



# Brand Guideline

Brand Guideline Developed by Avansta

# Purpose of a Brand Guideline

The Avansta Brand Guideline serves as the blueprint for how our brand is represented across all touch points.

It ensures consistency, clarity, and alignment in every piece of communication, both internally and externally. By following these guidelines, we maintain the strength of our identity, build recognition, and reinforce our core values—Bold Excellence, Client-Centricity, Ambition & Growth, and Integrity & Transparency.

Whether designing marketing materials, communicating with clients, or creating new digital experiences, this document is your go-to reference for maintaining Avansta's high standards of quality and cohesion.

Welcome to the  
Digital Revolution

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01.

# Introduction to Avansta



# Brand Overview

Avansta is a forward-thinking digital marketing agency established in 2024 with the mission to push the boundaries of what businesses can achieve online. Our brand is built on the core values of Bold Excellence, Client-Centricity, Ambition, Growth, Integrity and Transparency, which drive everything we do. We offer comprehensive digital solutions designed to create a cohesive digital ecosystem, helping our clients thrive in an ever-evolving digital landscape.

Our identity is deeply rooted in our ambition to deliver innovative solutions that not only meet but exceed industry standards and our client expectations. The Avansta name itself represents the pinnacle of achievement, symbolizing our commitment to setting new limits and helping businesses reach new heights in the digital world. Through our expertise in digital marketing, we empower Canadian businesses to unlock new opportunities and achieve long-term growth.

Visually, our brand reflects the strength and resilience of the rocky, snowy mountains that inspire us—mirroring our approach to overcoming challenges and delivering exceptional results. From our bold colour palette and clean typography to our modern iconography, each element of our brand has been crafted to represent our dedication to excellence and forward-thinking innovation.

# Brand Story

Avansta was founded in late 2024 with a clear mission: to redefine what businesses can achieve through digital marketing and a strong online presence. In recent years, the digital marketing industry has seen a decline in service quality as new agencies emerged rapidly to meet growing demand. Many of these start-ups were driven by profit, not by a true commitment to their clients' success.

As a result, Canadian businesses were paying high fees for subpar services that often failed to deliver meaningful results. Many of these agencies lacked the real-world experience needed to offer effective solutions.

Avansta was built to change that. Our goal is simple yet bold: to push the limits of what's possible in digital marketing. We stand tall, dedicated to delivering excellence and providing comprehensive online solutions that build a complete digital ecosystem for our clients. With every solution, we aim to leave a lasting impression, creating memorable experiences that drive real success.

Driven by Passion,  
Built on Excellence

# Vision & Mission

Our long-term vision is to scale Avansta, expanding our offerings to reach all of Canada. We aim to continue setting the industry standard by staying current with industry trends and hiring individuals who bring fresh perspectives.

Our mission influences all our operations and decisions. Every aspect of our company is carefully designed to offer a memorable experience that stands out. We aim to provide every client with a smooth, satisfying journey.

Many businesses have felt dissatisfied, confused, and frustrated after working with web design and digital marketing companies. We understand this frustration, having seen the rise of low-quality services in the industry. That's why we are committed to raising the industry standard and setting new benchmarks for what's possible.

## Vision

To empower Canadian businesses to harness the potential of digital marketing, redefining what is achievable in the digital landscape.

## Mission

To empower Canadian businesses by enhancing their online presence and driving sustainable growth through leading website solutions, digital marketing solutions, and technology solutions. We are committed to setting new limits for their success and fostering long-term partnerships.



# Core Values

Our values were chosen based on a simple philosophy: understanding what our clients want above all else. To set the industry norm, we seek clients who share our philosophy. We aim to make a bold entrance into the digital marketing landscape, disrupting it and setting new limits. Change is needed, and we believe businesses will agree with that statement.

These values influence every aspect of our operations and decision-making. They guide our services, products, employee training, marketing strategies, and even our internal processes. Our brand differentiates us from competitors, and we consider it our number one asset to protect and uphold.

