Brand Guidelines

Thoughtfully crafted to establish a professional presence across every digital and physical touchpoint.

BRAND COLOURS AND SHADES

Our color palette bridges natural vitality with modern digital clarity, reflecting our roots in growth, innovation, and community development.

Pacific Blue
Hex: #0DA8B6
Hex: #10C9D6

C	76%	Y	29%
M	12%	K	0%

RGB: 13•168•182
Pantone: 7466 C

Caribbean Current
Hex: #2F6F7A
Hex: #3C8D98

C	82%	Y	44%
M	44%	K	13%

RGB: 47•111•122
Pantone: 7714 C

Lime Green
Hex: #A2CC39
Hex: #B8D765

C	42%	Y	100%
M	1%	K	0%

RGB: 162•204•57
Pantone: 367 C

Salmon
Hex: #EF8070
Hex: #F29C91

C	2%	Y	53%
M	62%	K	0%

RGB: 239•128•112
Pantone: 170 C

Burnt Caramel
Hex: #CB6400
Hex: #E9780E

C	16%	Y	100%
M	71%	K	4%

RGB: 203•100•0
Pantone: 159 C

Onyx
Hex: #3E3E3E
Hex: #939598

C	67%	Y	61%
M	62%	K	49%

RGB: 62•62•62
Pantone: 440 C

White Smoke
Hex: #D2D2D2
Hex: #F2F2F2

C	16%	Y	13%
M	13%	K	0%

RGB: 210•210•210
Pantone: 11-3900 TPG

ANATOMY OF THE BRAND LOGO

The Avo Vision logo is built using a refined initial-based design that emphasises simplicity, approachability, and confidence.









TYPOGRAPHY & TYPEFACE

Classic elegance meets modern readability through clean, scannable typography that mirrors our commitment to clarity, transparency and digital innovation.

FIGTREE

Aa

Heading

Subheading

Bodytext

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