

Brand Guidelines

2021



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ΛVOVE

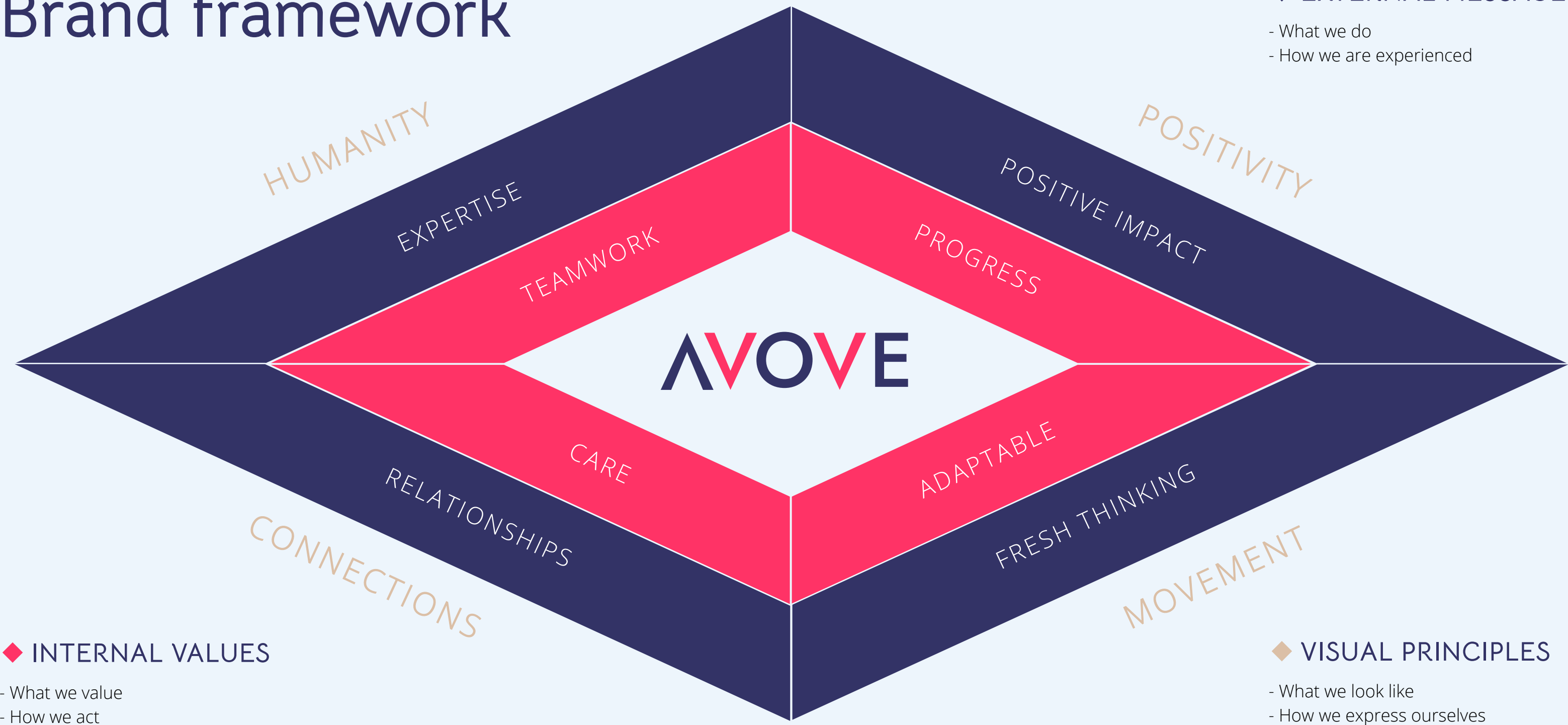
Utilities that move life forward

Utility infrastructure is the lifeblood of modern society. It improves people's lives and helps the economy to grow.

At AvoVe, we create sustainable infrastructure solutions, putting people at the forefront of everything we do, operating in agile and flexible ways to help our colleagues, our clients and communities embrace the future.

Just as we're a progressive and adaptable business that moves life forwards, so these guidelines aren't rigid instructions but guidance for bringing our brand to life. They're meant to be clear, practical and forward-thinking. Much like AvoVe.

Brand framework

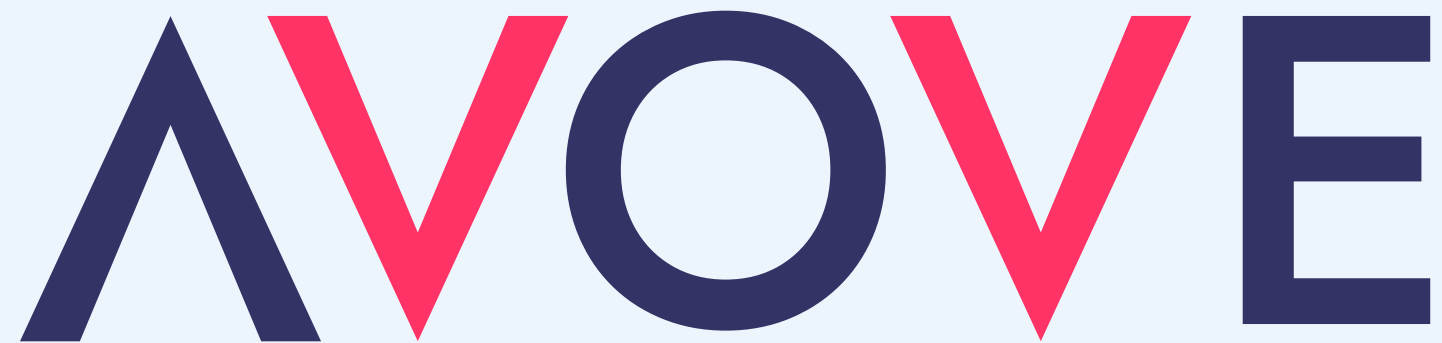


Logotype

Our logo is our most valuable visual asset. It has been designed to communicate positivity, progress and professionalism, to stand out in the sector and to embody 'moving life forward'.

Primary logotype

This is our main logo. We use it where people know what we do and where space is limited.

