

AVSystem IoT Solutions Partner Guidelines

**AVSystem IoT Solutions
Logo use & co-branding guidelines**



Table of contents

01. Purpose & scope	3
02. Core principles	4
03. AVSystem logo available to partners	5
03.1 AVSystem Logo	5
03.2 Exclusion zone, logo size & color versions	6
03.3 Incorrect logo use	7
03.4 Color palette	8
04. Logo placement & brand ownership	9
05. Equal partnership / Co-branding	9
06. Multiple partners / sponsor grid	10
07. AVSystem visual identity is not a partner toolkit	11
08. Partnership claims & endorsement	11
09. Reference guide	12
10. Final checklist	13

Purpose & scope

These guidelines explain how AVSystem may be represented in partner-created communications.

They cover:

- logo usage,
- co-branding,
- multi-partner layouts,
- background variants,
- approved partnership wording,
- prohibited applications.



Partner-created materials remain within the partner's own visual identity. AVSystem provides its logo – not its visual system.

Core principles

1. Use the full AVSystem logo

Partners always use the complete AVSystem logo.

The standalone symbol is not provided for partner communications.

2. Keep your own brand identity

Use your own colors, typography, layouts and visual language.

3. Do not imitate AVSystem branding

AVSystem colors, patterns, illustrations and typography are not required and should not be reproduced.

4. Do not alter the logo

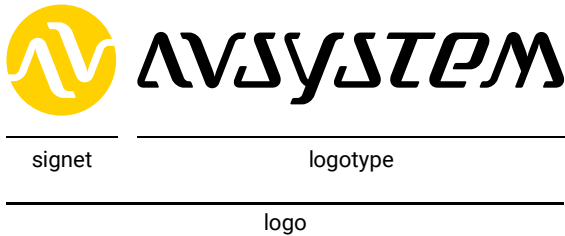
Never modify, redraw, stretch, rotate, recolor or apply effects.

5. Avoid endorsement claims

Do not imply certification, endorsement or official status without written approval.

6. Keep co-branding simple

A lockup may contain a maximum of two logos.



AVSystem logo

AVSystem's logo is the main element of the company's visual identity which ensures visual recognition of the brand. Thus, it must always be used in accordance with this guideline. Any other usage, not described in this document is strictly prohibited.

The logo consists of two interdependent elements - signet and logotype, which together form the primary AVSystem logo.



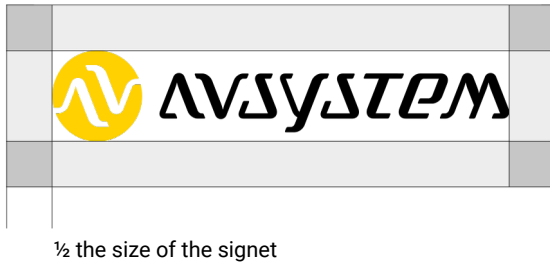
The primary logo

Partners must use the full AVSystem logo in all partner-created communications. The standalone AVSystem symbol is reserved for AVSystem-owned applications.



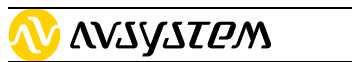
Logo signet

Using the logo signet alone is strictly prohibited.



Exclusion zone of logo

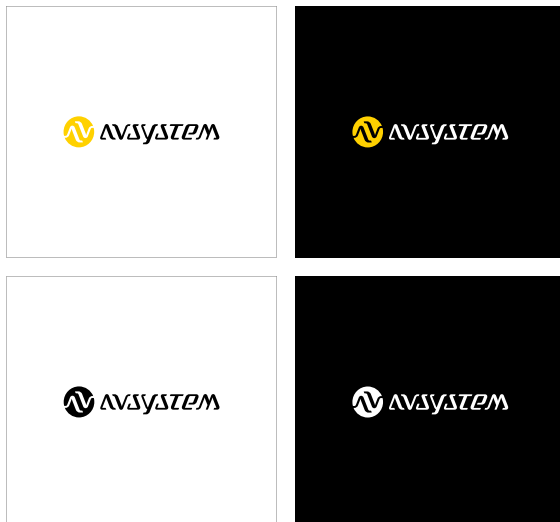
The 'exclusion zone' refers to the area around the logo which must remain free from other elements to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' for the primary logo is equal to half of the width of the logo signet.



Print: 6 mm h
Online: 17 px h

Logo size

AVSystem logo must always be used in a way that ensures its full legibility. The minimal sizes for logo print/online use are as indicated.



Color versions of the logo

The primary AVSystem logo consists of two colors as indicated. If printing possibilities or background color prohibits its use or significantly decreases legibility, the logotype may be used in a secondary color version.

The primary AVSystem logo can be used in 1-color chromatic version once it appears on a color or photographic background as long as the legibility and integrity of the logo are not diminished.

Incorrect logo use

Misuse of the AVSystem logo results in misaligned brand communication.

On this page, you'll find examples of practices that go against the terms of use for the logo and the AVSystem brand.



DO NOT alter the colors of the logo unless in accordance with the color rules specified in this manual.



DO NOT combine the logo with a text, graphics, symbols, or any other elements.



