ADVANTA
CABINETS™

BRAND STYLE GUIDE

Logo

Approved Advanta Cabinets logos for use in print materials, video and web.

PMS: Pantone 7546 C dark gray and 570 C Aqua

CMYK: Dark Gray (33 Cyan, 4 Magenta, 0 Yellow, 72 Black) and Aqua (48 Cyan, 0 Magenta, 29 Yellow, 0 Black)

RGB: Dark Gray (66 Red, 89 Green,104 Blue) and Aqua (130 Red, 206 Green,193 Blue)

1¾"
smallest usage

If reversing the logo from a dark background use one of the versions shown below.

White and Pantone 570 C Aqua

White

The "A" graphic

The Advanta "A" can be used as a graphic element. See sell sheet layout guidelines for acceptable usage.

Graphic colors: Pantone 7546 C dark gray and 570 C Aqua

Logo safety area

The Advanta Cabinets logo should be surrounded by the appropriate amount of white space at all times. This space can be measured by using the height and width of the Advanta A as seen in the diagram below.

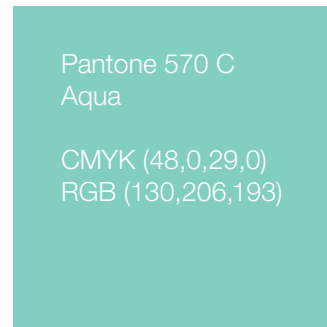## 1-color logo

The Advanta Cabinets logo may also print 1-color.

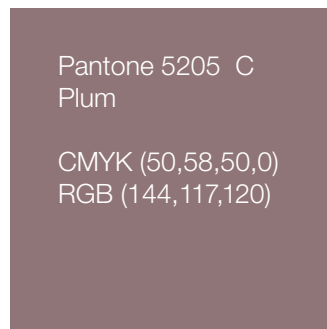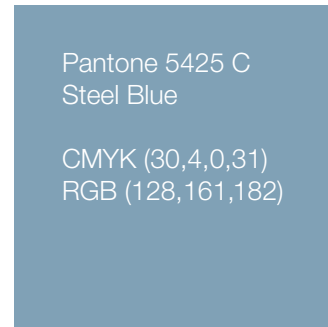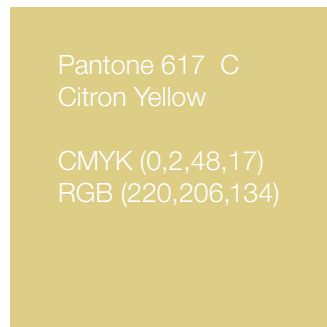Logo colors: Pantone Black C or a 4-color rich black of CMYK (60,40,20,80)

Brand colors

In utilizing the approved Advanta Cabinets brand color palette, you must adhere to the established hierarchy. Primary brand colors are to dominate graphic treatments. Secondary brand colors are to be used for accent and to identify special features and programs.

Primary brand colors

Pantone 7546 C
Dark Gray

CMYK (33,4,0,72)
RGB (66,89,104)

Pantone 570 C
Aqua

CMYK (48,0,29,0)
RGB (130,206,193)

Secondary brand colors

Pantone 617 C
Citron Yellow

CMYK (0,2,48,17)
RGB (220,206,134)

Pantone 7412 C
Bittersweet Orange

CMYK (0,42,100,7)
RGB (232,151,25)

Pantone 5425 C
Steel Blue

CMYK (30,4,0,31)
RGB (128,161,182)

Pantone 5205 C
Plum

CMYK (50,58,50,0)
RGB (144,117,120)

Pantone 415 C
Medium Gray

CMYK (0,0,12,41)
RGB (166,166,153)

Typography

The Helvetica Neue type family is the approved Advanta Cabinets brand font. It includes specific weights for headlines, body copy and/or all other copy-related usage. Type can be reversed out of a solid color but cannot be placed over a product or logo. Preferred color usage is Pantone 7546 C dark gray or black on a white or light background.

Helvetica Neue 25 Ultra Light
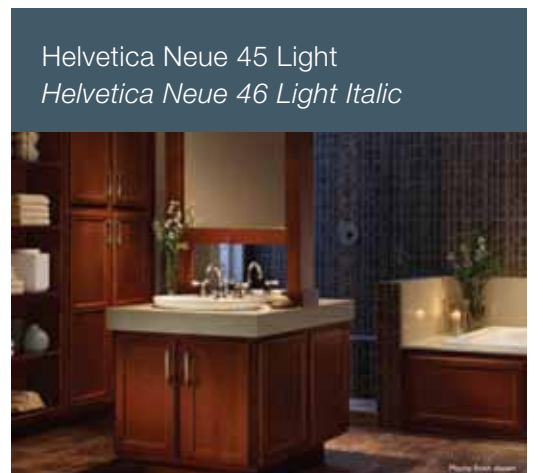*Helvetica Neue 26 Ultra-Light Italic*

Helvetica Neue 35 Thin
Helvetica Neue 36 Thin Italic

Helvetica Neue 45 Light
Helvetica Neue 46 Light Italic

Helvetica Neue 55 Roman
Helvetica Neue 56 Roman Italic

Helvetica Neue 65 Medium
Helvetica Neue 66 Medium Italic

Helvetica Neue 75 Bold
Helvetica Neue 76 Bold Italic

Helvetica Neue 45 Light
Helvetica Neue 46 Light Italic

Product photography

The Advanta brand will utilize existing product photography until new photo shoots are arranged. The overall feeling of the image should be one of quality and craftsmanship.

Brand imagery

The Advanta supporting imagery should focus on candid portraits of people in their working environments and the buildings they create. Additional imagery may include CAD drawings of environments and products used to create visual interest within branded materials.