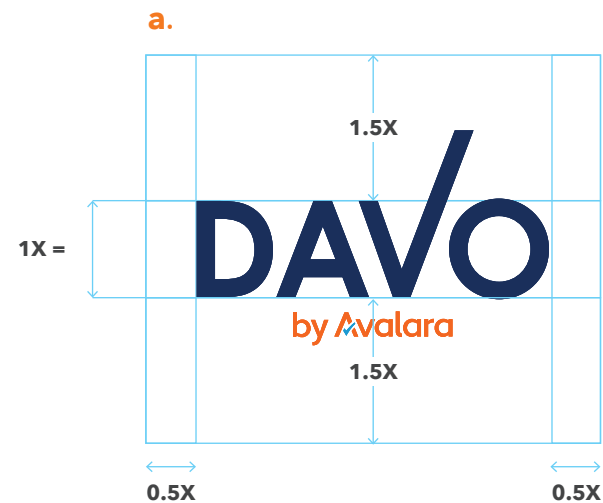# DAVO
by Avalara

Brand Guidelines

Updated for FY24, last modified 08/24

Logo Clear Space & Alignment

a. Minimum Clear Space

Setting a minimum clear space around the logo & tagline ensures that it won't become crowded when other elements are added around it. Using the "D" in the logo as our measurement, there should be at least 0.5X of space between the logo and another element on the left and right. Allow for a minimum of 1.5X of space above and below the logo; The top measurement starts from the top of the "D".
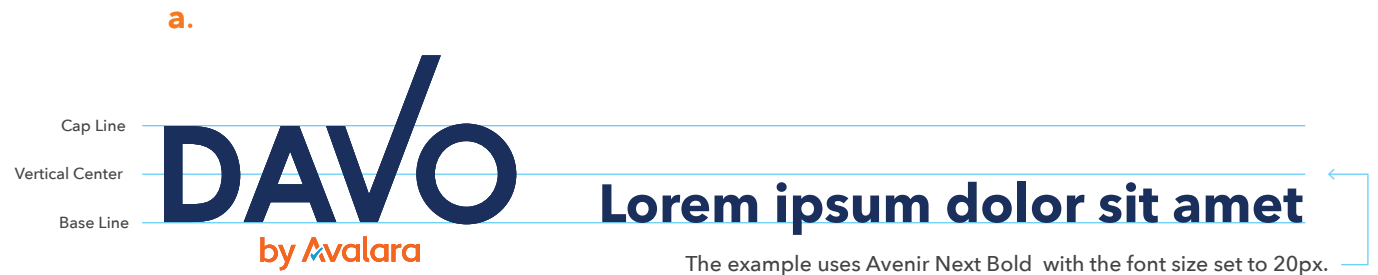
b. Container Alignment

Use the logo's vertical center to vertically center it within a container.

1.5X

1X =

1.5X

0.5X   0.5X

Vertical Center

Logo Type Alignment

a. Type Alignment

When adding copy to the left or right of the logo, it should be bottom aligned with the base line of the logo. In other words, the capital "L" in the dummy copy should be aligned with the bottom of the "D" in the logo.

b. Alignment Example

a.

Cap Line

Vertical Center

Base Line

DAVO
by Avalara

Lorem ipsum dolor sit amet

The example uses Avenir Next Bold with the font size set to 20px.

b.

DAVO
by Avalara

Lorem ipsum dolor sit amet

Logo Sizes

Although the DAVO logo is very simplistic, minimum reproduction sizes are provided to help maintain identity integrity and legibility.

Logo Minimum Size for Print
The logo should not have a width smaller than 1 inch when used in print materials. If it is any smaller, the Avalara line may not be legible.
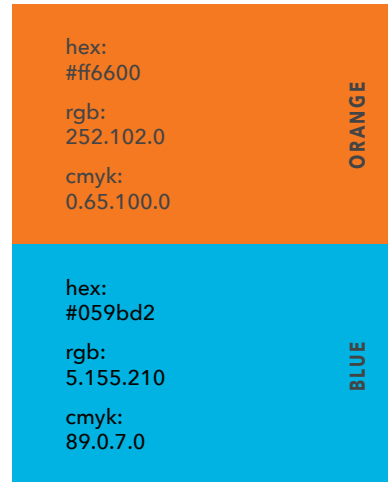
Do NOT

