



LOGOS

Brand Logos



Leading partner in liquid storage logistics.
Global network. Future-focused.

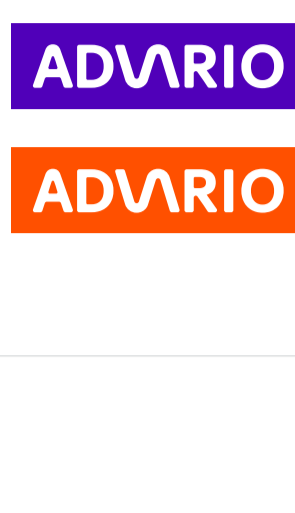
Joint venture partners since 1986.
Petroleum & chemical storage, Jebel Ali.

BRAND SYSTEM

Logo Construction & Brand Elements

ADVARIO, COINED FROM ADVANTAGE AND ADVANCEMENT...

... AND VARIABILITY

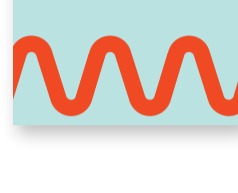


BRAND SYSTEM

Brand Icon and Usage



EXTENSION



PATTERN



SUPERZOOM



COLOUR PALETTE

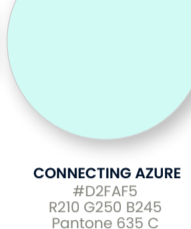
Official Colour System



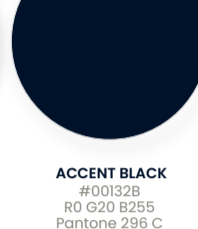
OPTIMISTIC BLUE
#500089
R90 CO 8185
Pantone Violet C



VIBRANT ORANGE
#FF5000
R255 G50 B0
Pantone 172 C



CONNECTING AZURE
#D2EAF5
R210 G250 B245
Pantone 635 C



ACCENT BLACK
#00132E
R0 G20 B255
Pantone 296 C



BASE WHITE
#FFFFFF
R255 G255 B255
CO M0 Y0 K0



SILVER GREY
#D9D3D4
R209 G211 B212
CO M0 Y0 K20

Secondary shades: use opacity of primary colour only. Never introduce colours outside this palette.

TYPOGRAPHY & ICONOGRAPHY

Type System & Brand Icons

HEADLINE /

ALASKA REGULAR CONTRAST

Partners for progress.



SUB HEADLINE /

ALASKA MEDIUM CONTRAST

Partners for progress.



BODY COPY /

ALASKA REGULAR

Partners for progress.



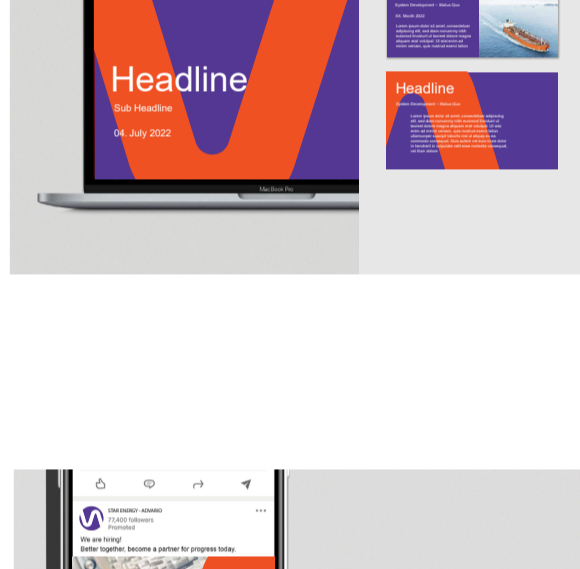
DIGITAL ASSETS

Digital Mockups

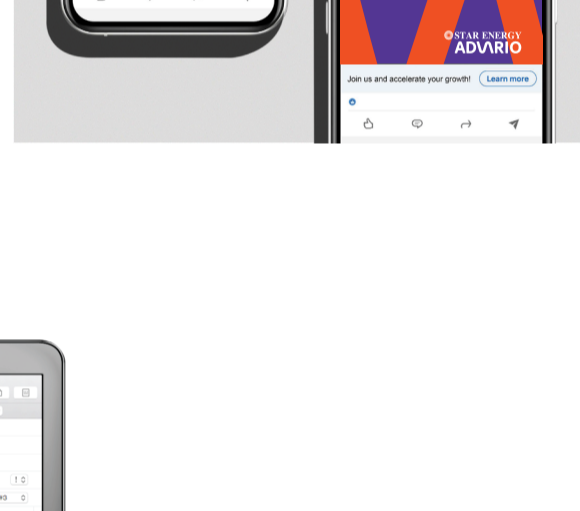
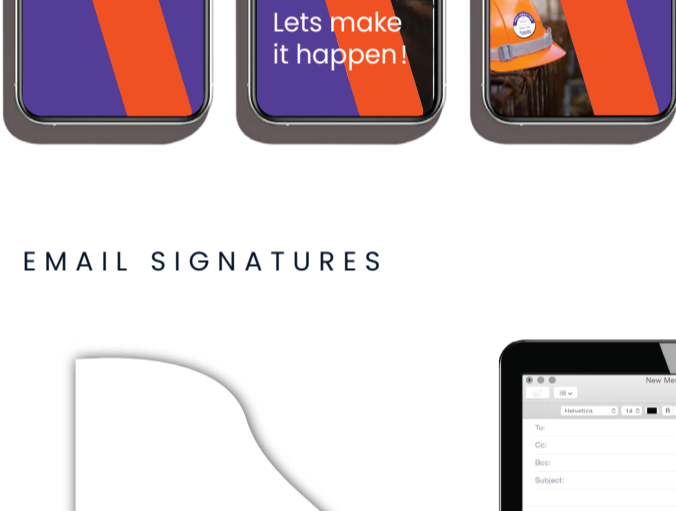
WEBSITE



