BRAND GUIDELINES.

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Primary Logo is the cornerstone of our brand identity. It should be used in all official communications, marketing materials, and brand collateral to ensure consistent and recognizable branding.

BRAND AVENUE

BRAND GUIDELINES
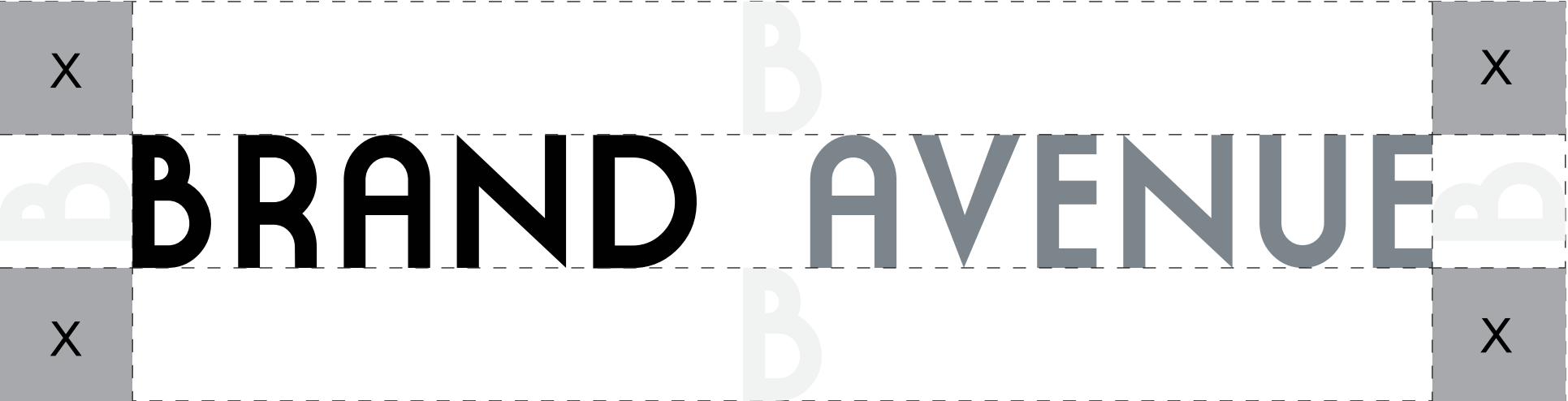Brand Avenue Brandmark

Secondary Logo serves as a complementary mark within our brand identity. While it should not replace the primary logo in most cases, it offers versatility for specific use cases, such as social media profile images,

BRAND
AVENUE

BRAND GUIDELINES
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The structure and clear space around our logo are vital elements in maintaining its visibility and brand integrity. Proper usage ensures that our logo retains its impact and remains easily recognizable in various contexts.

BRAND AVENUE

BRAND AVENUE

BRAND GUIDELINES
Brand Avenue Brandmark

Aa
Moderna Font

PRIMARY FONT

MODERNA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"S% &.()·.

SECONDARY FONT

Logo Typography

Our logo features the company name
Brand Avenue set in the Moderna
Regular typeface. This font was chosen
for its style and uniqueness that align
perfectly with our brand's identity.

CENTURY GOTHIC REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"S%§&?()=?

Aa
Century Gothic

CENTURY GOTHIC ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"S%§&?()=?