The primary logotype consists of the word 'A VOVE' in a bold, sans-serif typeface. The letters are colored in an alternating pattern: 'A' is dark blue, 'V' is red, 'O' is dark blue, 'V' is red, and 'E' is dark blue. The letters are closely spaced and aligned horizontally.

Logotype + strapline

The 'V' shapes in the logo point down to a descriptor (for people who don't know what we do) and to our brand strapline.

The logo consists of the word 'AVOVE' in a bold, sans-serif typeface. The 'A', 'O', and 'E' are white, while the two 'V's are a vibrant pink. The 'V's are designed with a downward-pointing chevron shape.

UTILITIES

MOVING LIFE FORWARD

The logo consists of the word 'AVOVE' in a bold, sans-serif typeface. The 'A', 'O', and 'E' are dark blue, while the two 'V's are a vibrant pink. The 'V's are designed with a downward-pointing chevron shape.

UTILITIES

MOVING LIFE FORWARD

Logotype application

Our logo can be positioned horizontally and vertically for different formats.

PRIMARY - HORIZONTAL

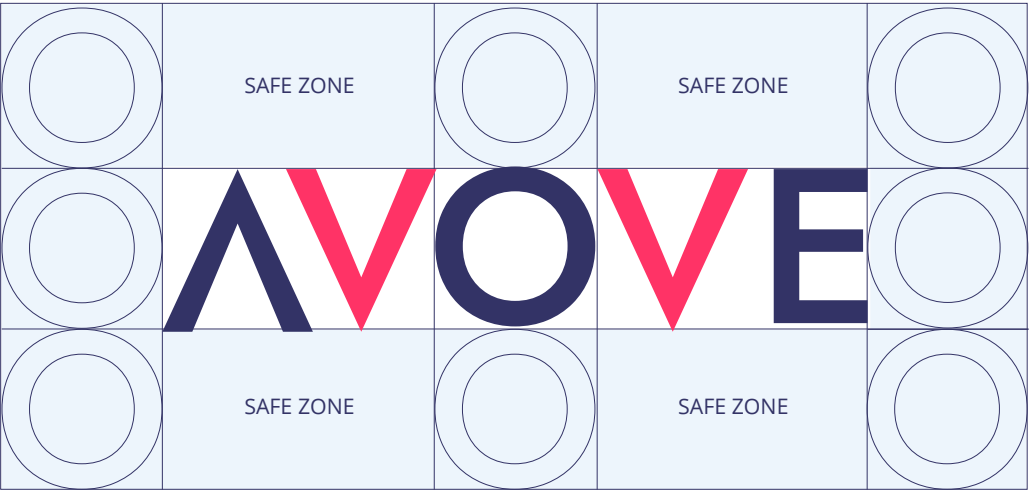


SECONDARY - VERTICAL



This playful application accentuates the 'V' shapes and places them in a 'forward motion' position.

LOGO SAFE AREA



PLEASE NOTE:
Nothing should encroach the safe area around the logo.

Logotype sizing

Clarity and accessibility are key.



MOVING LIFE FORWARD

Minimum size :

Print - 15mm
Digital - 100 pixels

Minimum size :

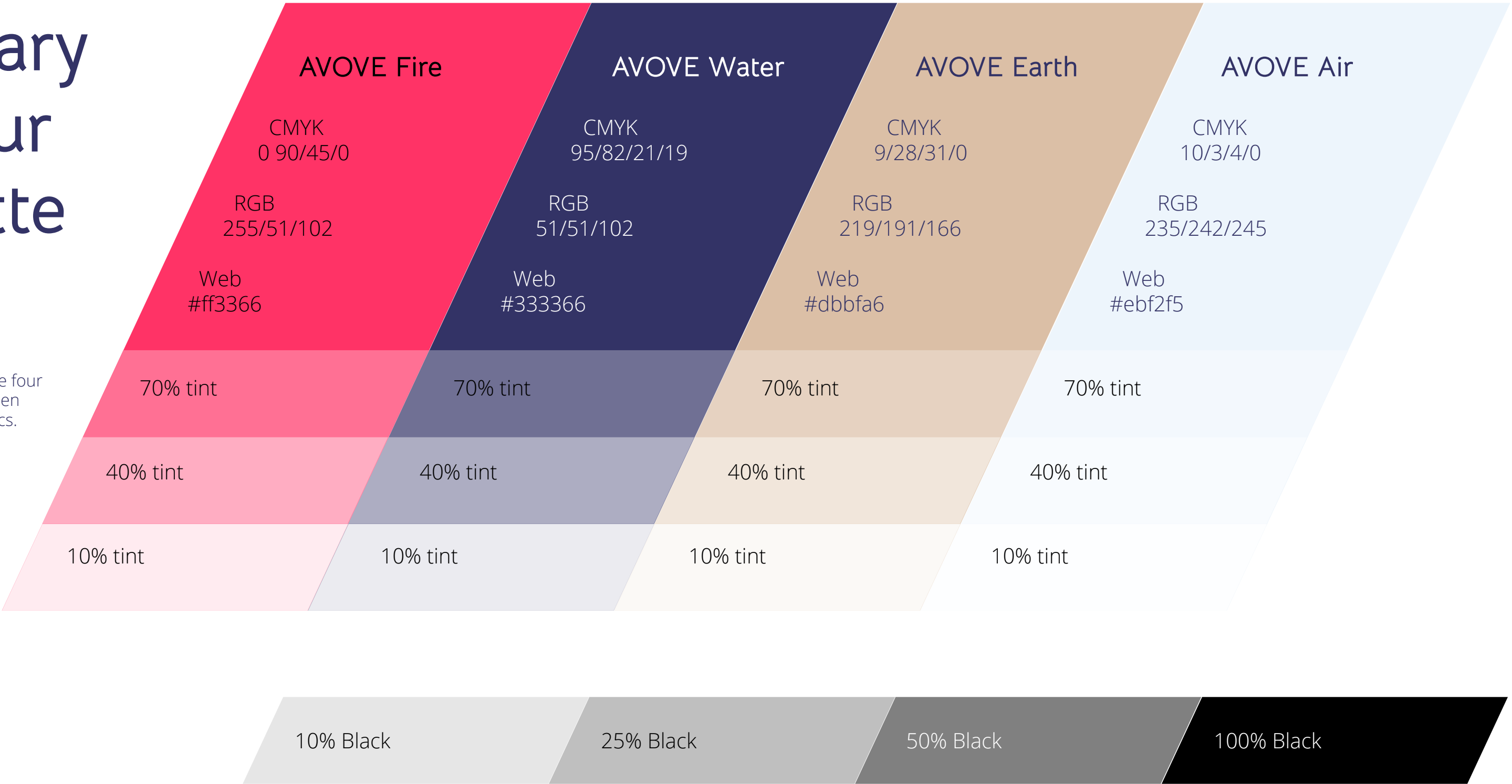
Print - 20mm
Digital - 160 pixels

Colour

Our colour palette represents the elements on which utilities rely.

