

AVERYANO

# Brand Guidelines

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## Mission Statement

Our mission is to provide top-tier web design & development services that facilitate business growth and prosperity.

## Brand Personality

Building on your insights, Averyano comes across as a friendly and supportive partner in the digital realm. We're not just tech enthusiasts; we're people persons. Our approachable nature and open communication style make us easy to work with. We're more than a service provider - we're a thoughtful ally who understands our clients' visions and goals. We value teamwork, always striving to create a sense of unity with our clients.



### **Excellence**

We are committed to delivering top-notch quality in every project, no matter how big or small.

### **Integrity**

We believe in transparent and honest communication, ensuring all expectations are clear and met.

### **Attention to Detail**

We take pride in our meticulous approach, striving for perfection in every aspect of our work.

### **Collaboration**

We work closely with our clients, listening to their ideas and making them a reality.

### **Dedication**

We are relentless in our pursuit of delivering exceptional results for our clients.

### **Adaptability**

As the digital landscape changes, we evolve with it, constantly learning and incorporating new trends.



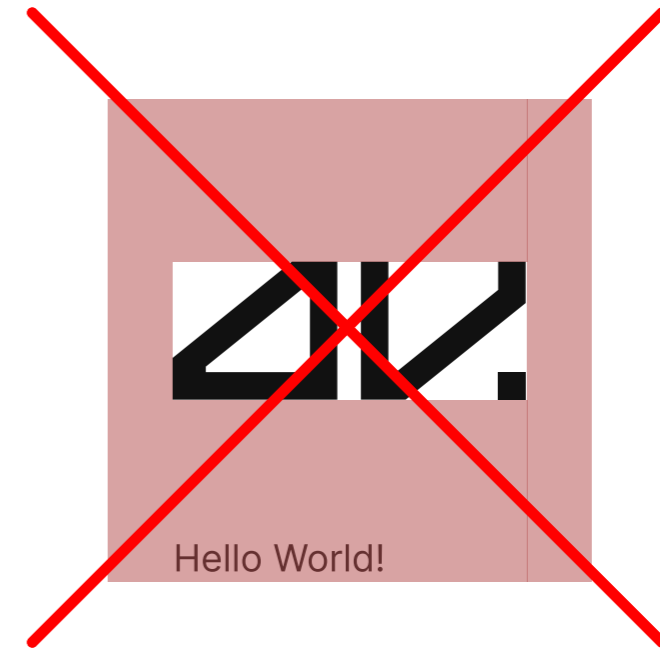
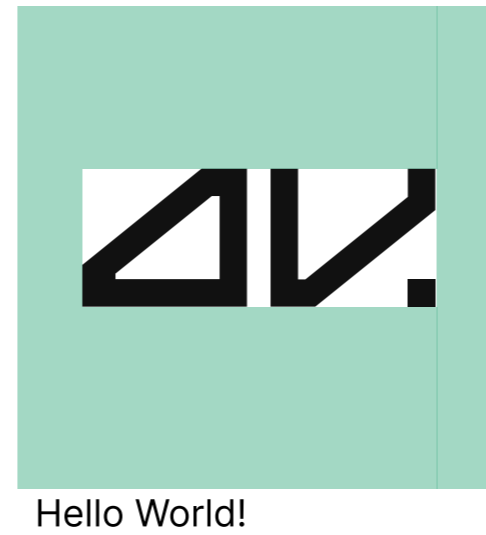
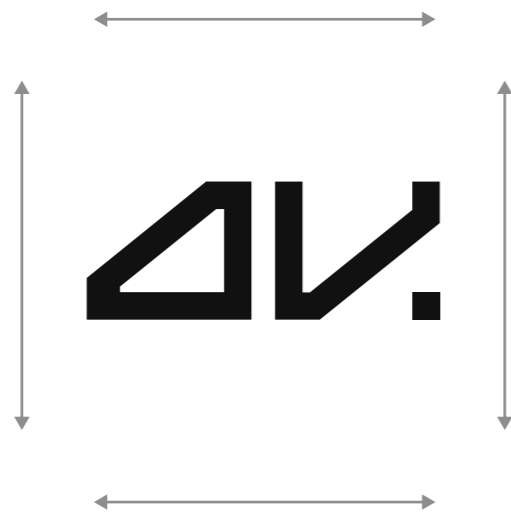
**Visionary experiences that drive results.**



AV.

AV.

AV.



