

Avis logo suite: Quick reference guide

We have developed several variations of the Avis Logo. Using this guide will help you determine which configuration is best for your application.

Color Variations

The preferred version of our logo is Reverse, though there are alternatives—Positive Avis Red and Positive Black. Our logo is always reversed out of red or in red—the color that we own and that 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 logo when black and white printing is required.

Preferred: Reverse



Recommended applications:
Print collateral, on screen, web, advertising, packaging, premiums, merchandise

Alternate: Positive Avis Red



Alternate: Positive Black



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. Make sure the registered mark always sits inside the 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 0.25" wide. The minimum size logo for on screen is 38 pixels wide.

Minimum size

Print: Minimum width is 0.25" (6.35mm)

0.25"



On screen: Minimum width is 38 pixels

38 pixels



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Background control

Red is who we are—so it's our dominant color in everything we create, including our logo. That's why our preferred logo usage is reverse against an Avis Red background. It also provides the best legibility.



Reverse logos can be placed on Avis Red.



Positive logos can be placed on white backgrounds.



Positive logos can be placed on light gray backgrounds.



Reverse logos can be placed on black.



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 the Positive Avis Red logo on a different shade of red.



Do not place the Avis logo on patterns.



Do not use a gradient inside the logo.

File Nomenclature

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

