



AVID

INTERNATIONAL MOLDING SOLUTIONS

BRAND GUIDELINE



THE AVID STORY



From the humble beginnings of two men with a vision and insatiable work ethic, a company was born. The roots of our foundation are deep, steadfast and still prevalent today.

With three manufacturing facilities in two countries, AVID goes beyond being simply an injection molder... we are a full-service international solution provider employing people, skill and practice that are nothing less than world class.

Whether the need is for engineering, DFM, tooling development, custom molding, value-add, domestic or offshore... AVID has it covered.

We are AVID and it's more than just a name for injection molding needs. It's a passion steeped in over thirty years of manufacturing excellence, bringing products and ideas to life worldwide.

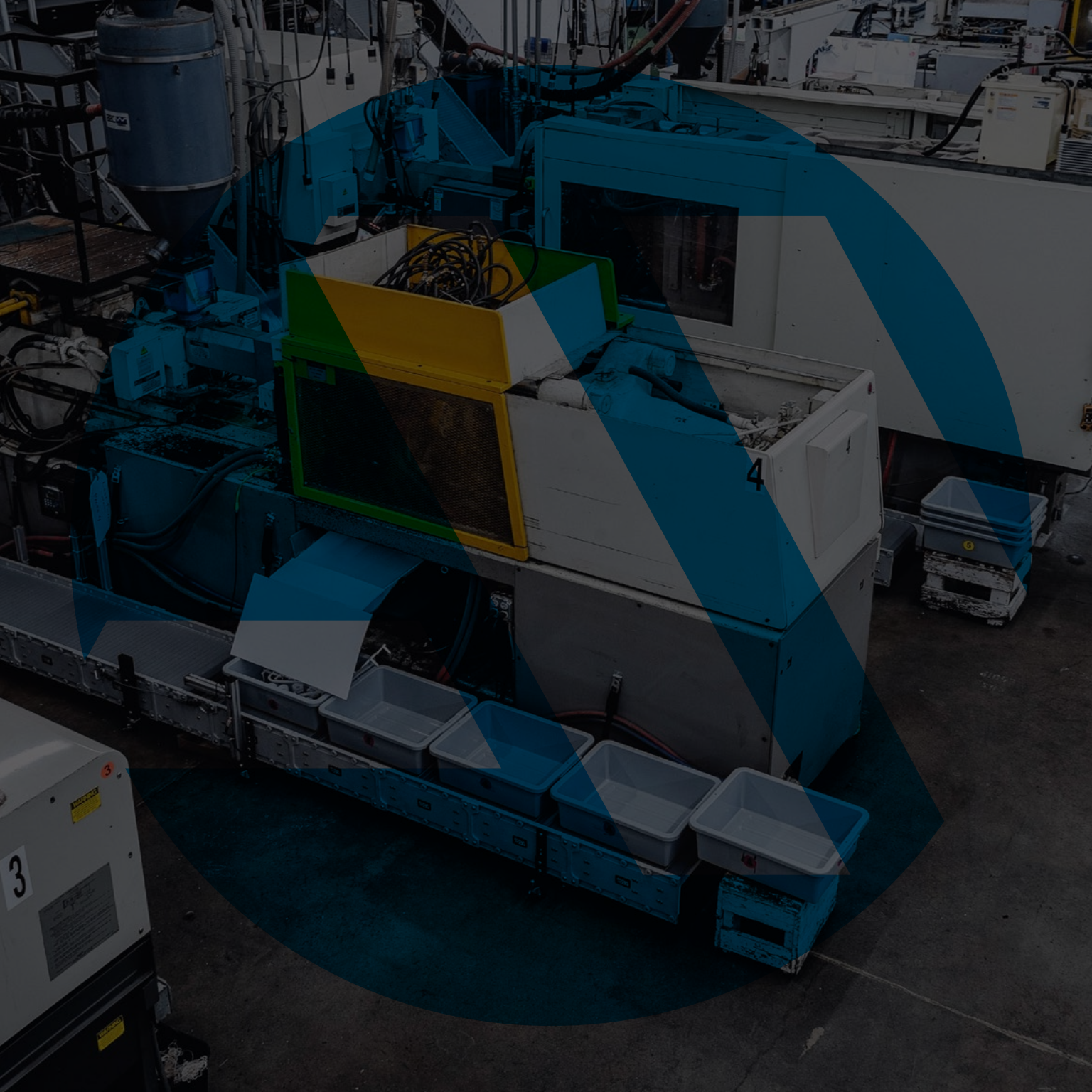
MISSION/VISION

MISSION

AVID continually strives to provide smart and innovative manufacturing solutions with integrity and industry expertise.