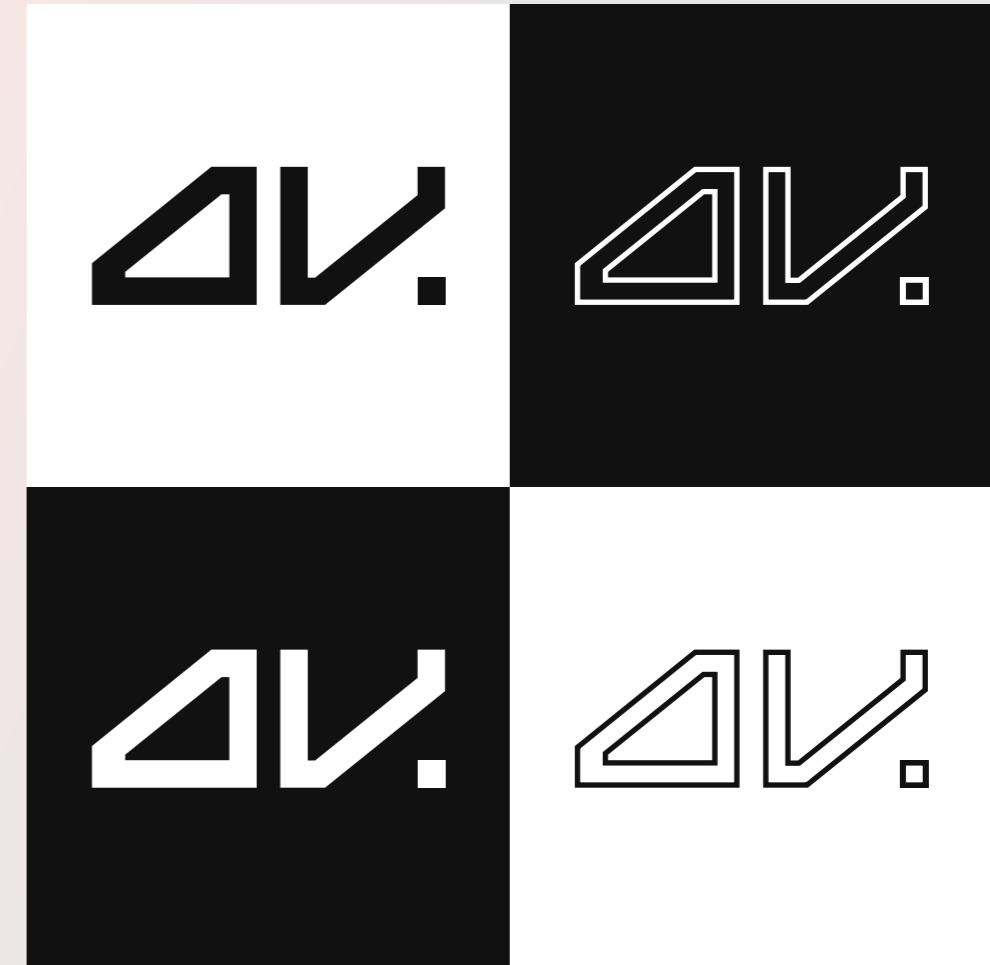
Imagine a rectangle and put the logo in the center of it. Ensure that there's enough spacing between the logo and other elements.



## Black and White

Logo must be clearly visible. The simplest usage is black on white, or white on black. It's better to keep the logo filled, this way it looks more readable and solid.

However, you can add an outline to the logo, just make sure that the line is inside the logo, so the shape stays the same.







## Colorful

Always maintain a good contrast, don't use white logo on bright background, and don't use black logo on dark background.

You can use any color you want, or use this page as a reference. Scroll down to find brand colors.





## Brand Colors

The brand features 5 colors, that blend nicely in a gradient.



#DE9751



#CC1709



#150A07



#4866A7



#86B5CC





## Color gradient

You can try to create a complex gradient using from brand colors. Here's an example featuring a wavy gradient.

