ANVIZ

Secure Workplace, Simplify Management

ANVIZ BRAND GUIDELINES

(2022)

BASIC SYSTEM

To be the most customer-centric smart security solution we can be, we must deliver high-quality creative, and be consistent in the way we look, and behave.

Our brand guideline provides visual guidelines to ensure we always express ourselves in an engaging and authentic way, no matter the touchpoint.

LOGO

DESIGN ELEMENTS

1 LOGO

1.1 Anviz LOGO Standard

Basic：

Slogan Type：


Ratio

Size

Our logo is the primary visual element used to identify us. The logo is composed of two basic elements: our logotype and the slogan.

The ratio and alphabetical location should be maintained and be sized to neither overwhelm nor shrink.

The corporate name of Anivz should be using Monsterrat Font.

1.2 Anviz Basic LOGO

ANVIZ	**ANVIZ**	**ANVIZ**	**ANVIZ**	**ANVIZ**	**ANVIZ**
100%	90%	80%	70%	60%	50%

ANVIZ	**ANVIZ**	**ANVIZ**	**ANVIZ**	**ANVIZ**
40%	30%	20%	10%	0%

ANVIZ Secure Workplace, Simplify Management	**ANVIZ** Secure Workplace, Simplify Management	**ANVIZ** Secure Workplace, Simplify Management	**ANVIZ** Secure Workplace, Simplify Management	**ANVIZ** Secure Workplace, Simplify Management	**ANVIZ** Secure Workplace, Simplify Management
100%	90%	80%	70%	60%	50%

ANVIZ Secure Workplace, Simplify Management	**ANVIZ** Secure Workplace, Simplify Management	**ANVIZ** Secure Workplace, Simplify Management	**ANVIZ** Secure Workplace, Simplify Management	**ANVIZ** Secure Workplace, Simplify Management
40%	30%	20%	10%	0%

We normally use our logo in two colors: Black and White. Though we prioritize our black logo, please use the version that is most legible against the background.

● C: 0   M: 0   Y: 0   K: 100   ○ C: 0   M: 0   Y: 0   K: 0
RGB: #000000   RGB: #FFFFFF

1.3 Anviz Brand Core Colors

The consistent use of Anviz brand core color helps provide accessibility, simplicity, and consistency throughout all our brand communications - it should be visible on all our creative output.

* The Box background color should not be changed. Box-type could be round and square.

ANVIZ BRAND CORE COLOR

Blue   Purple

Left   Right

- C: 100   M: 50   Y: 0   K: 0
  RGB: #0068B7
  PANTONE Process Blue U

- C: 100   M: 95   Y: 10   K: 0
 RGB: #1D2088
  PANTONE 2935 U

1.4 Anviz LOGO Application

-Do not change the color, size and the slogan of the logo.

-Do not place the logo on busy or background colors that don't provide enough contrast for the logo to be clearly read.

2

DESIGN ELEMENTS

ANVIZ

2.1 Palette

The Blue-Purple gradient, black, white and 10% gray are the background colors we use the most often.

When using our gradient as backgrounds, we often overlay linework and headlines that are tinted with an associated contrast color designed to add a visual pop to layouts.

* In some cases, you could use the Earth-blue (RGB: #0068B7) instead of the gradient color. e.g. mark the words or stylize the linework.

Blue   **Purple**

Left   Right
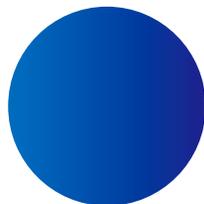
● C: 100   M: 50   Y: 0   K: 0
RGB: #0068B7   PANTONE Process Blue U

● C: 100   M: 95   Y: 10   K: 0
RGB: #1D2088   PANTONE 2935 U
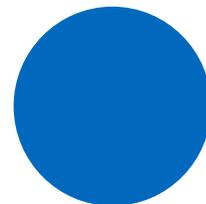
C: 100   M: 50   Y: 0   K: 0
RGB: #0068B7
PANTONE Process Blue U
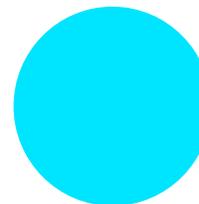
C: 60   M: 0   Y: 10   K: 0
RGB: #00E1FF
PANTONE 3105 U
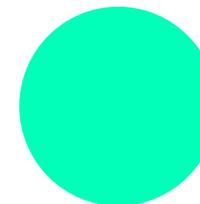
C: 53   M: 0   Y: 30   K: 0
RGB: #00FFBD
PANTONE 3375 U

