



Powering tomorrow's data

Brand guidelines

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1.0 Introduction

At AVK, we have a lot to feel proud of, and even more to be excited about. As we grow we need to work hard to maintain the standards and beliefs that made our business a success in the first place. Our mission, vision and values will help us do that.

Our mission

**We power
tomorrow's data**

Our vision

**Together, we can
power positive change**

Our values

We strive for excellence

We are committed to delivering a great job and we find ways to do even better next time.

We never think good is good enough.

We try new things

We ask questions, challenge the way it's always been done, learn from our mistakes, and turn ideas into action.

We never stop learning.

We own it

We take pride in everything we do, and personal responsibility for every part of the process.

We never assume that it's somebody else's problem.

2.0 Language

We use specific language and tone of voice when describing our business in branded communications.

3

Our strapline

**Powering
tomorrow's data**

Our descriptor

**Innovative
power solutions**

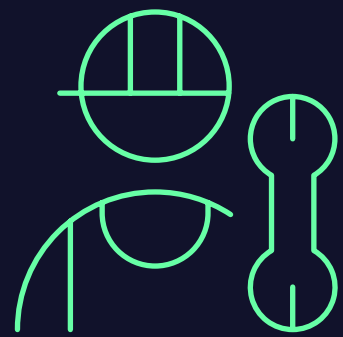
Boilerplate

AVK is the largest and fastest-growing supplier of innovative power solutions for data centres and leading organisations across the UK and Europe. We specialise in all aspects of design, planning, implementation, and continuing maintenance.

At AVK, we power tomorrow's data. As a team, we are transforming the way the data industry connects to and consumes energy by developing innovative and sustainable solutions across the globe. We work together, across disciplines, to tackle complex, large-scale, and ground-breaking engineering and energy projects.

With offices and hubs across the UK and Europe, AVK is in a unique position, in terms of operational scale and delivery capability. We deploy leading-edge solutions for our clients, helping them to meet their power demands alongside their sustainability goals.

To learn more, visit www.avk-seg.com and follow us on [LinkedIn](#).



Expert

We know our stuff

We talk with confidence and experience, making it clear that we know what we're talking about in a way that creates trust and reliability.



Straightforward

We keep it simple

We wear our expertise lightly and we don't waffle on. We make complex concepts easy to understand and talk in a clear and down-to-earth way.



Approachable

We want to help

Our communications reflect the way we are in person - friendly, helpful and unstuffy. There are no stupid questions and lots of smart answers.



Partner

We see the world from the customer's perspective

We take a consultative approach, understanding our clients, talking about the things that matters to them, and communicating practical solutions to their problems.



Innovative

We always have one eye on the future

We are pragmatic, innovative and future-focused. We are not blue-sky dreamers. We don't make pompous predictions. But we show that we are right at the cutting edge of our industry, turning new ideas into real world solutions.

3.0 Logo

A simplified logo has been created for both print and digital applications.



Social media favicon



3.1 Logo clearspace and sizing

The logo has some basic rules regarding positioning and sizing.

Clearspace

Note the minimum amount of clearspace that should surround the logo in application.

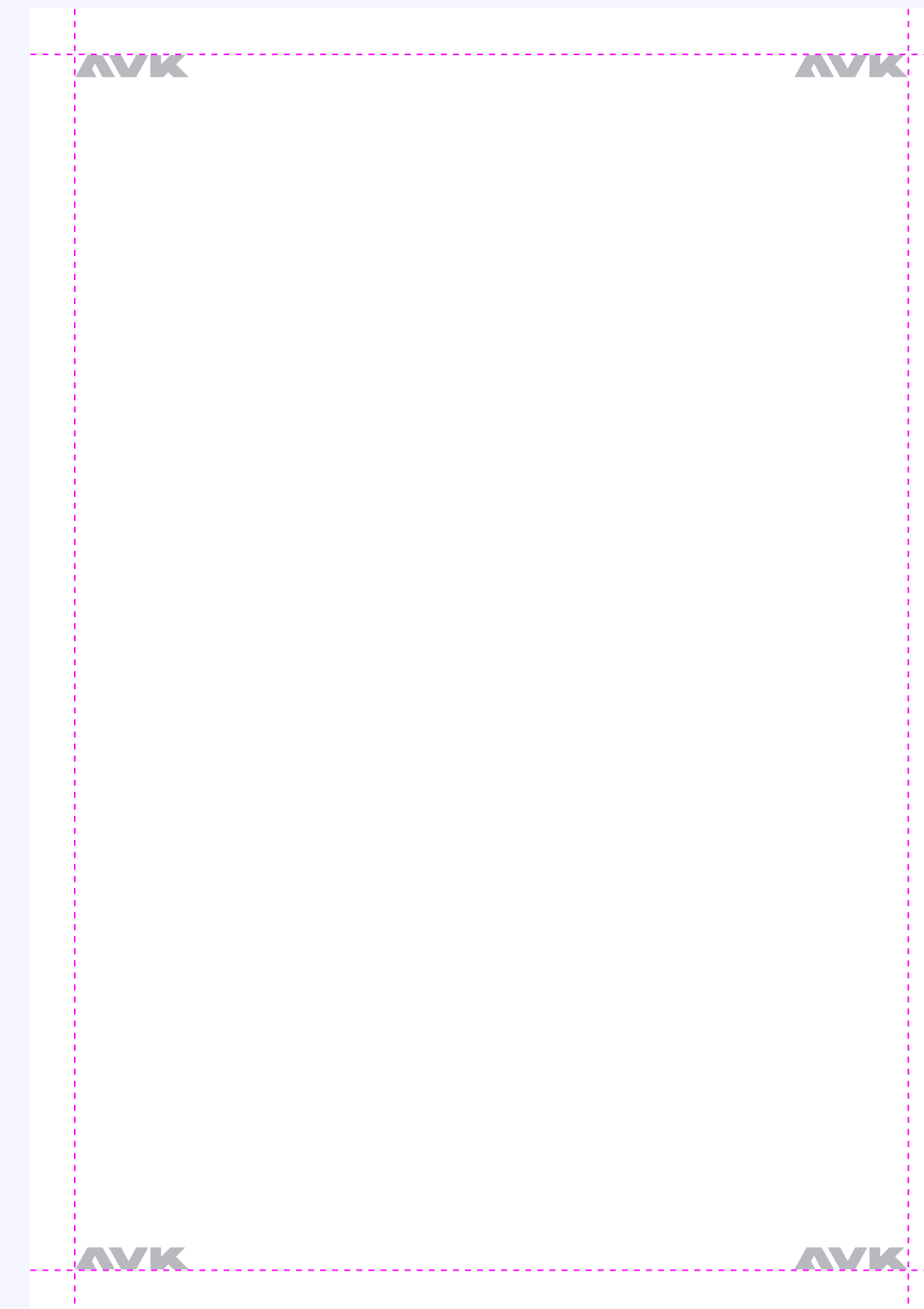


Minimum sizes (height)

A4 (297x210mm)	5mm
PPT (1920x1080px)	48px
Social media (1080x1080px)	48px

Positioning

The logo can be positioned in any corner of an application.



3.2 Logo with strapline

Please use the supplied logo lock-ups shown below when the straplined logo versions are required. Reversed versions are also available.