#F5DFCA

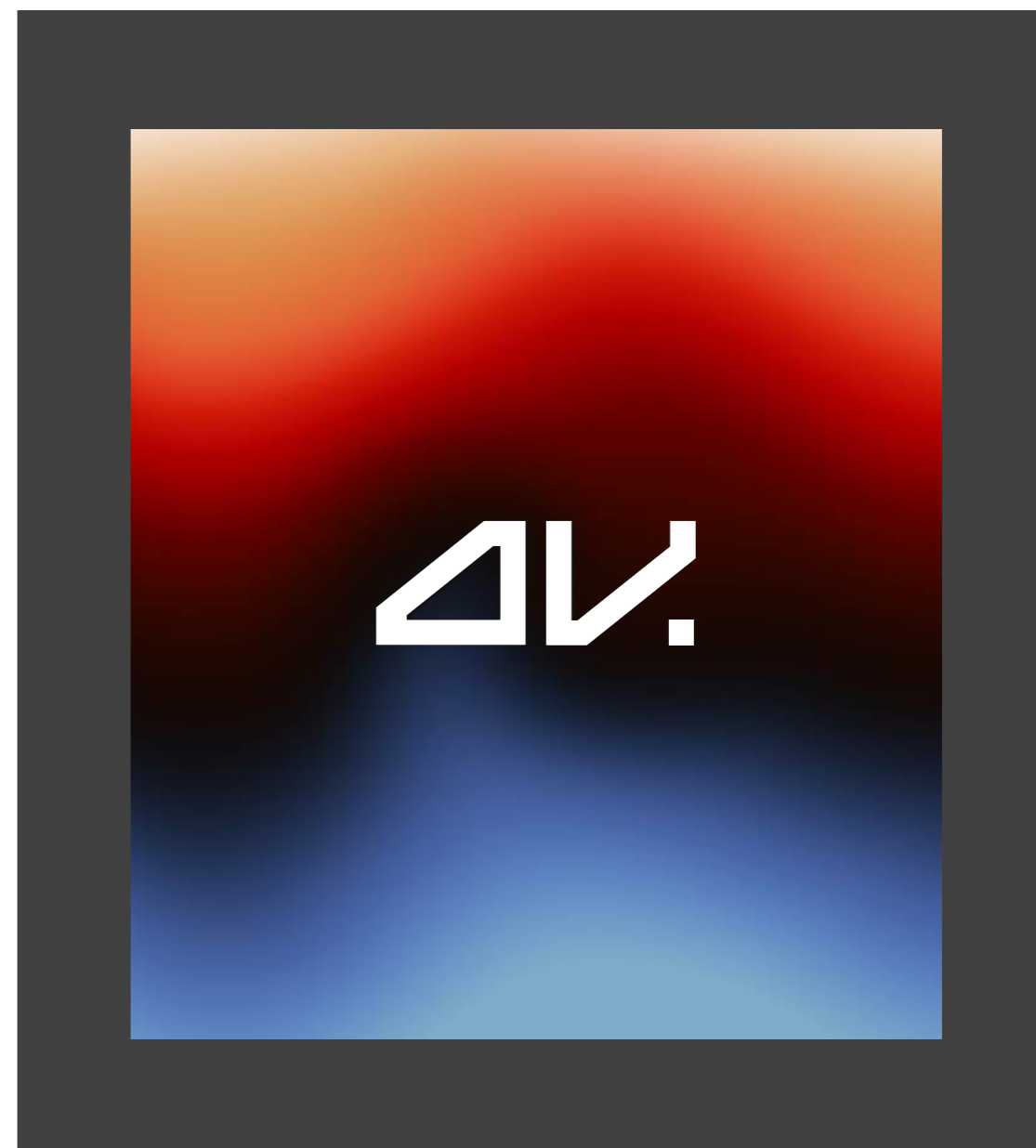
#DE9751

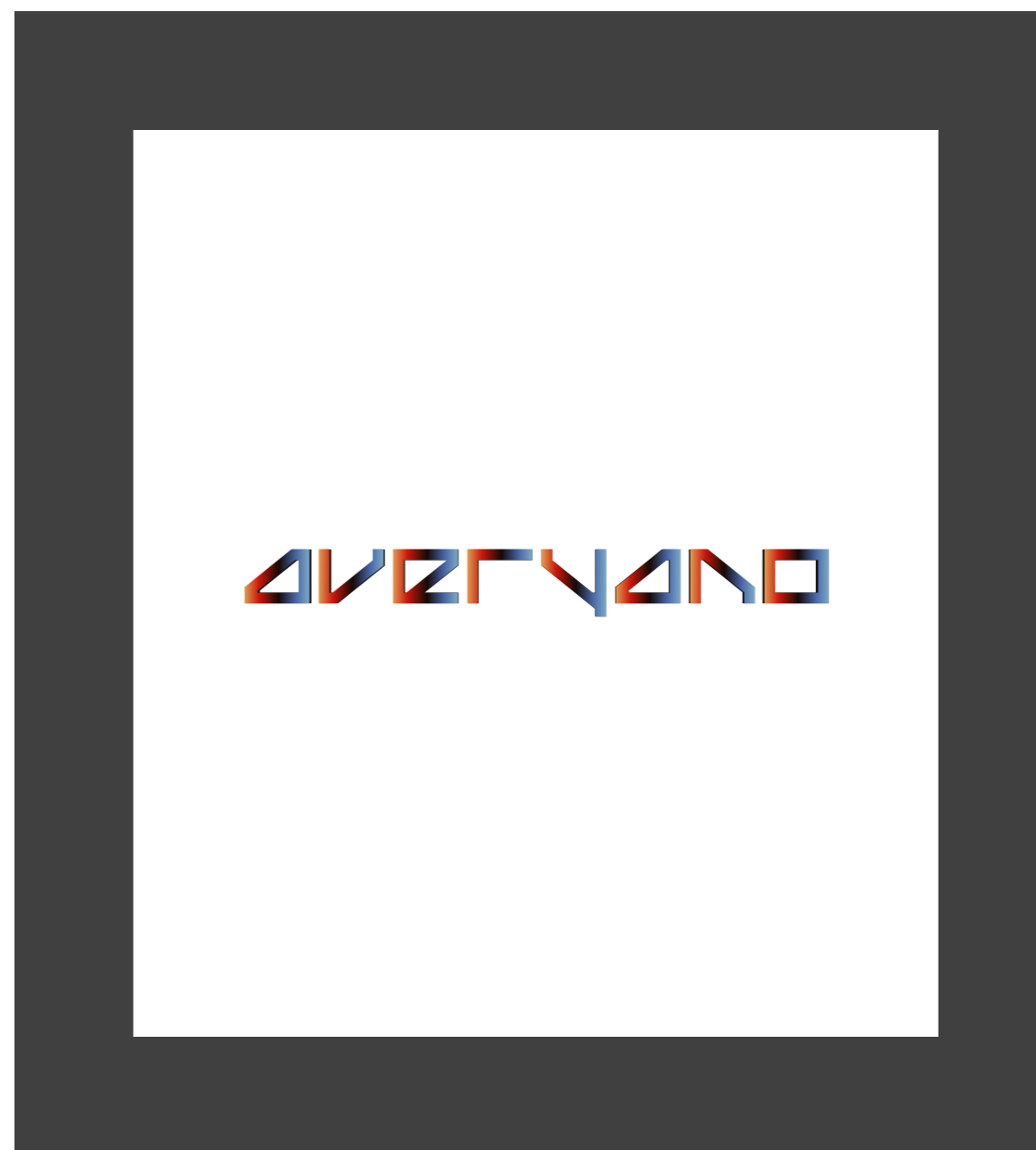
#CC1709

#150A07

#4866A7

#86B5CC





Full logo follows the same principles as the short one. Ensure there's enough spacing between the logo and other elements. We recommend keeping insides of the logo filled. All coloring principles are the same as with the small logo version.



## Raleway

Raleway is the primary font associated with the brand. It's a free sans-serif font created by Matt McInerney in 2010.

Try to use Raleway as much as possible, as this font is the core font of our brand, and it represents our values and philosophy quite well.

## Russo One

Russo One can be used as an alternative for headlines. Actually, this font (paired with Raleway) is being used in our business cards.