CENTURY GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"S%§&?()=?
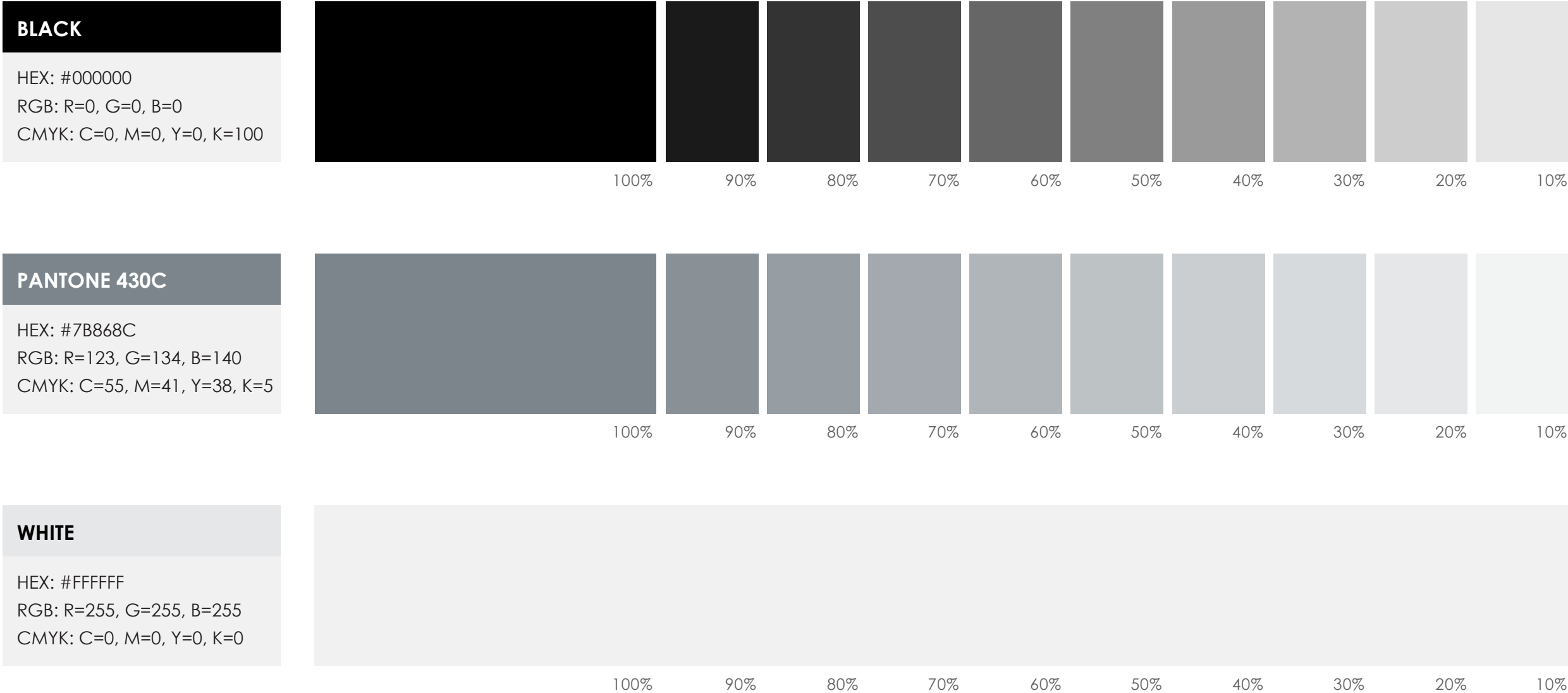
BRAND GUIDELINES
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Logo Color Palette

Our logo's color palette is a vital component of our brand identity, reflecting our values and personality. It comprises the following primary colors:

Primary Color 1: Black and White

Primary Color 2: Pantone 430c

Primary Color 3: White (Optional)

