Logo Colors

Gradated purple: This is the primary version of our logo. Please use this treatment in all applications with the following exceptions:

Solid purple: Use in situations with limited printing capabilities (screen-printing, signage, when 4 color printing isn't available)

Black/White: Use when the purple versions have been ruled out. For example when the deliverable will be printed with black ink only.

Gradated

Solid

Black

White

Safe Area

The clear space or "safe area" surrounding our logo is an integral part of its unique design and appeal. No other elements, including typography, may violate this space. Please follow these guidelines to ensure that our mark is placed in its most prominent position within all designs.

Preferred: Preferred clear space is equal to the height of the Avid A-Triangle on all sides of the mark— see example

Secondary: When available space does not allow for preferred clear space, you may use one-half the width of the "A" on each side and two times the width of the "I" on the top and bottom surrounding the mark.

Extreme cases: In rare instances in which we cannot control the amount of available clear space— social media applications are a good example. Please contact brand.questions@avid.com for additional guidance.

Note: When using the mark with lockup text, safe area is measured from the end of the text, and not from the edge of the mark.

Preferred Clear Space

Secondary Clear Space

1/2 A-width

2x I-width
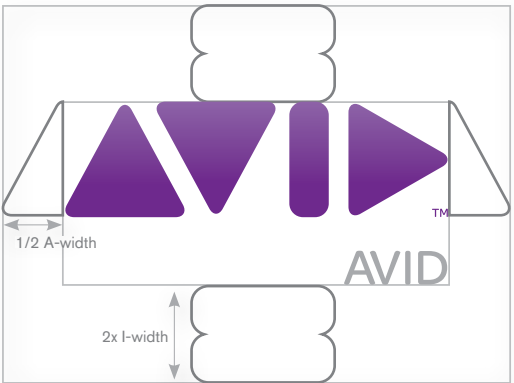
AVID

Minimum Size

The minimum size of the Avid logo on any printed document is .1875" (5 mm) vertical

.1875"/5 mm

Avid Logo — Placement

General Guidelines

▪ The logo should be on a simple white/light or black/dark background
▪ In most applications logo sizes should be between .75"–1.25" (21–32mm) wide
▪ The logo should always appear in a place of prominence

Brochure Positioning

Cover

▪ Option A: Upper right or upper left hand corner
▪ Option B: On a tab of its own or in a text tab. Ensure that there is a lot of white space around it.
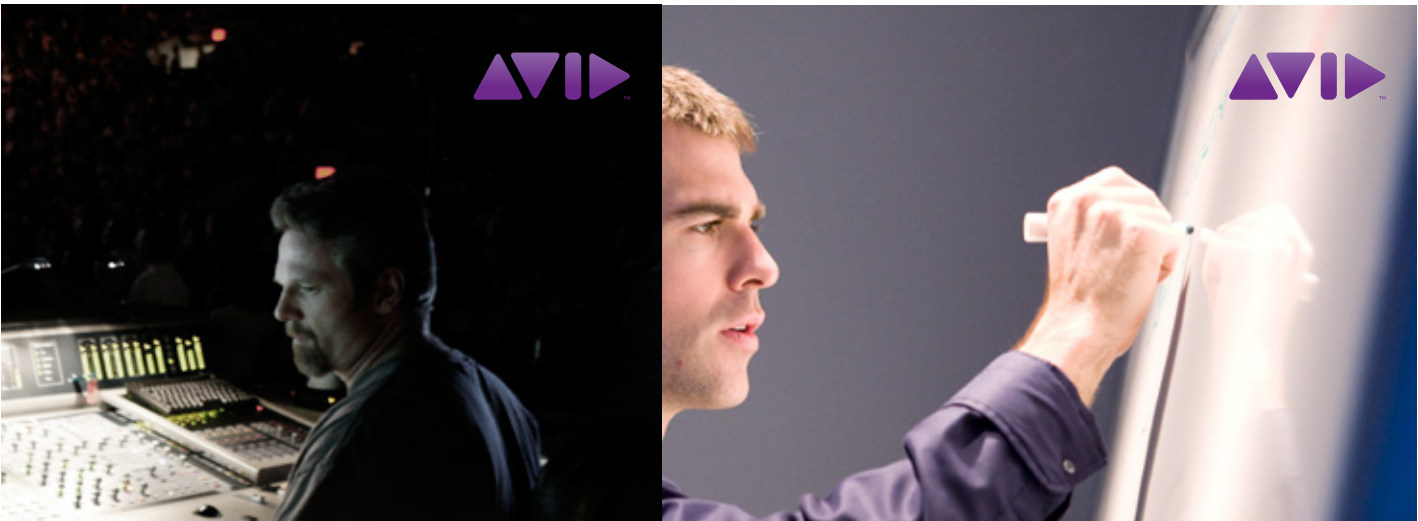
Back Cover