a.   stretch or manipulate any logo or marks from the original

b.   change colors (the only approved colors and combinations are on page 4-6)

c.   change the logo's typeface

Colors

Primary Color

hex:
#1a2f5b

rgb:
26.47.91

cmyk:
100.88.35.30

DAVO BLUE

Secondary Colors

hex:
#ff6600

rgb:
252.102.0

cmyk:
0.65.100.0

ORANGE

hex:
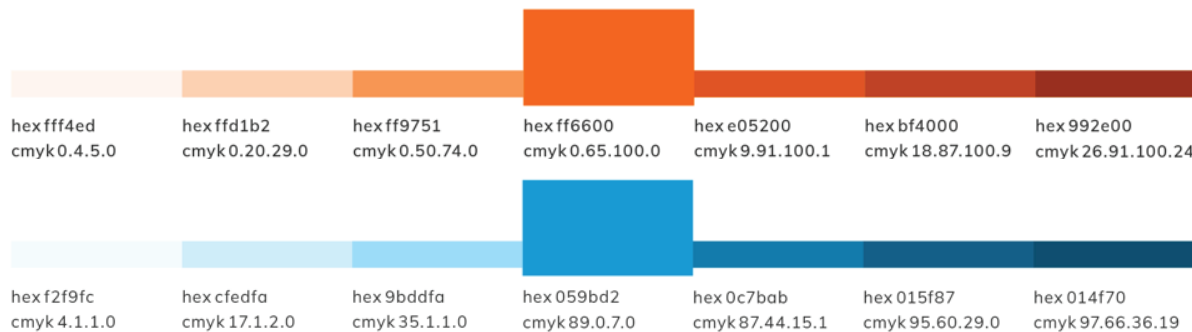#059bd2

rgb:
5.155.210

cmyk:
89.0.7.0

BLUE

DAVO's primary color is a dark blue. This is the color of the name in the logo and used throughout it's brand.

DAVO's secondary colors are Avalara's brand colors, orange and blue. The secondary colors should have clear purpose and balance supporting the tie between DAVO and Avalara.

Shades of Avalara's orange and blue can be used as tertiary support colors.

Tertiary Colors

hex fff4ed	hex ffd1b2	hex ff9751	hex ff6600	hex e05200	hex bf4000	hex 992e00
cmyk 0.4.5.0	cmyk 0.20.29.0	cmyk 0.50.74.0	cmyk 0.65.100.0	cmyk 9.91.100.1	cmyk 18.87.100.9	cmyk 26.91.100.24

| hex f2f9fc	hex cfedfa	hex 9bddfa	hex 059bd2	hex 0c7bab	hex 015f87	hex 014f70
cmyk 4.1.1.0	cmyk 17.1.2.0	cmyk 35.1.1.0	cmyk 89.0.7.0	cmyk 87.44.15.1	cmyk 95.60.29.0	cmyk 97.66.36.19

Additional Colors

Here is the full range of colors available to support our core brand colors. These are to be used sparingly, always reinforcing our core DAVO blue and Avalara orange and blue.

