

# Brand

## Standards



**AVALIGN**

Technologies

# Avalign Technologies Brand Standards

We're pleased to provide you with the Avalign Technologies brand standards. This guide includes everything you need to utilize the brand logos, and to ensure you use them correctly.



**Pantone  
Color  
Matching  
System  
CMYK  
and RGB  
Mix Ratios**

**Pantone 188C**

**CMYK C 32.89% M 92.21% Y 72.8% K 38.31%**

**RGB R 121 G 36 B 47**

**Pantone 2119 C**

**CMYK C 93% M 90% Y 31% K 20%**

**RGB R 50 G 52 B 102**

## Typefaces

The type face for AVALIGN is a modified version of Cronos. The font was modified by rounding the corners and extending the horizontal scaling. The sub text is GnuolaneRg Regular.

Please see page 6 for Thortex and IMS divisions.

Gnuolane Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

Cronos

ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

## What Not to Do

### Please Do Not:

Change the color palette.

Rearrange elements of the design

Change the orientation of the logo.

Use our logos without explicit permission

**Below are examples of incorrect usages:**



# Avalign Thortex, Avalign IMS and Avalign Slice

Avalign Thortex, Avalign Integrated Medical Solutions, and Avalign Slice Manufacturing Studios utilize Cronos (font) for their respective names.



Please use these standards as a guide for using the Avalign Technologies logo. If any questions come up regarding signage and other usage not mentioned in this guide, please contact:

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