PRIMARY

# Raleway

### Family

Light      Semibold  
Regular    **Bold**    **Black**

### Characters

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SECONDARY/  
HEADING

# Russo One

### Family

**Regular**

### Characters

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**



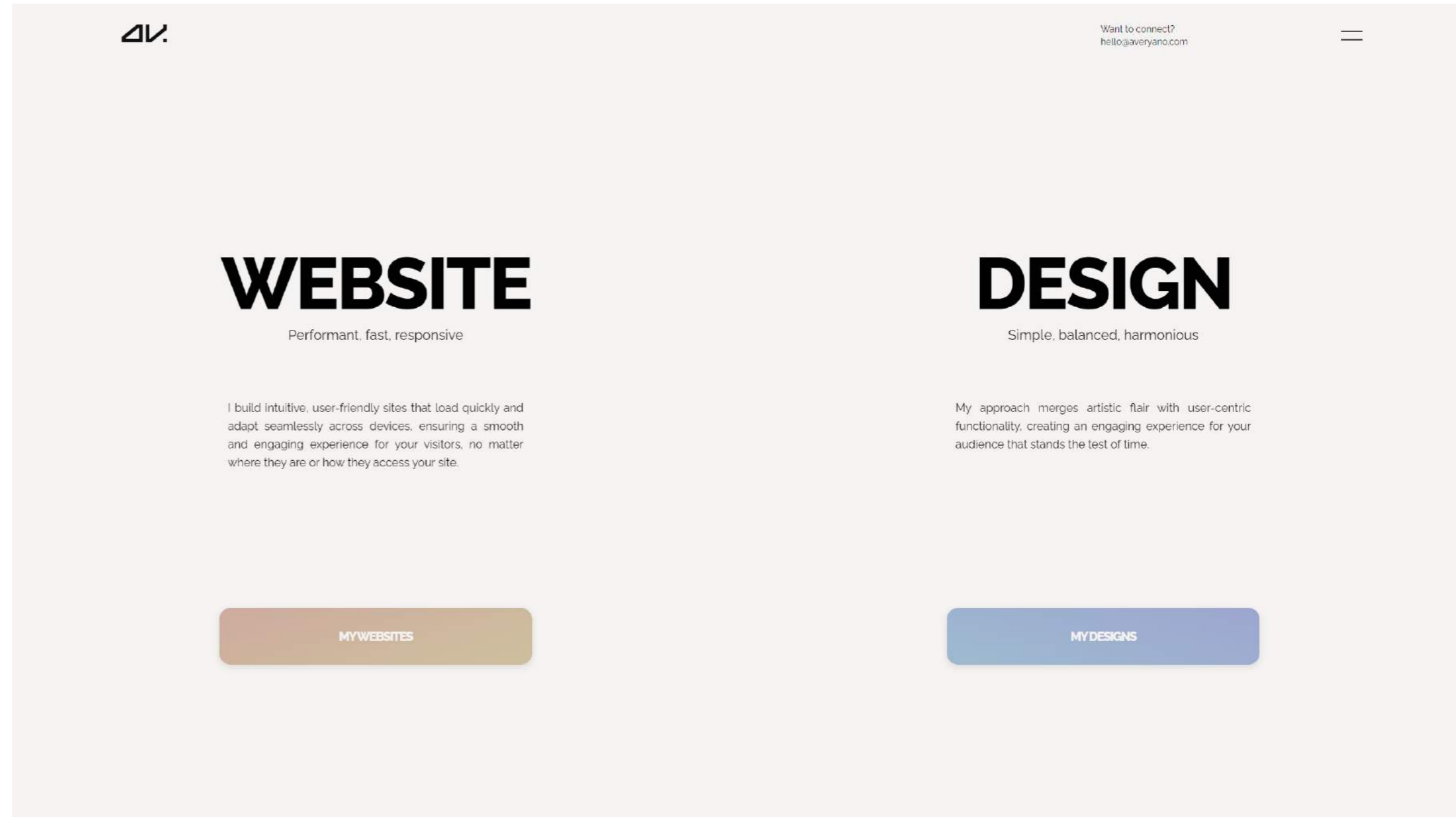
## Web Example

This example is taken from [averyano.com](http://averyano.com). Here, we can see the core **Raleway** font in action.

The heading has "black" (800) font-weight. The text is uppercase, and it has small letter spacing, making it look tight and solid.

The subheading is a regular (400) 24px font. It's located closely to the heading.

Then goes the paragraph, which is another regular font. Keep an eye on the line height to ensure that the text is clearly readable.





## Web Example 2

Another example from averyano.com. Here, we can see that Raleway font is used everywhere on the page. All the content is nicely separated, making sure each line is clearly readable.

### Font specifications used on the page (CSS)

Heading:

- font-weight: 700;
- font-size: 48px;
- line-height: 48px;
- letter-spacing: -2px;
- text-transform: uppercase;

Paragraph:

- font-weight: 400;
- font-size: 16px;
- line-height: 24px;



Want to connect?  
hello@averyano.com



# DESIGN PROCESS

UI / UX

01 / 04



At Averyano, we believe that great design is more than just making things look pretty. It's about understanding your business and your customers, and creating a design that not only looks great, but also helps you achieve your goals.

The design process starts with wireframing, where we focus on the layout and functionality of your website or application. From there, we move on to the design phase, where I bring your brand to life with beautiful, custom visuals.



## Business Cards

Business card features Russo One font on the heading, and Raleway on slogan. There's lots of negative space, making it look simple & minimal. All the details are on point, keeping brand aesthetics.

The coloring is black & white, following the perfect ratio. It's a memorable card, that leads visitors to [averyano.com](http://averyano.com), ensuring they get a nice experience from our official website.



VISIONARY EXPERIENCES  
THAT DRIVE RESULTS





# THANK YOU!

## Email

contact@averyano.com

## Web

<https://averyano.com/>

## Instagram

@averyano.agency