PRESENTATION



SOCIAL MEDIA



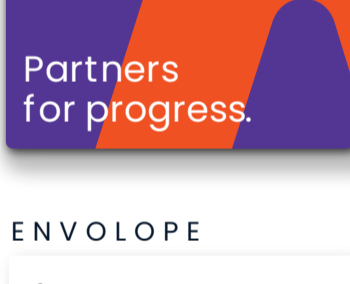
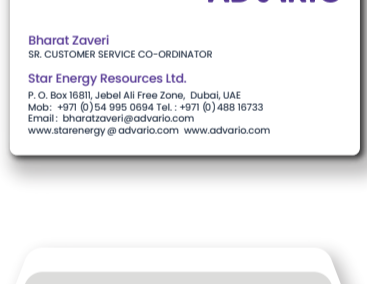
EMAIL SIGNATURES



STATIONERY & PRINT

Print Mockups

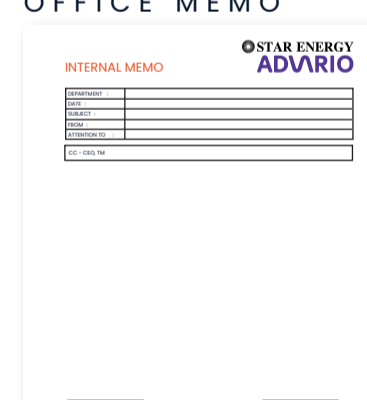
BUSINESS CARD



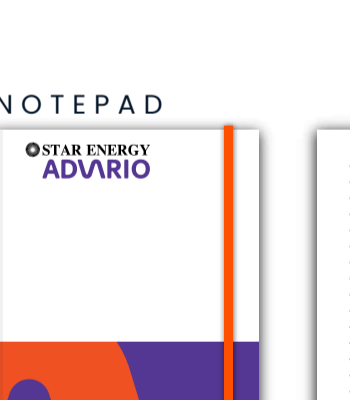
LETTERHEAD



OFFICE MEMO

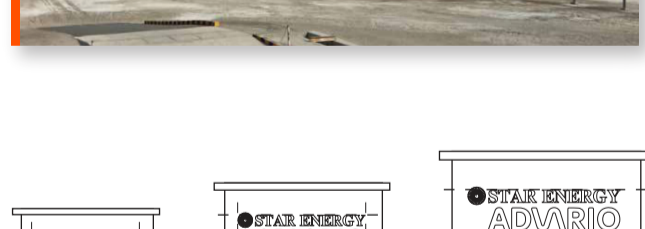
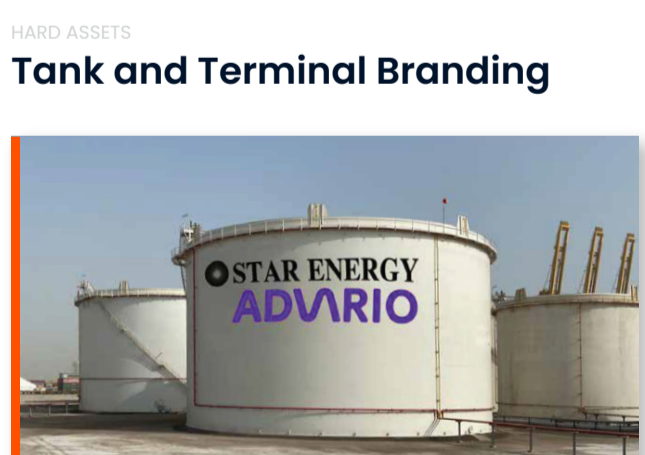


NOTEPAD



HARD ASSETS

Tank and Terminal Branding



HARD ASSETS

Sign Boards

HORIZONTAL SIGNBOARDS



VERTICLE SIGNBOARDS



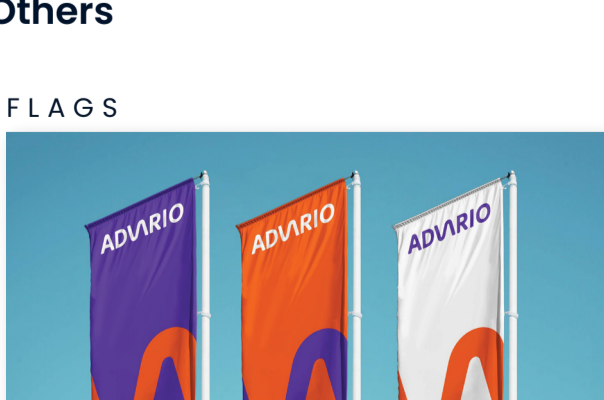
SQUARE SIGNBOARDS



HARD ASSETS

Others

FLAGS



PPE CLOTHING



MOUSEPAD