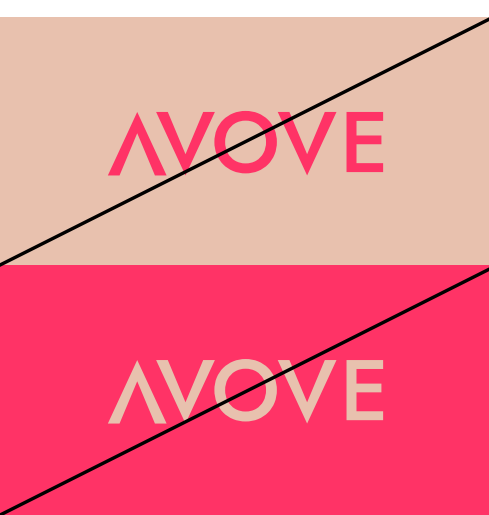
Primary colour palette

PLEASE NOTE:
Only use tints of the four primary colours when creating infographics.



Colour combinations

PLEASE NOTE:
Avoid the example combinations below
when using colour.



Typography

We use two fonts that are both modern and human.

ΛVOVE

Fonts

Bellota Text is our main font and we use Open Sans for body copy.

HEADER FONT
BELLOTA TEXT
BOLD

AaBbCcDdEeFfGgHhIiJjKkLl
1234567890!@£%&+?

SUB HEADER FONT
BELLOTA TEXT
ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLl
1234567890!@£%&+?*

BODY FONT
OPEN SANS
LIGHT

AaBbCcDdEeFfGgHhIiJjKkLl
1234567890!@£%&+?

Fonts usage

An example of our two fonts
working together.

BELLOTA TEXT
BOLD

BELLOTA TEXT
ITALIC

OPEN SANS
LIGHT



Utilities that move life forward

*Working together we can
improve life for everyone.*

Our full breadth community of design, build and maintenance experts take a joined up approach to the differing needs of the utility lifecycle. Understanding the business ambitions of our clients and the personal needs of their customers. Bringing through the lessons learned from years of experience. And adding value in every interaction.

Imagery

Photography is a key part of our visual identity, showing the different ways that we move life forward.

The four pillars

Our photography focuses on four areas, which can be combined (for example positive impact + fresh thinking).

PLEASE NOTE:
Imagery selected to show style and design intent rather than specific people or content.



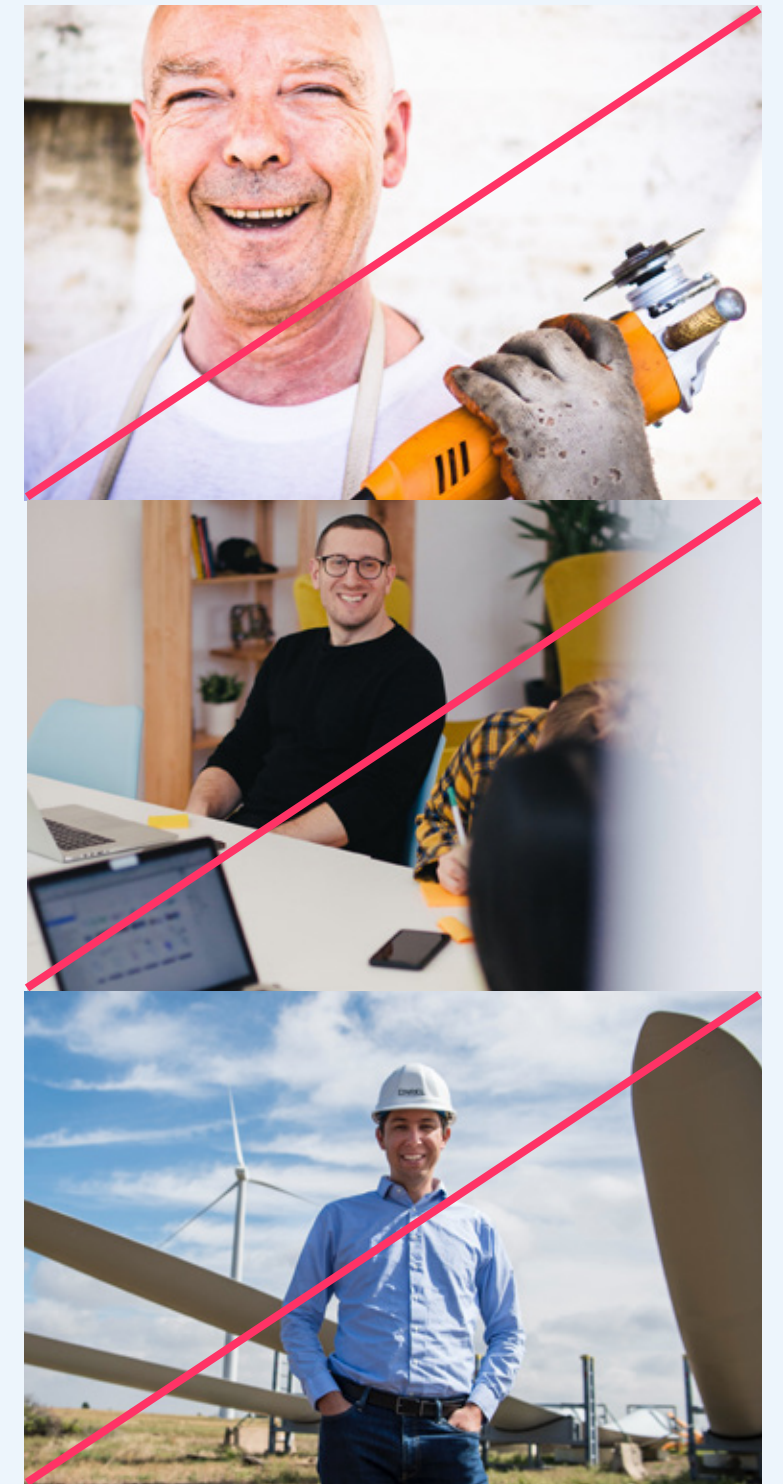
Expertise

Images should be...