## Excellence

We are committed to providing high-quality services and setting new limits in everything we do, consistently exceeding client expectations.

## Open-Minded

We embrace openness to new ideas, perspectives, and approaches. We believe that an open mind fosters innovation and growth.

## Growth-Oriented

We focus on driving growth for our clients and our company by continuously improving our services and expanding our capabilities.

## Creativity

We foster innovation and originality in all aspects of digital marketing and design, encouraging creative thinking to deliver unique solutions.

## Integrity

We conduct our business with honesty and transparency, building trust through open communication and ethical practices.

## Client-Centricity

Our clients' success is our priority. We tailor our solutions to meet their unique needs, ensuring a personalized and impactful experience.

02.

# Brand Identity

# Primary Logo Design

The Avansta logo embodies our brand identity, combining a modern aesthetic with professional appeal. Its minimalist design draws inspiration from abstract logo styles, allowing the logo and name to be associated with our unique brand values.

The icon features a geometric triangular shape with negative space, forming a semi-bold outline. This design is versatile, adapting seamlessly to different sizes, colors, and applications while maintaining its impact and clarity. The clean, simple form ensures the logo remains recognizable from a distance. It takes inspiration from iconic abstract logos like Nike, Pepsi, and Adidas.

Our slogan, “Set New Limits,” follows the three-word rule, capturing the tone and emotion we want to convey. It instills a sense of motivation, encouraging our clients to feel empowered and capable of achieving their business goals.





# Brand Name

The journey behind the Avansta brand name began in 2022, originally under the concept name "Everest." The initial idea was to draw inspiration from geographic locations, similar to brands like Amazon. However, "Everest" felt too generic and was only used as a temporary name during the business's early development.

In late 2024, after numerous brainstorming sessions, Vlad decided to take a different approach, focusing on abstract brand names. Other options considered included invented compound names like Avalinte, Altivista, and Verenta. Ultimately, "Avansta" emerged as the ideal choice due to its appealing sound, availability across domains and social media platforms, and the preference for a name starting with the letter "A" (or alternatively "E" or "V").

As an abstract invented name, "Avansta" carries no predefined meaning, providing the opportunity to shape its own unique brand identity and significance.

AVANSTA

Primary Logo Design



AVANSTA

SET NEW LIMITS

Variation - Primary Logo Design



AVANSTA

SET NEW LIMITS



Variation - Primary Logo Design



AVANSTA

SET NEW LIMITS

# Spacing & Sizing

To maintain the integrity and visual impact of the Avansta logo, it's crucial to follow guidelines for clear space and sizing across various applications. Proper spacing ensures the logo remains legible and stands out without interference from other design elements.

## Minimum Clear Space

Always maintain a clear space around the logo equal to the height of the triangle icon. This space acts as a buffer zone, ensuring no text, images, or other design elements encroach upon the logo. The clear space guideline applies to all logo variations, including full logo, icon-only, and text-only formats.

## Digital Usage

For optimal legibility on digital platforms, the minimum logo height should be 24 pixels for the full logo and 16 pixels for the icon-only version. This ensures the logo remains clear and recognizable on smaller screens.

## Print Usage

When using the logo in print, the minimum height should be 0.5 inches (12.7 mm) for the full logo and 0.25 inches (6.35 mm) for the icon-only version. This maintains its visual impact and ensures that all details are preserved.



# Responsive Logo

Avansta's logo is crafted with versatility in mind, ensuring that it maintains its visual impact and legibility across various screen sizes and platforms. The responsive design approach allows the logo to adapt seamlessly to different contexts, from large-scale signage to small mobile screens, without compromising its recognizability.

The logo's simple geometric shape and minimalist style make it suitable for multiple variations, including full logo, icon-only, and text-only formats. The geometric triangle icon, with its semi-bold outline and clean design, ensures that even in scaled-down or monochromatic versions, the logo remains distinguishable and effective.

