
BRAND GUIDELINES



ADVANTAGE

C O N T R O L S

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2.0 INTRODUCTION

As with any brand, consistency in the application of the logo and other elements across all materials goes a long way in properly representing Advantage Controls.

Within these brand guidelines, you will find the information necessary to ensure the consistent application of the Advantage Controls brand. Included is everything you need to know to properly share the Advantage Controls brand.

As Advantage Controls continues to grow, adherence to the following guidelines ensures that the brand will grow right along side without losing the spirit that was instilled within the logo from the beginning.

3.0 THE LOGO

The logo is the most visible element of the Advantage Controls identity. The following guidelines have been designed to help ensure the proper application of the logo across all mediums.

3.1 LOGO ANATOMY

The Advantage Controls logo should appear as shown in all print and / or electronic applications.



3.2 PRIMARY CLEAR SPACE

Every logo lives in a variety of environments, surrounded by various design elements – patterns, images, graphic elements, or even other logos.

For this reason, the space allotted around the logo is essential to properly representing the brand.

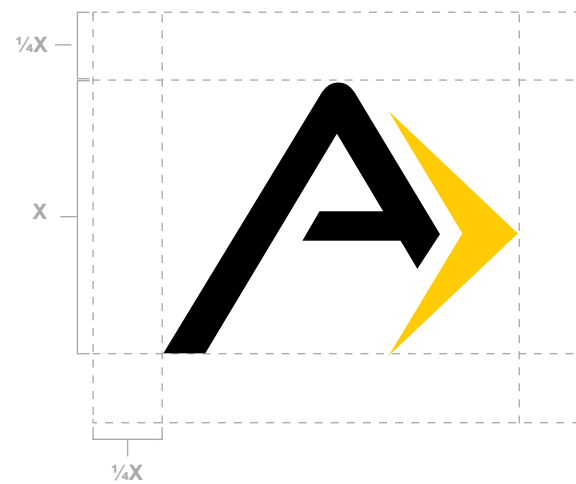
As a rough rule of thumb, half of the height of the Advantage brandmark should be left on all sides of the logo.



3.3 ICON CLEAR SPACE

In addition to the primary logo, Advantage Controls has a secondary, icon version of the logo. This symbol is secondary and should only be used if space doesn't permit legibility with the primary logo.

As a rough rule of thumb, a fourth of the height of the Advantage iconmark should be left on all sides of the icon.



3.4 BACKGROUNDS

To ensure maximum readability and brand recognition, different Advantage Controls logo variations should be used on certain backgrounds.

On photography with lighter backgrounds, the full-color version of the logo can be used as long as the background is “empty” enough to not interfere with the logo’s legibility.

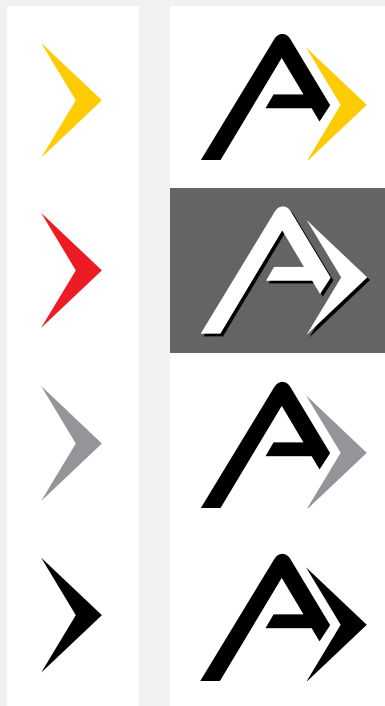
On backgrounds that are dark and close in brightness to Advantage’s dark gray, use the half reverse version.

On photography with darker or more complex backgrounds, the full reversed version of the logo should be used.



3.5 BRAND MARK

To extend the Advantage Controls brand in areas where the logo would be too large, or the full logo has already been used on the specific piece, alternate brandmarks can be used as a substitute. Use the appropriate mark and colors where necessary.



Primary Mark



Half Reversed Mark



Reversed Mark

3.6 COLOR FORMATS

Choosing the right color mode for a project is key to maintaining color consistency.

Files are labeled with one of the following color designations:

PMS

The Pantone® colors in these files offer the highest color accuracy for the brand. When color is crucial, use these.

(Uses coated formulas unless otherwise noted).

CMYK

When printing with PMS colors isn't available, CMYK files offer a close alternative. CMYK refers to the four colors in the process color printing method (cyan, magenta, yellow, and black).

RGB

For digital uses of the brand, RGB colors offer the highest available accuracy. These files are made to match on-screen color values with printed values, keeping the brand consistent.

Grayscale

When color isn't available, grayscale files use only tints of black to represent the logo. These are specifically created to ensure readability and contrast when color is absent.

REV

When the logo is placed on dark backgrounds, these files use reversed color (white) to ensure readability.

3.7 FILE FORMATS

When creating a new piece for Advantage, it's important to use the right file format. Learn more about the included file formats when to use them.

