

AVFIGURES 2024 Identity Guidelines

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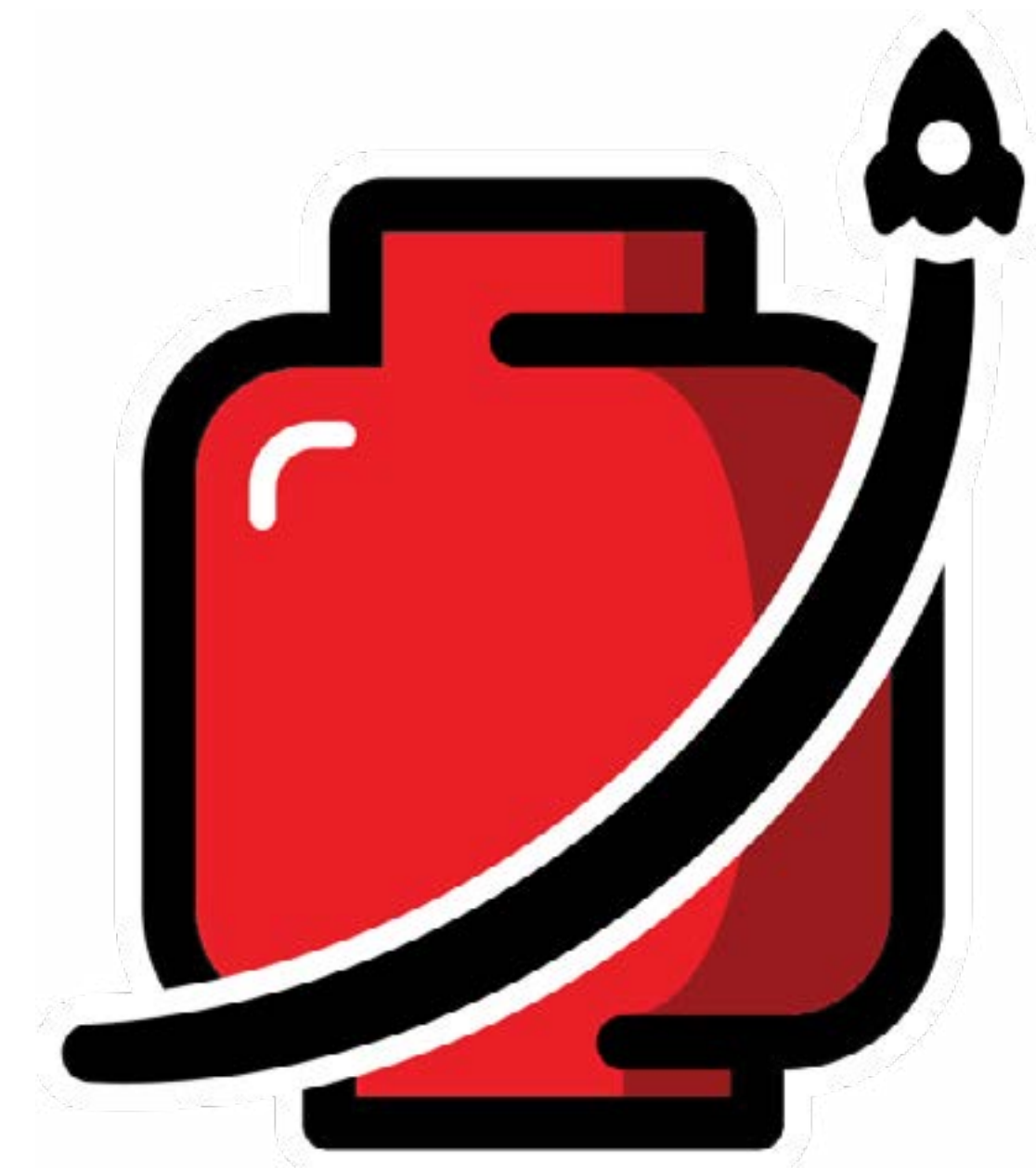
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Introduction

Over the past few years, AVFIGURES has evolved from a niche DIY custom LEGO company run by one person, to a growing company in the grander custom LEGO space. AVF has expanded from solely offering waterslide decals to 3D printed items, injection-molded products, UV printed figures and has started to expand into pad printed accessories and soon enough, pad printed figures. With this expansion in products also came a necessary expansion to the team. While members have come and gone throughout the years, AVF currently employs over 15 people. Additionally, AVF has fostered a small community of individuals with a passion for the DIY nature of LEGO customization while also appealing to those who want fully-completed custom LEGO figures.

Therefore, in tandem with the expansion of the company's production and workforce, this identity system redesign aims to create a consistent and cohesive marketing system that appeals to a larger audience of customers that showcases the professionalism and quality of AVF's products and promotes community engagement and expansion.