CMYK: 73.67.65.77 RGB: 26.26.26 HEX: 1a1a1a	CMYK: 42.73.91.55 RGB: 89.49.22 HEX: 593116	CMYK: 29.100.100.40 RGB: 124.0.0 HEX: 7c0000	CMYK: 26.91.100.24 RGB: 153.46.0 HEX: 992e00	CMYK: 25.36.100.2 RGB: 194.155.0 HEX: c29b00	CMYK: 85.39.100.38 RGB: 17.89.13 HEX: 11590d	CMYK: 91.46.64.32 RGB: 0.84.77 HEX: 00544d	CMYK: 97.66.36.19 RGB: 1.79.112 HEX: 014f70	CMYK: 74.100.20.8 RGB: 100.35.116 HEX: 642374
CMYK: 67.60.59.43 RGB: 68.68.68 HEX: 444444	CMYK: 41.70.88.48 RGB: 99.59.33 HEX: 633b21	CMYK: 23.100.100.22 RGB: 162.0.0 HEX: a20000	CMYK: 18.87.100.9 RGB: 191.64.0 HEX: bf4000	CMYK: 12.26.100.0 RGB: 229.183.0 HEX: e5b700	CMYK: 87.32.100.25 RGB: 23.107.19 HEX: 176b13	CMYK: 90.39.63.24 RGB: 0.102.93 HEX: 00665d	CMYK: 95.60.29.0 RGB: 1.95.135 HEX: 015f87	CMYK: 61.95.3.0 RGB: 127.51.145 HEX: 7f3391
CMYK: 57.49.49.15 RGB: 111.111.111 HEX: 6f6f6f	CMYK: 40.65.83.36 RGB: 115.75.48 HEX: 734b30	CMYK: 15.100.100.6 RGB: 199.0.0 HEX: c70000	CMYK: 8.91.100.1 RGB: 224.82.0 HEX: e05200	CMYK: 1.17.98.0 RGB: 255.207.15 HEX: ffcf0f	CMYK: 84.24.100.12 RGB: 34.130.29 HEX: 22821d	CMYK: 87.29.58.10 RGB: 0.128.148 HEX: 008075	CMYK: 87.44.15.1 RGB: 12.123.171 HEX: 0c7bab	CMYK: 45.79.0.0 RGB: 159.82.179 HEX: 9f52b3
CMYK: 39.32.33.1 RGB: 162.162.162 HEX: a2a2a2	CMYK: 37.58.73.22 RGB: 140.99.72 HEX: 8c6348	CMYK: 9.97.96.1 RGB: 217.43.43 HEX: d92b2b	CMYK: 0.65.100.0 RGB: 252.102.0 HEX: ff6600	CMYK: 1.11.82.0 RGB: 255.219.77 HEX: ffdb4d	CMYK: 78.8.100.1 RGB: 56.166.50 HEX: 38a632	CMYK: 80.15.49.1 RGB: 11.161.148 HEX: 0ba194	CMYK: 89.0.7.0 RGB: 5.155.210 HEX: 059bd2	CMYK: 31.61.0.0 RGB: 194.116.214 HEX: c274d6
CMYK: 39.32.33.1 RGB: 196.196.196 HEX: c4c4c4	CMYK: 32.41.51.3 RGB: 176.145.125 HEX: b0917d	CMYK: 0.66.42.0 RGB: 245.122.122 HEX: f57a7a	CMYK: 0.50.74.0 RGB: 255.151.81 HEX: ff9751	CMYK: 14.0.41.0 RGB: 255.238.168 HEX: ffeea8	CMYK: 38.0.53.0 RGB: 158.230.154 HEX: 9ee69a	CMYK: 39.0.21.0 RGB: 144.232.217 HEX: 90e8d9	CMYK: 35.1.1.0 RGB: 155.221.250 HEX: 9bddfa	CMYK: 9.26.0.0 RGB: 235.193.245 HEX: ebc1f5
CMYK: 12.9.9.0 RGB: 221.221.221 HEX: dddddd	CMYK: 18.26.31.0 RGB: 209.185.169 HEX: d1b9a9	CMYK: 0.27.13.0 RGB: 255.199.199 HEX: ffc7c7	CMYK: 0.20.29.0 RGB: 255.209.178 HEX: ffd1b2	CMYK: 0.2.19.0 RGB: 255.246.212 HEX: fff6d4	CMYK: 18.0.24.0 RGB: 208.242.206 HEX: d0f2ce	CMYK: 16.0.7.0 RGB: 207.251.244 HEX: cffbf4	CMYK: 17.1.2.0 RGB: 207.237.250 HEX: cfedfa	CMYK: 4.15.0.0 RGB: 242.220.247 HEX: f2dcf7
CMYK: 3.2.2.0 RGB: 246.246.246 HEX: f6f6f6	CMYK: 5.6.9.0 RGB: 242.234.228 HEX: f2eae4	CMYK: 0.7.3.0 RGB: 255.240.240 HEX: fff0f0	CMYK: 0.4.5.0 RGB: 255.244.237 HEX: fff4ed	CMYK: 1.2.7.0 RGB: 255.251.235 HEX: fffbeb	CMYK: 4.1.5.0 RGB: 242.252.242 HEX: f2fcf2	CMYK: 4.0.2.0 RGB: 242.255.253 HEX: f2fffd	CMYK: 4.1.1.0 RGB: 242.249.252 HEX: f2f9fc	CMYK: 1.5.0.0 RGB: 252.242.255 HEX: fcf2ff