- *Authentic*
- *Engaged*
- *Focused on the job*
- *Modern*
- *Forward looking*
- *Unique viewpoints*

Not this...

Unnatural
Cliche
Contrived



Relationships

Images should be...

- Collaborative
- Adaptable
- Authentic
- Supportive culture
- Forward focus
- Unique viewpoints

Not this...

Unnatural
Cliche
Contrived



Fresh thinking

Images should be...

- *New thinking*
- *New viewpoints*
- *Forward looking*
- *Focused*
- *Progressive*
- *Advanced*
- *Tiny details to bigger picture*

Not this...

Unnatural
Cliche
Contrived



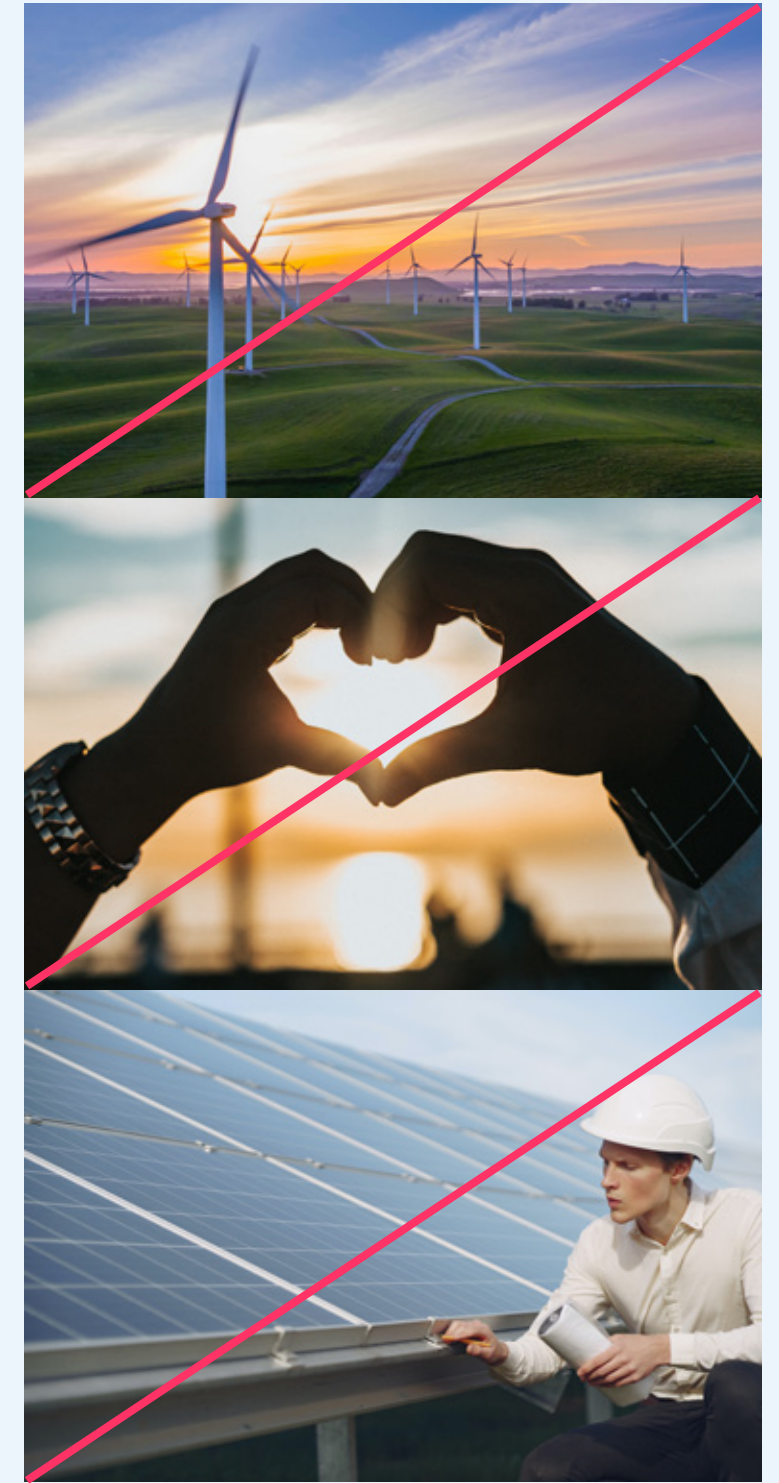
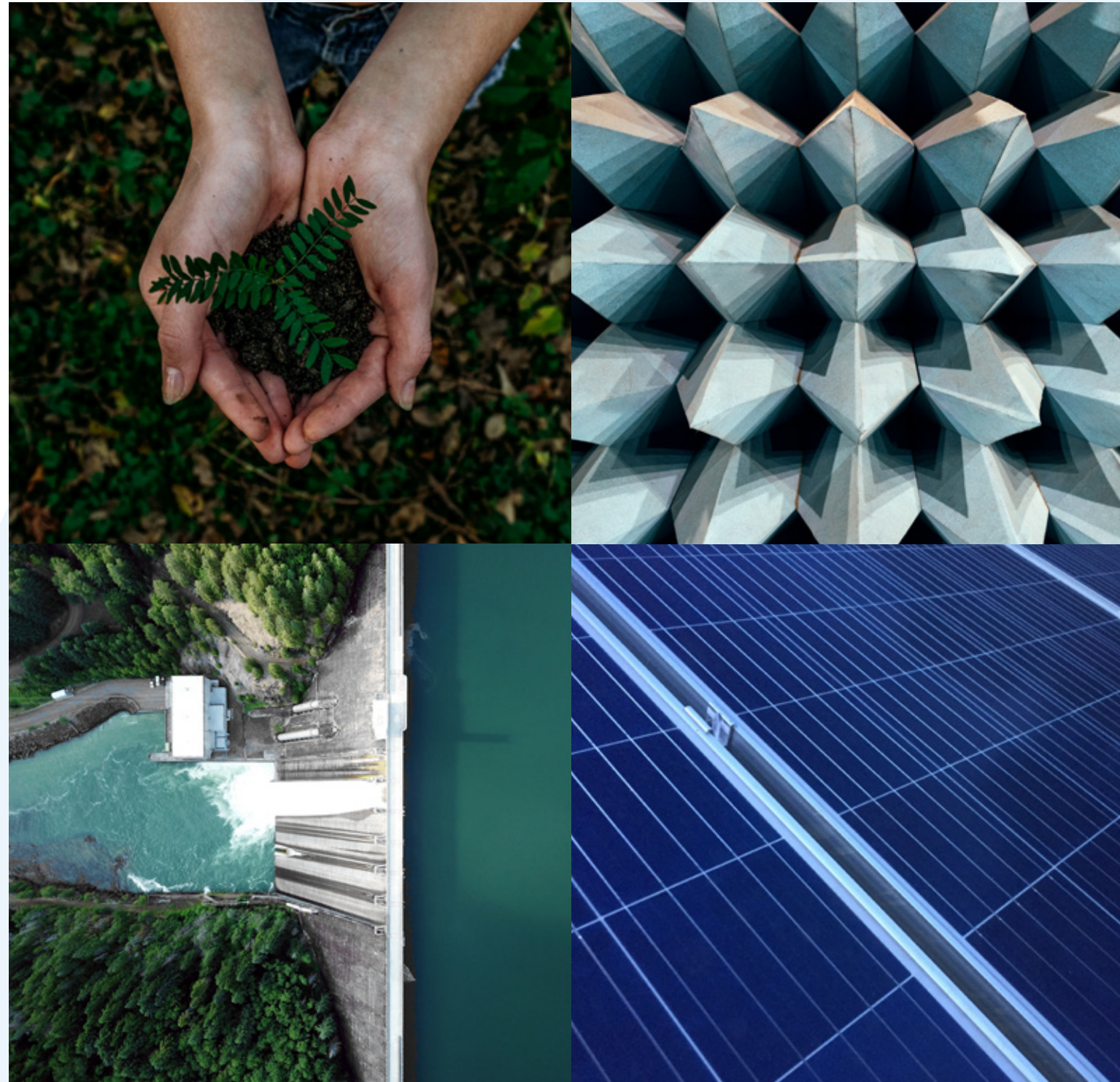
Positive impact