Mission Statement & Slogan

AVFIGURES' primary mission is to equip fans with the means to build their collection on their own terms, and not only consume products, but to also be proud of their creations. We aim to instill a sense of pride in the customers who use our products, adding depth to the joy of collecting.

The original slogan for AVFIGURES was "Quality Over Quantity", a very basic slogan for one. Two, for a startup company it's actually really difficult between quality and quantity or do either even when there's isn't the means to do so. This slogan only invites unnecessary criticism when products aren't to customers' expectations.

The prior slogan to this identity design "Above & Beyond" was merely a pivot from the original slogan that tied into the rocket motif of the logo while making a vague reference to the effort we put into our products and service. It didn't stick when many customers.

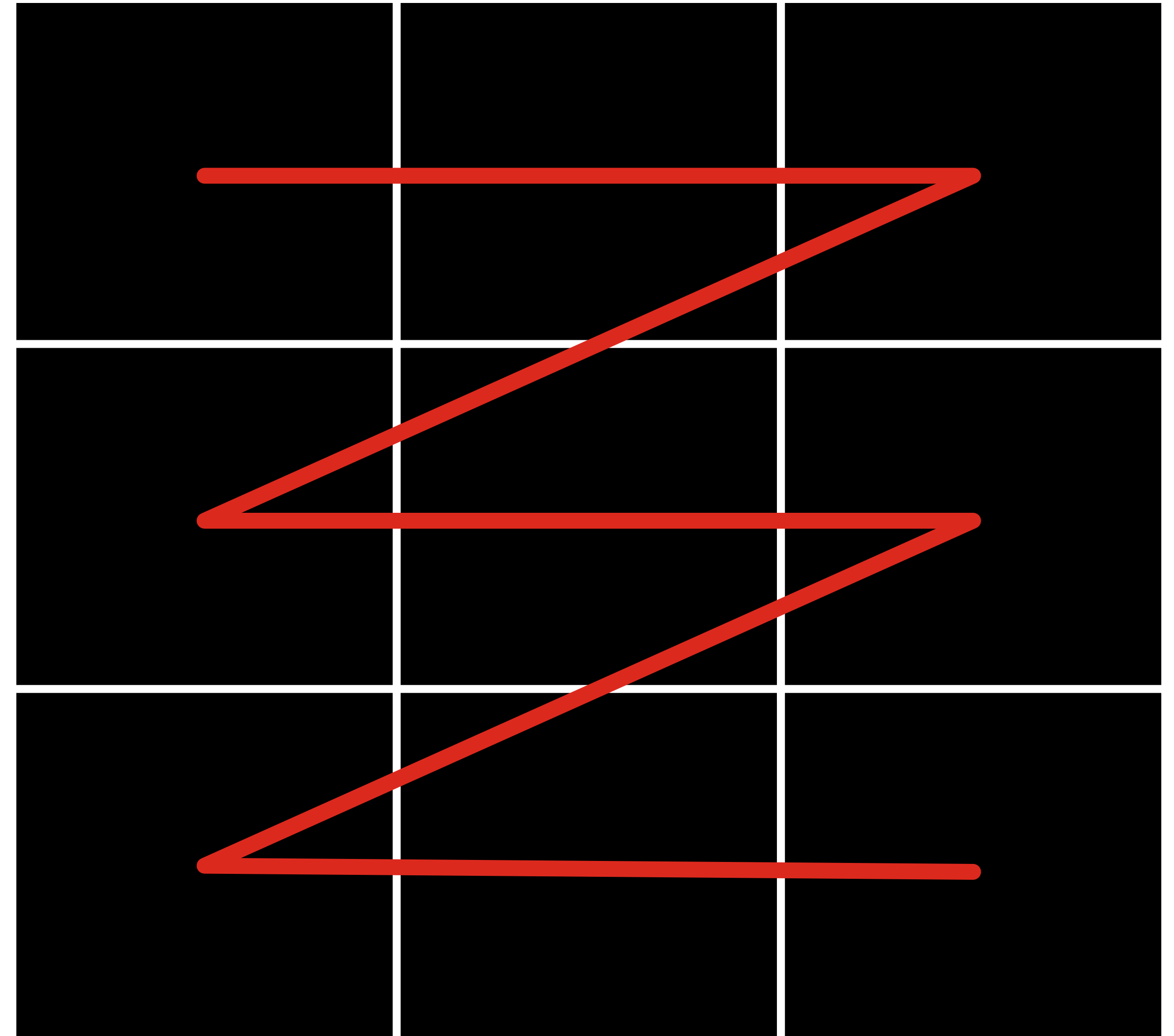
Therefore, a new, effective and accurate slogan "Precision Crafted" is being introduced to reflect the quality of our products to new customers. "Precision" doesn't directly reference the quality of the products like "the best on the market" would but instead describes how we put effort into making them as consistent as possible. "Crafted" describes the care, detail and dedication we put into the designs and reminds our customers that we identify as a business with people that craft, not just a company that pumps out product.