By embracing a responsive logo design, Avansta enhances its brand presence across all digital and physical touchpoints, delivering a consistent and impactful brand experience.



# Typography

Our typography is clean, modern, and bold, reflecting the strength and clarity of Avansta's brand identity. The consistent use of the Montserrat typeface across all materials ensures a cohesive and professional look, balancing elegance with readability.

## **Primary Typeface: Montserrat (Regular)**

Used for headlines, titles, and key messaging. This typeface embodies boldness and excellence, capturing attention while maintaining clarity.

## **Secondary Typeface: Montserrat (Medium)**

Used for subheadings and secondary elements. It provides a slight contrast to the primary typeface while ensuring the overall design remains cohesive.

## **Paragraph Typeface: Montserrat (Regular)**

Used for body text and longer copy, Montserrat ensures readability while maintaining the modern and approachable look of the brand.

Aa

## Primary Typeface

Montserrat (Regular)

Aa

## Secondary Typeface

Montserrat (Medium)

Aa

## Paragraph Typeface

Montserrat (Regular)

# Colour Palette

Our brand's colour palette has been carefully curated to reflect the bold, modern, and innovative nature of Avansta. These colours provide consistency across all digital and print materials, ensuring a cohesive and recognizable visual identity.

**Avansta Red (#FA0138):** This vibrant, bold red is the core of our brand's identity. It represents energy, passion, and our commitment to excellence, making it a standout colour in all brand materials.

**Cloud White (#F5F5F5):** A soft, neutral white used to create clean, minimal backgrounds and balance our more vibrant colours.

**Charcoal Black (#292929):** A deep, grounding black that contrasts effectively with the rest of the palette, offering a sleek, professional look.

**Slate Grey (#626262):** A versatile grey that complements our primary red, adding a subtle, modern tone to our design elements.

**Ocean Blue (#0077B6):** A calm, confident blue that can be used to add depth and balance alongside our primary and neutral colours.

