BRAND GUIDELINES

For External Use : Revised 12.8.2017

Brand Story

Logo

Configurations

Minimum Encroachment

Cobranding/Usage

Color

Typography

The Beginning

Since 1939, AVIXA has been leading the professional AV and information communications industry worldwide.

Over the years, technology has grown evermore complex and capable, and at each turn, AVIXA has been there providing the industry with guidance and setting the standards for implementation.

Today, the industry is at a crossroads. While professional technology continues to advance, rapid growth in the consumer technology sector has made once mystifying technical feats seem remarkably commonplace. Where once clients asked for technical assistance, they are now asking for more esoteric things. They are looking for magic. They are looking for a "wow" factor. And though the demands in the market have shifted, it has not eroded the need for AV professionals. Instead, it's redefined what an AV professional is, creating new and exciting roles and disciplines for implementers and innovators across the globe.

We believe that AV has more relevance in people's lives today than it ever has before, but the way we work and the way our audience experiences our work has become radically different.

A New Name

The Audiovisual and Integrated Experience Association

The name Audiovisual and Integrated Experience Association marries the straight forward and traditional notion of what you do (AV) with a new concept for what you do called Integrated Experiences or IX.

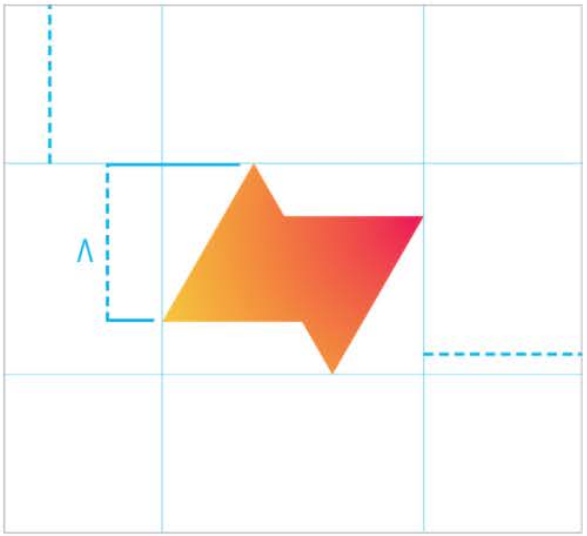
Logo

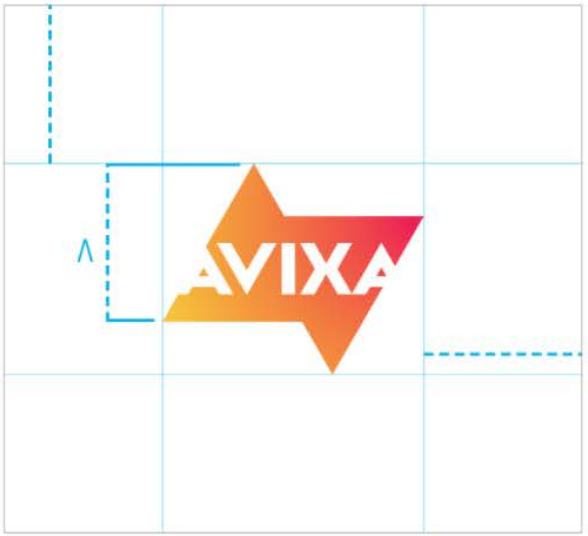
Configurations

There is 1 logo for AVIXA with 1 primary configuration and 2 possible configurations for using the AVIXA logo.

Unacceptable Configurations

Minimum Encroachment





Cobranding/Usage

For Print (CMYK)

For Screen (RGB)

AVIXA Gradient

Orange
Pantone: 150 U
CMYK: 0, 46, 68, 5
RGB: 241, 131, 76
Hex: #f1834c

Red
Pantone: 032 U
CMYK: 0, 94, 61, 0
RGB: 238, 51, 83
Hex: #ee3353

Gray
Pantone: 433 U
CMYK: 9, 6, 0, 73
RGB: 63, 65, 69
Hex: #3f4145

Yellow
Pantone: 109 U
CMYK: 4, 18, 100, 0
RGB: 246, 202, 21
Hex: #f6ca15

Color

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Euclid - Bold

Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Euclid - Light

Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aperçu

Typography

Questions?

Contact

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Contact

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Default Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Euclid Substitute:
Century Gothic - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Apercu Substitute:
Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

General Default:
Arial