Grid & Layout

AVFIGURES is a company that was born on and continues to grow through Instagram. There have been many formulas developed to optimize methods of photography and post frequency to acquire the most engagement possible. At this stage in AVF's existence, it is critical that we engage with new customers as using whatever visual methods are available to us. One of these tricks is quite common, yet unique in its purpose for graphic design, **the rule of thirds**.

Adobe defines the rule of thirds as "a composition guideline that places your subject in the left or right third of an image, leaving the other two thirds more open. While there are other forms of composition, the rule of thirds generally leads to compelling and well-composed shots."

Although it is not the most advanced compositional formula, it is practical and well-recognized. Considering many of our visual assets exist in Instagram's 3x width post history, it makes the most sense for our use case. Combining this rule with a **Z-shaped flow** in which elements of importance are placed top left, top right, bottom left, bottom right (the way in which most of our audience reads), it creates a familiar and easy-to-understand composition.



Color Palette

The old color palette while effective in how it prioritized the red color, didn't leave much in the way of customization of variability for layouts and various designs. Not every design needs to have red in it for it to be recognizably AVFIGURES.

To start, the AVF Red swatch was adjusted to be even more vibrant and eye-catching than the previous color and matched with a Pantone color. The AVF Dark Red swatch was created from the relative values of LEGO® Red and Dark Red, optimized for contrast with a WCAG Accessibility rating of AA and matched to a Pantone swatch for consistency.

The AVF White swatch is a digital-only swatch so that the harshness of pure white isn't so bad for the eyes on digital applications. AVF Cloud was pulled created from the relative values of LEGO® White and Light Bluish Grey.

Lastly, AVF Midnight originates from the LEGO® Black while the AVF Black would be 100% K black or rich black depending on the printing method.

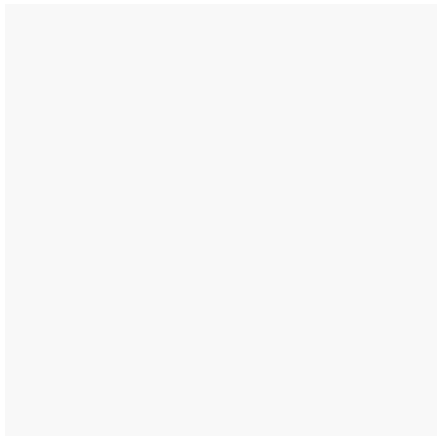
There are some accent colors that were derived from AVF Red present on the new Shopify theme that will be added to this document at a later date after more refinement is completed.



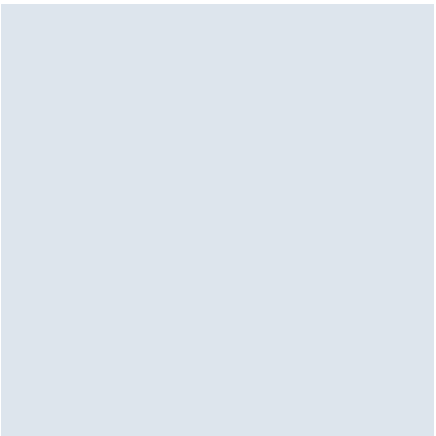
AVF Red
PANTONE 485 C
HEX - #dc291e
RGB - 220, 41, 30
CMYK - TBD



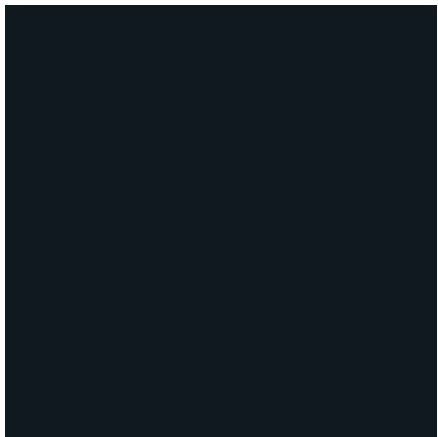
AVF Dark Red
PANTONE 7623 C
HEX - #8a2a2b
RGB - 138, 42, 43
CMYK - TBD



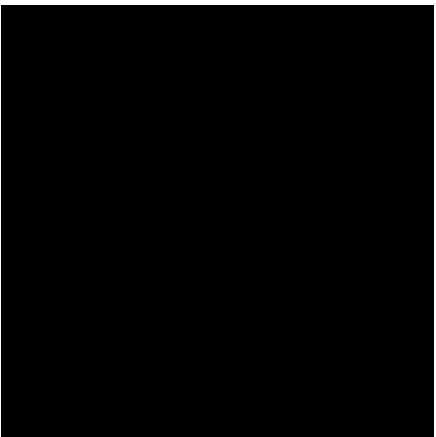
AVF White
PANTONE N/A
HEX - #f8f8f8
RGB - 248, 248, 248
CMYK - 0, 0, 0, 0