Recommended Colors
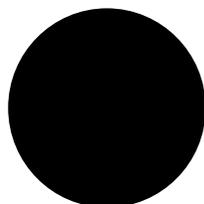
Supporting Colors

C: 0   M: 0   Y: 0   K: 100
RGB: #000000
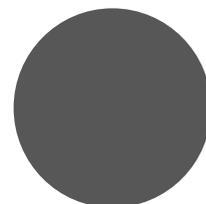
C: 0   M: 0   Y: 0   K: 80
RGB: #595757

C: 0   M: 0   Y: 0   K: 5
RGB: #F2F2F2
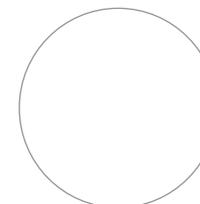
C: 0   M: 0   Y: 0   K: 0
RGB: #FFFFFF

Neutral Supporting Color

2.2 Brand Components

Our design system is built on key fundamental brand components - circular and rectangular. We generally avoid less balanced shapes, such as ovals and trapezoids.

From our typeface to graphics and shapes, the usage of rounded corners and linework are used to add color and energy to a layout.

Linework is anchored at one end with a circle or pill shape and can extend off the page.

Geometric Shapes：

Circle
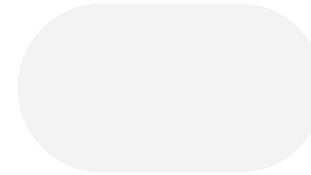
Pill Shape
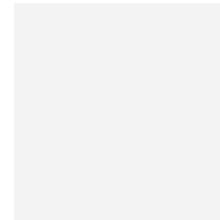
Rectangle
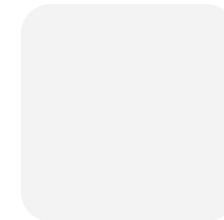
Rounded Corner

Linework:

Straight line end with a dot

Folded line end with a dot

2.3 Typeface

Aa

Montserrat (EN Font)

⌄ Montserrat	T͟T Sample
Thin	T͟T Sample
Thin Italic	T͟T *Sample*
ExtraLight	T͟T Sample
ExtraLight Italic	T͟T *Sample*
Light	T͟T Sample
Light Italic	T͟T *Sample*
Regular	T͟T Sample
Italic	T͟T *Sample*
Medium	T͟T Sample
Medium Italic	T͟T *Sample*
SemiBold	T͟T **Sample**
SemiBold Italic	T͟T **Sample**
Bold	T͟T **Sample**
Bold Italic	T͟T ***Sample***
ExtraBold	T͟T **Sample**
ExtraBold Italic	T͟T ***Sample***
Black	T͟T **Sample**
Black Italic	T͟T ***Sample***

Anviz Font Common Color References：

● C: 0   M: 0   Y: 0   K: 100
RGB: #000000

● C: 0   M: 0   Y: 0   K: 80
RGB: #595757

○ C: 0   M: 0   Y: 0   K: 0
RGB: #FFFFFF

● C: 100   M: 50   Y: 0   K: 0
RGB: #0068B7

● C: 60   M: 0   Y: 10   K: 0
RGB: #00E1FF

● C: 53   M: 0   Y: 30   K: 0
RGB: #00FFBD

Montserrat is the official brand font of Anviz.
It offers a comprehensive family of sans serif
fonts optimized for a range of applications,
from digital displays to large prints.

We use Montserrat for headlines and body
text, and its rounded edge is tied in with our
design elements.

Montseerrat Font Download Address:

https://drive.google.com/drive/folders/154g_zsYkVxbt_SntMbs0_E1cusXzyU_Q?usp=sharing