BLACK

HEX: #000000
RGB: R=0, G=0, B=0
CMYK: C=0, M=0, Y=0, K=100

| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |

PANTONE 430C

HEX: #7B868C
RGB: R=123, G=134, B=140
CMYK: C=55, M=41, Y=38, K=5

| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |

WHITE

HEX: #FFFFFF
RGB: R=255, G=255, B=255
CMYK: C=0, M=0, Y=0, K=0

| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |

BRAND GUIDELINES
Brand Avenue Brandmark

Proper Primary Logo Usage

Our logo is a visual representation of our brand identity and must be used consistently to maintain brand recognition and integrity. Here are key guidelines for its proper usage.
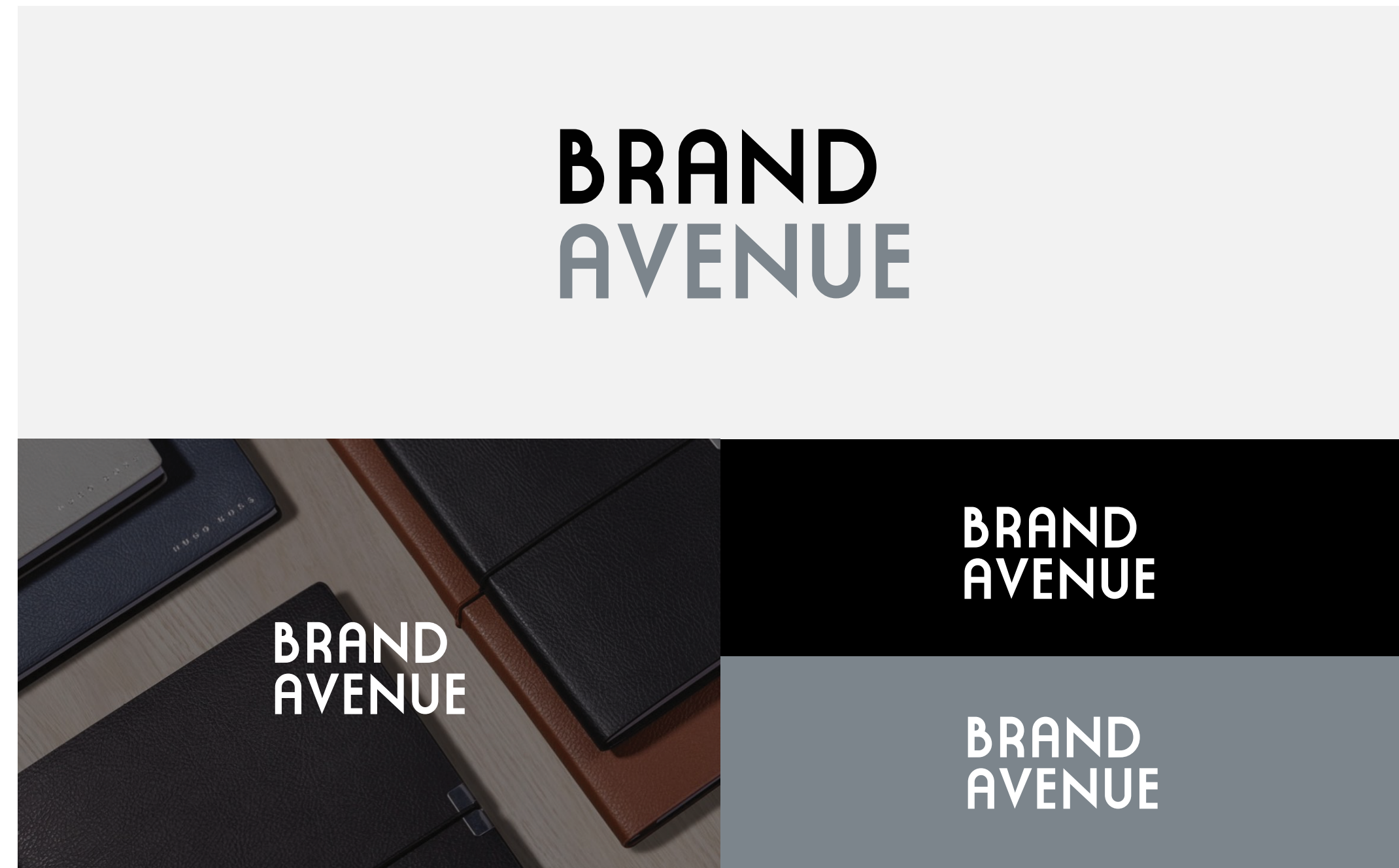

