



# AVIO Consulting Brand Guidelines

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# 1.0

## AVIO Consulting's Brand Positioning: What we stand for

This document is where we will describe the why behind AVIO Consulting and is our guiding North Star throughout the entire branding document.

## Mission Statement

To help our clients achieve their strategic goals by accelerating their digital evolution.

## Vision Statement

The most respected and influential North American MuleSoft partner.

## Positioning Statement

AVIO Consulting provides the formula to accelerate digital evolution and innovation. As a two-time MuleSoft Partner of the Year, we offer thought leadership and proven practices for modern software development. Plus, our delivery team focuses on enterprise integration with the MuleSoft platform.

## Diversity Statement

At AVIO Consulting, we believe diversity drives innovation. That's why we strive to be an inclusive employer.

So, we'll continue to build a culture where differences are valued — regardless of gender identity or expression, race, sexual orientation, religion, ethnicity, age, neurodiversity, disability status, citizenship, or any other identity marker.

## Pillars

**At AVIO Consulting, success starts with the right approach.**

**The right processes and the right people bring this approach to life.**

**Finally, the right products and services make the vision of success a reality.**

**Tagline:**

**Accelerating Your Digital Evolution**



## Brand Promise

### **Do it right the first time.**

We believe in getting started on the right foot. Thorough prep work ensures better, faster results.

### **Think big.**

We think big, start small and act fast with a targeted approach that values quick wins and constant progress over promises of grand transformation.

### **Provide knowledge.**

We work hard to be our clients' trusted advisors before, during, and after every engagement. If there is a problem you can't solve, we're the ones to call.

### **Do whatever it takes.**

We do whatever it takes to make our customers successful. We create a shared vision with our clients and implement it accordingly.

## Key Differentiators

### **AVIO hires and retains the best talent.**

We have been certified as a Great Place to Work, and this helps us ensure that the best talent will want to work with us and stay with us.

### **We have the highest standards.**

AVIO staff members are technical experts and consultants who understand how to work with technology and with people.

### **We do what we say we will do.**

No unreasonable promises here. We pride ourselves on reliability and earning your trust through confident delivery.

### **We're not scared of hard conversations.**

We won't surprise you with bad news. We are always honest and transparent in all that we do.

### **We build to scale.**

We constantly challenge our code to ensure we are setting our customers up for long-term success. We create solutions that address the big picture, not just one integration.

### **We're long-term mentors.**

We are here to give you and your team a clear and constant transmission of knowledge. That's because we're committed to our client's long-term success.

### **Our bench is deep and project-ready.**

Whether domestic or near-shore, every team member goes through the same hiring and onboarding process to ensure consistent quality. This hiring process includes a skills-matrix-based interview, AVIO's proprietary boot camp, and ongoing mentoring and project reviews.

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## AVIO Consulting's Audiences: Who we engage

Who are we speaking to, why are we speaking to them, and how are we engaging with our audiences that reinforce our brand positioning.

## Market Landscape

MuleSoft partners are essential to help the final users get the most of MuleSoft tools and technology. There are many qualified MuleSoft partners, so it is vital to communicate what makes us unique to attract the right clients.

MuleSoft classifies partners in categories according to their specialty:

- Systems Integrators & Value Added Resellers
- Technology Partners
- Training Partners
- Connector Developer
- Commercial Embedded Partners

Business needs change with the constant evolution of technology. We must come across as engaged partners who will help a company seeking technology to solve its issues or enhance its processes.

### Financial Services

The financial sector has undergone a profound digital evolution. Customers expect a complete online experience and greater convenience more than ever before. With online banking on every smartphone and cryptocurrency becoming stronger by the day, the financial sector must stay ahead of the technology, especially when it comes to data security and privacy.

### Communications, Media, and Technology

Due to the ever-evolving nature of the Communications, Media, and Technology sector, it requires responsive action to dynamic problems. Using IT efficiently and effectively can improve workflows and simplify processes. Staying ahead of this industry can be a challenge, but it's one worth undertaking.

### Healthcare

IT has impacted the healthcare industry in many ways — from virtual check-ups to 3D printed replacement prosthetic limbs. As the Internet of Things continues to expand into daily life, healthcare will continue to evolve and become even more complex, requiring modern solutions.

### Manufacturing

An old industry that is still bound to brick and mortar, manufacturing has immense potential when using technology to increase productivity, reduce downtime and speed up operations. From supply chains to equipment diagnostics, manufacturing can benefit from greater connectivity and better data management.

### Oil and Gas

The oil and gas industry is full of opportunities for modernization, and the proper use of IT can create new efficiencies and drive down costs. Because of the nature of this industry, fast communication and transparent data are vital to keeping operations running efficiently.

### Retail

The retail landscape just went through a revolution, when social distancing boosted online shopping to new levels. Brick and mortar stores are now seeking to leverage technology to enhance the customer experience, while online shops face more competition for their slice of the market.

## Target Audiences

### Clients

#### **Why we speak to clients:**

Clients are at the heart of AVIO's success. Keeping them engaged in our brand not only helps long-term growth goals and referrals but helps to reinforce AVIO as a thought leader. Additionally, this allows clients to continue to feel good about their investments.

"Do it right the first time" is one of our brand promises. To ensure we are doing it right, we must communicate with our clients, set clear expectations, and gather all the information required so that we can deliver on our promise.

#### **What we say to clients:**

Our success is the story of our client's success. We share industry news that will impact them, their awards and big wins, new technologies that could revolutionize their business, or events that interest them.

If our clients do not have a technical background, we will speak to them about savings, efficiency, speed, and security. We will also discuss how to stay competitive or even get ahead of their competition. Of course, we'll explain the potential benefits of AVIO and how we can help them reach their goals, emphasizing timelines and requirements.

If we are speaking to CFOs, programmers, or IT directors, we can go into more technical explanations and share recent MuleSoft developments. Keeping the client's roles and priorities in mind is critical — some may be more interested in efficiency or savings, while others might be more interested in security.

#### **How we engage clients:**

We engage our clients through digital marketing channels (social media, email, and webinars) as well as personal relationships between AVIO team members and leadership.

## Target Audiences

### Potential Clients

#### **Why we speak with potential clients:**

We speak with potential clients to turn them into new clients and create lasting relationships. We aim to come across as experts and leaders in our field, thoughtful and helpful, and good listeners. Potential clients should realize all that we can do for them through technology and consultancy.

#### **What we say to potential clients:**

We educate potential clients through webinars, case studies, and whitepapers. This effort is to position ourselves as authorities in our field. If we engage in a proof of concept, we will explain our assessment of the situation and its potential solutions.

Suppose our potential clients do not have a technical background. In that case, we will speak to them about savings, efficiency, speed, security, staying competitive, or even getting ahead of their competition. We explain AVIO's potential benefits and how we can help potential clients reach their goals.

If we are speaking to CFOs, programmers, or IT directors, we can go into more technical explanations and share recent MuleSoft developments. We should always keep the potential client's roles and priorities in mind – some may be more interested in efficiency or savings, while others might care more for security.

#### **How we engage with potential clients:**

We engage potential clients through digital marketing channels (social media, email, and webinars) and networking opportunities and conventions.

Potential client engagement is where our brand principles transform ideas into tangible content from which our audiences can benefit. All content created should meet one (or more) of the following goals, always be aligned with our guiding principles and the rest of our brand guidelines.

## Target Audiences

# Partners

### **Why we speak to Partners:**

Our partners help enable AVIO with tools and relationships that help accelerate AVIO's growth.

### **What we say to Partners:**

We want to talk to partners about our successes when using their tools and how their tools have improved our processes, sales, and approach to problem-solving. In addition to our partners' tools and software, we also want to highlight how AVIO's approach helps solve complex problems that otherwise wouldn't have been solved as competently or efficiently.

### **How we engage Partners:**

We engage our partners through digital marketing channels (social media, email, and webinars) along with case studies, co-branded events, sponsorships, and event attendance.