AVF Cloud
PANTONE 656 C
HEX - #dde5dd
RGB - 221, 239, 237
CMYK - TBD



AVF Midnight
PANTONE Black 6 C
HEX - #101820
RGB - 16, 24, 32
CMYK -



AVF Black
PANTONE N/A
HEX - #000000
RGB - 0, 0, 0
CMYK - 0, 0, 0, 100

Pattern

The backbone of this identity system originated from the creation of this pattern. Addressing how the pattern is created and its implementation is one of the first step in developing new visual assets.

Speaking of backbone, AVFIGURES' selection of waterslide decals is frequently referred to as the backbone of the company. In order to pay homage to all the decals that helped get AVF to where it is now, icons that represent the simplified forms of our decals, with some additional more iconic LEGO™ forms to make a recognizable and unique AVF background.

Before implementing color to the pattern, it is important to determine the appropriate pattern variation for the intended application. Generally speaking, the standard pattern is good for most visual while the "small" pattern variation is better for larger applications or compositions with more negative space. This will cover most usecases, if neither option is suitable or an application is extremely small or large, the pattern's elements and stroke weight can be changed in the "Swatches" panel.



Top: Standard Pattern

Bottom: Small Pattern Variant

Building the Background

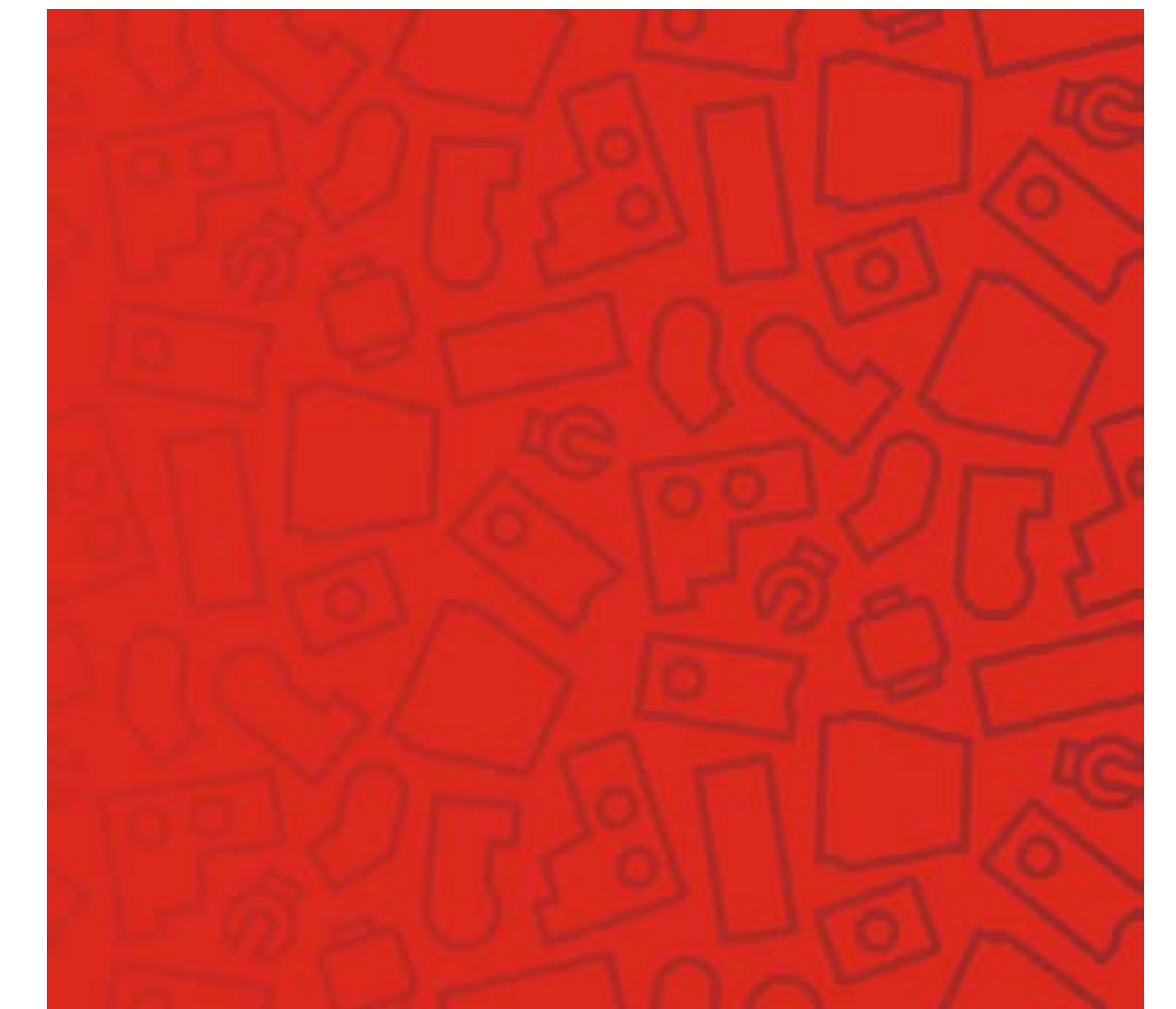
The background is composed of three parts: background color, pattern and gradient overlay.

