

Avis tagline logo suite: Quick reference guide

We have developed several variations of the “We Try Harder” logo. Using this guide will help you determine which configuration is best for your application.

Color Variations

The preferred version of our logo is the Positive Avis Red, though there are alternatives—Reverse, Positive Black, and Reverse Black. Our logo is always in Avis Red or reversed out of Avis Red—the color that we own—which helps create an elevated experience for customers. The ® should always be the same color as the logo mark. You should only use the Positive Black or Reverse Black logos when black and white printing is required.

Preferred: Positive Avis Red



Alternate: Reverse



Recommended applications:

Print collateral, on screen, web, advertising, packaging, premiums, merchandise

Alternate: Positive Black



Alternate: Black Reverse



Recommended applications:

Fax, 1-color printing, 1-color screen printing, engraving, embossing, debossing, premiums, merchandise

Clear space

Clear space is the area surrounding the logo that must be kept free of all text and graphic elements. It helps our logo stand out, and make the impact we need it to. The minimum clear space on all sides of the logo is equal to the height of the “A” in the logo.



X = Height of “A”
X = Clear space

Sizing

To make sure our logo is always clear and legible, we’ve established recommended minimum reproduction sizes for print and on screen. The minimum size logo for print is 0.5" wide. The minimum size logo for on screen is 70 pixels wide.

Minimum size

Print: Minimum width is 0.5" (12.7mm)

On screen: Minimum width is 70 pixels

0.5"



70 pixels



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Background control

To enhance readability of the tagline, our preferred usage is the positive logo on a white background.



Reverse logos can be placed on Avis Red backgrounds.



Positive logos can be placed on white backgrounds.



Positive logos can be placed on light gray backgrounds.



Reverse Black logos can be placed on black backgrounds.



Reverse Black logos can be placed on dark gray backgrounds.



Positive logos can be placed on Pantone® Silver backgrounds.



Positive Black logos can be placed on white backgrounds.



Positive Black logos can be placed on light gray backgrounds.



Do not place positive logos on images.



Do not place reverse logos on images.



Do not place reverse logos on non-brand colors.



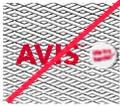
Do not place positive logos on non-brand colors.



Do not place reverse logos on light gray backgrounds.



Do not place positive logos on a red background that is not Avis Red.



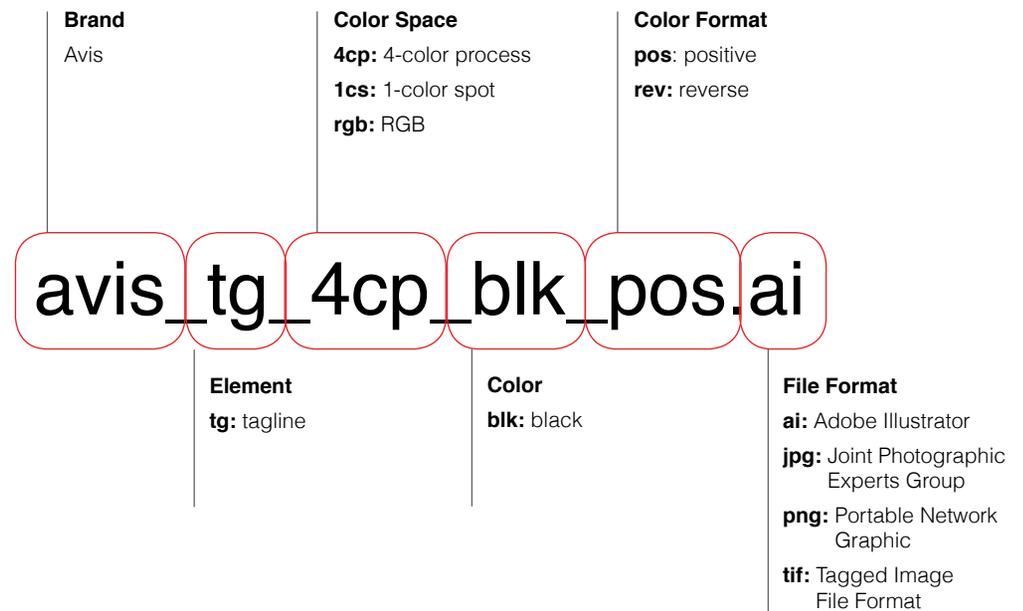
Do not place positive logos on patterns.



Do not place logos on a gradient background.

File Nomenclature

To make it easy to choose and identify available logo artwork files, refer to the naming convention shown below. **Never rename logo artwork files.**



Using Adobe Illustrator files in InDesign

In order to consistently reproduce the button shadow and logo sizing when placing the Adobe Illustrator files in InDesign, it is necessary to follow these directions.

When placing the .ai file, check the box named "Import Options" in the "place file" dialog box. A second dialog menu will open. In this box, set the Crop to option to "Media" and make sure the "Transparent Background" box is checked.