## Target Audiences

### Team Members/Prospective Team Members

**Why we speak with team members:**

Our team enables our success. Having a deep bench doesn't just mean fully staffing our organization but having a team of diverse identities and talents. So when we speak to team members, we aim to increase retention and engender loyalty to AVIO.

Communicating these ideas also works for the prospective team member. Identifying talent is part of the key to long-term business growth and client satisfaction.

**What we say to team members:**

We want to communicate how valuable our team members are to AVIO. We also want to highlight a culture of diversity that prioritizes continuous improvement with the potential for upward mobility.

**How we engage team members:**

We engage team members with internal team meetings, mentorship, events, and internal communication. We also speak to both current and potential team members through social media channels, events, sponsorships, active recruitment, and webinars.

Since potential team members aren't privy to internal channels, we use externally facing avenues to recruit and speak to this audience specifically.



## Target Audiences

### Industry Leaders

**Why we speak with industry leaders:**

Industry leaders are at the forefront of changing trends, new developments, and best practices that are continually updated across the industry.

**What we say to industry leaders:**

We add to the conversation by sharing our case studies and thought leadership articles. Additionally, we strive to add value to our messaging through webinars and blogs.

**How we engage industry leaders:**

We engage industry leaders on social media (ideally LinkedIn) through sponsorships and digital marketing efforts. We also hope to make face-to-face connections with these individuals through events and personal relationships.

## Goals and Principles

What goals are we supporting with publishing content?

**To Establish or Build a  
Relationship**

**To Demonstrate Value**

**To Assist**

**To Educate**

**To Inspire**

**To Position our brand as a  
leader**

## The Guiding Principles Our Content Follows

Our content is always as **Accurate** as possible, citing the sources of factual information using links.

Our content shows how **Confident** we are in ourselves and our partners.

Our content is always **Approachable**.

Our content is as **Clear** and buzzword-free as possible.

Our content is always as **Inclusive** as we can make it.

Our content is **Inspirational** to our audiences.

## Overall Style Guide for All Written Content

AVIO provides very high-level technical and consultancy services, and as such, we must be thorough and precise. Inaccurate information and grammar or spelling mistakes can damage the readers' trust in AVIO's capabilities.

When we make affirmations, we use accurate and definite language and support them with links to a reputable source.

NO: Many companies are considering going digital.

YES: According to Forbes, 76% of company owners have considered digitizing their operations (with link).

A human reviewer must proofread all written work, in addition to running documents through Grammarly. Keep text tight and avoid unnecessary words.

<b>No</b>	<b>Yes</b>
<b>We do believe that technology is the answer.</b>	<b>We believe technology is the answer.</b>
<b>We are enormously honored to be making the...</b>	<b>We are honored to make...</b>
<b>If you're not absolutely proud and delighted with the...</b>	<b>If you don't think your code is performing up to its potential...</b>

# Overall Style Guide for All Written Content

## AP Style

- We use the AP style for clarity, consistency, and accuracy.
- Place commas and periods inside quotation marks.
- Parentheses rules: If the parenthetical is a complete, independent sentence, place the period inside the parentheses; if not, the period goes outside.

## Writing for search engines and people.

- Write for human readers. Search engines prefer good writing too.
- Do not cram keywords; space them throughout the entire piece.
- Avoid keyword stuffing — if it sounds repetitive, remove a few.
- Write in a logical sequence and keep the narrative flowing. Example: Introduction, central point, explanation, a few examples, conclusions.
- Always keep an authoritative, knowledgeable, open tone.

## Avoid discriminatory or exclusionary language.

The industry is phasing out the following terms:

- Blackhat/Whitehat hacking
- Blacklist/Whitelist (use Deny/Allow instead)
- Whitebox/Blackbox
- Mob programming
- Grandfather

Instead of master/slave, some alternatives that are becoming popular include:

- Primary/Secondary
- First/Second
- Primary/Replica
- Main/Secondary

When referring to an unknown person, such as the user, the programmer, or the client, always use they/them.

## Language usage and style guide choice

- Active voice, not passive voice.
- Write with authority and precision. Avoid expressions such as a few, a short time, possibly, maybe, a lot.
- Whenever possible, use hard data (figures and percentages), with a link to a reputable source. Instead of “most companies prefer X,” write “According to Forbes, 72 percent of companies prefer X” with a link to the article.
- Sources must be reputable. Verify your data whenever possible.

# Overall Style Guide for All Written Content

## Copy bank

- “Digital evolution” instead of digital transformation.
- Do it right the first time.
- Accelerate business
- Adapt confidently
- Accelerate digital evolution
- Think big, start small, and fast
- Organization, technology, and process
- Results over methodology

## List of Words that have Special Treatments

- Always write out AVIO in all caps. It may be used as a stand-alone proper title or in conjunction with Consulting, i.e., AVIO Consulting.
- When expanding the acronym, write A Very Interesting Opportunity in the title case.
- Partner and Product Names:
  - MuleSoft
  - Salesforce
  - HashiCorp

- Concepts
  - BPM
- Technical Terms:
  - JUnit, MUnit

## Words or Phrases to Avoid

Some words or phrases that aren't within AVIO's branding guidelines.

- Elegant
- Enormously
- Guru
- “Absolutely delighted”
- Overexcited
- “One or three”
- “Be honest with yourself.”
- “Digital transformation”

# Overall Style Guide for All Written Content

## Formatting

We deal with complex, advanced topics, so we must keep them easy to read and organized.

Some guidelines:

- Keep paragraphs short. If a paragraph is more than 6-7 lines long, look for a place to break it into shorter ones.
- If a list has three or more items, use bullets.
- Feel free to use H2, H3, and H4 to organize content. If you need to go beyond H4, consider a different way to organize the information, such as a table.

## Handling tech jargon

We write copy for different audiences, from CEOs to programmers. Adjust the language according to the audience, and be mindful when using technical terms.

If using an acronym, always write it in full the first time. Ex: the CFO (Chief Financial Officer) makes strategic financial decisions.

## Sensitive knowledge & dealing with confidentiality

When writing case studies or anything regarding our clients, make sure to obtain permission to use their names and identifying features.

If the client does not wish to be identified, remove any information that can point to them and refer to the tools and solutions in general terms.

NO: The client produces a popular breakfast cereal.

YES: The client is in the food manufacturing industry.

# Overall Style Guide for All Written Content

## Use of emojis & GIFs

The use of emojis is almost exclusively in the domain of social media. For the case of social media, AVIO's use of emoji is very minimal.

An example of acceptable emoji use is to highlight a link as a call to action underneath the primary text of a post:

Contact us here: <https://www.avioconsulting.com/contact>

GIFs are an acceptable visual format to demo technical troubleshooting or highlight a webinar's recent performance. The key distinction of an acceptable use case of a GIF is the source.

GIFs need to come from snippets of AVIO's owned media/webinars, from a partner's owned media, or through the use of screen recording AVIO's features. Wide-spread pop culture GIFs typically found on social media are not appropriate to use on behalf of AVIO in any form of digital media (landing pages, emails, blogs, social media posts).



# Writing Technical Content

## Audience

Questions to ask before writing

- Where will the content be published? Is it A knowledge base, a blog, a page, a guest article on another website, in a magazine, as an ebook.
- What is the experience level of the audience? Engineers, C-suite, coders?
- What is the need level of the information?
  - Example: Is the user troubleshooting a known issue and could be frustrated or in a hurry? Or is the person at home relaxing with some thought leadership after they put the kids to bed?
  - These two examples would have different tones and styles.
- What stage in the sales cycle is this individual? TOFU, MOFU, BOFU?

## Purposes for Writing and Types of Technical Content

### To inform

This may be an article about an update and new features.

### To troubleshoot

This could be a step-by-step explanation for fixing a known/common issue or triage questions to clarify the situation.

### To teach

An example of this would be an educational article outlining best practices for using a new feature or explaining the most efficient way to carry out a procedure.

### To document

Adding to the knowledge base or explaining how you diagnosed and fixed a bug on a new feature.