If you are needing the logo in a different size or file format, please reach out to our marketing department.

PDF

A vector-based, Portable Document File is primarily used for printing purposes.

Since our files are vector-based, the PDF files scale infinitely without any loss in quality and are used in a wide variety of applications.

Printing can be done at any size. Use Pantone PMS colors for the most precise color accuracy..

Color Options

CMYK
Pantone

PNG

A Portable Network Graphics file is a raster-based format that is primarily used for digital purposes.

Unlike a PDF file, PNGs are entirely rasterized – meaning that at no time should it ever be used at more than 100% of its original size.

A major benefit of PNGs over other raster-based file-types is the implementation of a transparent background.

Color Options

RGB

JPG

While JPGs are a popular file format, they're intended for photographs and not logos.

The manner in which it compresses data make it an inferior option to PDFs and PNGs for logo files.

If printing is required, it should be done at a minimum of 144 dpi, 300 dpi recommended.

Color Options

RGB
CMYK

4.0

COLOR

Staying true to a brand's color palette goes a long way in creating a consistent brand experience across all mediums. The Advantage Controls colors evoke a sense of reliability and steadiness that create feelings of trust on the part of Advantage's customers.

4.1 PRIMARY COLOR PALETTE

The primary colors of Advantage Controls are bold and are industry recognized. As the primary palette, it's crucial that these colors are used to represent Advantage Controls.

USAGE

Pantone PMS

- Spot color print (Pantone book match)

CMYK

- Process / 4-color print

RGB



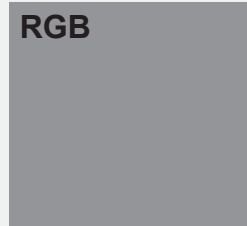

- Digital screens, presentations

HEX

- Web, email, social media

RULES FOR DESIGNERS & VENDORS:

1. Use the Pantone value for spot-color jobs.
2. Use CMYK for standard 4-color process printing.
3. Use HEX/RGB for all digital applications.
4. This guide is produced in RGB format. Converting CMYK to RGB or RGB to CMYK may not convert correctly. If doing so, recheck color values to see if they match the approved value listed here.
5. Slight variation between print and screen is expected and acceptable.

			
RGB	RGB	RGB	RGB
Pantone® 485C	Pantone® 7549C	Pantone® 7C Cool Gray	Pantone® 6C Black
C 0 M 100 Y 100 K 0	C 0 M 20 Y 100 K 0	C 0 M 0 Y 0 K 50	C 0 M 0 Y 0 K 100
4 Color Process (CMYK)	4 Color Process (CMYK)	4 Color Process (CMYK)	4 Color Process (CMYK)
R 237 G 28 B 36	R 255 G 203 B 5	R 147 G 149 B 152	R 0 G 0 B 0
RGB	RGB	RGB	RGB
#ED1C24	#FFCB05	#939598	#000000
Hex Value	Hex Value	Hex Value	Hex Value

5.0

TYPOGRAPHY

When it comes to properly representing a brand, the consistency of the typefaces that accompany the logo is just as important as the logo itself.

The following typefaces are the primary ones to be used with the Advantage Controls brand. If these aren't available, choose ones that closely resemble them.

5.1 PRIMARY PRINT TYPEFACE

On printed materials, the primary typeface should always be Good Times. It's rounded terminals visually connect with the logo and should always be used in printed materials.

GOOD TIMES HEAVY

**ABCDEFGHIJKLMN OPQRSTU
VWXYZ 1234567890? !@# \$%^
&*()**

Good Times Heavy

5.2 SECONDARY PRINT TYPEFACE

To supplement the primary typeface and create more hierarchy and interest with typography, use the secondary typeface in both web and print.

GOOD TIMES REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 1234567890? !@#\$%^&*()

Good Times Regular

5.3

COMPATIBLE TYPEFACE

To supplement the primary and secondary typefaces and prevent their overuse, the compatible typeface can be used as a complement.

LEMON MILK BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 1234567890?!@#\$\$%^&*()**

Lemon Milk Bold

LEMON MILK LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 1234567890?!@#\$\$%^&*()

Lemon Milk Light

LEMON MILK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 1234567890?!@#\$\$%^&*()

Lemon Milk Regular

LEMON MILK MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 1234567890?!@#\$\$%^&*()

Lemon Milk Medium

5.4 PRIMARY WEB TYPEFACE

Advantage Controls recommends using a backup web typeface that is suited for readability and cross-platform, crossbrowser use, such as Arial.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#%&^*()