Lockup 1



Lockup 2



Lockup 3



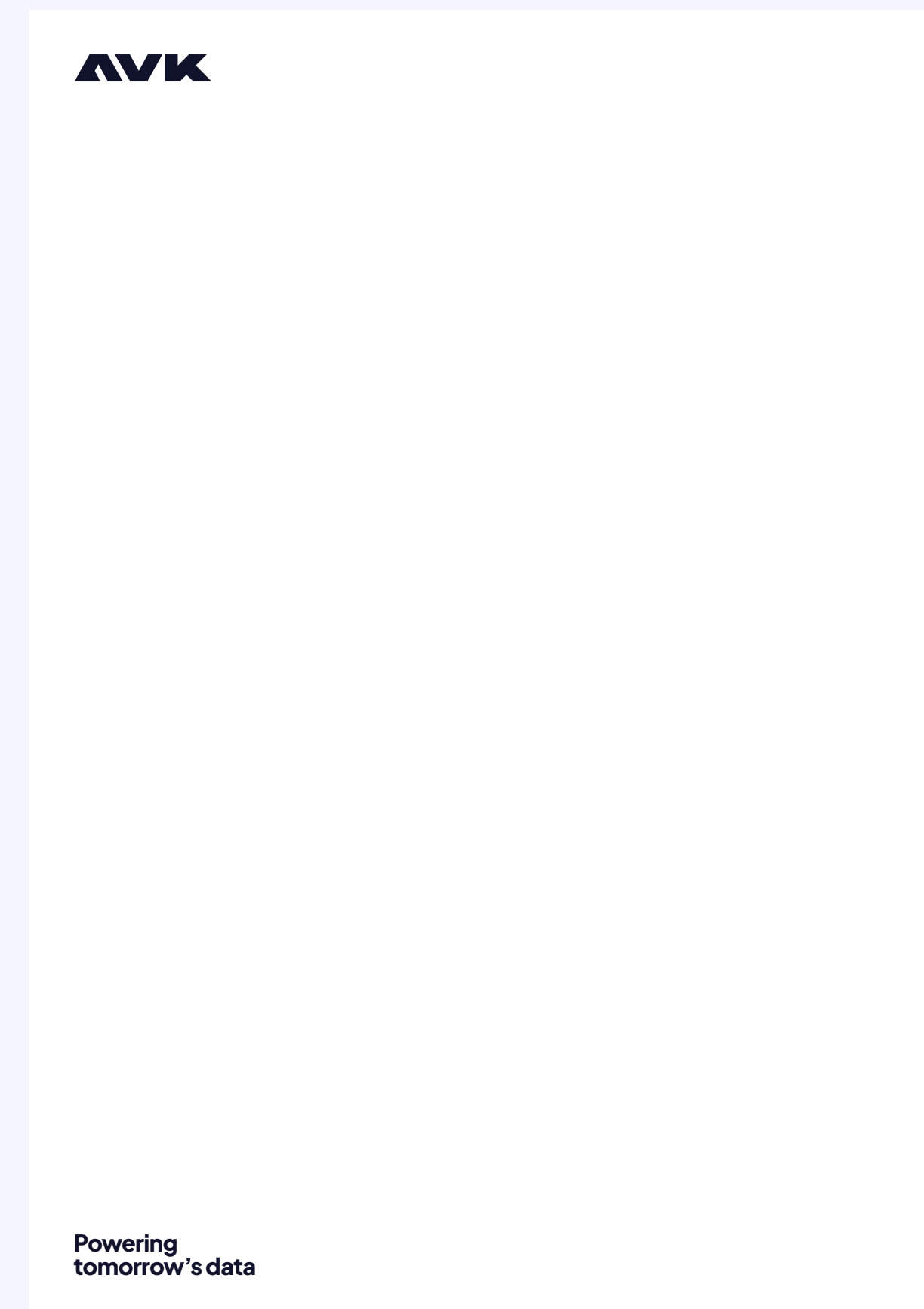
Minimum sizes (height)

Lockup 1	8mm
Lockup 2	15mm
Lockup 3	10.5mm

in certain instances where the logo is used at a large size, eg vehicle livery, the logo and strapline can be locked up as shown in lockup 3, to avoid the strapline becoming too large.

Strapline placement away from logo

The strapline can be placed in the opposing corner of a document cover. See example below.



Plus Jakarta Sans is a versatile modern type family which is available in a variety of weights (Google fonts). Aptos has been chosen as the system-safe font for all Microsoft applications (Word, PPT).

Plus Jakarta Sans for main headings

Extra Bold

Plus Jakarta Sans for body text

Light

Plus Jakarta Sans for body text
when more emphasis is needed

Regular

Plus Jakarta Sans: Other weights available

Bold
Semi Bold
Extra Light

Typeface for Microsoft applications

Aptos Extra Bold
Aptos Light

5.0 Colour

Our colour palette is modern, fresh and digitally-focused. Web accessibility tests have been run on the palette and the recommendations are included below.

Dark blue
R17 G18 B43
#11122B
C100 M90 Y40 K70

Web accessibility
All text sizes pass in white

Pale grey
R245 G245 B255
#F5F5FF
C2 M2 Y0 K0

Web accessibility
All text sizes pass in black

Light green
R103 G255 B166
#67FFA6
C40 M0 Y40 K0

Web accessibility
All text sizes pass in black

Dark teal
R0 G79 B109
#004F6D
C98 M65 Y38 K21

Web accessibility
All text sizes pass in white

White
R255 G255 B255
#ffffff
C0 M0 Y0 K0

Web accessibility
All text sizes pass in black

Green
R0 G190 B149
#00BE95
C70 M0 Y52 K0

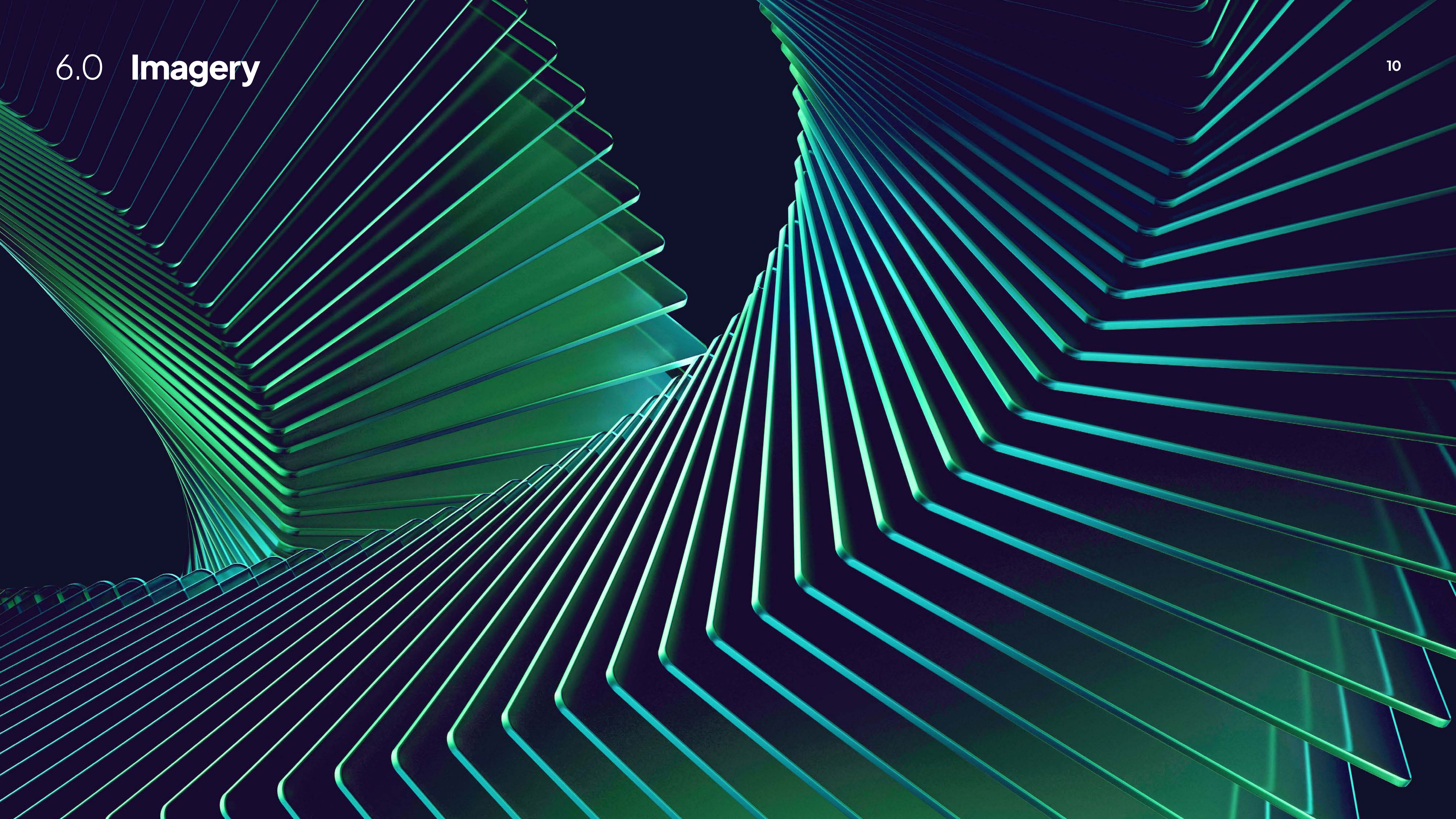
Web accessibility
Black text:
Bold minimum 24pt
Regular minimum 36pt
White text:
Bold minimum 18pt
Regular minimum 26pt