Images should be...

- *Unique viewpoints*
- *Authentic*
- *Bigger picture*
- *Focus on elements and materials*
- *Modern*
- *Long-term vision*

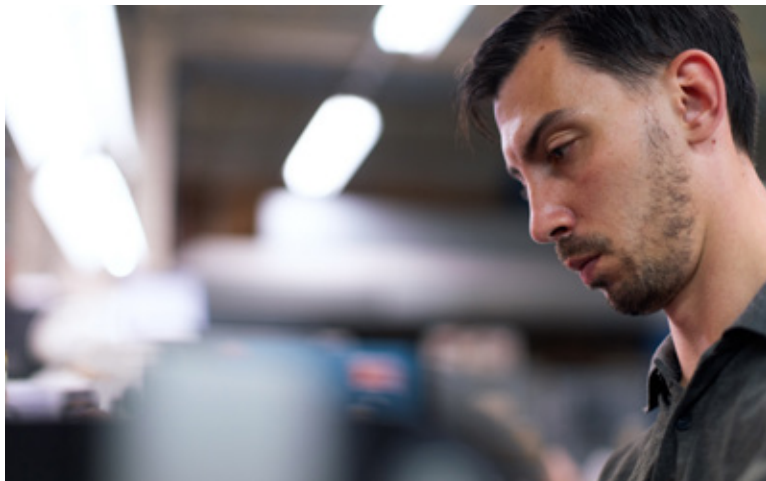
Not this...

Unnatural
Cliche
Contrived



Imagery - all pillars

PLEASE NOTE:
Imagery selected to show style and design intent
rather than specific people or content.



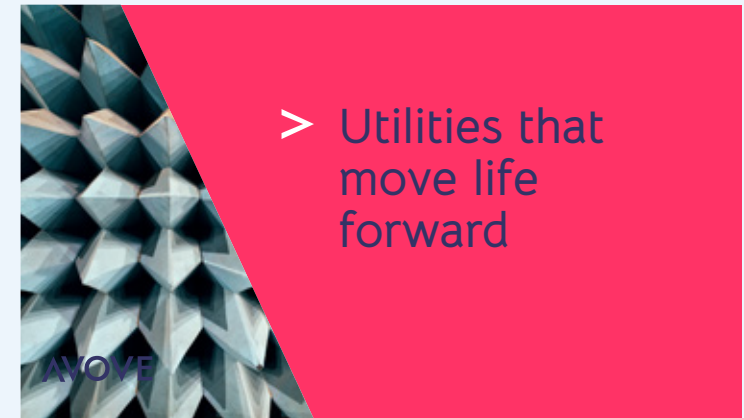
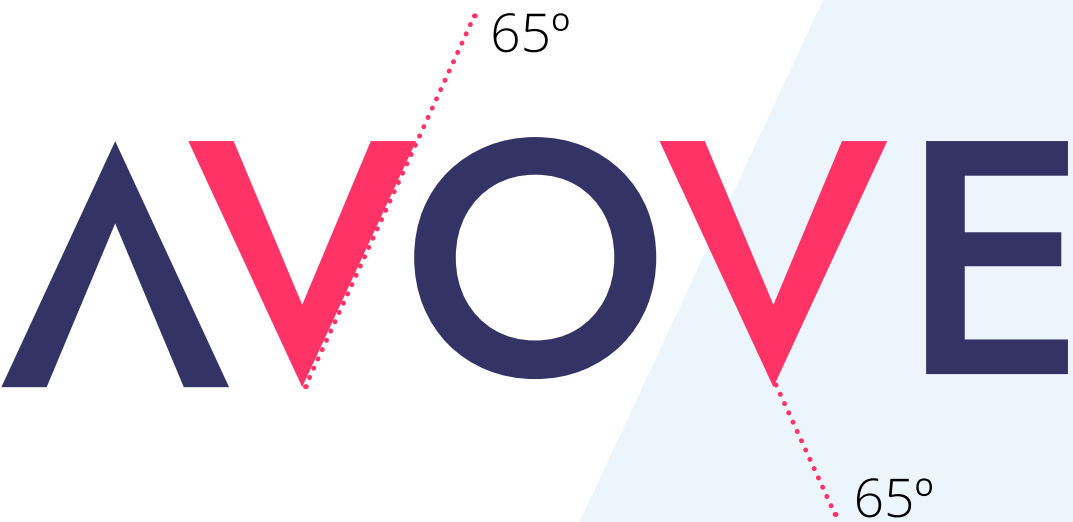
Graphic elements

Our logo inspires a number of distinctive design elements.