# Writing Technical Content

## Style guidelines and best practices for technical content

- Write clearly, simply, and in short sentences, using the subject-verb-object
- format whenever possible.
- Use the active voice whenever possible.
- Do not add any unnecessary or irrelevant information — for example, if a backstory is not needed for understanding, do not add it.
- Avoid using the future tense — it sounds tentative. “When you do this, that happens” instead of “When you do this, that will happen.”
- Include diagrams and charts whenever possible.
- Keep the vocabulary as simple as possible. For example: “Connect A to B” instead of “Establish a connection between A and B.”

## Writing for Accessibility

In technical writing, accessibility refers to the users’ ability to search, navigate, and understand complex information.

Some best practices include:

- Version control of documents
- Consistent naming practices (file name and title)
- Organizing and structuring text with headings (try not to go beyond H4), lists, and tables.
- Always use relevant alt-text for images.
- Always define an acronym the first time it is used.

## Writing for translation

- Keep sentences clear and concise, ideally in the basic format subject-verb-object.
- Do not use any slang; avoid ambiguous words and figures of speech.
- Try not to split compound verbs.
- Use plain language. For example, say “connect” instead of “establish a connection.”

# Writing Marketing Content

## Audience

Questions to ask before writing

Who is the intended audience? Are they programmers? Decision-makers? The general public?

Where will the content live? Is it for a blog, a page, a guest article on another website, a magazine, an ebook?

What goal will this specific content meet? Is it educational? Is it meant to nurture a lead down the sales funnel? Is it to establish authority and trust?

Are there SEO Implications or strategy? What are the keywords?

How will the content be distributed?

Is any of the content confidential information, trade secrets, or data that otherwise should not be disseminated or could create future issues for AVIO or a partner?

## Purposes for Writing and Types of Marketing Content

### To Educate

This can include instructional content such as webinars on best practices for developers or ebooks and downloadables.

### To Persuade

An example of this would be marketing text such as an industry page illustrating AVIO's expertise, advertising copy.

### To Position

This includes thought leadership articles or podcast appearances by leadership, as well as press releases.

### To Convert

This would be sales-oriented copy, for example, a lead nurturing email or a private sales event.

### To Engage

Building engagement through free resources, how-to articles, or event sponsorship.

### To Build Relationships

Creating new contacts and potential leads through a referral campaign, thank-you gifts to clients or industry happy hours

# Writing Marketing Content

## Style guidelines and best practices for marketing content

Avoid unnecessary or confusing technical terms and jargon.

- Use the correct terms for what you are writing. If they are industry-specific, define them the first time they are introduced.
- Always define an acronym the first time it is used.
- Do not assume your audience has the same level of familiarity that you have.

Ensure you have the written permission to name names, reference data, or use any other identifying information before publication (e.g., case studies)

## Style guidelines and best practices for marketing content

Understand your buyer's journey and common points of friction and questions at each stage

- The buyer persona document outlines for whom you are writing and what their pain points and objections are. Read it carefully and make sure it informs your writing.
- Write for the appropriate stage of the buyer's journey.
- Awareness stage: assert expertise and show you understand the buyer's pain point. Be educational and informative, not salesy at all. Use words such as help, address, learn, improve, solve.
- Consideration stage: help the reader by offering options and information while encouraging action with words such as discover, increase, create, accelerate. Stay away from sales language.
- Decision stage: the reader is almost decided, and you must help them overcome the final objections and obstacles without being pushy. This stage is where we offer hard data, case studies, and free trials. Use language that reinforces this, like metrics, studies, revenue.

# Writing Social Media Content

## Purposes for Writing and Types of Social Media Content

### To engage

This could be to promote a webinar, share short highlights of webinar content, drive traffic to the website or generate leads.

### To build relationships

Interact with the MuleSoft community and share MuleSoft content with added commentary or information on relevant AVIO services.

### To inspire

Share posts that showcase AVIO's values, demonstrate how AVIO can help businesses with their digital evolution, and specific case studies.

### To position

Demonstrate AVIO's status as a thought-leader by recognizing employee certifications, titles, achievements and distributing blog content. This can also be a proof of concept conversion and highlight the AVIO vs. Oracle scorecard.

## Guidelines by Channel

### Twitter

Best for: Public relations; customer service

### Facebook

Best for: Brand awareness; advertising

### Instagram

Natural-looking media, behind-the-scenes, and user-generated content; advertising

### LinkedIn

Best for B2B relationships, business development, and employment marketing

LinkedIn is AVIO's most significant social media focus and where most of AVIO's audience engages with us.

# Writing Social Media Content

## Engagement

### Interacting with other brands

Share MuleSoft content with added commentary or relevant AVIO services.

### Interacting with potential customers and leads

Monitor direct messages, replies, and comments respond when appropriate, provide contact information or lead them to the website for more details.

“Cold DM-ing” is not recommended.

### Interacting with clients

Recognize when clients achieve goals, reach milestones, or complete projects by sharing their posts or obtaining permission to post directly from AVIO accounts.

### Interacting with team members

Share employee highlights and achievements.

Tag the individual when appropriate.

Interact with industry leaders.

## Style & Best Practices

All posts should adhere to established voice, tone, and brand guidelines.

Be mindful of the context your audience will see your post in (e.g., avoid posting on social media during national events, emergencies, or other situations where your audience won't be in a place to receive your message).

Avoid intentional or unintentional racism, discrimination or perpetuation of stereotypes.

Use humor strategically and appropriately.

Be mindful of how messages will be perceived by partners, leadership, clients, and team members

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## AVIO Consulting's Personality: How we Look Feel and Sound

This section is all about connecting with our audience and reinforcing the intangible aspects of the brand. It is less about the words we use (that is what the content guidelines are for) and more about how those words make our audiences feel, building trust and loyalty along the way.

# Voice, Tone & Style: How AVIO uses Language & Emotion

## Voice

### Brand Personality Statements

- We are Confident but not Elegant.
- We are Smart but not Pretentious.
- We are Accomplished but not Grandiose.
- We are Precise but not Rigid.
- We are Trustworthy but not Passive.
- We are Thoughtful but not Overexcited.
- We are Honest but not Cold.
- We are Intentional but not Impersonal.
- We are Uncompromising but not Immovable.
- We are Respected but not Arrogant.
- We are Forward-Thinking but not Hip.
- We are Strategic but not Formulaic.
- We are Quick-Moving but not Reckless.
- We are Observant but not Tentative.

## Voice Dimensions (will be a visual representation)

- Funny vs. Serious
- Formal vs. Casual
- Respectful vs. Irreverent
- Enthusiastic vs. Matter-of-Fact

## Tone Principles

Smart and clear — to the point, competent, helpful, and factual. We try to be as efficient as possible in our messaging and communication.

Professional and ambitious — We talk about complex concepts, solutions and forward-looking ideas with easy-to-understand language that positions us as thought leaders.

Human and approachable — We take every opportunity to remind our audiences that there are humans on the other side of the brand. We are intelligent, capable, warm, and sometimes witty humans.



# Press Releases, Earned Media & Events

## Best Practices

Earned media establishes credibility and trust with an audience because, as the name implies, you have to earn that headline. The foundation of great earned media exposure includes:

- Doing something newsworthy. While not every day is worthy of a press conference, reporters won't have anything to cover if we're not making waves in the industry. Newsworthiness could be AVIO receiving an award or conducting an original research study.
- Maintaining consistent branding throughout the earned media. There shouldn't be any disconnect between the AVIO of the earned media coverage and the AVIO branding we control.
- Participating in industry events. Demonstrate that we are the leaders we say we are by garnering media attention.
- Focusing on our impact. From our groundbreaking products and services to our diverse company culture leveraging our impact can help attract earned media.

## Use of Partner Templates, Announcements & News

When participating in co-branded events or working with a partner on a large-scale announcement, make sure to use the partner's templates and correct branding.

## Interacting with Media Outlets & Requests

From time to time, AVIO will need to interact with members of the media. Our designated PR representative should always be the primary press contact unless someone in leadership would be a better fit. AVIO staff should never speak on behalf of AVIO without prior authorization.