Blue
R0 G189 B255
#00BDFF
C72 M0 Y0 K0

Web accessibility
Black text:
Bold minimum 24pt
Regular minimum 36pt
White text:
Bold minimum 18pt
Regular minimum 26pt

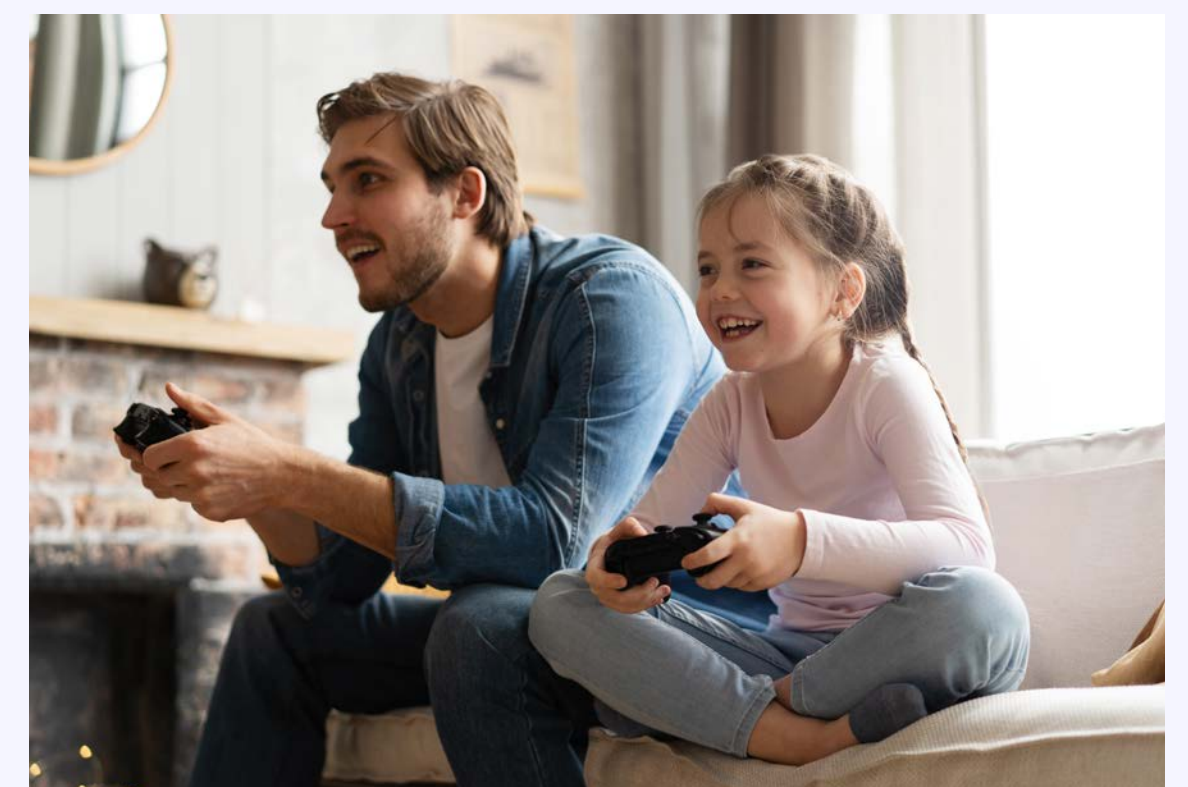
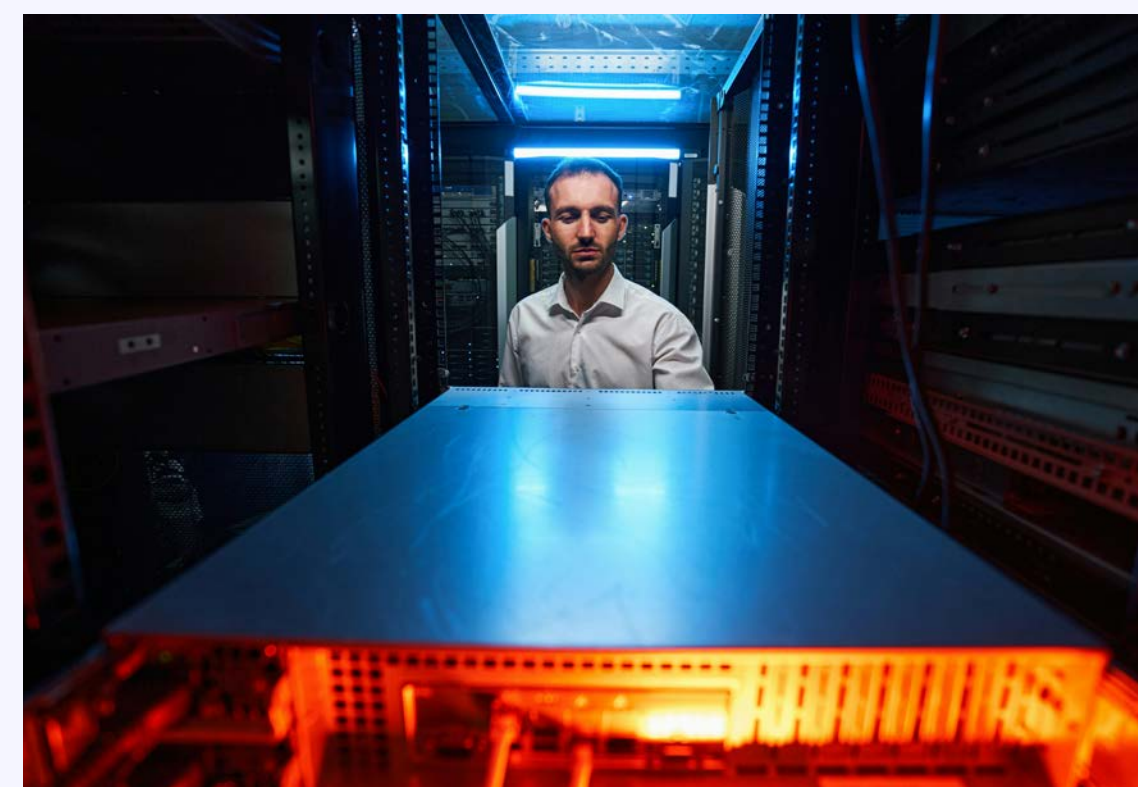
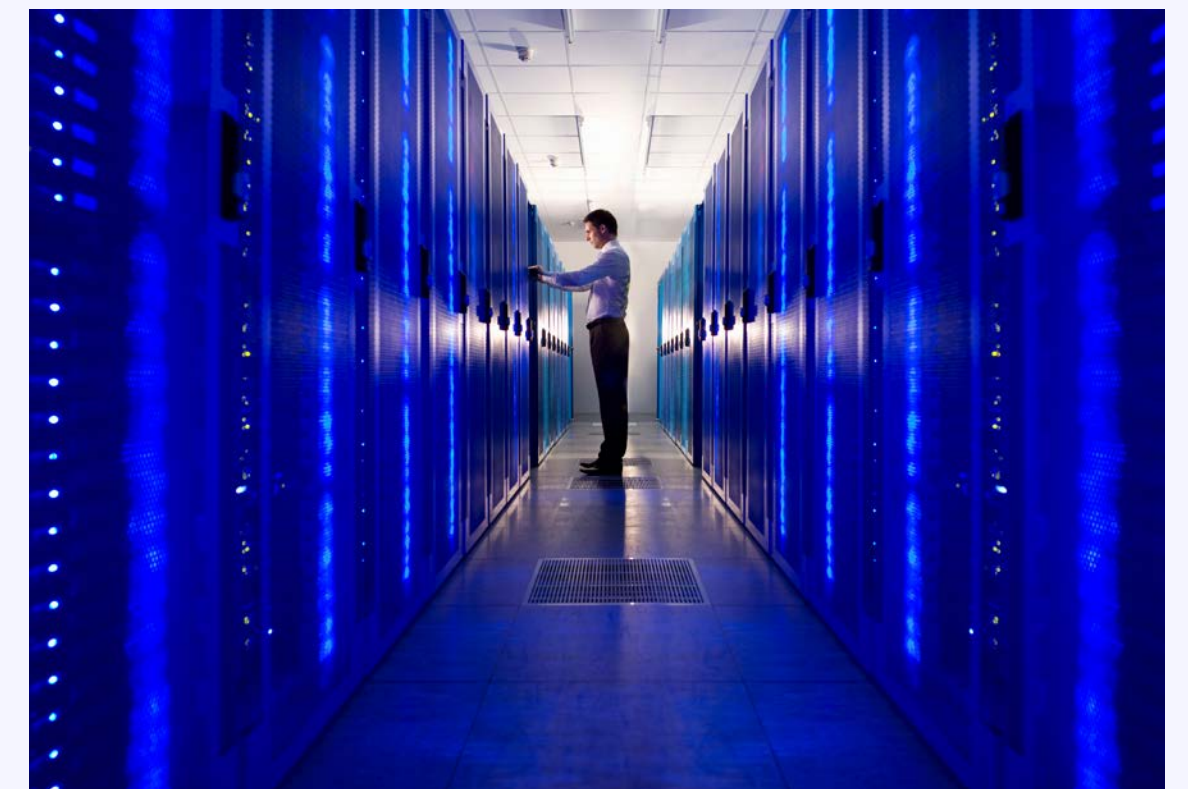
Blue
R0 G189 B255
#00BDFF
C72 M0 Y0 K0