ΛVOVE

The angle slice

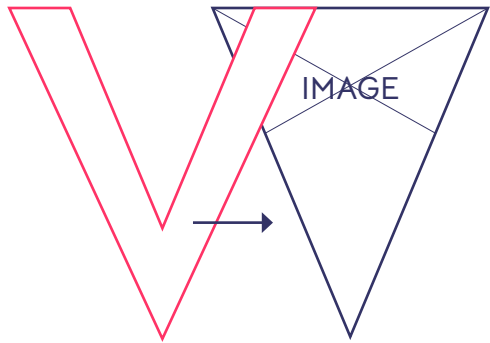
Our 65° angle provides a dynamic way to separate images and text.



V-crop and V-overlay

These two techniques enable us to put our own unique stamp on photography.

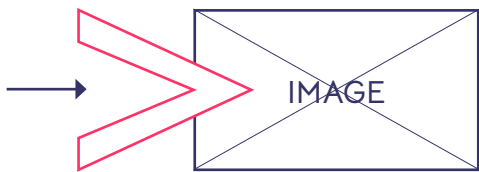
V-CROP



Combining the V and a cropped image.



V-OVERLAY



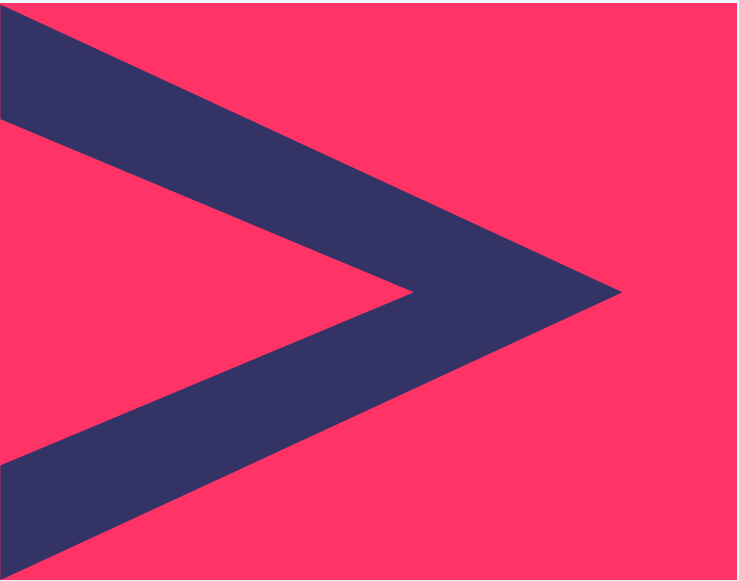
Placing an arrow at 65% opacity on top of an image



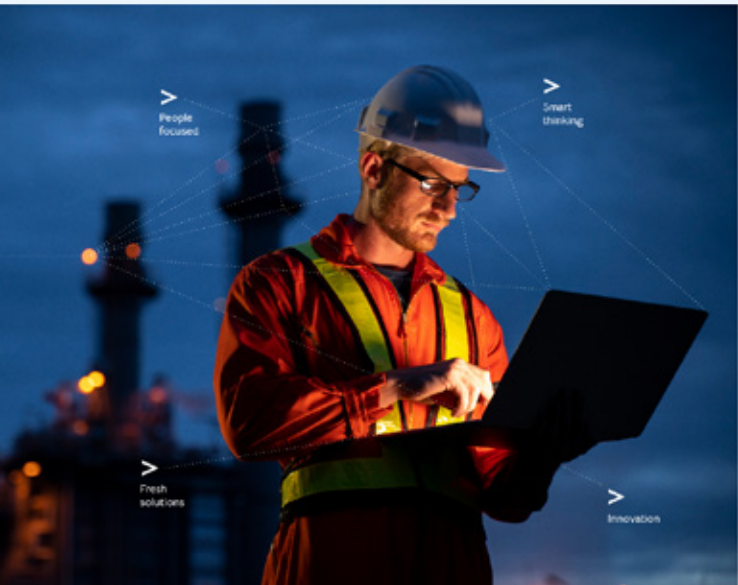
The AVOVE arrow

Here are a few ways to use the Arove arrow. We're sure there's many more.

DIRECTIONAL



CONNECTING LINES/POINTS



BULLET POINTS



PUNCTUATING TYPOGRAPHY



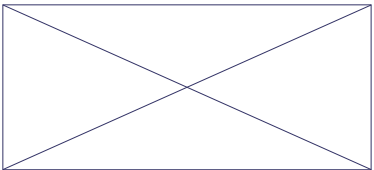
Applications

We've applied our brand guidelines to some of the most common formats.

ΛVOVE

Social profiles

For using across social platforms.