## Events

### Best Practices

If there are sponsors involved in any AVIO event, those agreements must be honored by displaying their branding at whatever level they sponsored the event.

We must brand communications from AVIO in the AVIO brand colors and the brand identity of the event (if applicable).

Try to leverage a thought-leader in the field or an influencer to participate in or promote the event.

Individuals representing AVIO must reflect the integrity, authenticity, and professionalism of the brand.

Attendee, presenter, host, organization, and partner names should be spell-checked.

### Virtual Event Branding & Experience Management

We must brand virtual events from a webinar to a large-scale conference through AVIO's existing visual identity and brand guidelines. The AVIO logo or brand icon must be displayed in virtual lobbies, meet-and-greets, or happy hours.

### In-Person Event Branding & Experience Management

In-person events have similar strategies to their virtual counterparts. For example, event spaces should prominently display the AVIO visual identity if AVIO is the primary host.

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# 4.0

## Identity Assets: How AVIO Consulting looks

## Primary Logo

This is the Primary Logo. The logo must be resized proportionately, never stretched. The logo can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand Colors.



## Logo Clear Space

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 50% of the height of the entire logo.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep it in proportion. Always ensure the text is legible.



## Brand Icon

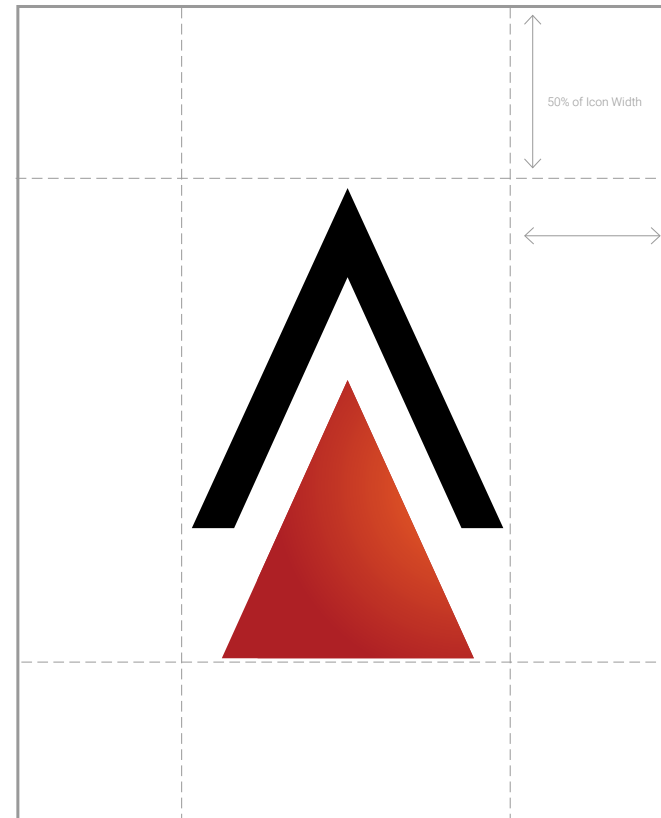
This is the brand icon. Brand Icon must be resized proportionately, never stretched. Brand Icon can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colors.



## Brand Icon Clear Space

Clear space is the area surrounding our brand icon that must be kept free of any text or graphic elements. By leaving space around the icon, we make sure it stands out on all our communications. The minimum clear space is 50% of the width of the entire graphic element.

It is sometimes necessary to increase and decrease the element depending on the print area. Always keep it in proportion. Always ensure the text is legible.



## Logo Misuse

Any changes to our logo diminish its integrity and the equity of our brand. The examples shown here are some specific “dont’s” for our logo.



**Do not** alter the logo's colors in any way



**Do not** place the logo in a holding shape



**Do not** lock-up text to the logo



**Do not** alter the logo's shape in any way



**Do not** add elements or shadows to the logo



**Do not** outline the logo



**Do not** rotate the logo



**Do not** change the relationship of the logo's components

# Icon Misuse

Any changes to our icon diminish its integrity and the equity of our brand. The examples shown here are some specific "dont's" for our logo.



**Do not** alter the icon's colors in any way



**Do not** place the icon in a holding shape



**Empowering businesses**

**Do not** lock-up text to the icon



**Do not** alter the logo's shape in any way



**Do not** add elements or shadows to the icon



**Do not** outline the icon



**Do not** rotate the icon



**Do not** change the relationship of the icon's components



5.1	Brand Colors	Page 38
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5.4	Color Tints	Page 41

# 5.0

# Color Palette

# Brand Colors





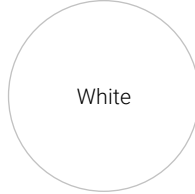
Our brand is underpinned with a color palette designed to be fresh, modern and distinctive. Different combinations of these colors can dramatically change the tone and appearance of our brand so it is important to consider how they work together. Keeping color consistent is a vital element to our branding. Color is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition, it is important that our color palette is applied accurately and consistently.

### Print

Pantone® colors are used to print the designs, rather than CMYK. Pantone colors will provide the maximum amount of consistency. In instances where this is not possible we have created optimized CMYK values.

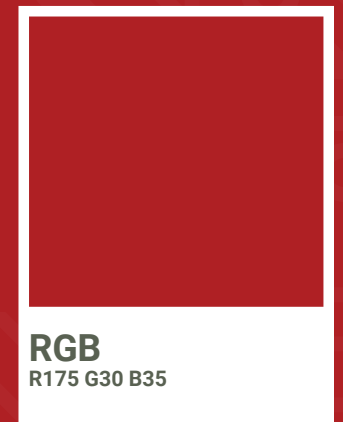
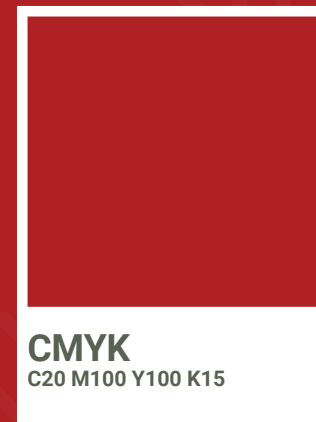
### Screens

Not all RGB colors render the same online. Therefore we recommend the use of hexadecimal Colors when applying Colors to screen.

				
AVIO Navy	AVIO Red	AVIO Gray	AVIO Light Gray	White
<b>Pantone®</b> 433 C	<b>Pantone®</b> 1795 C	<b>Pantone®</b> 425 C	<b>Pantone®</b> 427 C	<b>Pantone®</b> N/A
<b>CMYK</b> 86 / 72 / 54 / 60	<b>CMYK</b> 20 / 100 / 100 / 15	<b>CMYK</b> 0 / 0 / 0 / 80	<b>CMYK</b> 0 / 0 / 0 / 20	<b>CMYK</b> 0 / 0 / 0 / 0
<b>RGB</b> 36 / 44 / 55	<b>RGB</b> 175 / 30 / 35	<b>RGB</b> 88 / 89 / 91	<b>RGB</b> 209 / 211 / 212	<b>RGB</b> 255 / 255 / 255
<b>HEX</b> #242C37	<b>HEX</b> #AF1E23	<b>HEX</b> #58595B	<b>HEX</b> #D1D3D4	<b>HEX</b> #FFFFFF

## Hero Color

AVIO Red is our hero Color. Keeping Color consistent is a vital element to our branding. Color is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition, it is important that our color palette is applied accurately and consistently. The correct Color values are specified below. Make sure to use them.



## Color Hierarchy

A color hierarchy has been implemented, ranging from AVIO Red, AVIO Navy, and AVIO Gray. AVIO Red is used for conveying importance. AVIO Navy is used for neutral elements. AVIO Gray is mainly used for background washes.