## Avansta Red

Primary

#FA0138

## Slate Grey

Secondary

#626262

## Ocean Blue

Secondary

#0077B6

## Cloud White

Neutral

#F5F5F5

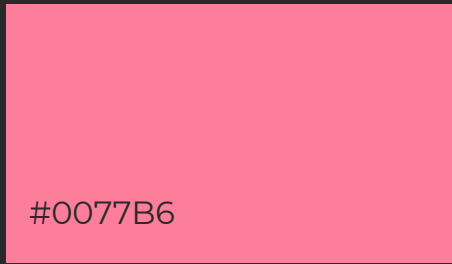
## Charcoal Black

Neutral

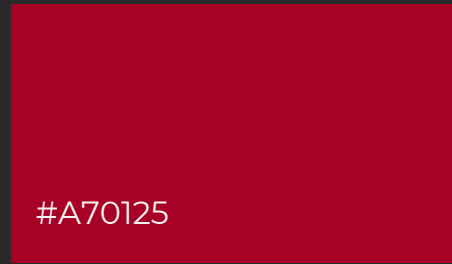
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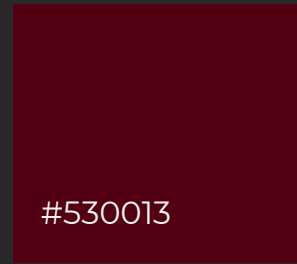
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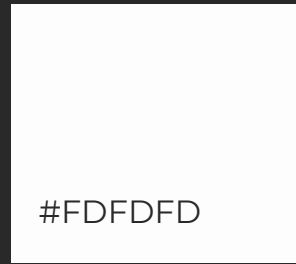
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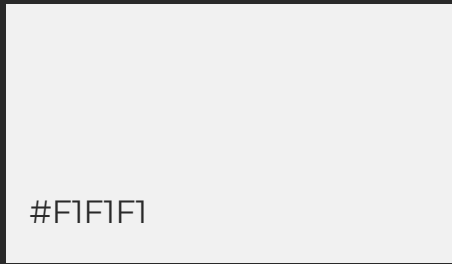
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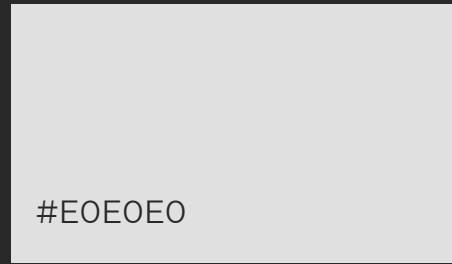
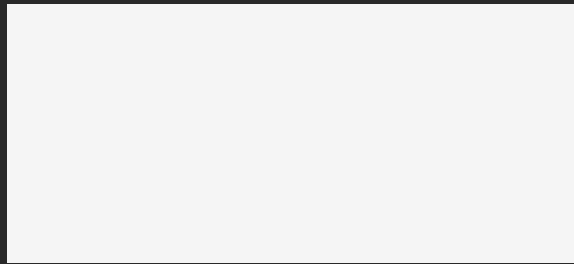
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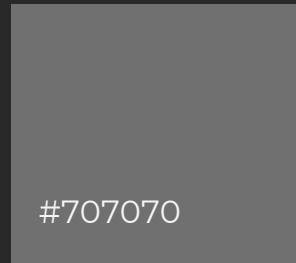
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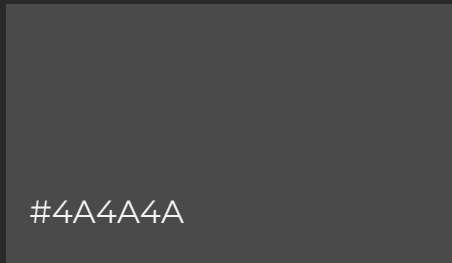
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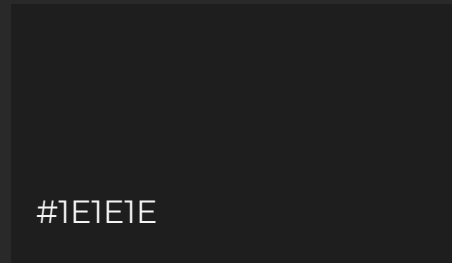
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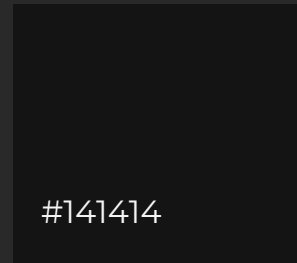
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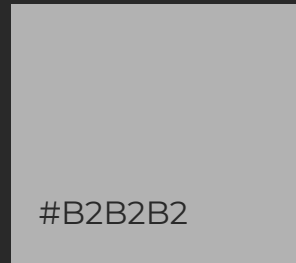
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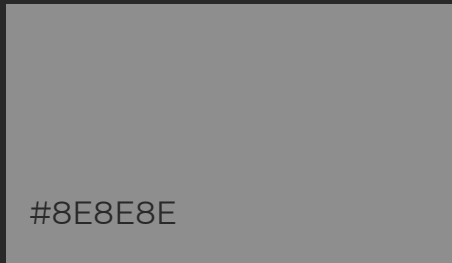
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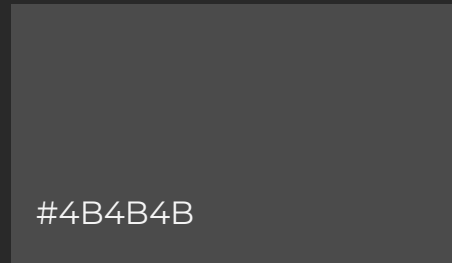
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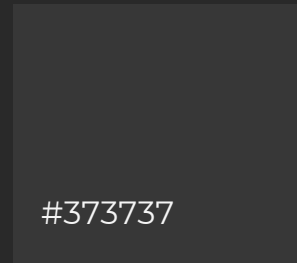
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#4B4B4B