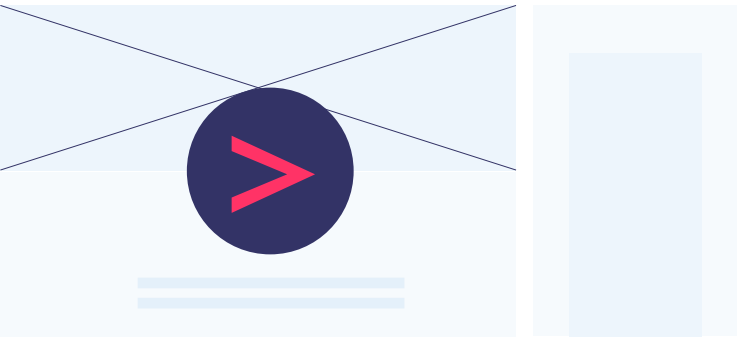


IMAGE

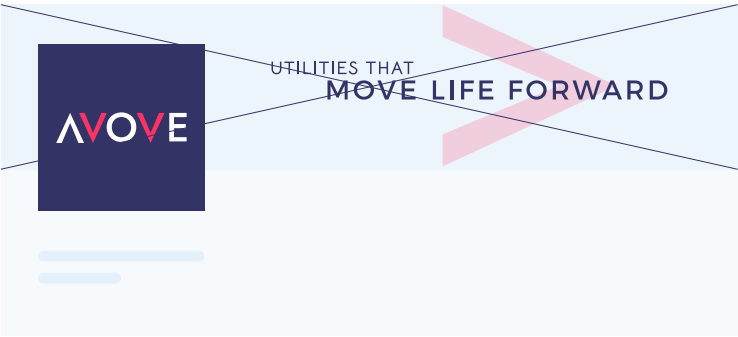
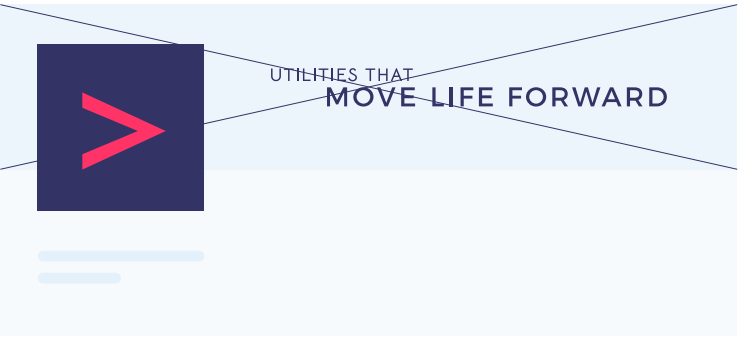


TEXT

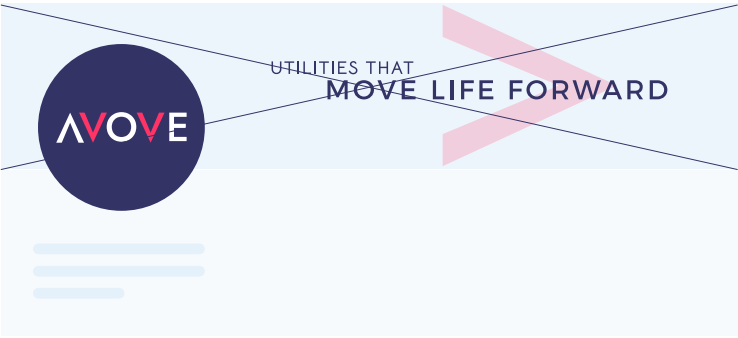
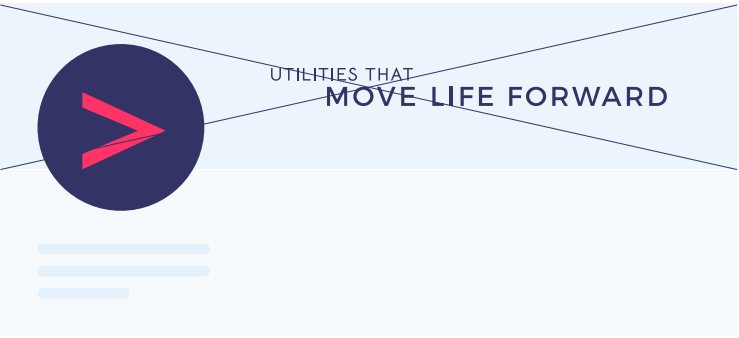
LINKEDIN



FACEBOOK



TWITTER



Social banners

Combining imagery, graphic elements and our strapline.

V-OVERLAY



V-CROP



PROGRESSIVE ARROWS



Social posts

The rule here is to be simple, eye-catching and well-branded.