▪ The logo should be located on the right side of the bottom half of the page, either on the background image or in a tab of its own
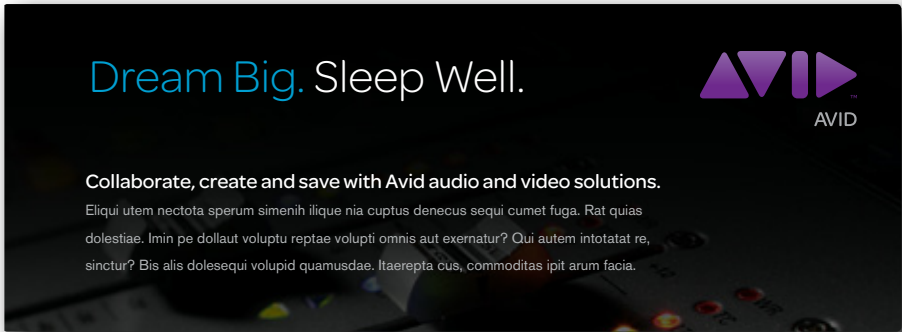
Ad Positioning

▪ First Choice: In the content box
▪ Second Choice: On a very dark or light part of the photograph
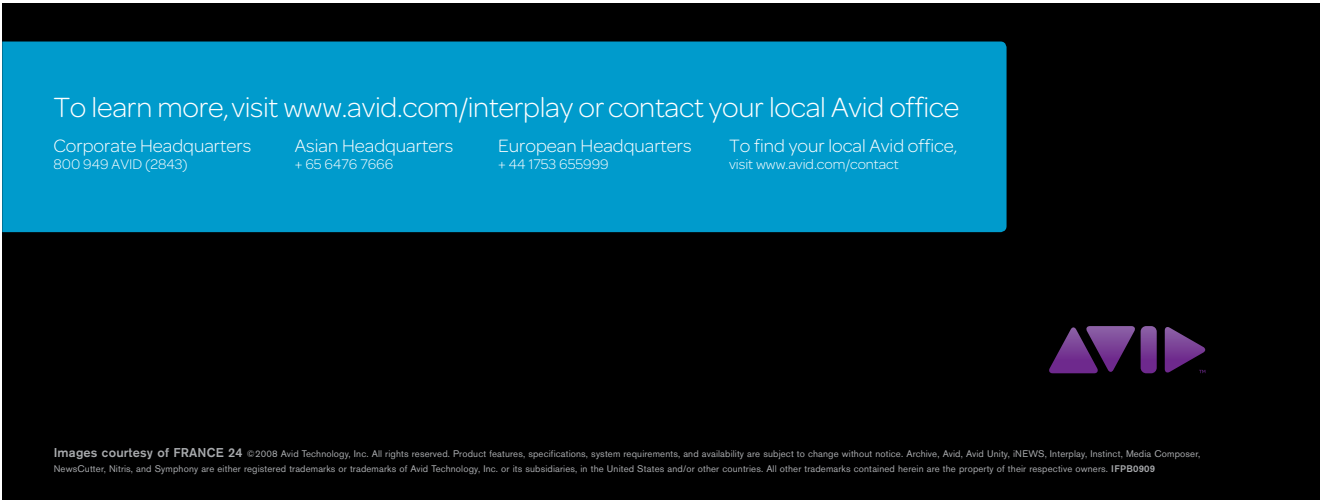
Email Positioning

▪ Place the logo in the upper right corner

Proper placement of the logo on a photograph

Proper placement of the logo in a content box

Example of the logo on the background with other elements around it