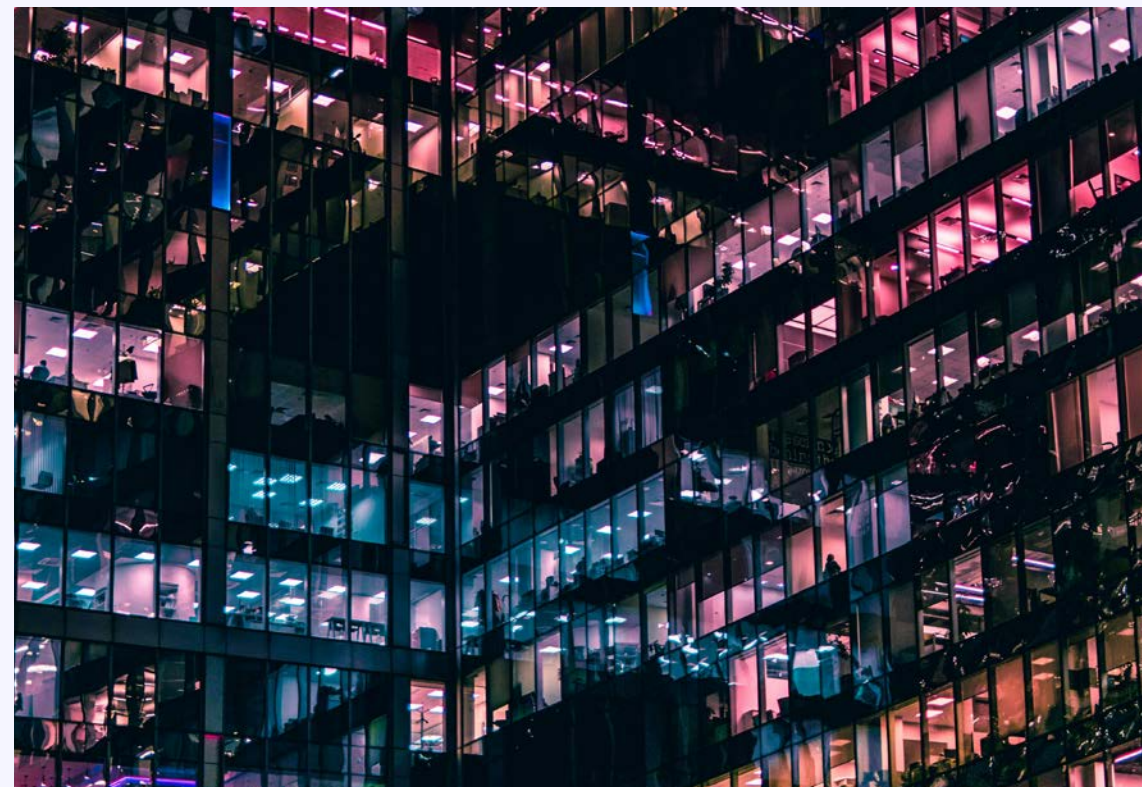
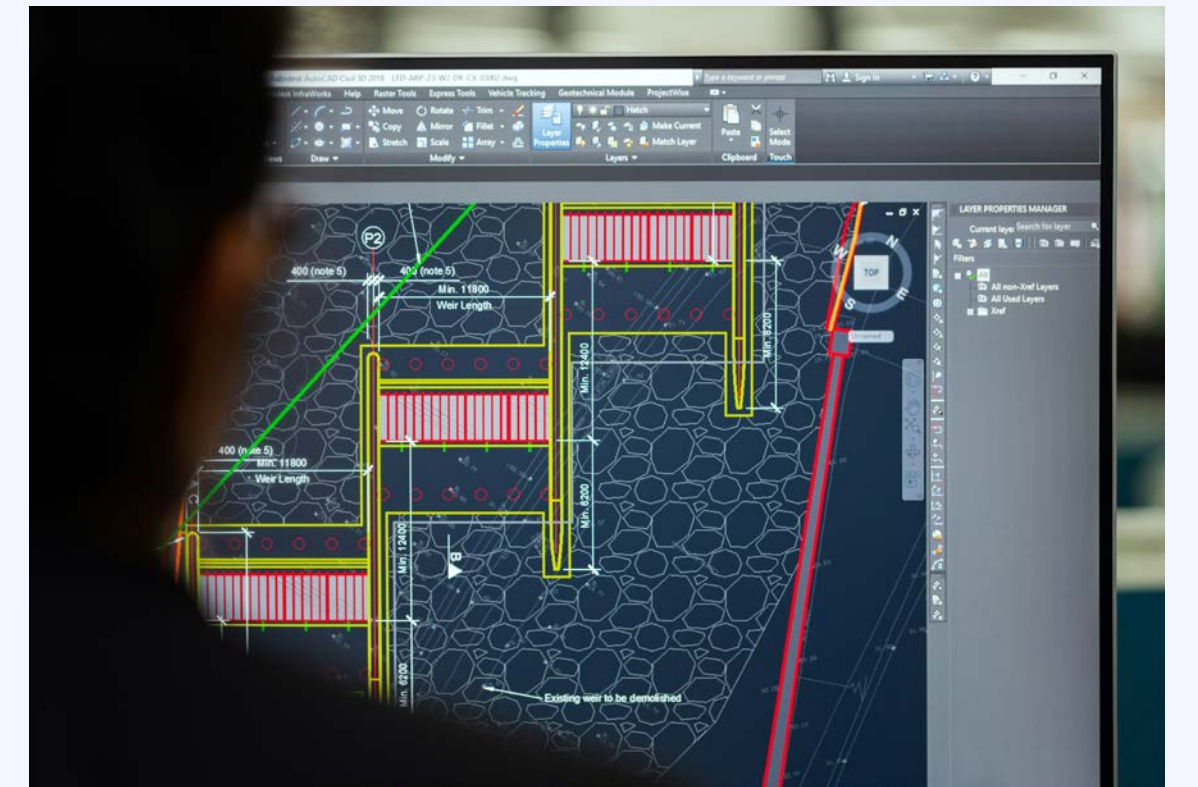
Web accessibility
Black text:
Bold minimum 24pt
Regular minimum 36pt
White text:
Bold minimum 18pt
Regular minimum 26pt