BRAND AVENUE

BRAND AVENUE

BRAND AVENUE
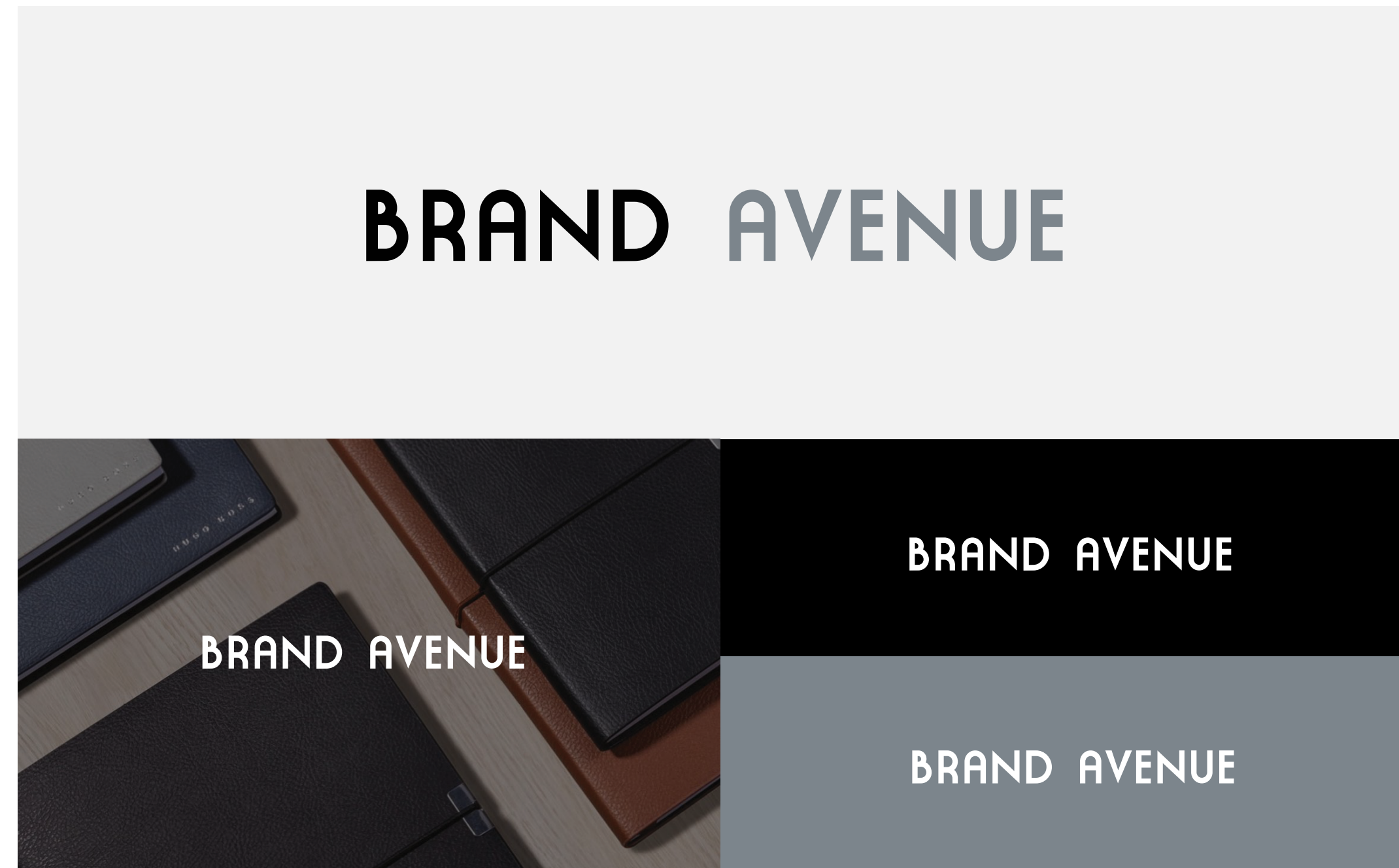
BRAND AVENUE

BRAND GUIDELINES
Brand Avenue Brandmark

Proper Secondary Logo Usage

Our logo is a visual representation of our brand identity and must be used consistently to maintain brand recognition and integrity. Here are key guidelines for its proper usage.

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Brand Avenue Brandmark

Visual and Mockups
BRAND AVENUE
MOCKUP

Letter Head

Visual and Mockups
BRAND AVENUE
MOCKUP

Business Card

BRAND GUIDELINES
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Mob: +971 50 650 4623

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www.brandavenue.ae

Dubai CommerCity - BCBS
Dubai Design District - 21...
Dubai, United Arab Emira...

