

Document
Avitia Brand Book

Year
2025

Brand Book

Avitia 





Introduction

Welcome to the Avitia brand book. These pages will guide you through the essential elements that make up our brand and help you understand how to use them to create consistent and compelling communications.

By following these guidelines, we can ensure that our brand is always communicated in a way that is authentic, meaningful, and memorable.



01

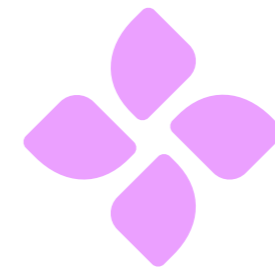
Logo

Primary Logo

Logotype

Avitia 

Logo mark



Secondary Logo

Logotype

AvitiaBio 

Logo mark

a 

Logo Color Treatment

Avitia 

Avitia 

Avitia 

Avitia 



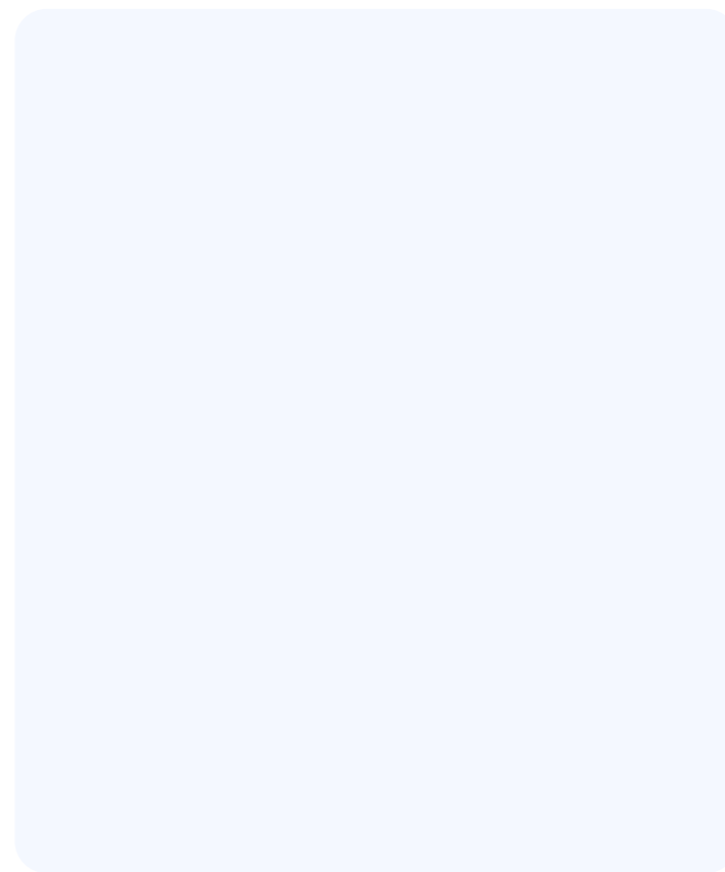
02

Color Palette

Brand Palette



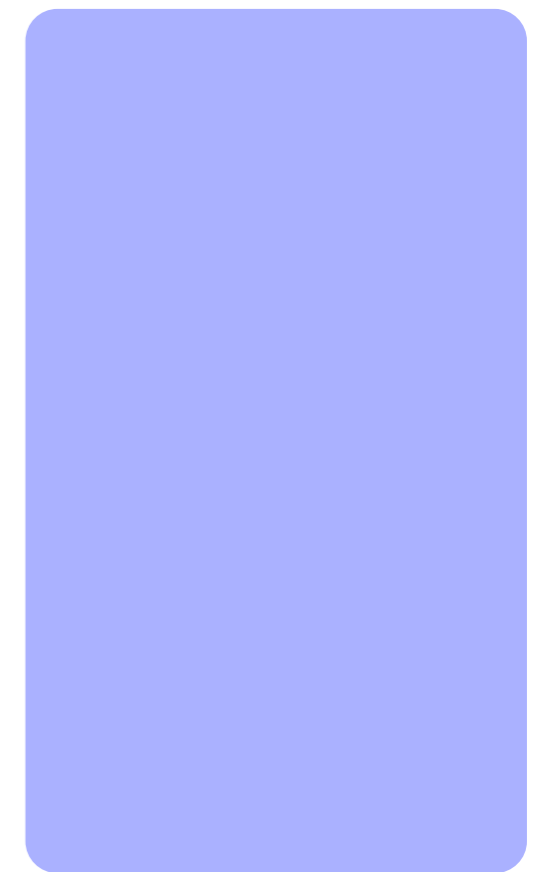
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Vulcan



#F5F8FF
Zircon



#ECA0FF
Mauve



#AAB2FF
Melrose

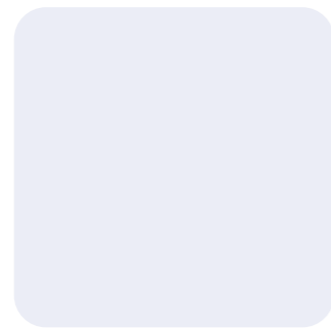
Extended Palette



Vulcan
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Zircon
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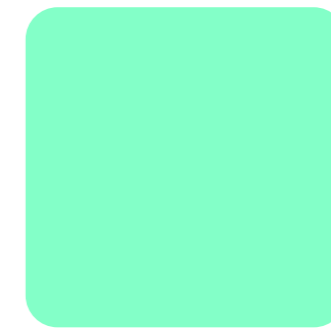
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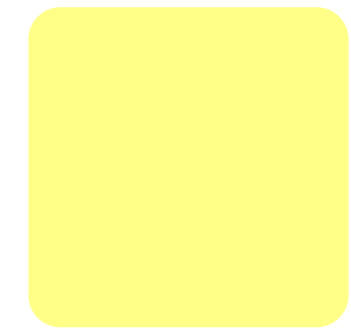
Mauve
#ECA0FF



Melrose
#AAB2FF



Mint
#84FFC9



Morning
#FFFF87



Black
#05070F



White
#FDFDFD



Neutral
#B4B8C0



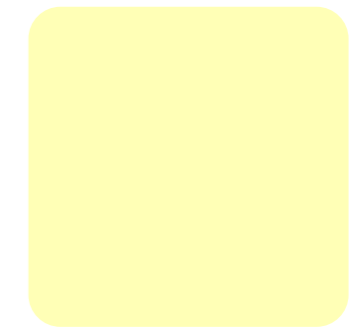
Mauve Lite
#F4C6FF



Melrose Lite
#CCD1FF



Mint Lite
#B5FFDF



Morning Lite
#FFFFB7



03

Typography

Typography

Display

Download

Acid Grotesque

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Rr Ss Tt Uu Vv Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 , . ; “ ’ / ? < >

Typography

Body

Download

Aa

Inter

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Rr Ss Tt Uu Vv Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 , . ; “ ’ / ? < >



04

Imagery

Imagery





Thank You

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