Color Usage

To ensure visual consistency, colors used for the logo are limited to DAVO's primary blue color, Avalara's orange and blue as well as black and white.

a. Blue Logo on White Example

b. Black Logo on White Example

c. White Logo on Blue Example

d. White Logo on Black Example
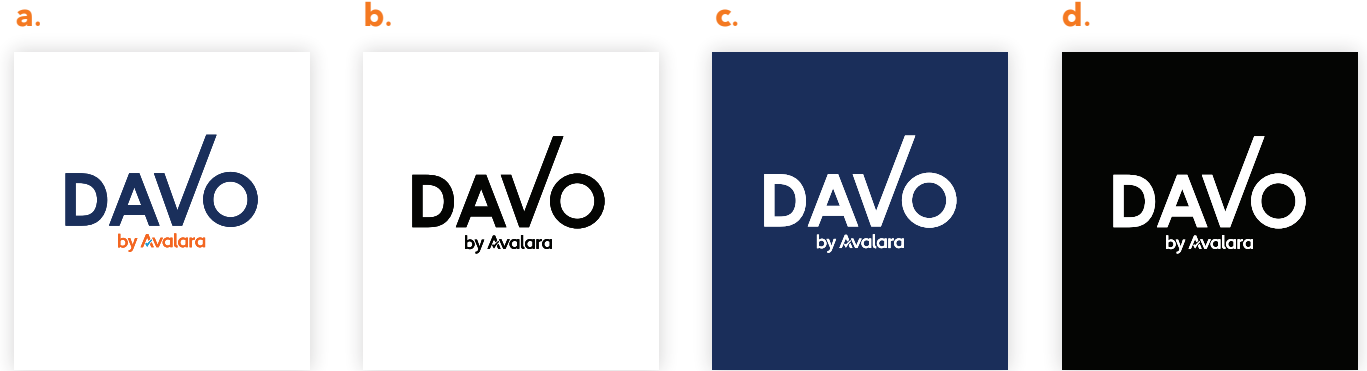
Best Practices

Above are the most common uses of the logo, from color to reversed out. It's important to be consistently true to these guidelines.

a.

DAVO
by Avalara

b.

DAVO
by Avalara

c.

DAVO
by Avalara

d.

DAVO
by Avalara

Typography

For marketing materials we use the Avenir Next font family, a Microsoft Library font, which is automatically available from Microsoft in Office.

Note: DAVO's previous branding used Century Gothic, any marketing should be updated to use Avenir instead.

The Avalara logo is designed with Apertura, a licensed font. However it is not required beyond high level branding needs.

Aa
Headline

Avenir Next Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa
Body

Avenir Next Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Iconography

Avalara's branded icon sets can downloaded here: https://www.drop-box.com/scl/fo/cyx1-jk4rv9kbkdm5lusn6/ANt-WBGFV-JEp18RC-A9NICSo?rlkey=j9bw7jbwgf8xrhw4001prrxqi&dl=0

Solid Icons
DAVO's solid icons have a solid circle background, and mainly use DAVO and Avalra's blue colors with tritiary colors as accents.

Some icons can include a light background if needed. DAVO also has an orange "check" that is used in benefit lists and graphics.

Line Icons

DAVO's line iconography is relatively new to the brand and is based on Avalara's elegant and refined style, using thin strokes of the same color.

Icons are sourced from streamlinehq.com, using the Streamline Light collection. Examples shown 1.5px stroke at 65px size.
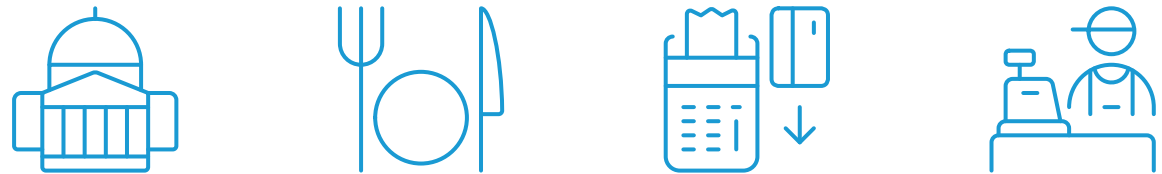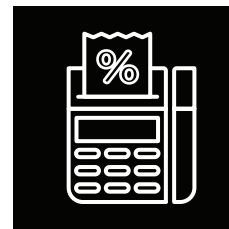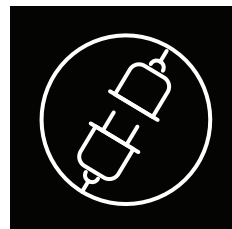
Color