The selection of background colors are AVF Red, AVF White or Black.

The patterns utilize each of the three shaders for each base color. They include: AVF Dark Red (Standard & Small), AVF Cloud (Standard & Small) or AVF Midnight (Standard & Small)

The gradient overlay can be implemented in various ways depending on the application. Applications with elements that read left to right would get a left to right gradient (slightly dimming the pattern where small text might exist helps with readability). Alternatively, an application with a perfectly centered element might receive a radial gradient.

Determining the position of the gradient nodes is up to the space any visual elements sitting on the background take up and your discretion.

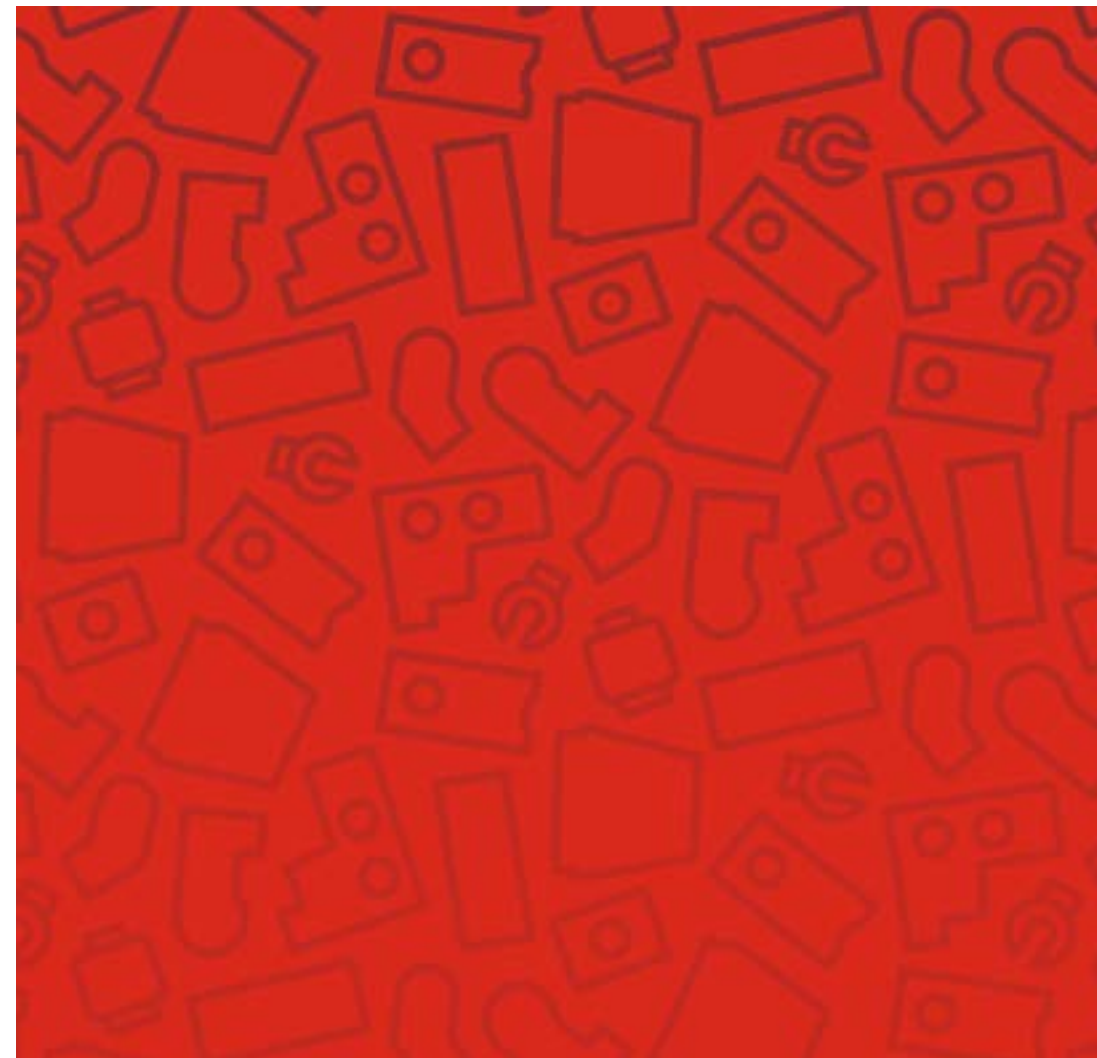


Color Combinations

There are three different patterns that can be made via the color palette:

- AVF Dark Red on AVF Red
- AVF Cloud on AVF White
- AVF Midnight on AVF Black

As mentioned previously, there are also small and large pattern variants depending on the size of the application.