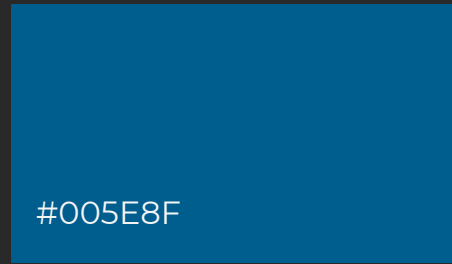
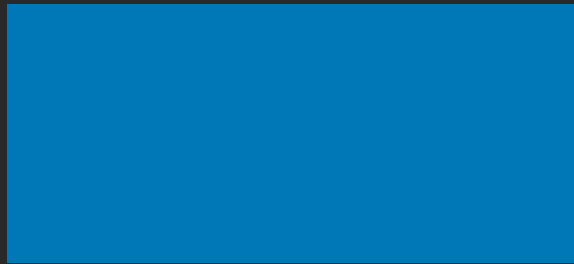
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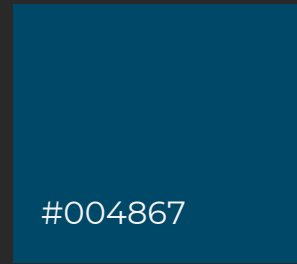
#66C3E5



#33A1D3



#005E8F



#004867

03.

# Photography Style

A red-tinted photograph of a mountain range. The mountains are rugged and covered in snow, with evergreen trees visible in the foreground. The overall scene is a high-altitude landscape.



# Photography Guidelines

Our photography style reflects the core essence of Avansta: pushing boundaries and setting new limits. The images we use feature the rocky mountains, typically shrouded in snow or fog, symbolizing both the strength and ambition that define our brand.

The photos primarily consist of muted tones, with shades of grey, white, and black. Occasionally, there's a subtle hint of colour, but the overall tone remains minimal and monochromatic, mirroring the calm and focused nature of our brand.

The mountains in our photography are rugged and expansive, representing the challenging paths and heights our clients can achieve through innovation and persistence.

These images evoke a sense of awe, grandeur, and serenity. The fog and snow add an element of mystery, aligning with our message of exploring uncharted territory.









# Icon Style

Our icons follow a **Basic Rounded Lineal** design and are sourced from **Flaticon**, ensuring they meet our brand's aesthetic.

Our icon style follows a Basic Rounded Lineal design, offering a clean, modern, and approachable look. These icons feature smooth, rounded edges and simple line-based designs, ensuring they remain minimalistic yet highly effective in conveying key messages.

All icons maintain a uniform, medium line weight to ensure clarity and legibility across different sizes. Every icon incorporates gently rounded corners, giving them a friendly and approachable appearance that complements our brand's voice.

Icons are designed to be simple and straightforward, avoiding unnecessary embellishments, and ensuring they remain versatile across various applications. Our icons are primarily used in a single colour from our brand palette to maintain visual consistency and cohesion.



04.

# Brand Voice & Messaging

# Tone of Voice

Avansta's tone of voice is a reflection of our bold ambition, unwavering dedication to excellence, and commitment to pushing boundaries. Every piece of communication, whether internal or external, should embody the following key traits:

## Bold & Confident

We speak with authority and confidence, using decisive language that inspires trust and conveys our leadership in the field.

## Forward-Thinking

Our messaging is progressive, focusing on exploring new possibilities and presenting visionary ideas that challenge conventional norms.

## Client-Centric & Approachable

Friendly and clear, our communication avoids jargon, using simple and approachable language that builds rapport and trust with clients.

## Authentic & Transparent

We provide straightforward information and never overpromise, ensuring our clients always know what to expect.