Arial Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#%&^*()*

Arial Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#%&^*()**

Arial Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#%&^*()***

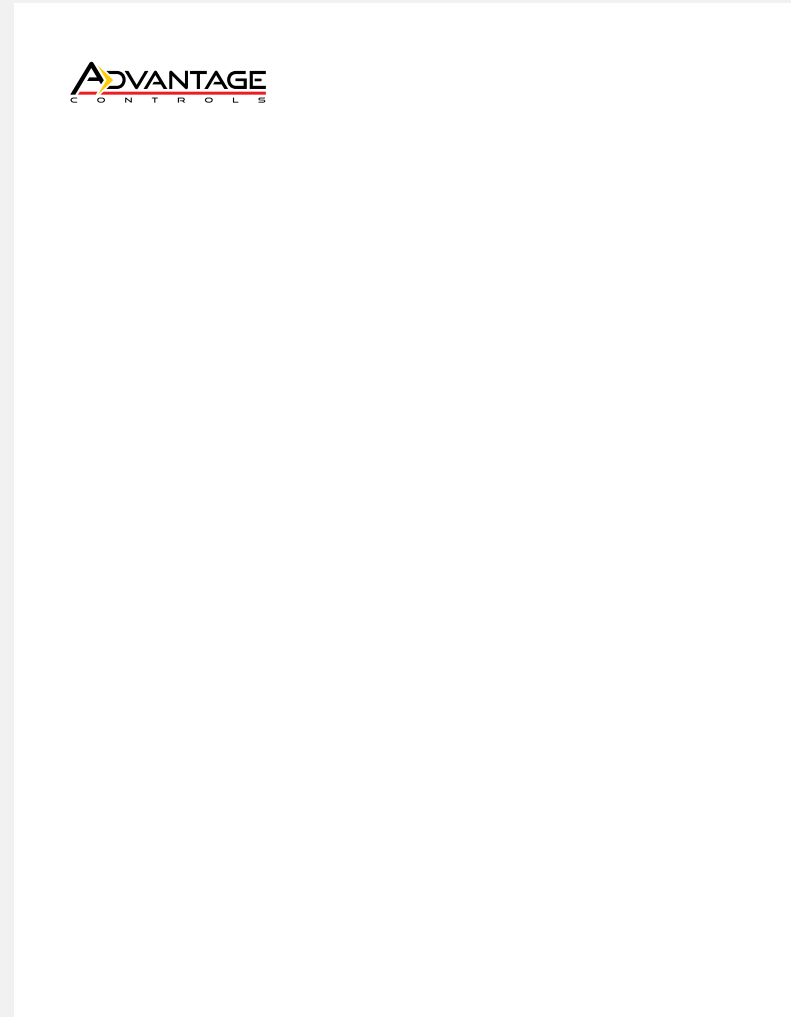
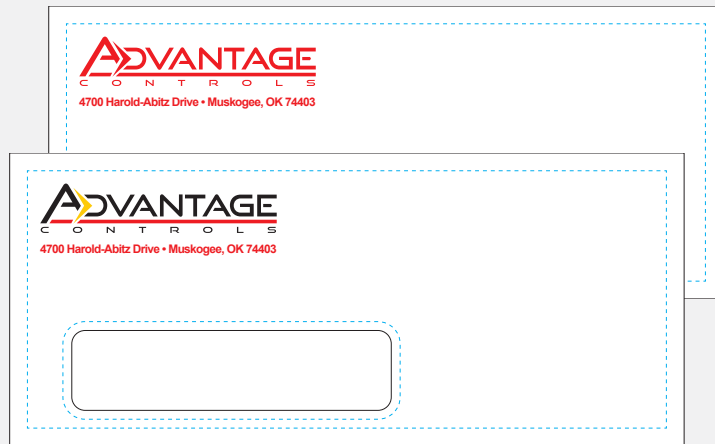
Arial Bold Italic

6.0 MISCELLANEOUS MEDIA

Maintaining consistent logo placement, sizes and styles builds brand recognition with current and future customers. The following guides will help maintain this consistency between the many stakeholders within a brand that work with the logo.

6.1 LOGO PLACEMENT

When placing the logo on printed documents (such as stationary), place logo in the upper left corner (trying to keep the vertical and horizontal clear space to the paper's edge equal), remembering to maintain the recommended clear space around the entire logo.



6.2 PRICE BOOK

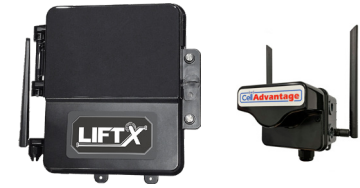
Price book variation #1. Needs clear identification of what it is and what the customer can expect. Dates are important for tracking and maintaining edits. Colors, slogan, fonts are consistent with the brand guide. Consider bleed, margin, grayscale and B&W printing. Remember to maintain the recommended clear space around the entire logo.



6.3 LABELS

Potential label styles. Keep in mind branding guidelines, material cost, ease of application, compatible sizes and visibility.

Future updates to keep in consideration.



1



2



3



4



Phasing out product

5



6



6.4 DIGITAL MEDIA

LinkedIn, Facebook and website icons.

LinkedIn 300px X 300px



Facebook 200px X 200px



Website Icons

- 32px X 32px
- 180px X 180px
- 192px X 192px
- 270px X 270px
(not shown)