6.1 Photography

Our photography captures the modern world, showcasing the diversity of our work, clients, and people. Choose or commission images that are uncluttered, use natural light, and have a short depth of field.

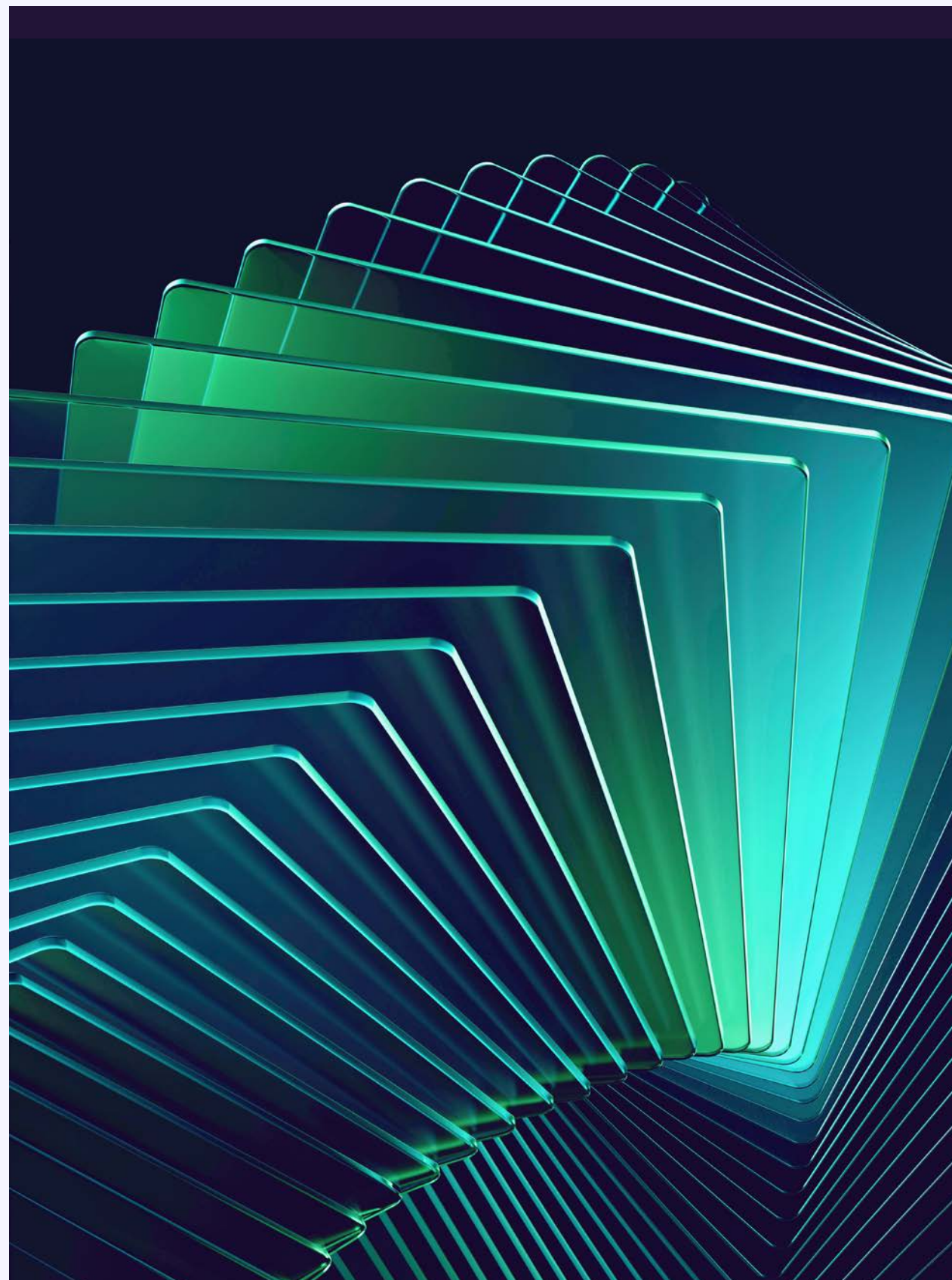




6.2 Image treatments

We utilise three distinct image treatments to make our brand imagery more recognisable and unique.