IMAGE



V-watermark



V-crop

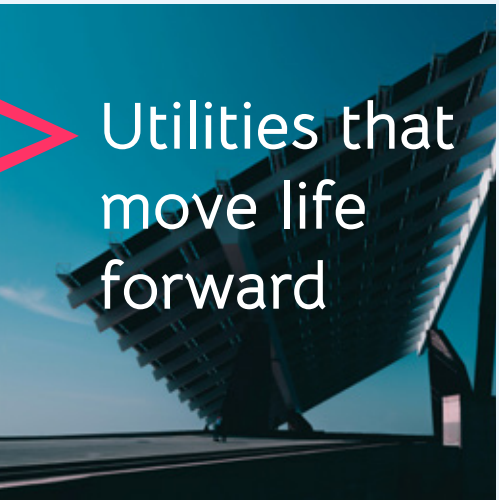


V-overlay

COPY



Progressive arrow



Progressive arrow and image



Angle slice

Presentation

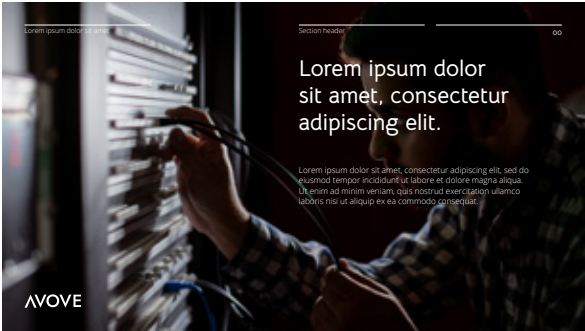
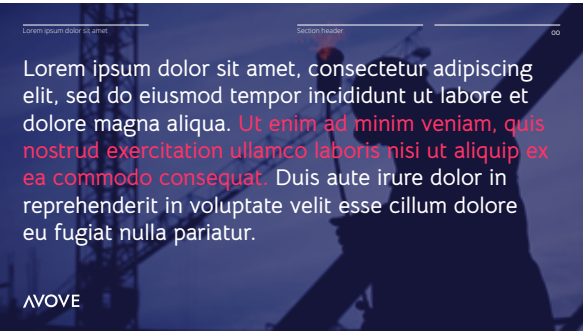
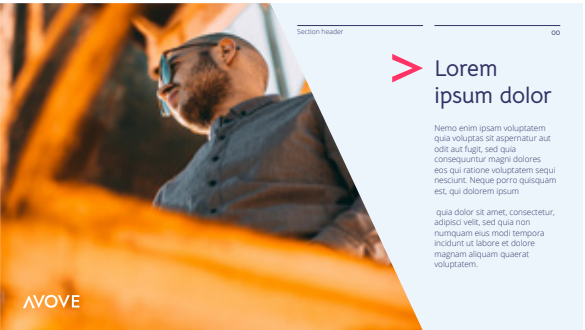
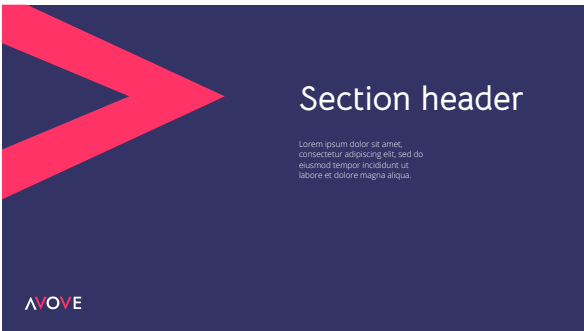
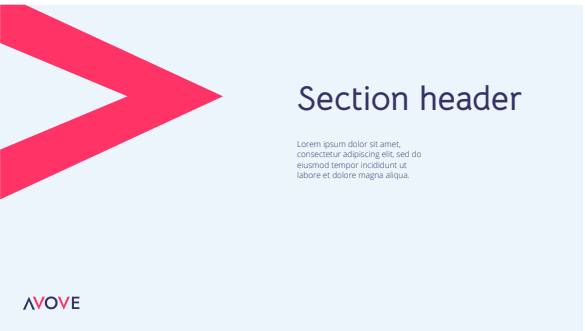
16:9

A range of slide designs to bring presentations to life.

FRONT COVERS & CONTENTS



SECTION HEADERS & CONTENT PAGES



Website elements

Using the angle slice and
progressive arrow to shape
our website elemenst.

BUTTONS

Deliverables

NORMAL STATE



HOVER STATE



IMAGE CAROUSEL



LINKS

NORMAL STATE

CALL TO ACTION >

HOVER STATE

CALL TO ACTION >

Printed

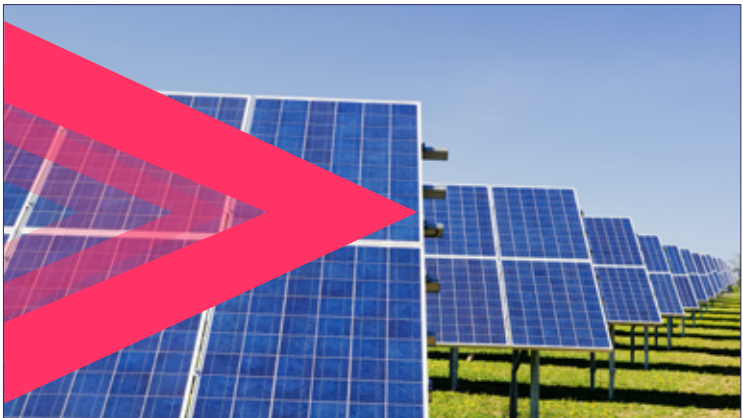
Using the angle slice and V-crop to brand sales collateral.



Animation moves

The progressive arrows can be used to give a real feeling of ‘moving life forward’ to digital media – from web and social to video content.

OUTRO



Arrow begins to move across screen leaving a trail...



As Arrow leaves the screen it reveals the logotype

INTRO

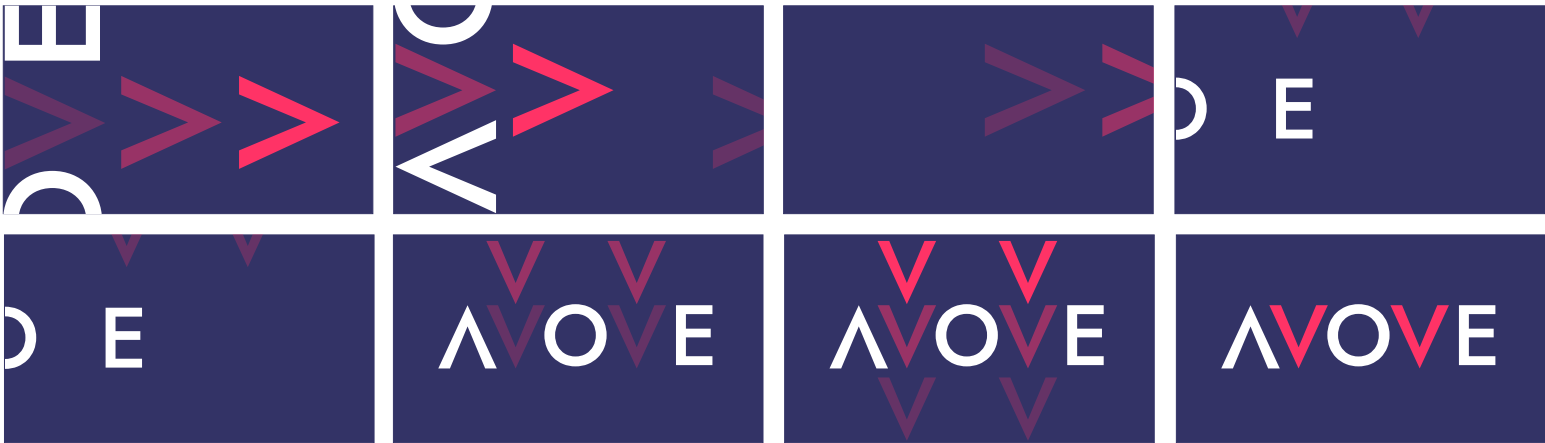


Multiple rows of progressive arrows move across...



To reveal the headline of the film. Arrows fade away.

ANIMATED
LOGO



Animation is made of two movements. Firstly a logo moves vertically up, and V becomes a moving arrow. Lastly a logo moves across horizontally into the middle, while the V's drops down as progressive arrows to form logo.



Contact

If you would like more guidance on how to use our visual identity, as well as image and design approval, please contact the Communications Team.