## Ambitious & Inspiring

Inspirational and motivational, we use language that sparks ambition and promotes the idea of pushing limits and exploring new frontiers.

# Voice Guidelines

Our brand voice remains consistent across all channels, reflecting Avansta's commitment to bold excellence, innovation, and client-centricity. However, the tone is adapted to suit the unique expectations and dynamics of each platform. Below are guidelines on how to adjust the tone for various communication channels:

## Website

**Tone:** Professional, Clear, and Informative

The website is where potential clients learn about our services and expertise, so our tone should convey authority and clarity. Focused and direct, with clear, accessible language.

## Social Media

**Tone:** Engaging, Energetic, and Approachable

Social media is where we connect with our audience in a more informal setting, encouraging engagement and interaction. Conversational and personable, with short, punchy sentences that inspire action.

## Advertising

**Tone:** Persuasive, Motivational, and Bold

Ads are designed to capture attention and drive action, so our tone should be bold, inspirational, and focused on results. Crisp and persuasive, using language that highlights Avansta's unique value proposition.

## Customer Service

**Tone:** Supportive, Warm, and Problem-Solving

In customer service interactions, our tone should be empathetic, patient, and solution-oriented, ensuring clients feel valued and heard. Friendly and approachable, with an emphasis on clear, helpful communication.

# Key Messaging

Our key messaging pillars are the foundation of Avansta's brand, ensuring that every communication reflects our core values and commitment to pushing boundaries in digital marketing. These pillars guide how we deliver comprehensive, forward-thinking solutions that create a complete digital ecosystem for our clients.

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## Bold Excellence

We are committed to redefining excellence in the digital marketing industry. Avansta stands tall by pushing the limits and delivering solutions that surpass expectations.

**“We deliver digital marketing solutions that stand above the rest—built on excellence.”**

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## Client-Centric Approach

Use client-focused language that shows we listen, adapt, and deliver personalized strategies. Highlight how our comprehensive approach covers every digital need, helping businesses thrive in the online space.

**“Your business is unique, and so are our solutions.”**

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## Ambition & Growth

Encourage ambition and emphasize Avansta as the partner that supports both short-term success and long-term growth. Position our services as comprehensive solutions that enable clients to not only succeed now but to continue growing into the future.

**“We'll build the foundation for your future online success.”**



# Key Messaging

## Cont.

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### Integrity & Transparency

Be open and clear in all communications, ensuring clients know exactly what to expect. Emphasize our ethical approach and long-term client relationships based on trust.

**“You can count on us to deliver exactly what we promise.”**

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### Forward-Thinking & Comprehensive Solutions

Focus on our ability to innovate while providing comprehensive services that cover everything from strategy to execution. Highlight that we’re future-focused, but capable of solving all digital marketing needs under one roof.

**“We offers more than just digital marketing—we provide a full ecosystem of solutions to meet every challenge your business faces.”**

05.

# Brand Applications

# Business Card

Our business cards are designed to make a bold statement, reflecting Avansta's commitment to excellence and forward-thinking solutions.

Featuring our neutral brand colour, #292929, and minimalist design elements, each card represents the professionalism and innovation we bring to our clients. The typography is clean and clear, using Montserrat for all text, ensuring legibility and a modern look.

Contact details are prominently displayed, with a subtle touch of our secondary neutral colours for balance, ensuring a lasting impression in every interaction.





# Documents

All official documents adhere to our brand guidelines, using consistent typography, colours, and logo placement.

Our documents—whether client contracts, internal reports, or marketing collateral—feature a clean layout with ample white space, reinforcing clarity and professionalism. The use of our primary colour, #FA0138, is strategically placed to highlight key elements, while neutral tones like #292929 and #626262 offer structure and organization.

Each document reflects Avansta's dedication to detail and quality in every communication.