Energy supergraphic
See page 14 →



Energy overlay
See page 16 →

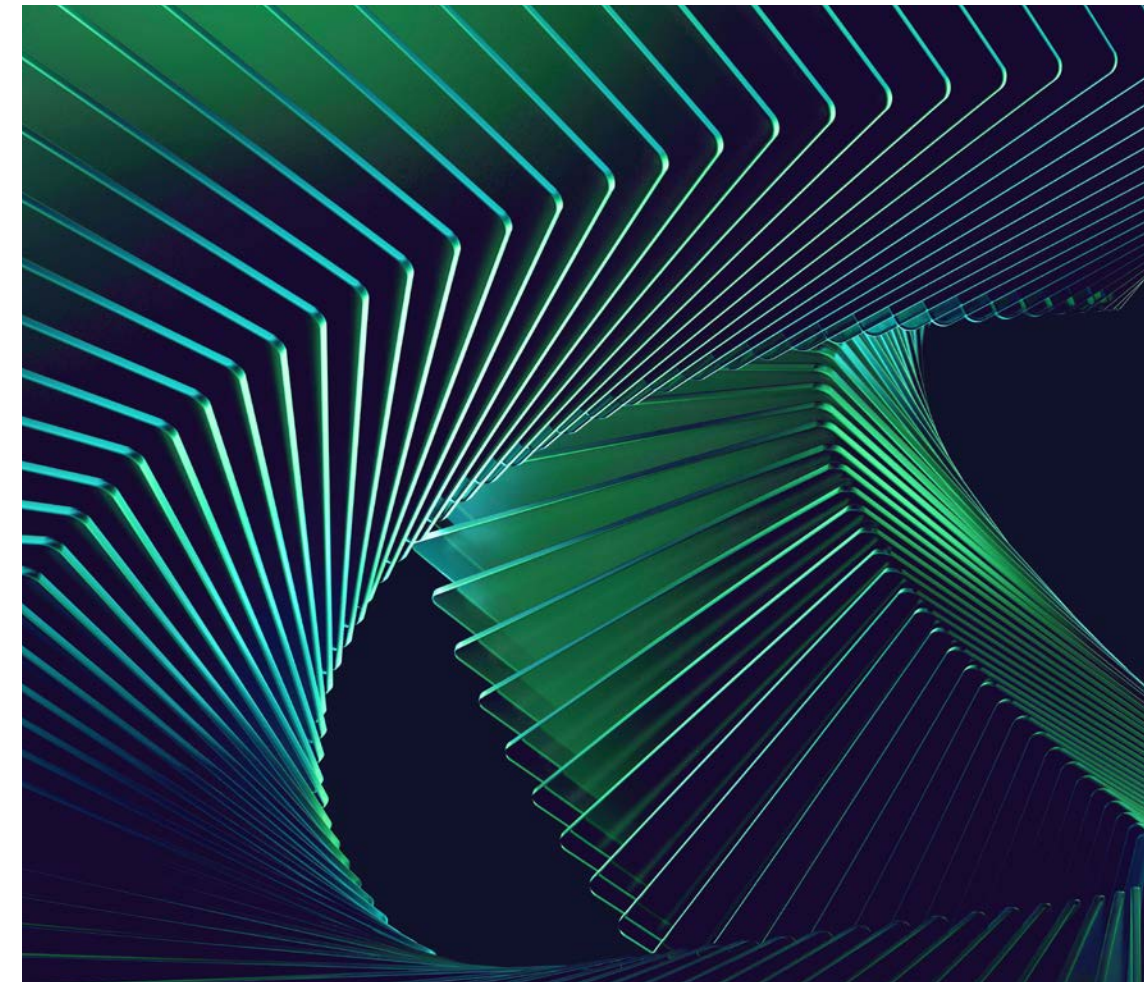
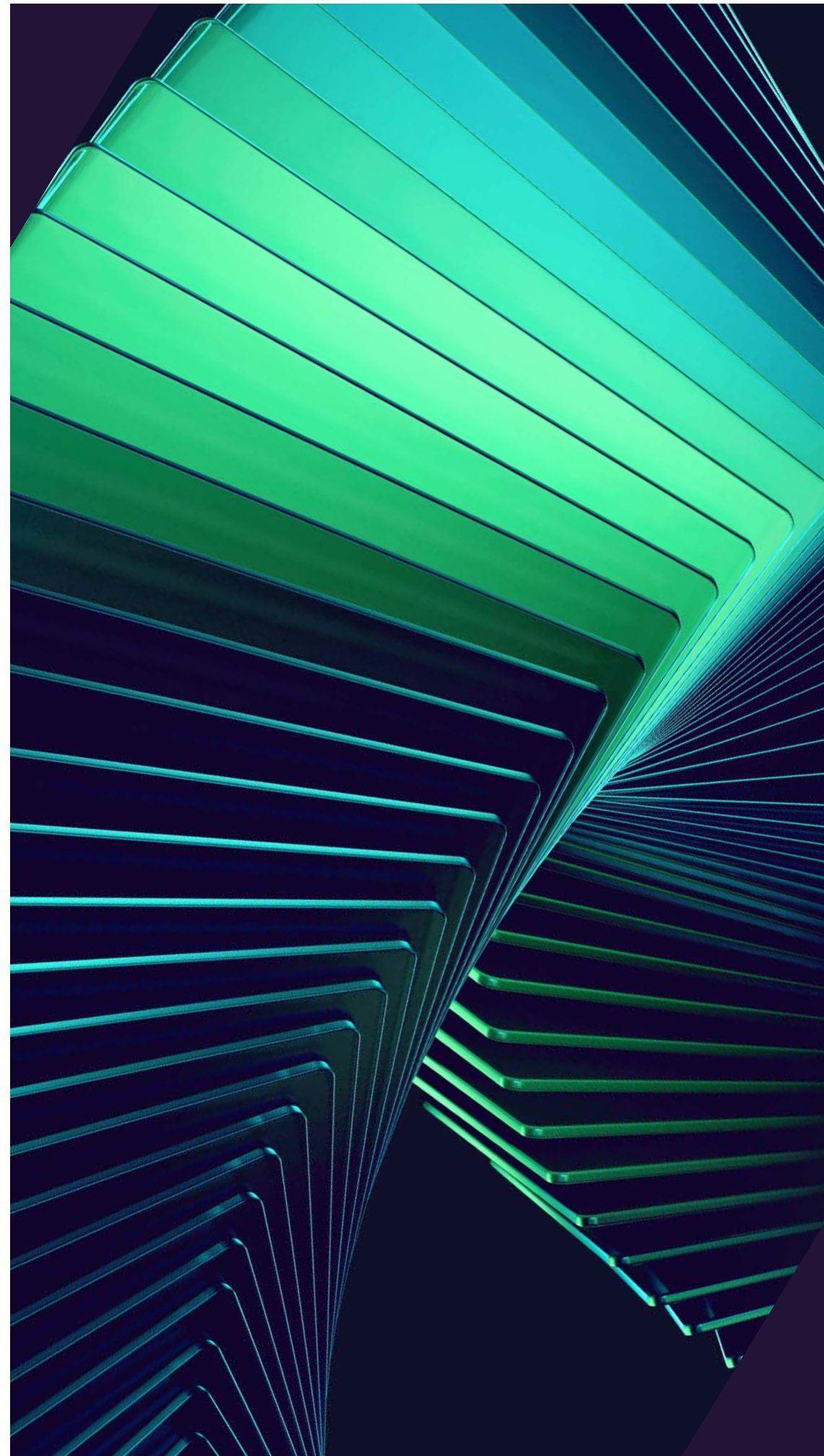


