
BRAND GUIDELINES



ADVANTAGE
C O N T R O L S

CONTENTS 1.0

Introduction 2.0

THE LOGO 3.0

Logo Anatomy 3.1

Primary Clear Space 3.2

Secondary Clear Space 3.3

Backgrounds 3.4

Brand Mark 3.5

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 and story.

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.

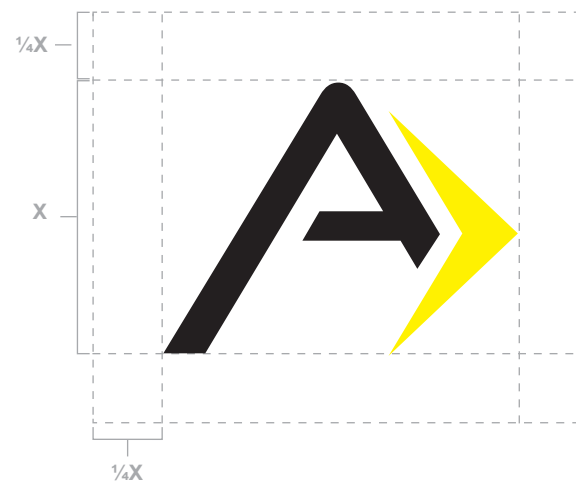
As a rough rule of thumb, half of the height of the Advantage brandmark should be left on all sides of the logo.



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.

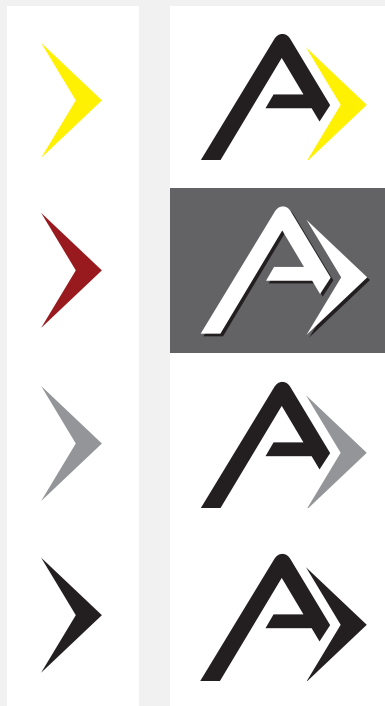
On backgrounds that are dark and close in brightness to Advantage’s dark gray, use the half reverse version.

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