



# BRAND GUIDELINES

## CONFIGURATIONS AND VERSIONS

### AVA: America's Walking Club Brand Mark

The America's Walking Club Brand Mark is available in full-color, and solid versions, for both positive and reverse treatments. Full-color is required on-screen, and is preferred in print. When technical limitations prohibit the use of full-color, use the 3-color versions.

The solid version may appear in black, or white, as long as there is sufficient contrast between the background color and the Mark.



FULL-COLOR POSITIVE



3-COLOR POSITIVE



FULL-COLOR REVERSE



3-COLOR REVERSE



## CONFIGURATIONS AND VERSIONS

### AVA: America's Walking Club Brand Mark

The America's Walking Club Brand Mark is used to market and promote products and services.

The Mark is available in vertical and horizontal configurations. There are full-color, and solid versions of each configuration. Choose the one that best fits your application.

#### VERTICAL (STACKED) BRAND MARK



---

#### HORIZONTAL BRAND MARK



<p><b>AVA Blue</b> RGB 16 169 225 HEX #10a9e1 CMYK 72 14 0 0</p>	<p><b>AVA Orange</b> RGB 238 153 59 HEX #ee993b CMYK 4 46 88 0</p>	<p><b>AVA Yellow</b> RGB 248 239 104 HEX #f8ef68 CMYK 5 0 73 0</p>
<p><b>Rich Black</b> RGB 0 0 0 HEX #000000 CMYK 50 50 50 100</p>	<p><b>White</b> RGB 255 255 255 HEX #ffffff CMYK 0 0 0 0</p>	



## TYPE TREATMENT

The America's Walking Club Brand Mark uses DIN Pro Condensed typeset. It should never be used for copy elements longer than one line.

The secondary typeset, DIN Pro, is used for all other purposes.

### PRIMARY

**DIN Pro Condensed**

**DIN Pro Condensed Black**

**DIN Pro Condensed Medium**

### SECONDARY

DIN Pro

DIN Pro Regular / *Oblique*

DIN Pro Medium / *Oblique*

**DIN Pro Black / *Oblique***



## MISUSE

### AVA: America's Walking Club Brand Mark

Do not alter approved artwork in any way. Always apply the Mark thoughtfully, carefully, and appropriately.



✘ Do not apply outlines



✘ Do not display at an angle



✘ Do not add additional design elements



✘ Do not add gradients



✘ Do not skew, rotate or stretch



✘ Do not alter colors



✘ Do not fill with patterns



✘ Do not alter the layout of the mark and typeface

