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.

AVALIGN
Technologies

AVALIGN
Cutting Instruments

AVALIGN
Instruments & Implants

AVALIGN
German Specialty Instruments

AVALIGN
Delivery Systems

AVALIGN
SLICE MANUFACTURING STUDIOS
Additive | Advanced Manufacturing

AVALIGN
THORTEX
Implants | Coating | MIM

AVALIGN
INTEGRATED MEDICAL SOLUTIONS
Spine & SportsMed Implants

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 20%   M 20%   Y 0%   K 60%
RGB R 50 G 52 B 102

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Typefaces

The type face for AVALIGN is a modified version of Cronos. The font was modified by rounding the corners and extending the horizonal 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 !@#$%^&*()

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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:

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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.

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Additive | Advanced Manufacturing

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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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