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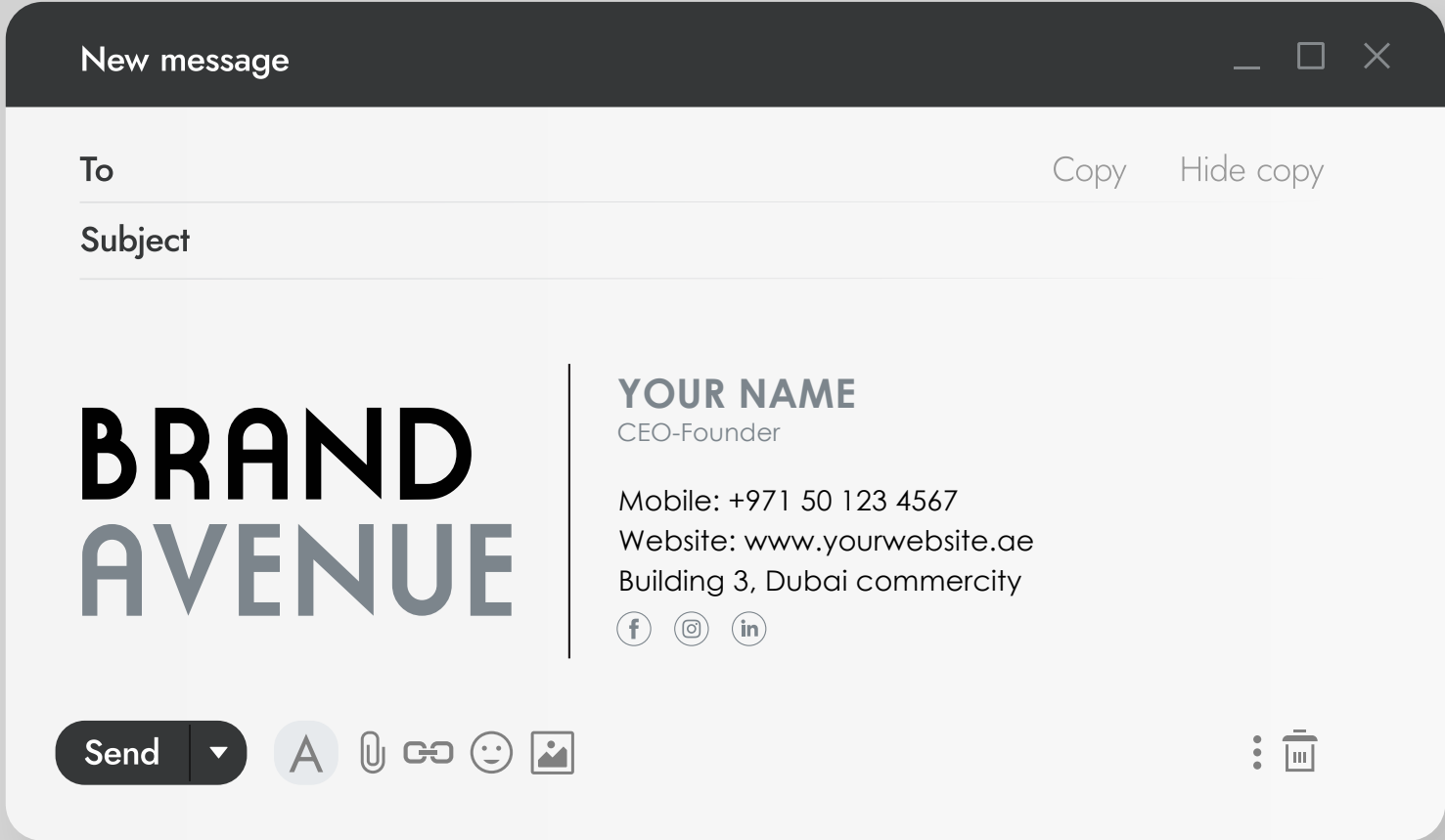