

advantage mrkt

A full-service marketing agency

CONTENTS

Brand identity	// 03
Logo	//04
Colors	//05
Font	//06
Typography in use	//08
Images	//09

YOUR ONE-STOP SOLUTION FOR ALL YOUR MARKETING NEEDS

We are a full-service marketing company offering a one-stop solution for all your marketing needs. From strategic planning to creative execution and performance analysis, we've got you covered.

Our team of seasoned professionals brings together expertise in branding, digital marketing, social media, content creation, mass media, and more. We take the time to understand your unique business objectives and target audience, allowing us to create tailored, data-driven marketing strategies that drive results.

FAMILY OF LOGOS



MAIN LOGO

The main logo should be used in all official brand communications and materials to ensure consistent brand representation and recognition. It serves as the primary visual identifier.



SECONDARY LOGO

The secondary logo should be used in situations where space limitations require a more condensed version of the main logo, such as social media profile images or small promotional items.



ALTERNATE LOGO

An alternate logo should be used when the main logo does not fit well in certain contexts. It provides a visually compatible variation that maintains brand recognition and ensures legibility and visibility in those specific scenarios

COLORS



CMYK 80, 43, 0, 8

RGB 47, 133, 234



CMYK 11, 2, 0, 82

RGB 41, 45, 46



CMYK 0, 0, 0, 4

RGB 244, 244, 244

LOGO COLORWAYS

To maintain consistency and brand recognition, please exclusively use the following colorways when representing the logo.



PRIMARY FONT

Aa

DIN NEXT CONDENSED BOLD

USES: HEADERS | SUBHEADERS

Din Next Condensed is the primary font for our brand. It brings a bold and impactful statement to our brand. Its strong presence ensures that our headlines and titles demand attention

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

SECONDARY FONT

Aa

OPEN SANS REGULAR

Uses: [Body Copy](#)

Open Sans is the secondary font for our brand. Its readability and versatility make it a reliable option for various communication purposes.

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

TYPOGRAPHY IN USE

HEADER

DIN NEXT CONDENSED BOLD



SERVICES

SUBHEADER

DIN NEXT CONDENSED BOLD



MASS MEDIA AD CAMPAIGNS

Body Copy

Open Sans Regular



Advantage Marketing has extensive experience in mass media campaign research, negotiation, execution, and analysis. We specialize in the following areas:

IMAGE LIBRARY



Utilize images that evoke a sense of modernity, sophistication, and urban charm.

Blue is a key element in our visual identity. When using images from the library, emphasize shades of blue that align with our brand guidelines. This color symbolizes trust, reliability, and stability, while adding a touch of serenity to the overall aesthetic.

Embrace simplicity by selecting images with clean lines. Minimalist imagery resonates with our brand's commitment to clarity, efficiency, and refined design.