- **AVIO Red**

PMS 1795 C  
CMYK 20 / 100 / 100 / 15  
RGB 175 / 30 / 35  
HEX #AF1E23

- **AVIO Navy**

PMS 433 C  
CMYK 86 / 72 / 54 / 60  
RGB 36 / 44 / 55  
HEX #242C37

- **AVIO Gray**

PMS 425 C  
CMYK 0 / 0 / 0 / 20  
RGB 88 / 89 / 91  
HEX #58595B



## Color Tints

If there is an occasion when you need to create contrast without adding extra colors, you can use incremental tints. Our tints are to be applied in increments of 20%. From 80%, 60%, 40% and 20%. Avoid using any other tints.

- **AVIO Red**

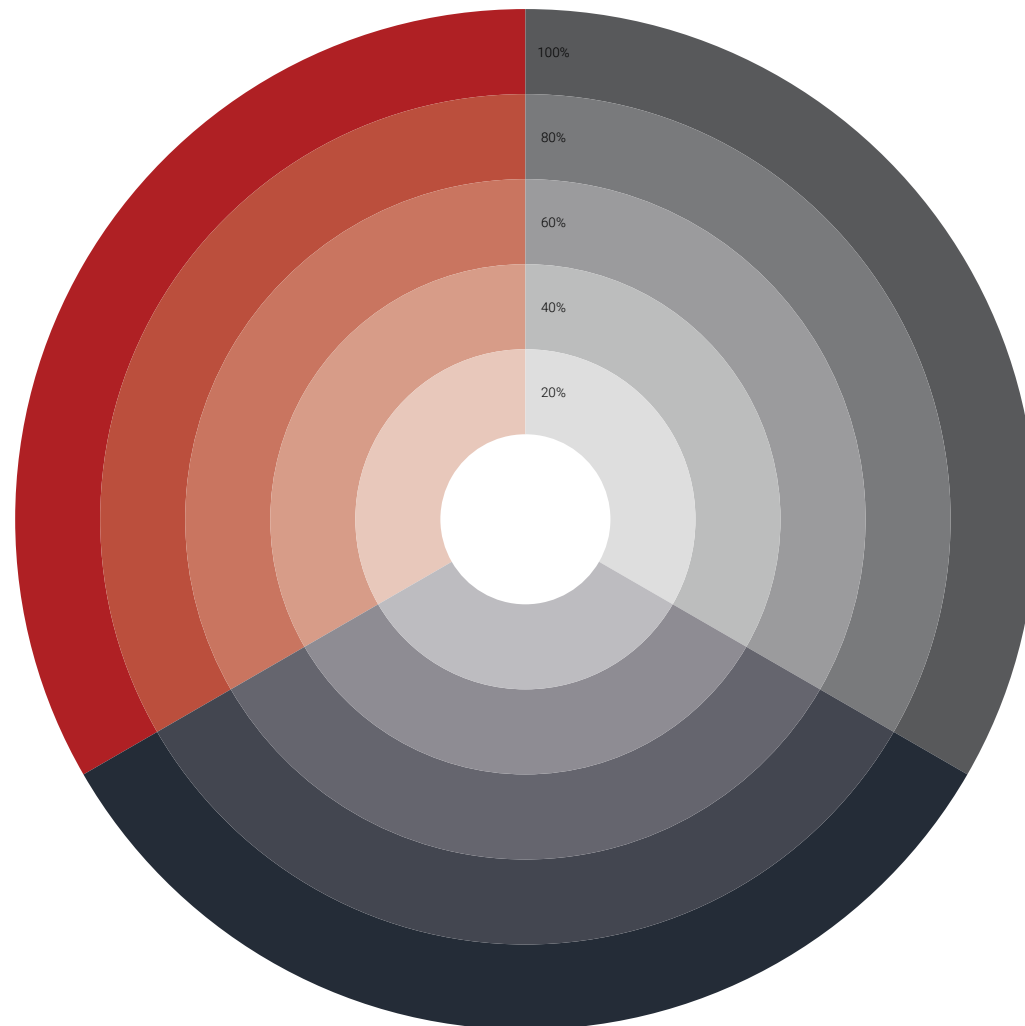
PMS 1795 C  
CMYK 20 / 100 / 100 / 15  
RGB 175 / 30 / 35  
HEX #AF1E23

- **AVIO Navy**

PMS 433 C  
CMYK 86 / 72 / 54 / 60  
RGB 36 / 44 / 55  
HEX #242C37

- **AVIO Gray**

PMS 425 C  
CMYK 0 / 0 / 0 / 20  
RGB 88 / 89 / 91  
HEX #58595B



6.1	Primary Typeface	Page 43
6.2	Secondary Typeface	Page 44
6.3	Use of Type	Page 45

# 6.0

# Typography

## Primary Typeface

Open Sans is our primary brand typeface. Our typography is as unique and elegant as we are. Typography is a key element in our brand. It works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

Open Sans

**ABCDEFGHIJKLM**

**NOPQRSTUVWXYZ**

abcdefghijklmno

pqrstuvwxyz

1234567890

!@#\$%^&\*()+

**Aa**

## Secondary Typeface

Roboto is our secondary corporate typeface, it should be used in all instances where typography is required. It is a simple, clean and legible typeface that compliments our logo. We use three weights of Roboto. Regular and Bold. Arial and Helvetica can be used as a substitute for Roboto on digital applications such as websites and email. It is important to adhere to the leading and tracking arrangements specified in this document to help achieve brand consistency throughout.

Roboto

**ABCDEFGHIJKLM**

**NOPQRSTUVWXYZ**

**abcdefghijklmno**

**pqrstuvwxyz**

**1234567890**

**!@#\$%^&\*()+**

**Aa**



## Use of Type

One of the most important techniques for effectively communicating content is the use of typographic hierarchy. Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader's eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text. It is important to maintain these type pairings. This allows for clarity, consistency and a strong hierarchy for all communications.

### Headings & Pull Quotes

Open Sans is to be used for all headings and pull quotes.

### Subheadings

Roboto Bold is to be used for subheadings.

### Body Copy & Captions

Roboto Regular is to be used for body copy and captions and when a more delicate font is required.

### Buttons & CTAs

Roboto Bold is to be used for all buttons and call to actions.

Subheading Font

## Heading Font

Roboto Light is to be used for body copy.  
Nam que vollige ntectam velicatusam facepta debistium venis minctumquid et que prore, ipsunt. Offic tem haritat essinul lessume pellibeaqui delent et, sitasitium rerum

Subheading Font

## Heading Font

Roboto Light is to be used for body copy.  
Nam que vollige ntectam velicatusam facepta debistium venis minctumquid et que prore, ipsunt. Offic tem haritat essinul lessume pellibeaqui delent et, sitasitium rerum

## Heading Font

Roboto Light is to be used for body copy.  
Nam que vollige ntectam velicatusam facepta debistium venis minctumquid et que prore, ipsunt. Offic tem haritat essinul lessume pellibeaqui delent et, sitasitium rerum

Button Font

“Open Sans is to be used for pull quotes.”

7.1	Photography Standards - People	Page 47
7.2	Photography Standards - Details + Environment	Page 48

# 7.0

# Photography Standards

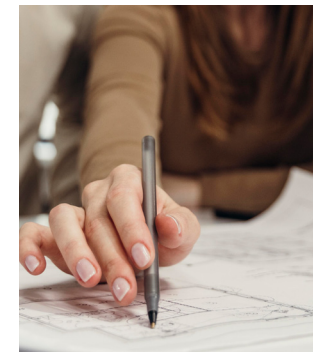
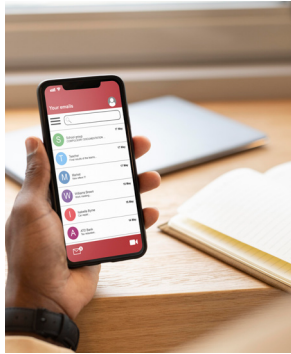
# Photography Standards - People

All imagery should always consist of earthy golden based tones, with a warm and natural feel to them. When individuals or groups are featured in photography for AVIO, they must represent AVIO's commitment to diversity and inclusion. That means a representative mixture of individuals of different races, genders, religions, ability statuses, and other protected characteristics.



