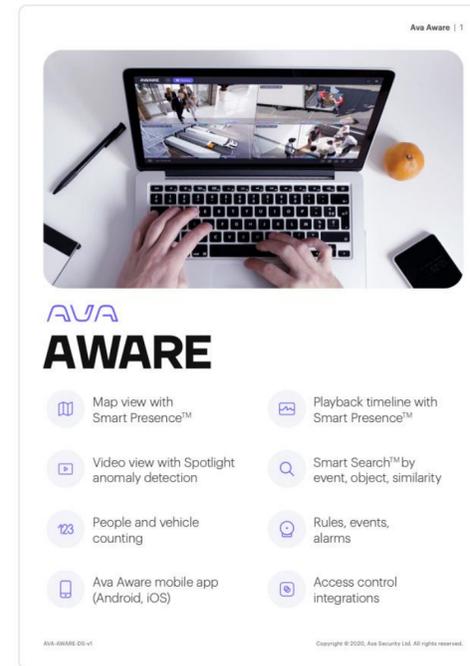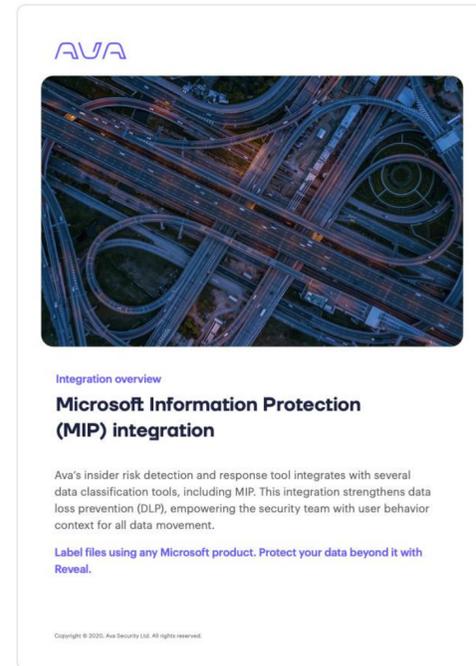
Digital

User interface

Ava products are dedicated to professionals from the security industry, therefore their visual language should not be overwhelming but simple and straightforward.

Restrict the use of bright colors as well as bold contrasts, these should be used only to emphasize important features.

Use rounded corners and circles for visual elements like buttons, dialogs, icons to give the interface a friendly and welcoming look. Shadows should be used to show depth and hierarchy of the elements but should not be used excessively (i.e. use them for floating windows like modals, dialogs, alerts or tooltips).

See more detailed guidelines here

Normal | Normal | Normal

Hover | Hover | Hover

Press | Press | Press

Normal ▼
Hover ▼
Press ▼

Active ▲
Item 1

Example text inside tooltip

Title

Description

Label

Cancel   Back   Next