Typography

While aesthetically, Navigo seemed a good fit for AVF, it lacked a variety of font weights and glyphs that allowed for more dynamic typographic hierarchies. It didn't even have an italic set.

That being said, the changed to the **Boxed superfamily** is more than just extra characters. It works significantly better as small copy which is frequent in our website and text-based Instagram posts. Additionally, the inclusion of **Boxed Round** in addition to **Boxed** creates the opportunity for more playful and dynamic typographic compositions.

More importantly, Boxed encapsulates the rounded square-ishness of our product's aesthetic, the industrial feeling of AVF, and the playfulness of the LEGO™ style even more effectively than Navigo ever did.



Typographic Hierarchy

Previously, the typographic hierarchy developed for AVF assets was both too rigid and too simple at the same time. This created difficulty when developing social media posts for different kinds of text content. Additionally, it was not visually dynamic or eye-guiding in any capacity.

This new typographic system aims to solve both of these issues by introducing more typographic tiers with more dynamic font choices.

When using this new system, first the appropriate body copy size needs to be established. This will depend on size/resolution of the intended application. **In print**, body copy can start anywhere around **10pt size**. **Digital applications** should have body copy no smaller than **20pt size**.

When developing the subsequent headers, you can use the value of the body copy to find the font size for the other tiers. This system is not rigid. If the copy you need for the title seems too large, you can adjust the tracking by a moderate amount. Otherwise, you may **adjust the size** of the oversized or undersized text in **increments of 2pt**.

This is a large title

Boxed, Heavy, 72pt. (Copy Size x4), Metrics Kerning, +5 Tracking

THIS IS A STANDARD HEADER

Boxed Round, Medium, 48pt. (Copy Size x2), Metrics Kerning, -10 Tracking

This is a subheader

Boxed, Bold, 36pt. (Copy Size x1.5), Metrics Kerning, +10 Tracking

This is a line of body copy.

Boxed, Medium, 24pt., Metrics Kerning

This is ***in-line emphasis*** in body copy.

Boxed, Heavy Italic, 24pt., Metrics Kerning

This is a caption.

Boxed Round, Semibold Italic, 18pt. (Copy Size x0.75), Metrics Kerning

Monogram & Wordmark

The decision to not continue with solely a monogram and wordmark without a logomark is to more clearly establish our name in the wider custom LEGO marketplace. The previous logo didn't help AVF become more iconic, it's symbolism was actually lost on many customers. That being said, the more straightforward "AVF" and "AVFIGURES" marks will help get the name of the company in more potential customer's minds.

There are four standard variations of the logo that can exist in print and digital applications. There is the plain "AVF" and "AVFIGURES" words-marks in full color and detail. Each of those has a variant which includes the establishment year and company tagline, respectively.

Additionally, each mark has **two stages of simplification** for small print or digital implementation (e.g. favicons, packaging design).

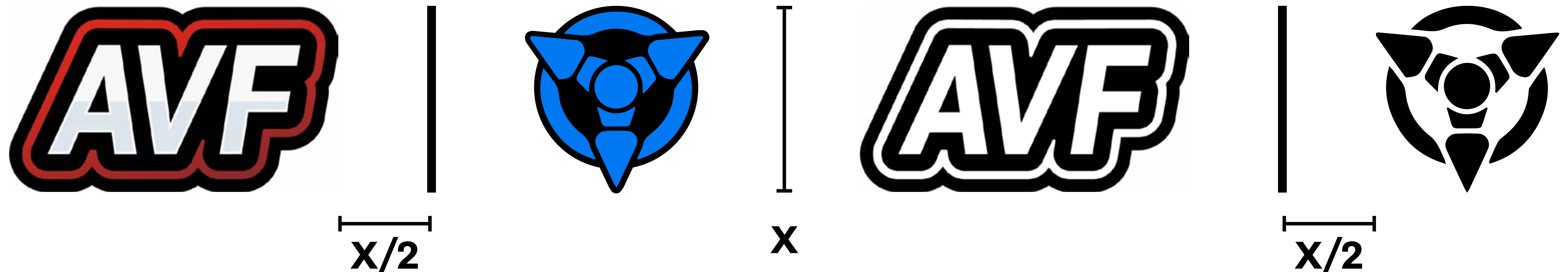


AVF Collab Lockups

AVFIGURES frequently collaborates with other artists and companies to create new products. In order for the AVF brand to appear professional and intact, it's important to display the monogram consistently and professionally next to an equally clean collaborator mark.

