



AVOW

BRAND

GUIDELINES

For External Uses

2024

Version 1.0

EX

For the use of
external organisations

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To have these resources made available if viewing this document in print, please contact:
media@avow.org

Please ensure that you read the Introduction, and the Brand Voice Section. If you have any queries, or need any help, please contact us.

Many thanks,

Social Media and Marketing Team, AVOW



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EX

For the use of
external organisations

Introduction

The AVOW Puzzle Piece Logo is here provided only for organisations that are connected with AVOW. Either through being funded or membership. DO NOT use the AVOW Logo to imply connection or support where no such connection exists.

The Logos provided here are for digital media only. For other formats, **please contact the media department.**

Brand Voice

The AVOW Puzzle Piece Logo can only be used on positive media. That is, media that promotes and improves.

AVOW Is a non-political organisation, therefore the logo cannot be used to support, or imply support for any political party or organisation.

AVOW is a fully-inclusive organisation. The AVOW logo cannot be used to imply support, or cause to imply support for any organisation that is not fully inclusive.

The AVOW puzzle-piece logo is copyright AVOW.



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1

LOGO TYPES

1

Landscape

This is the preferred logo.

Footers, letterheads, signatures, affiliated organisation logos.



AVOW

Cyngor Gwirfoddol Sirol Wrexham
Wrexham's County Voluntary Council

2

Portrait

For use where space is a premium: Social Media Posts, where AVOW appears along side many others.



AVOW

Cyngor Gwirfoddol Sirol Wrexham
Wrexham's County Voluntary Council



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2

COLOUR CONTRAST

1

Standard (full colour) logos must always be placed on a white background, or a pale/bright enough shade to provide adequate contrast.



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3

MINIMUM SIZES & SPACING

1

Minimum size for
digital use (pixels)*

Portrait:

66 x 100 px

Landscape:

93 x 25 px



*Logos used here are not to minimum scale, and are used to illustrate the required dimensions only.

2

Minimum size for
print use (millimeters)*

Portrait:

18 x 27 mm

Landscape:

30 x 8 mm



*Logos displayed here are not to minimum scale, and are used to illustrate the required dimensions only.

3

The logo must have a minimum of 6mm clear
space around it (both portrait and landscape)



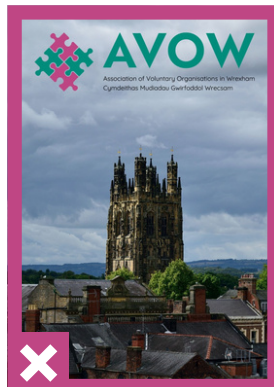
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4

BACKDROP

1

The AVOW logo is to be placed on top of a white strip (preferably) or a block colour light enough to provide adequate contrast, but **not** directly over an image or photograph



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5

LOGO
DOWNLOAD
LINKS

AVOW LOGO

High-Res PNG Files
(Transparent Background)*

These are available for download from:

http://tiny.cc/avow_logo_download



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* Please note: The Logos are provided with a transparent background to enable better logo placement. If you require a solid background, please get in touch.