## Photography Standards - Details + Environment

All imagery should always consist of earthy golden based tones, with a warm and natural feel to them. Photographs must embody the brand through connection with the brand keywords.



8.1	Icons	Page 50
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8.3	Lines, Stripes & Boxes	Page 52
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# 8.0

# Graphic Elements

# Icons

Our icon set includes both specific objects and relevant symbols. Each icon can be used to express a variety of ideas, including those specific to AVIO and its history.

The icons always appear in a single color. They are shown here using the color AVIO Navy but they can be set in any color from the palette that compliments the design.

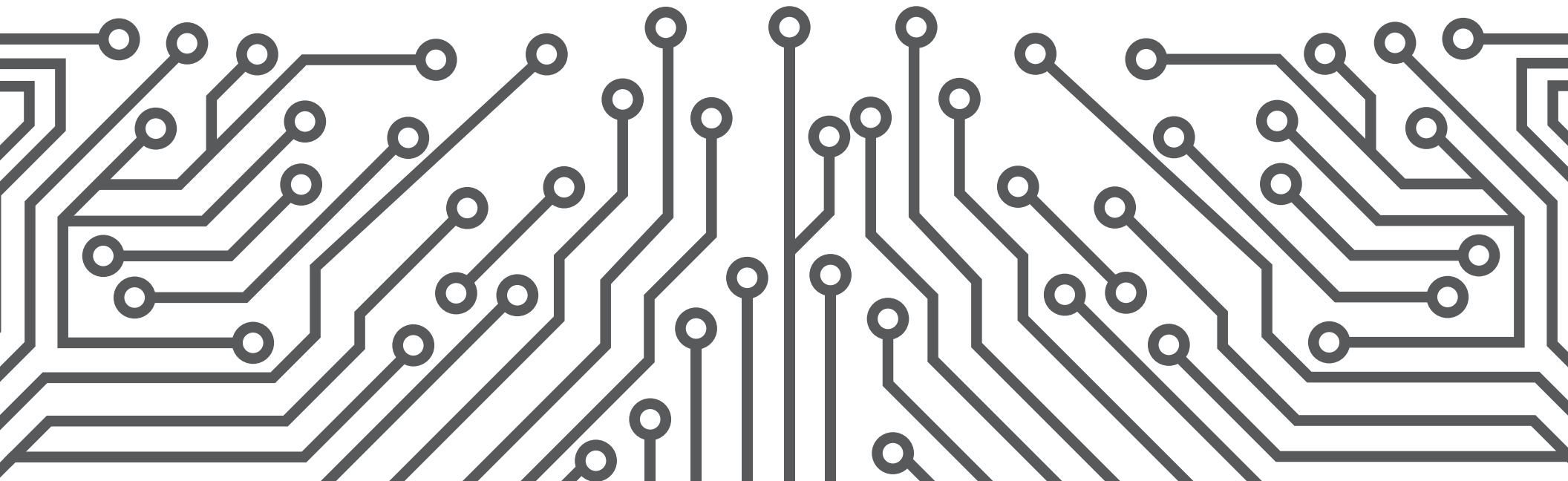




## The Motherboard Pattern

The Motherboard Pattern represents the interconnectivity of how to serve our clients with digital infrastructure and evolution. Leveraging digital means of automation.

The Motherboard Pattern is primarily used at a low opacity in the background of an image.

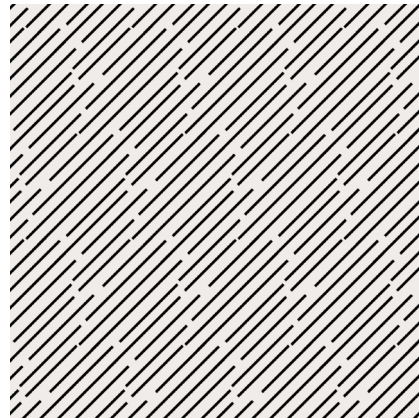


## Lines, Stripes & Boxes

To maintain consistency throughout our brand, it is important that we use consistent weight lines, shapes of boxes, and stripes.

---

Striped Pattern



Boxes for Buttons



Separator Lines

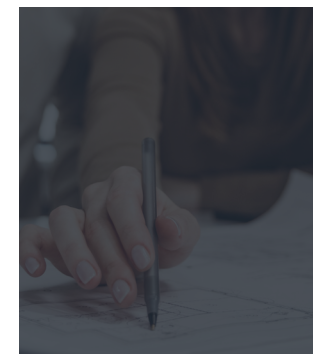
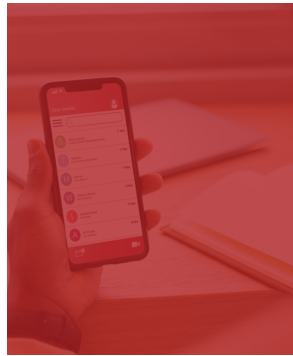




## Transparency

When using color to separate text and icons from the background image, it is important to maintain consistent color and transparency to the overlay to maintain brand standards.

To achieve a cohesive look, you can use AVIO Red or AVIO Navy at 40, 60, or 80 percent. Another option is to use a 100 % tint and use 60 or 80% opacity on the overlay.



## Backgrounds

When creating graphics for AVIO, there are a variety of applications for how the backgrounds can be formatted.

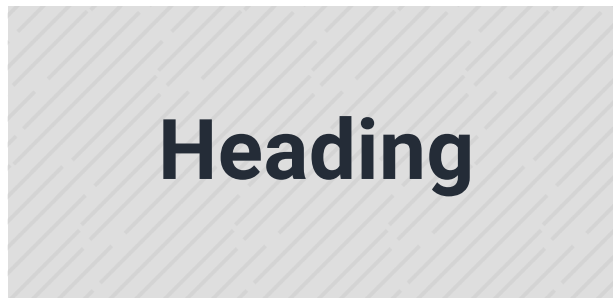
Some options are:

- A photo as the background with an overlay
- An approved pattern as the background
- A solid brand color

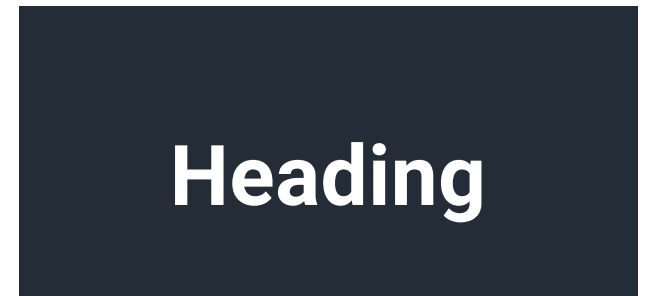
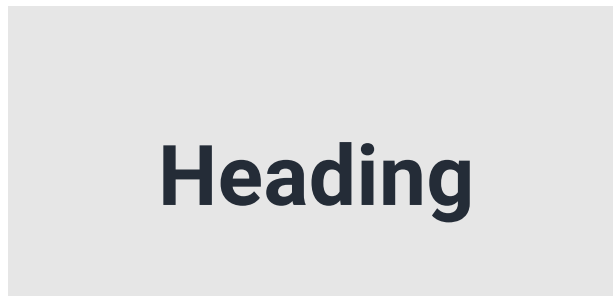
Photo Background



Pattern Background



Solid Colors



## Gradients

Gradients are to be used in limited capacity. However, when you are adding a gradient into a design, ensure that you are using one of the three approved gradient palettes.

AVIO Red to AVIO Navy



AVIO Red to AVIO Orange



AVIO Black to AVIO Navy



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9.9	Print Applications	Page 65

## 9.0

# Application of Visual Standards

# Digital Applications

Digital applications are a natural extension of AVIO's branding and positioning. When applying these to a visual medium, the most significant consideration is asking the general purpose behind the communication.