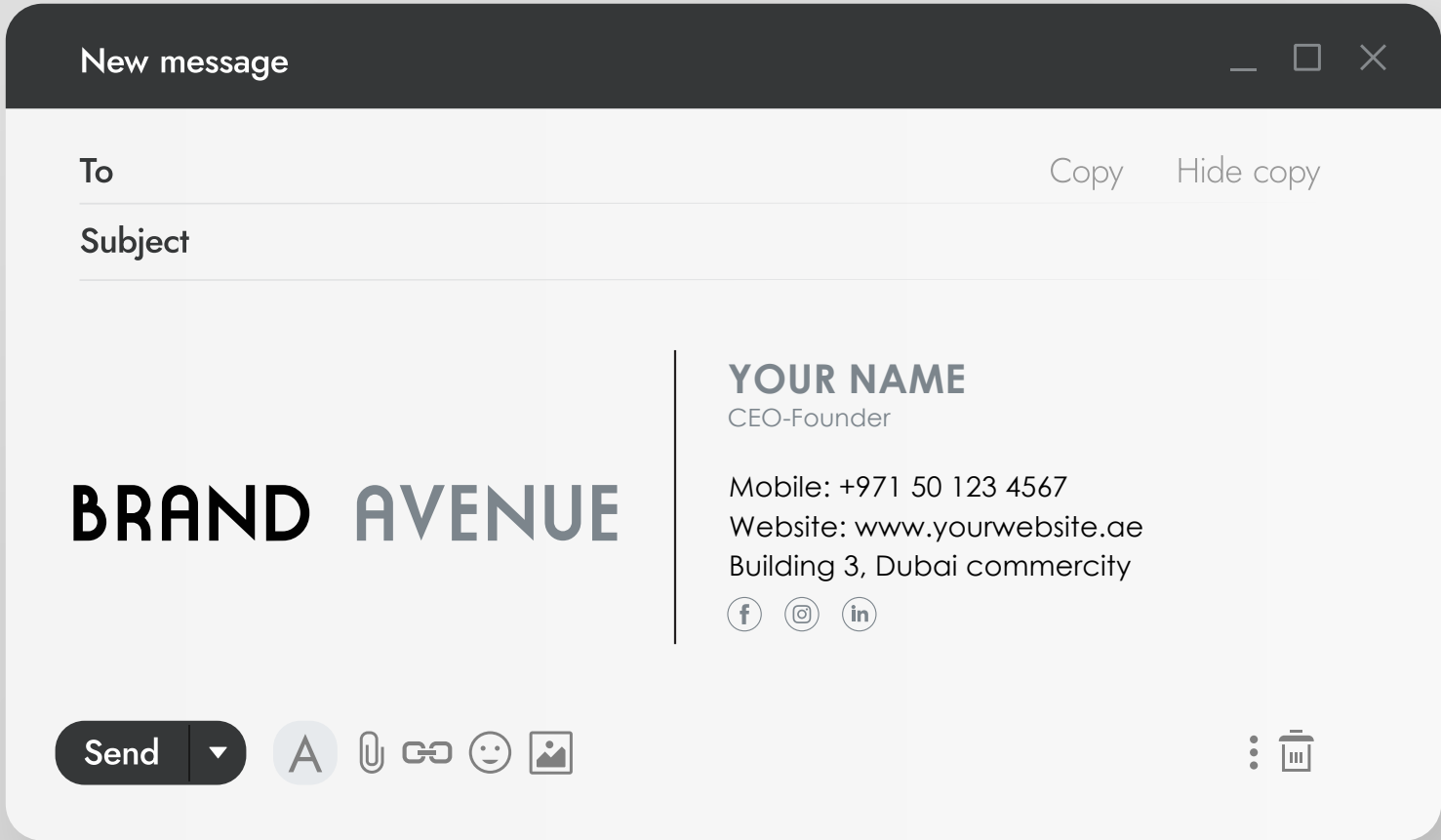
THANK YOU
FOR WATCHING

BRAND AVENUE