VISION

AVID is and will continue to be a leader in the plastic injection molding industry, partnered in success with our customers. This is achieved through innovation, advanced technology, and always striving for growth and profitability. We are dedicated to on-going education, training and development of our employees, as well as promoting continuous improvement.





THE VISUAL IDENTITY

LOGO

AVID's logo is a consistent brand face across all publications, websites, newsletters and advertising. This is the identity of AVID's unique brand. Use the tagline whenever the application allows for it. Depending on application and available space, appropriately choose from either the vertical/stacked or horizontal versions.



STACKED LOGO



LOGO



LOGO with tagline



LOGO reversed



LOGO reversed with tagline

HORIZONTAL LOGO



LOGO



LOGO with tagline



LOGO reversed



LOGO reversed with tagline

DON'T TAZE OUR LOGO BRO!

Our logo is sacred to us. It's our brand, our identity, our personality and character... any misuse or abuse of any part of our brand will be untolled at any level.

Please study the following page to ensure you do not "taze our logo!"

If you have questions about what constitutes inappropriate usage, please don't hesitate to reach out to us.

THE 8 COMMANDMENTS

1. Don't stretch or compress the logo horizontally or vertically.
2. Don't use the AVID wordmark without the icon.
3. Don't change the icon size in proportion to the wordmark.
4. Don't turn or twist or skew the logo.
5. Don't make the tagline larger.
6. Don't use unapproved colors.
7. Don't change the color combinations.
8. Don't add random unapproved gradients.



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ICON

The AVID icon is part of the complete brand identity but may be used separately on its own as a design element in backgrounds or when branding space is limited.



The AVID icon is a circular symbol of the brand.

The icon may be used alone but sparingly. When used alone, the AVID name should still be present in close proximity.

The icon may also be used in graphic backgrounds as a watermark-like design element.

When used in backgrounds it should only be 10% darker/lighter than the color it is printed onto so as not to distract from more important content.



ICON



ICON reversed



ICON
for black and
white print only
(27% black tint)



ICON reversed
for black and
white print only
(27% black tint)

ICON FUN



As an accent

As an background design element or watermark

As a clear aqueous print enhancement

As a design element over an image



Color dodge 40%



Color MULTIPLY 70%



Color SCREEN 30%



Color OVERLAY 80%

COLOR

Color is also a part of AVID's unique identity. Viewers will remember the colors which will build recognition and brand equity. The customer will recognize and become familiar. This will make it easier for customers to develop comfort with the brand and ease to identify it.





CORE PRINT PALETTE (print use only)



AVID BLUE
PMS 299

C 100	R 89	L 61
M 27	G 157	A -18
Y 0	B 218	B -42
K 6		



BLACKISH
90% TINT BLACK

C 69	R 65	L 27
M 62	G 64	A 1
Y 58	B 66	B -2
K 46		



AVID DARK GREY
PMS COOL GREY 9 C

C 0	R 109	L 147
M 0	G 110	A 0
Y 0	B 113	B -2
K 70		



AVID LIGHT GREY
PMS 427 C

C 0	R 216	L 87
M 0	G 217	A 0
Y 0	B 218	B -1
K 17		

CORE DIGITAL PALETTE (digital use only)



AVID BLUE
#00aeef

R 0
G 174
B 239



BLACKISH
#3f3f42

R 63
G 64
B 66



AVID DARK GREY
#6d6e71

R 109
G 110
B 113



AVID LIGHT GREY
#d8d9da

R 216
G 217
B 218

TYPOGRAPHY

Even the typography AVID utilizes represents our brand. The bold, strong, clean lines of the sans serif font Artegra are straight to the point. That's how we roll.

If Artegra is not available please feel free to use Arial.

LOGO FONT

ARTEGRA SANS EXTENDED BLACK

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
!@#\$%^&*() 1234567890

HEADER/HEADLINE FONT

ARTEGRA SANS BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz !@#\$%^&*()
1234567890

TEXT/BODY FONT

ARTEGRA SANS REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz !@#\$%^&*()
1234567890

EXAMPLES

Here's some random application examples of how we at AVID envision our branding to be realized going forward.





ELK RIVER, MN | US

MONTERREY | MEXICO



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