## General Style Guidelines

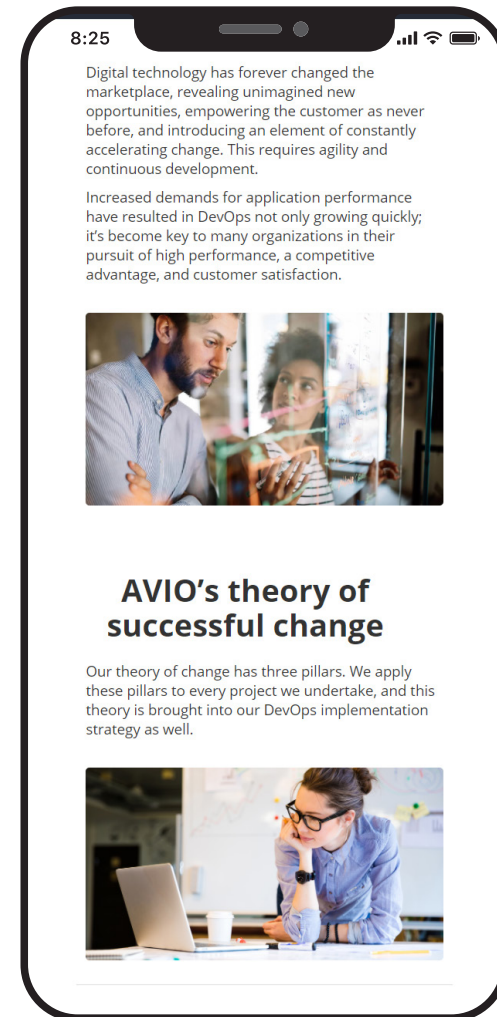
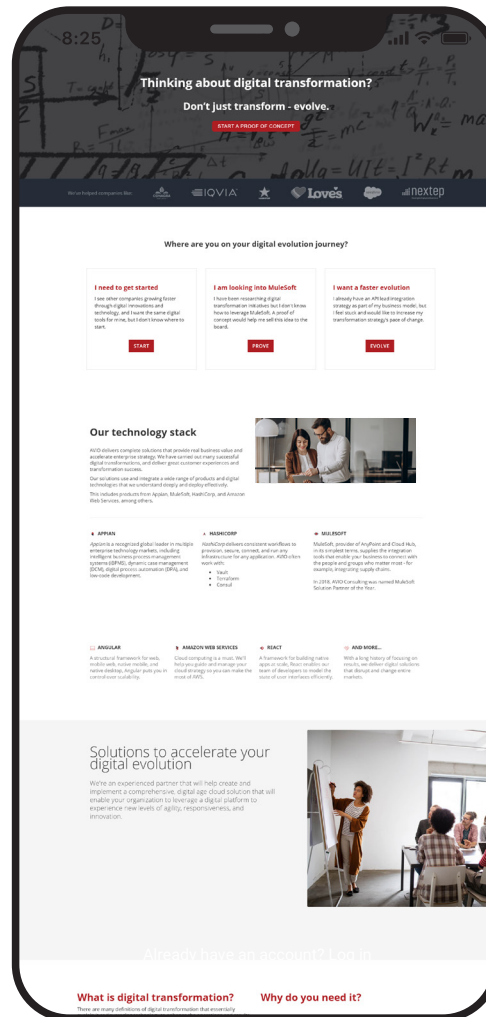
Longer Form Content (How-to, Troubleshooting, Case Study, E-Book, Email, Blog):

- **Header Color:** AVIO Grey
- **Accent/Headline Color:** AVIO Red
- **Module Color:** AVIO Light Grey
- **Body Copy Font Color:** Black
- **Photography/Imagery:** Sparingly, 2-3 images

Shorter Form Content (Social Media Asset or Infographic):

- **Background Color (if applicable):** AVIO Red, AVIO Grey, AVIO Navy
- **Accent Color:** Either AVIO Red or AVIO Grey (whichever not used for the background)
- **Font Color:** White or AVIO Light Grey

If AVIO develops content in collaboration with a different company, AVIO's digital assets may also use that company's colors 1) as long as these colors don't clash with the AVIO brand colors and 2) are not used as the primary color of the digital assets or content.



## AVIO's theory of successful change

Our theory of change has three pillars. We apply these pillars to every project we undertake, and this theory is brought into our DevOps implementation strategy as well.



## Social Media

As previously discussed, social media posts will favor the attention-grabbing AVIO Red or AVIO Grey. Images or graphics shared on AVIO's social media must follow all outlined ideas about photography (naturalistic warm-toned photos) and font (Open Sans). AVIO communications may also use graphic elements, tints, and gradients in formerly approved methodologies.

Of course, for all social media, photos and images will be resized to reflect the ideal dimensions of the channel. AVIO's social media should not use low-quality and low-resolution images. If the AVIO logo is used on an image or graphic, it should be readable (i.e., no white logo on a light image). There should be a consistent placement of the AVIO logo or brand icon, depending on what quadrant of the image it is placed in.

AVIO partner colors may be used when discussing co-branded events, webinars, or information. For example, MuleSoft Blue may be used while discussing a MuleSoft Maturity Assessment.

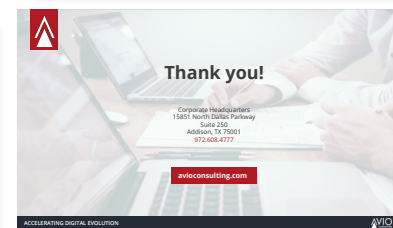
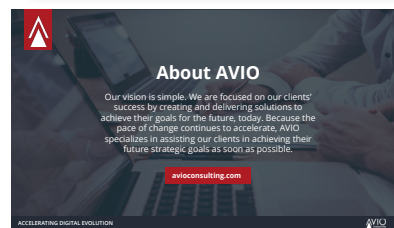
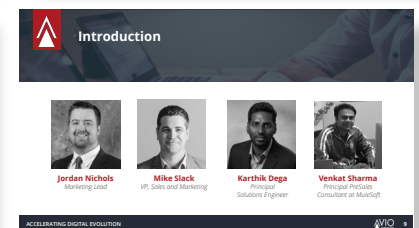
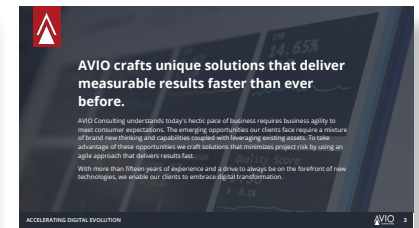
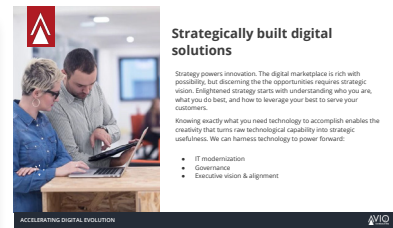




# Presentations

Presentations should generally follow the rules of long-form digital content. The AVIO brand icon should be in the upper quadrant of the presentation screen, either center or left justified.

- **Title Slide/Section Header Tints:** AVIO Grey or Light Grey
- **Accent or Subhead Color:** AVIO Red
- **Headline or Body Copy Font Color:** Black (for AVIO Light Grey) or White (for AVIO Grey)
- **Photography/Imagery:** Typically 1 to be used as either an accent photo or background photo
- **Aspect Ratio and Size:** 16:9, 1920x1080 px
- **Font:** Open Sans