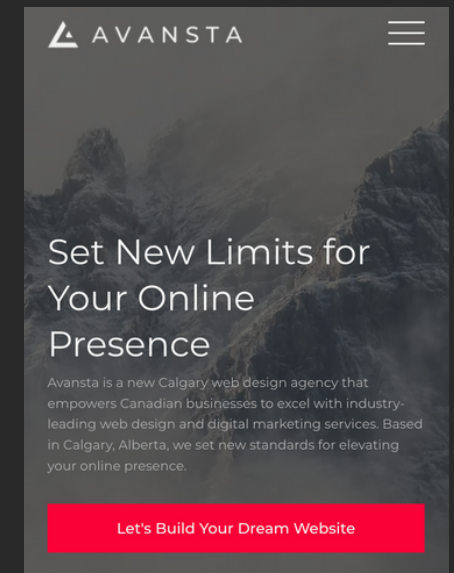
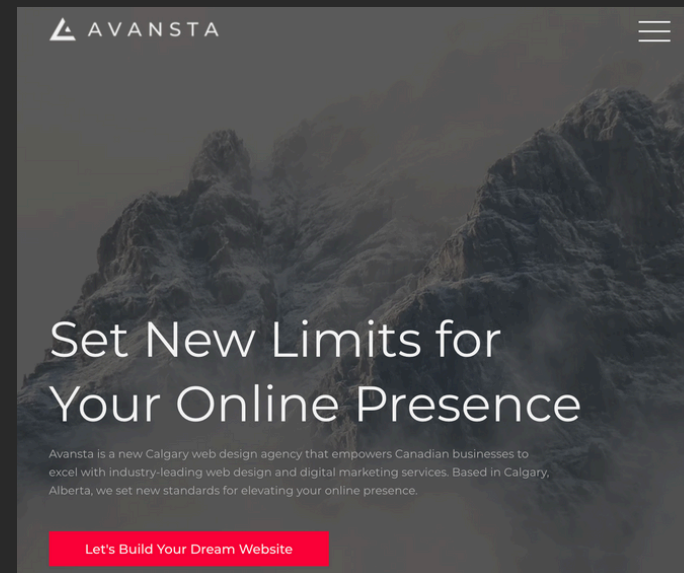
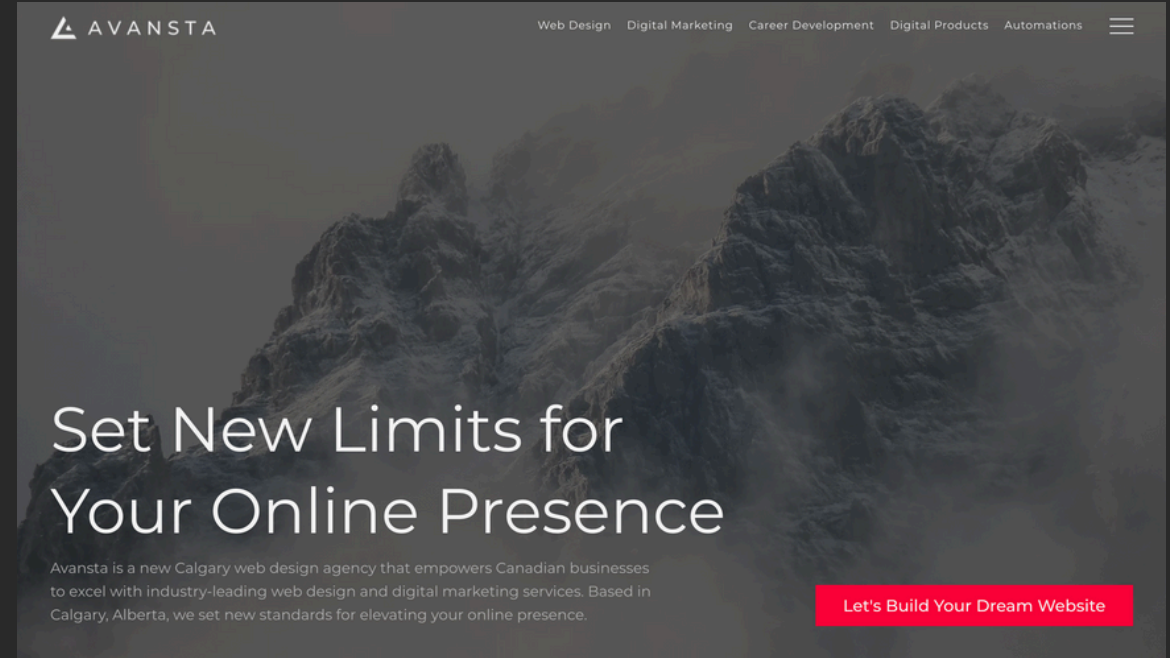
# Website