Graphic energy overlay
See page 17 →

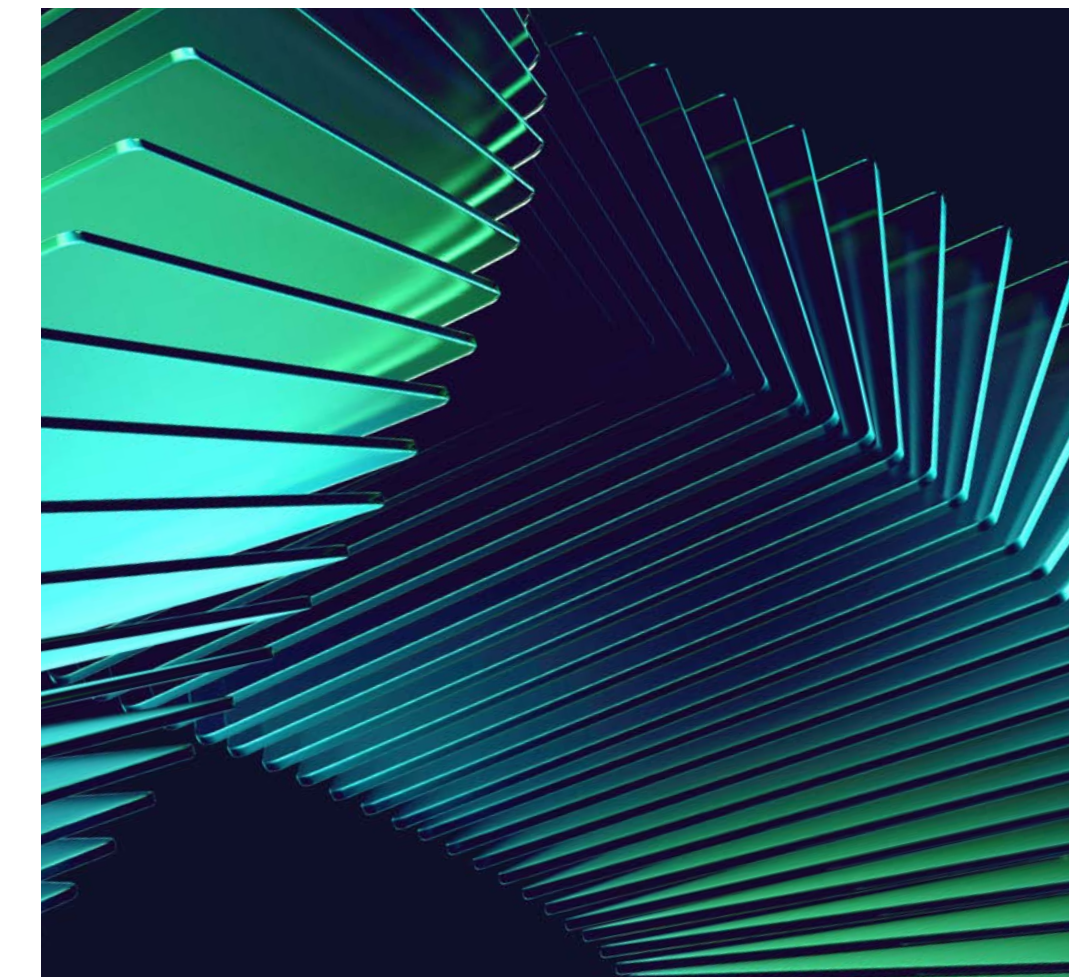
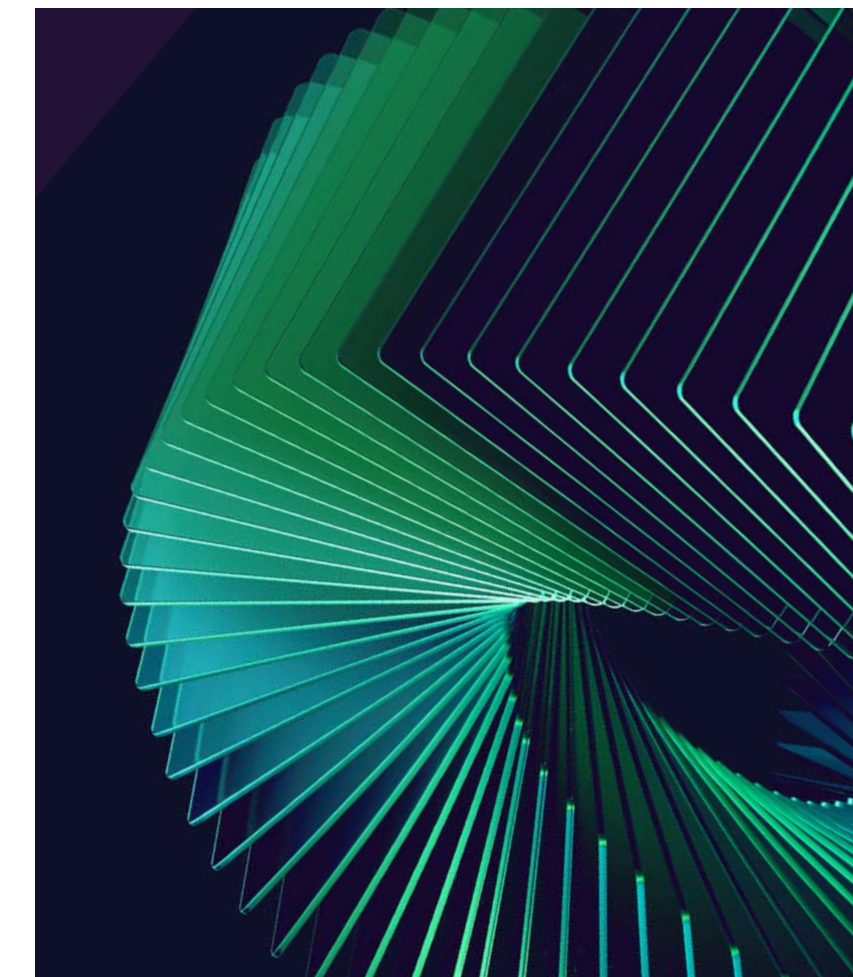
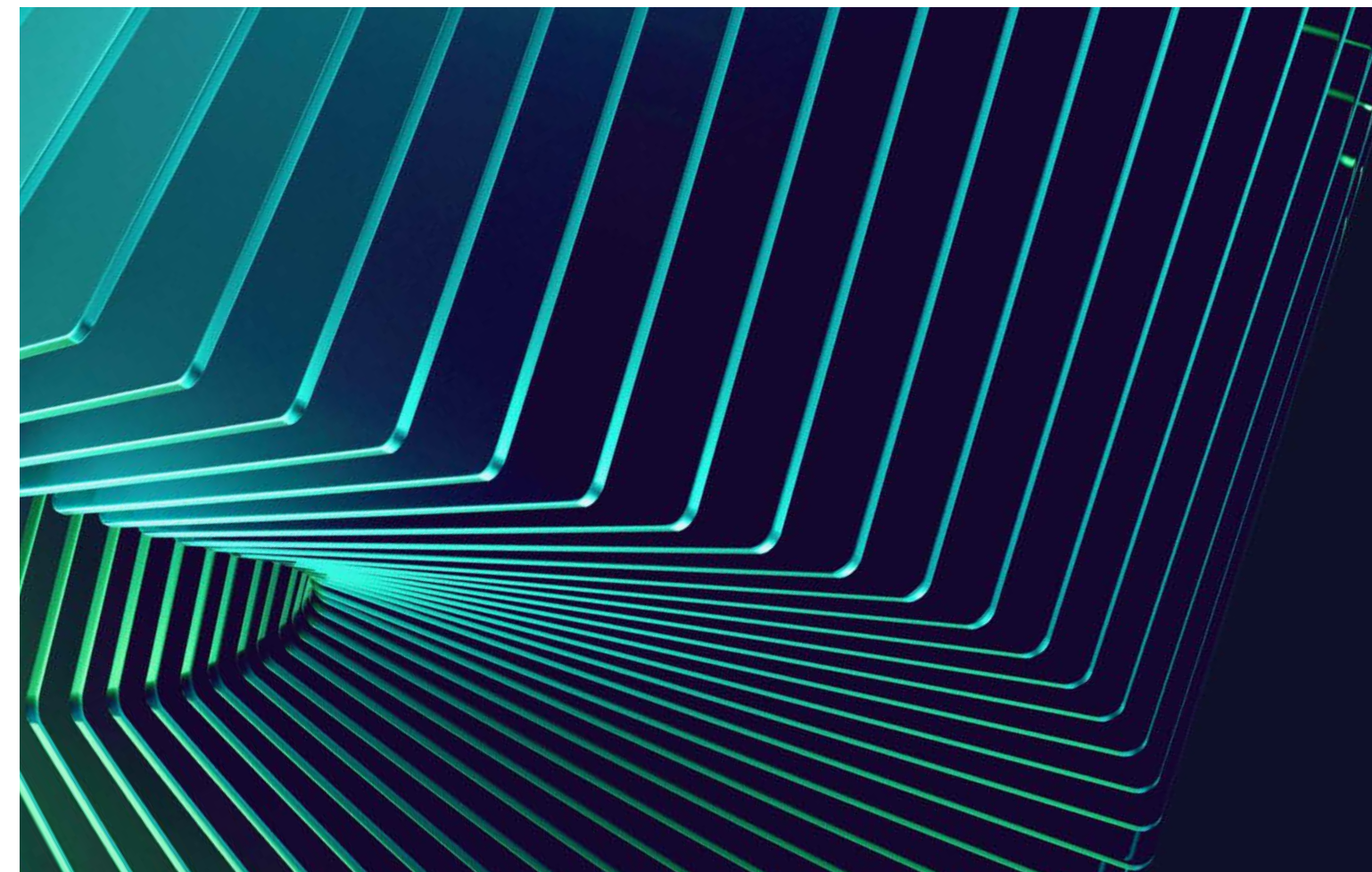