Use brand icons in different color variations, as the context requires.

a. **Avalara Orange (#ff6600)**

b. **DAVO Dark Blue (#1a2f5b)**

c. **Avalara Blue (#059bd2)**

d. **White / reversed**
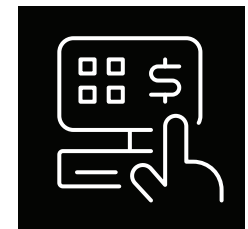
Ilustration

Illustration Evolution
DAVO has used illustrative human figures as part of it's brand but the style has changed to better fit within the Avalara branding guidelines.

Updated illustration includes facial features and slightly more realistic body types.

One key difference between Avalara branding illustration and DAVO illustration style is proportion–human forms are not always proportional in relation to other items or objects. For example, a vastly oversized tax document, or calculator behind a human figure.

Previous DAVO Illustration

Updated DAVO Illustration

Avalara Illustration

Design Basics

Download illustrations here: https://www.drop-box.com/scl/-fo/0naft5dm5n39h1bk4njo7/AF1-c_NiCpOCO0CapDTPfsI?rlkey=1z9wa16l62ixftcomxogiforq&dl=0.

DAVO's illustrative style is fun and friendly. Use organic shapes to frame scenes. Use primarily DAVO and Avalara brand colors with only minor accent colors where needed. Graphics should be simple and solid not outlined. When creating illustrations, use these guidelines.

Human Form

This new updated style uses a combination of the Avalara human form by introducing facial features and slightly more realistic body shapes. The unique expressions and personalities help give an enhanced level of approachability and trust. They incorporate a diverse set of gender, skin tone, cultural backgrounds, and ages.

Sample skin tone palette

Photography

DAVO's branding primarily uses illustration and iconography to visually communicate, but photography is important for use in blogs and other marketing materials.

DAVO uses Avalara's photographic style which is bright, dynamic, authentic, and modern. The hallmark of the Avalara photography style is the use of medium to shallow focus.

You can find Avalara's image library of stock photography here: https://brandfolder.com/s/x-4kj984xf6w3h9rvnp-w6nrj. (Disclaimer: image rights are paid by Avalara and only to be used by employees or approved vendors for Avalara Marketing and communication)

What to Focus on

Diversity: When choosing photos, step back and consider the full spectrum of people and cultures represented. We always strive to be as inclusive as possible, using photography to represent our customers, and the types of businesses they have.

Candid: Look for shots that feel in the moment. Avoid staged, extra shiny happy people. We want the real world represented in our communication materials.

Modern: pay attention to elements in the photo that could place it in a certain time period. Our photos should represent current day people and business.

Adjustments: Avoid filters or adjustments that take the photo out of the realm of reality. Use image manipulation to enhance natural, authentic moments.

If you have questions or need additional resources, please contact Visible Logic at visiblelogic.com.

Assets

Links to all the assets you need to represent DAVO by Avalara. If you have questions or need additional resources, please contact us.

DAVO logo files: https://www.dropbox.com/scl/fo/6abt6ba41ogjs1gpb4ynj/AOmgmrG-BOpnQFzTclA60veU?rlkey=3ck6xq0o30mn8j5ir15xvfqi4&dl=0

Downloaded icons: https://www.dropbox.com/scl/fo/cyx1jk4rv9kbkdm5lusn6/ANtWBGFV-JEp18RC-A9NICSo?rlkey=j9bw7jbwgf8xrhw4001prrxqi&dl=0

Download illustrations: https://www.dropbox.com/scl/-fo/0naft5dm5n39h1bk4njo7/AF1-c_NiCpOCO0CapDTPfsl?rlkey=1z9wa16l62ixftcomxogiforq&dl=0