These guidelines establish the best method to display collaborations. There should be a full color lockup for text-based layouts and a B&W lockup as a watermark for product photography or renders.

Raster logos should avoided when possible. It is advised that additional time be taken to Photoshop out or vectorize logos to remove erroneous backgrounds that disrupt the flow of the lockup.



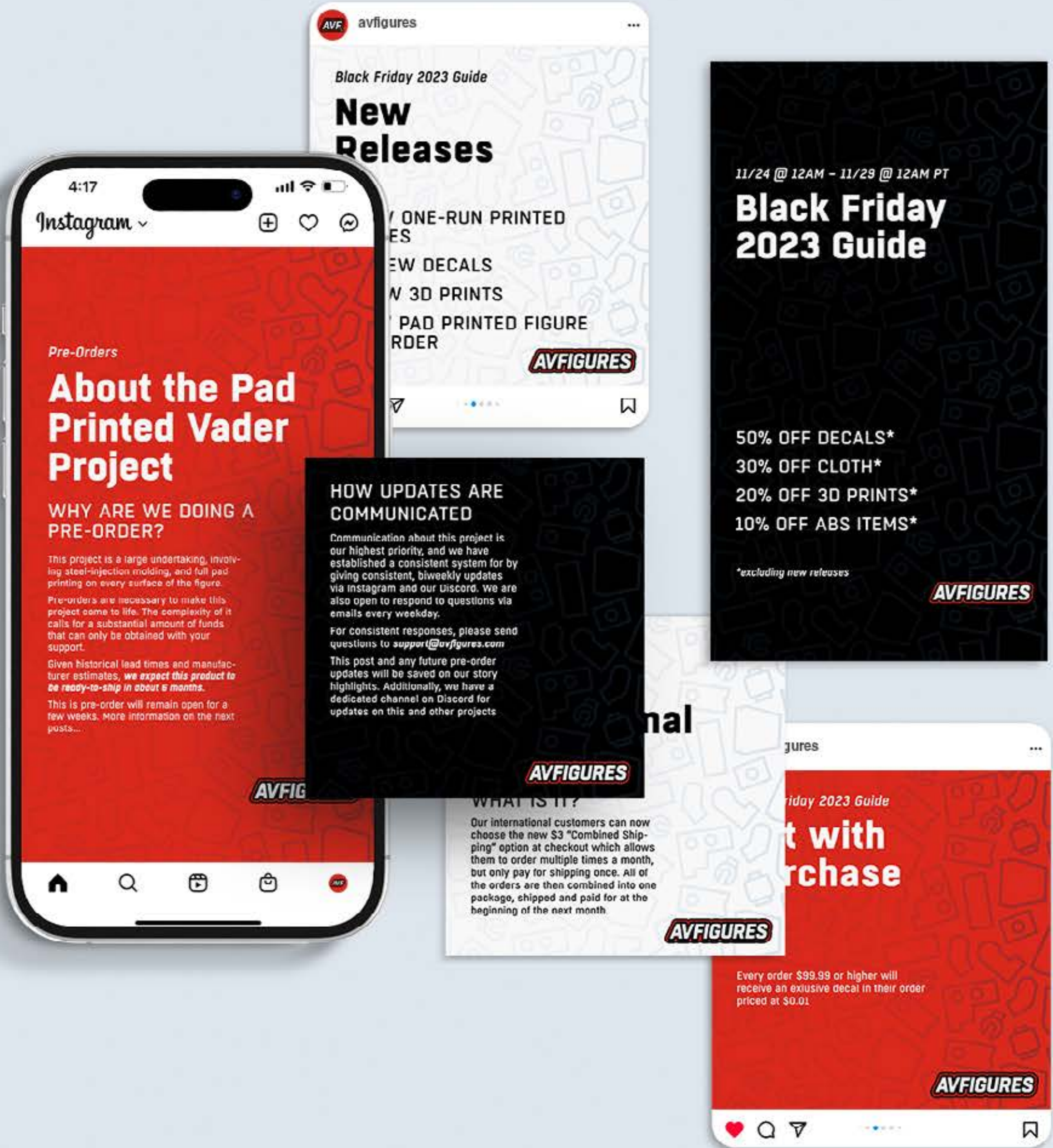
Applications

The following mockups are the planned applications for AVF Day and future launches. These applications are 100% complete unless stated otherwise yet are open to micro-adjustments if needed or requested.