Avansta's website is the digital embodiment of our brand, featuring a seamless integration of design, functionality, and user experience.

Our primary colour, #FA0138, is used for calls-to-action and key highlights, while our neutral tones provide a balanced and approachable aesthetic. The website's typography, with Montserrat as the leading typeface, ensures legibility and modern appeal.

Our photography, focused on rugged, foggy, and snowy mountains, symbolizes our ambition to push boundaries.

Every page is designed to provide comprehensive solutions, guiding visitors through Avansta's services while maintaining a user-friendly experience.

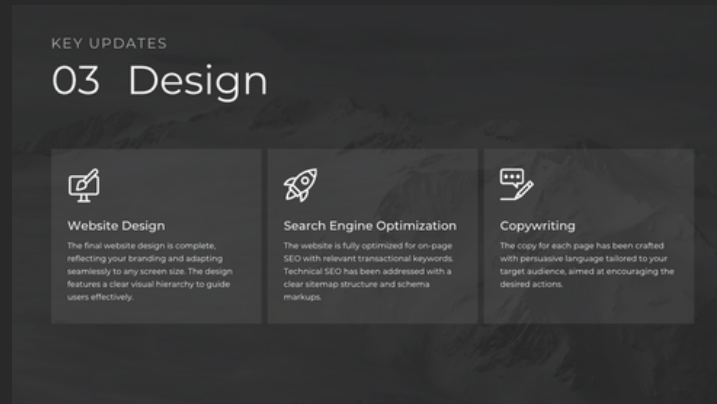


# Presentations

Our presentations showcase Avansta's professional yet bold style. Using a blend of our primary and neutral colours, the design of each slide is clean and impactful, with Montserrat for headings and body text.

Visual elements, including our brand photography of rocky mountains, are incorporated to inspire and emphasize the theme of pushing limits. Presentations are structured to be clear and concise, with our key messaging reflected throughout.

Whether presenting to clients or internal teams, our slides highlight our innovative solutions and client-centric approach.





# Email Signature

Our email signature is professional and aligned with Avansta's brand identity. It includes the sender's name, title, and contact information, using the Montserrat typeface for clarity and consistency.

The signature block is clean, featuring our primary colour, #FA0138, for accents such as the logo and key details. Links to our website and social media channels are included, ensuring accessibility and continued engagement.

Every email sent represents Avansta's commitment to clear, transparent communication and digital excellence.

**Vladyslav Bendasyuk**

CEO & Founder

**E:** vlad@avansta.com

**W:** www.avansta.com



[Book a Consultation Meeting](#)



06.

# Conclusion



# Brand Guideline Created by the Avansta Team

At Avansta, we're dedicated to pushing boundaries and helping businesses achieve new heights in the digital landscape. If you're looking to set new limits for your online presence or would like a custom brand guideline crafted with the same attention to detail as ours, don't hesitate to reach out.

Let's build something remarkable together.

**Email:** [hello@avansta.com](mailto:hello@avansta.com)

**Website:** [www.avansta.com](http://www.avansta.com)