DO NOT squish or stretch the logo.



DO NOT separate the logotype.



DO NOT rotate the logo.



DO NOT use drop shadows, strokes, or other visual effects.



DO NOT alter the placement or the scale of the signet.



DO NOT rearrange the placement of the type within identity.

Color palette

The brand's colour palette is a collection of colors that embody our brand's energy and openness for innovation. The primary scheme comprises three core colors: yellow, black, and purple (IoT).

Yellow

Pantone 109 C
CMYK 0,17,100,0
RGB 255,209,0
#ffd100

Black

Pantone Black 6 C
CMYK 40,40,40,100
RGB 0,0,0
#000000

IoT Violet

Purple

Pantone 266C
CMYK 74,80,0,0
RGB 119,61,189
#773dbd

White

CMYK 0,0,0,0
RGB 255,255,255
#ffffff

Logo placement & brand ownership

The owner of the communication leads the visual hierarchy.

When the partner owns the communication, the partner's identity defines the layout. The partner logo appears first – on the left or above – while AVSystem appears on the right or below.



YOUR LOGO AVSYSTEM



YOUR LOGO
AVSYSTEM

✓ **Use:** partner colors / partner typography / partner graphic system

✗ **Do not use:** AVSystem patterns / AVSystem typography / AVSystem illustration system

Equal partnership / Co-branding



YOUR LOGO AVSYSTEM



YOUR LOGO | AVSYSTEM

⚠ Guidelines:

- both logos should have equal visual weight,
- do not align them mechanically by width or height,
- a thin separator is permitted,
- leave plenty of space between the logos,
- **a maximum of two brands in a single lock-up.**

Multiple partners / sponsor grid

When AVSystem is one of many partners

When the partner owns the communication, the partner's identity defines the layout. The partner logo appears first – on the left or above – while AVSystem appears on the right or below.



LOGO LOGO AVSYSTEM LOGO LOGO

⚠ Guidelines:

- AVSystem goes into the same grid,
- we do not create a separate lock-up for it,
- no separator,
- the same visual hierarchy,
- AVSystem should not automatically be larger than the others.

AVSystem visual identity is not a partner toolkit

Use the AVSystem logo, not the AVSystem visual system.

✔ Partner-curated materials:

- Partner colors and fonts
- Partner illustrations
- Partner patterns
- Partner layout system
- AVSystem logo

⊗ Do not implement:

- IoT Violet as a mandatory partner color
- AVSystem typography
- AVSystem patterns
- AVSystem illustrations
- AVSystem layout language

⚠ IoT Violet #773dbd may appear in finished materials created by AVSystem.
It is not a required or provided brand color for partner-created communications.

Partnership claims & endorsement

✔ Accepted:

- “AVSystem and [Partner] are working together on...”
- “[Partner] integrates with AVSystem...”
- “In partnership with AVSystem...”

⊗ Do not implement:

- Certified by AVSystem
- Endorsed by AVSystem
- Powered by AVSystem
- Official technology partner
- AVSystem Certified Partner

⚠ Do not create badges, seals or wording that may imply certification, endorsement or official status unless explicitly approved by AVSystem.

Reference guide

Case	Guideline
The partner owns the communication	The partner's brand identity leads the communication. The partner logo should appear on the left or above, with the AVSystem logo positioned on the right or below.
Equal partnership	Both logos should have equal visual weight. Do not size or align them mechanically by width or height. A thin separator may be used where appropriate.
AVSystem is one of multiple partners	The AVSystem logo should be placed within the shared partner or sponsor logo grid and follow the same visual rules as all other brands. Do not create a dedicated lockup or use a separator.
Dark or photographic background	Use the white monochrome version of the AVSystem logo. Always ensure sufficient contrast and legibility.
Light background	The primary yellow-and-black AVSystem logo is preferred. The black monochrome version may also be used.
Co-branding includes more than two brands	Do not create a combined co-branding lockup. Place the AVSystem logo within the standard partner or sponsor logo grid.
Use of the AVSystem standalone symbol	The standalone AVSystem symbol is not permitted in partner-created communications. Partners should use the complete AVSystem logo only.
Certification or endorsement claims	Any wording or visual treatment implying certification, endorsement, official status, or technology approval requires prior written approval from AVSystem. Partners must not independently use claims such as "Certified by AVSystem," "Endorsed by AVSystem," "Powered by AVSystem," or "Official Technology Partner."

Final Checklist

Before publishing, check:

- ☐ Am I using the full AVSystem logo?
- ☐ Is the logo taken from the official supplied file?
- ☐ Has the logo remained unmodified?
- ☐ Does it have sufficient contrast?
- ☐ Is the partner's visual identity clearly leading the communication?
- ☐ Are there no more than two logos in the lockup?
- ☐ If there are multiple partners, is AVSystem placed in the common grid?
- ☐ Am I avoiding AVSystem visual assets other than the approved logo?
- ☐ Does the wording avoid certification or endorsement claims?
- ☐ If the application is unusual, has it been approved by AVSystem?

⚠ **When in doubt, contact the AVSystem marketing team before publication.**

Contact the marketing team

