

BRAND GUIDE

Are you ready? Because we are.

Whenever someone asks “Are you ready?” You know something big is about to happen. For Advizex, we’ve been building to this moment for over 40 years . We’ve established deep partnerships with the most innovative technology companies in the business. We’ve acquired some of the top talent in the market and have achieved the highest certifications. We are solution leaders, infrastructure experts and innovation evangelists. We are...

BRAND STRATEGY

We are an industry leading technology provider for infrastructure and enterprise application solutions. We are a community of experts who believe in the power of IT to elevate organizations and their businesses through innovations in system solutions, technology and service. We are united by our mission of “Customers for life”.

PRONUNCIATION

How we say our name matters. Throughout the company, across the industry, and with every client, new and old — our name must be pronounced with intention and consistency. Below is the phonetic spelling to help articulate the proper pronunciation of Advizex.

AD·VĪ·ZEX

/əd'vī zəx/

VALUE PROPOSITION

This is what makes us attractive to our customers and helps differentiate our brand. Each word is unique, precise and intentional to communicating the value of our people, solutions and service.

Driving Performance Through Innovation.

Driving Actively guiding our clients and tech leads

Performance to enhance business applications

Through that work alongside and empower organizations

Innovation to achieve their goals and elevate above the competition

CONSISTENT & PRECISE

The intention of this experience is to provide clear and concise explanation of our brand elements and to demonstrate the standards that all employees, partners, vendors, press and contributing entities must adhere by to protect its value. All previous logos and brand standards should not be used moving forward. Any questions for the use of our brand and its elements should be forwarded to the marketing team. marketing@advizex.com

IDENTITY

As industry and technology continue to innovate, so must our identity. The name Advizex has always stood for excellence in IT solutions and services. As we evolve from our recent history and elevate our brand, it's only natural that our identity refreshes to reflect our current success and vision for tomorrow.

PRIMARY LOGO

The Advizex logo represents the modernization and transformation we promise and deliver to our customers and their businesses. The ascending left to right movement in the “x” specifically speaks to our commitment to exceeding our clients’ expectations — finding more ways to streamline, automate, protect and innovate technology systems and enhance their performance. The primary logo should never be reproduced smaller than 1” wide or 150 pixels wide.

CLEAR SPACE

To ensure the Advizex logo stands out on all materials and in every digital experience, we must always maintain a clear space around the logo equal to one “x” height. This means that the height of the “x”, relative to the size of logo, is the distance clear around the logo from any other design elements.

REVERSE COLOR

Reverse color represents an alternate to the primary logo that allows our brand to stand out on dark colored backgrounds and textures. When determining which logo to use, always consider the contrast of the logo to the background and use the logo that stands out the best.



LOGO WITH TAG

The Advizex logo should be accompanied by the value proposition tag when brand awareness is the primary goal. Instances for using our logo with tag include all digital and printed signs, outdoor banners, advertisements, outbound marketing collateral and sponsorship branding. If you are uncertain which logo you should use for your next project, please consult the marketing team.



IDENTITY

Advizex

Advizex

Advizex

Advizex

ONE COLOR APPLICATIONS

One color versions of the Advizex logo are preferred for instances that require simplicity and separation of color. Such outputs may include printing on promo items, embroidery, sponsorship signs, etc. The Advizex should never be converted to a color that is not specified in this document.

PRIMARY BRAND COLORS

Consistency with color is paramount in preserving the integrity of the Advizex brand. No matter what application or media our logo and brand material appear in, using the appropriate color formulas will ensure that our marks stay true in every instance. Please note that while color formula may be accurate, colors can look different from on screen to in print, from far away and up close and from one viewer to the next. Using the formulas included here will offer the greater continuity across all materials.