When creating new visual assets, use this document, these applications and any new ones to aid in creating coherent designs that keep in line with the new identity system.





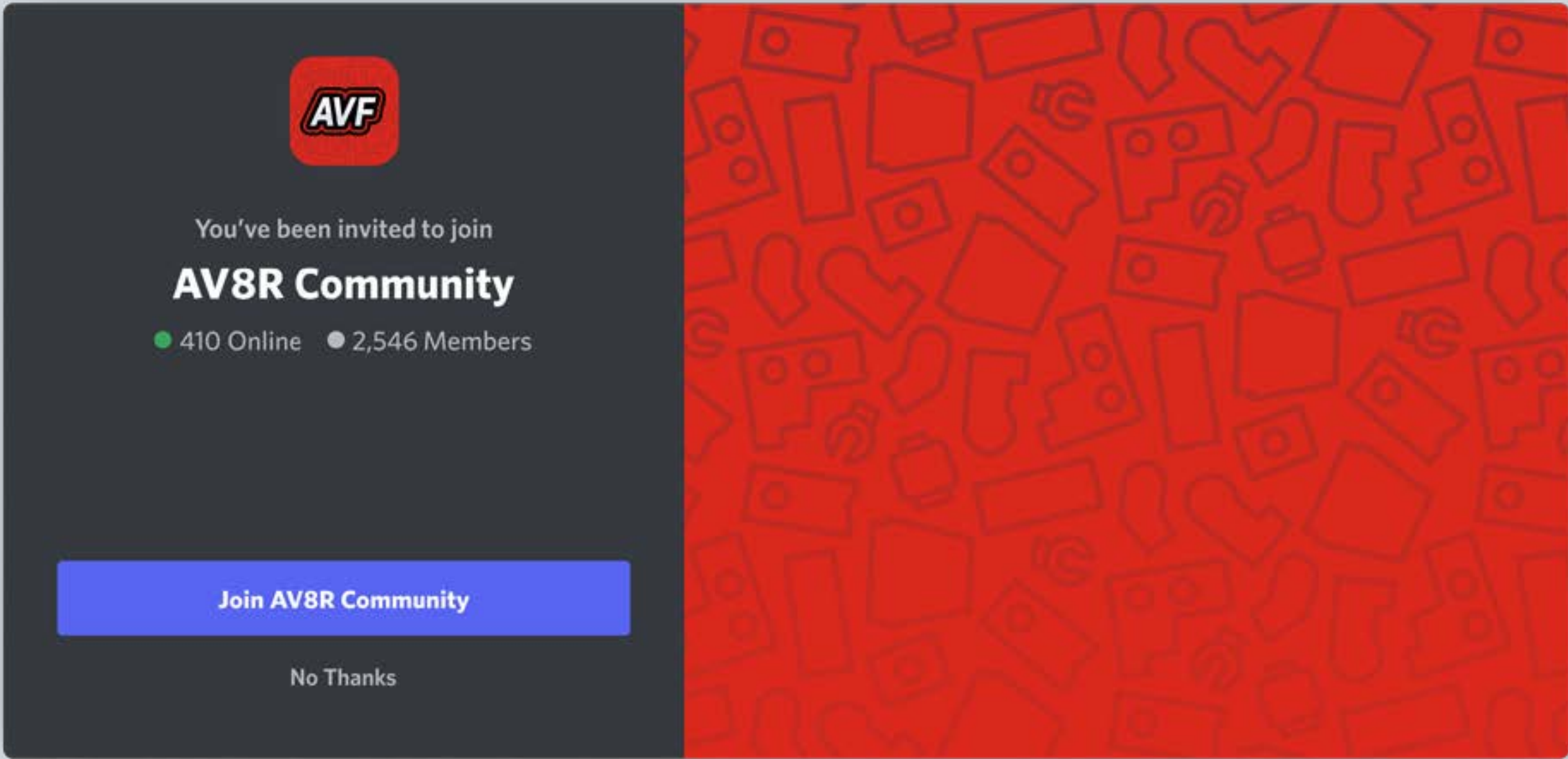












Conclusion

At this point of the project, these assets are 100% complete or virtually complete with some time open for micro-adjustments. After confirming this visual direction is how we want to proceed, it is imperative that we begin crafting a marketing strategy to inform our customer base of the impending changes and an implementation strategy for how we are actually going to be uploading these assets to our various platforms in an efficient manner.

Additionally, for physical assets like shipping cards and packaging, we should establish a timeline for how we can make these changes as soon as possible so that the release of the identity is staggered as little as possible.

Finally, deciding on a timeline for creating and posting renders of our decal designs for product photography needs to be discussed internally and with Digital Sock so we have a better understanding of how soon we can get those renders implemented.