

ADVENT DEVELOPMENTS LTD

Corporate Identity Guidelines

Use of the Advent logo ON LIGHT COLOURED BACKGROUNDS



Colour logo
File ref: Advent Logo 1c



Black & White logo
File ref: Advent Logo 1b/w



The Advent Developments wording
can be used without the graphic element
File ref: Advent Logo 2b

Use of the Advent logo ON DARK COLOURED BACKGROUNDS



Colour logo
File ref: Advent Logo 3c



Black & White logo
File ref: Advent Logo 4b/w



The Advent Developments wording
can be used without the graphic element
File ref: Advent Logo 2w



Where the logo does not stand out,
a white keyline is permitted.
Colour logo
File ref: Advent Logo 3co



Where the logo does not stand out,
a white keyline is permitted.
Black & White logo
File ref: Advent Logo 4b/wo

COLOURS & FONTS

Pantone Ref: Process Blue c
Process colours: 100c 25m 0y 0k

Pantone Ref: 2735c
Process colours: 100c 100m 0y 0k



Logo Font: Bank Gothic Medium

30% Black 80% Black