PERFORMANCE BLUE

web: #005BAB
print: c100 m70 y0 k0



INNOVATION AQUA








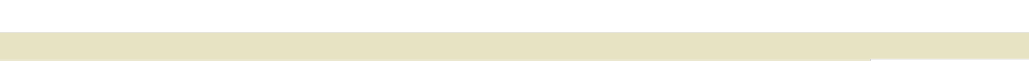
web: #00B48D
print: c77 m1 y60 k0



ADVIZEX BLACK


web: #191718
print: c72 m67 y64 k79

SECONDARY COLORS

	ADAPTIVE BLUE #1e90b3 c80 m30 y20 k0
	TRANSFORM TEAL #008670 c100 m30 y70 k0
	INTELLIGENT ORANGE #f37021 c0 m70 y100 k0
	MANAGED MAGENTA #ac2668 c36 m100 y40 k0
	NETWORK NAVY #103052 c100 m83 y41 k36
	CLOUD GREY #b2c5cc c30 m14 y15 k0
	DIGITAL LIME #bfd730 c30 m0 y100 k0
	CASUAL KHAKI #e9e5c3 c0 m0 y20 k10

EMAIL SIGNATURE

Our email signature is a telling extension of our brand. Consistency from our President to our newest team members will help ensure that every correspondence is viewed as thoughtful and intentional. If you have questions if your signature is within the corporate standard please email the marketing team for help.

Name: Calibri, 12pt	_____	Kim Kamenicky
Title: Calibri, 10pt, Caps, 50% Grey	_____	MARKETING MANAGER
Company: Calibri, 12pt	_____	Advizex
Info: Calibri, 10pt	_____	Office: 412.960.4342
		Mobile: 412.337.7935
Website: Calibri, 10pt, paragraph spacing 6pt after	_____	www.advizex.com
Logo: "Advizex_logo_signature_2020.png"	_____	

VOICE

The Advizex brand voice is **modern, precise and transformative**. The fonts we use in our communications will reflect these characteristics and create consistency in our designed publications. In context, the Advizex name should be typed with only an initial Capital “A”.

**** The “x” in “Advizex” should never be capitalized.**

**** Your applications may be set to autocorrect to the capital X. Simply select the type, right click and select “add to autocorrect” for the revised correct spelling.**

Source Sans Pro

light | regular | *italic* | **semibold** | **bold**

Use for:

All digital and print headlines, paragraph copy, quotes, and annotations.

Download at:

<https://fonts.google.com/specimen/Source+Sans+Pro>

Calibri

light | regular | *italic* | **bold**

Use for:

Alternate font for Source Sans Pro for Microsoft applications such as PowerPoint, Word, Excel and Outlook. Only use if you are unable to use Source Sans Pro due to system restrictions.

Roboto

light | regular | *italic* | **medium** | **bold**

Use for:

Display type, category headers, section labels, titles, and infographics.

Download at:

<https://fonts.google.com/specimen/Roboto>

PHOTOGRAPHY

Photos speak volumes when it comes to communicating brand capabilities and values. The subject matter, style and tone of our photography all contribute to our message. Our technology, partnerships, culture and most of all our people are what make Advizex so different from our competition. Our photography must reflect our modern and transformative tone as it connects with our customers and to their industries. Contact Marketing for access to our library of high resolution files.



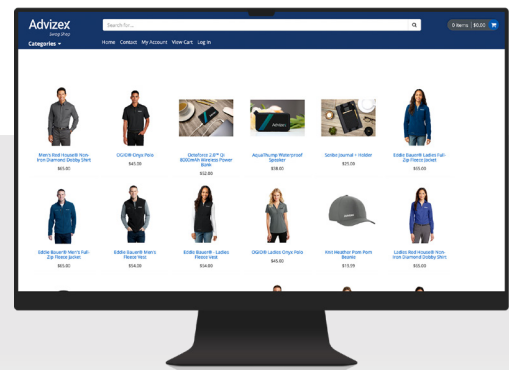
SALES & PROMOTIONS

We're bringing it all together like never before. As we continually work on new ways to present, share, promote and display our awesome brand, below are links to updated assets and materials. From sales collateral to presentations, the shirt on your back to the tech in your pocket, you can be equipped with everything you need to spread the word and look great doing it.



ADVIZEX SALES SUPPORT MATERIALS

Available on our company Sharepoint



ADVIZEX SWAG SHOP

New gear available at

<https://advizex.brandingbygeiger.com/>

A man with glasses and a blue shirt is standing in a server room, looking at a laptop. The room is filled with server racks that have many small green lights. The lighting is dim, with the primary light source being the laptop screen and the server lights.

We're ready to make our mark

This Brand Guide is designed to help define and preserve the integrity of the Advizex brand as it is shared in all outward and internal communications.

For more information or to request Advizex brand and creative support, email marketing@advizex.com

Advizex

Driving Performance Through Innovation.