## Email

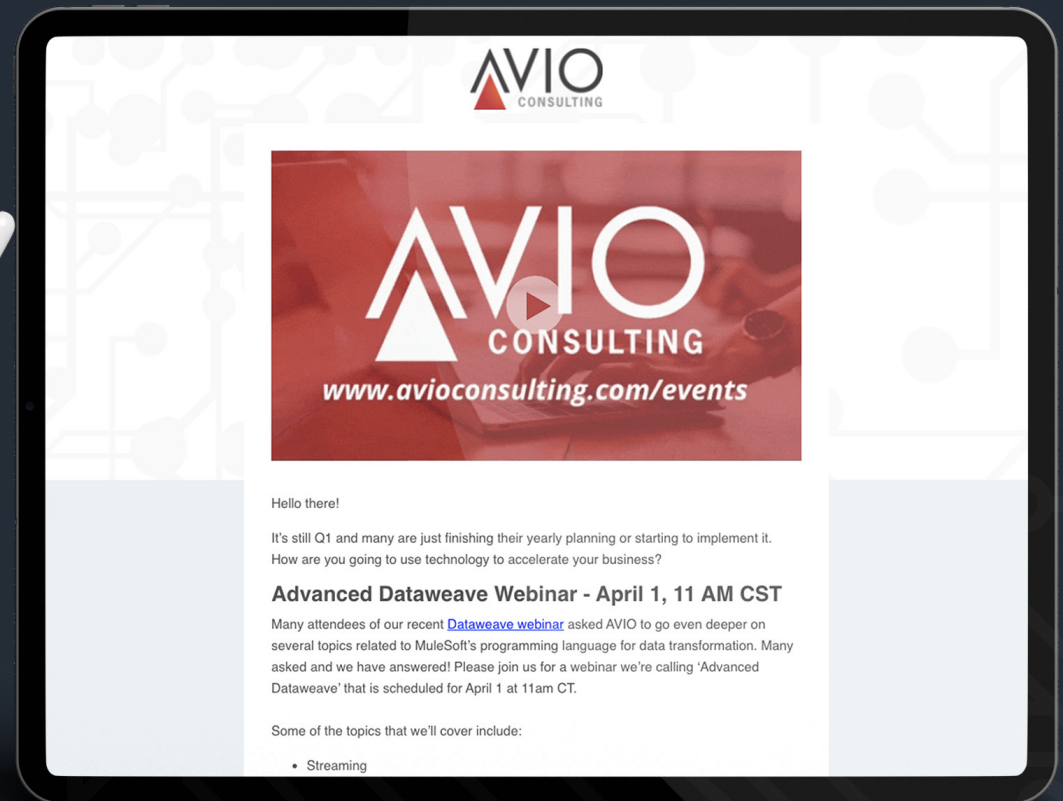
Emails generally have two layout formats: longer-form communications and confirmations. Consistency is key to keeping AVIO's branding as straightforward as our message.

Longer-Form Communications (newsletters and press releases)

- **Header Color:** AVIO Grey
- **Background Color:** AVIO Light Grey or White
- **Logo:** Full-color AVIO logo, centered
- **Accent & CTA Color:** AVIO Red
- **Body Copy Font Color:** Black
- **Photography/Imagery:** Sparingly, 2-3 images
- **Graphical Elements:** Motherboard

Confirmations (invitations, webinar sign-ups, email confirmations, event sign-ups)

- **Header Color:** AVIO Navy or AVIO Red
- **Background Color:** AVIO Light Grey or White
- **Logo:** White AVIO logo on header, left-justified
- **Accent & CTA Color:** AVIO Red or AVIO Navy
- **Body Copy Font Color:** Black
- **Photography/Imagery:** Sparingly, 2-3 images





## Videos

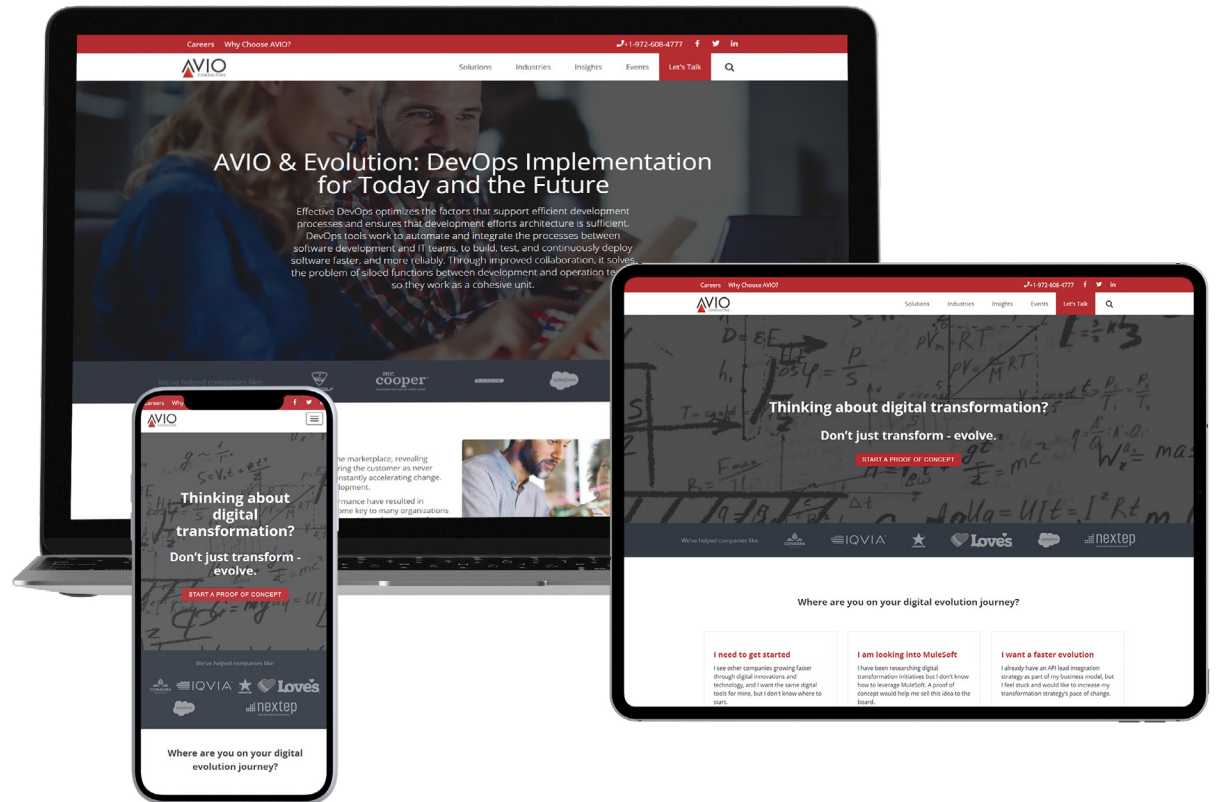
Videos should be purposeful and high-quality. Lower thirds that identify the speaker in webinars or training videos should utilize the brand icon. Thumbnails should make it clear what the video is about. If the thumbnail for a video is not the speakers/presenters, use AVIO Red or Navy as the background color with the AVIO logo in white.



# Website

Web layouts should be clean and professional, generally following the rest of our style guide. Use hex colors, not RGB, for consistency.

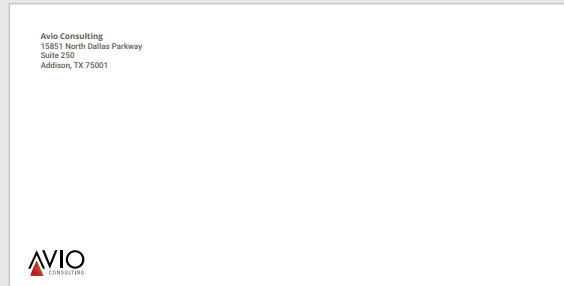
- **Header Module:** AVIO Grey Tint
- **Background:** White
- **Module Color:** AVIO Light Grey
- **Accent, Subhead, CTA:** AVIO Red



# Stationery

This is an example of how our branding would be best applied to maintain consistency of look and feel on stationery.

DL Envelope



Letterhead



Press Release



## Physical Applications

Prioritize the use of AVIO color palette as the base color. Other applications of the logo are acceptable as long as they do not fall under logo misuse. The physical application of the logo should never exceed 50 percent of the print area of the item. Another option would be the full-color AVIO logo or brand icon on a white product.

The AVIO logo and brand icon should be sent to vendors as a vector file. Make sure to give Pantone Colors or CMYK colors to vendors.



# Print Applications

Print collateral or print ads follow the same guiding style principles as the rest of AVIO's current branding. Print applications follow similar rules to web except will use CMYK for printing.

- **Header Module:** AVIO Grey Tint
- **Background:** White
- **Module Color:** AVIO Light Grey
- **Accent, Subhead, CTA:** AVIO Red