6.3 Energy supergraphic: Dark version

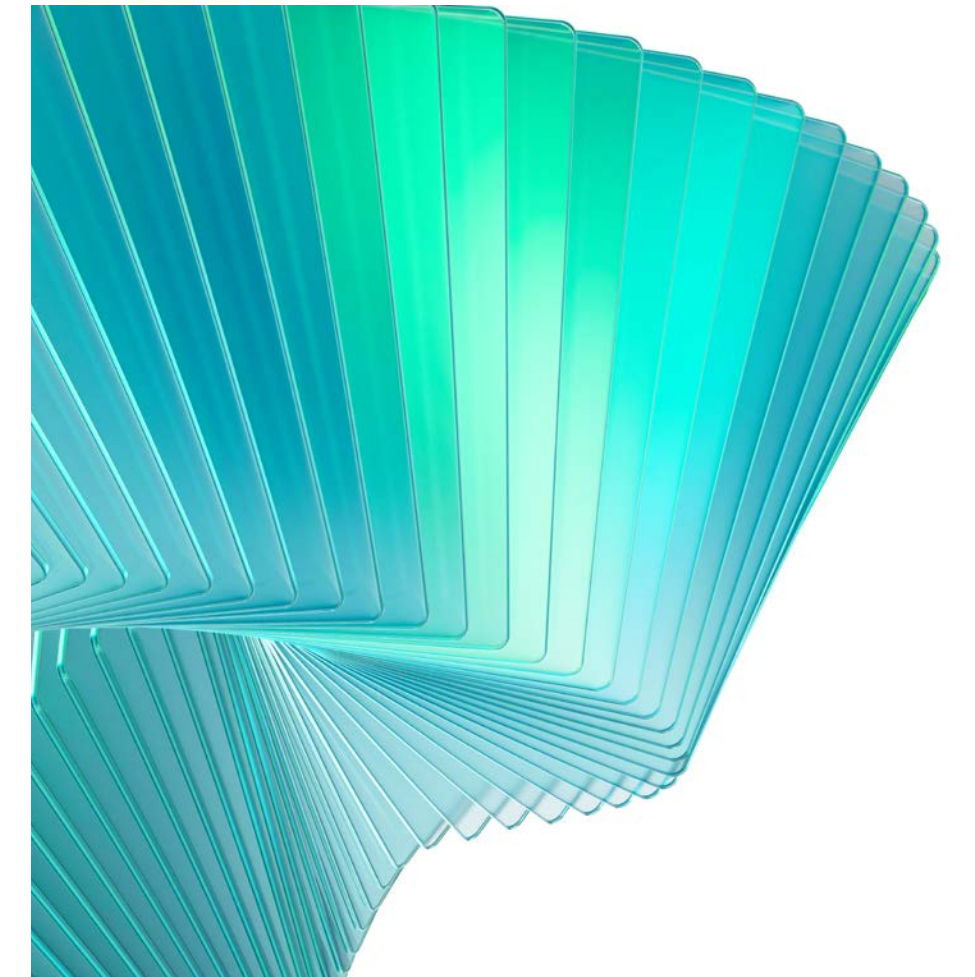
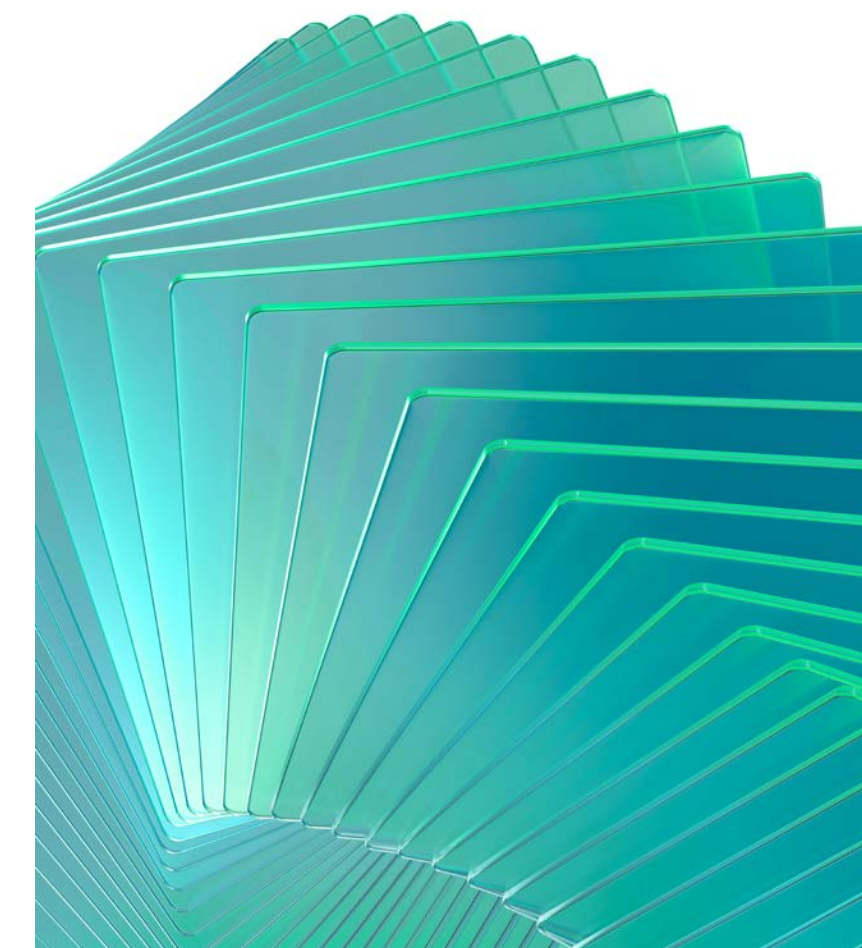
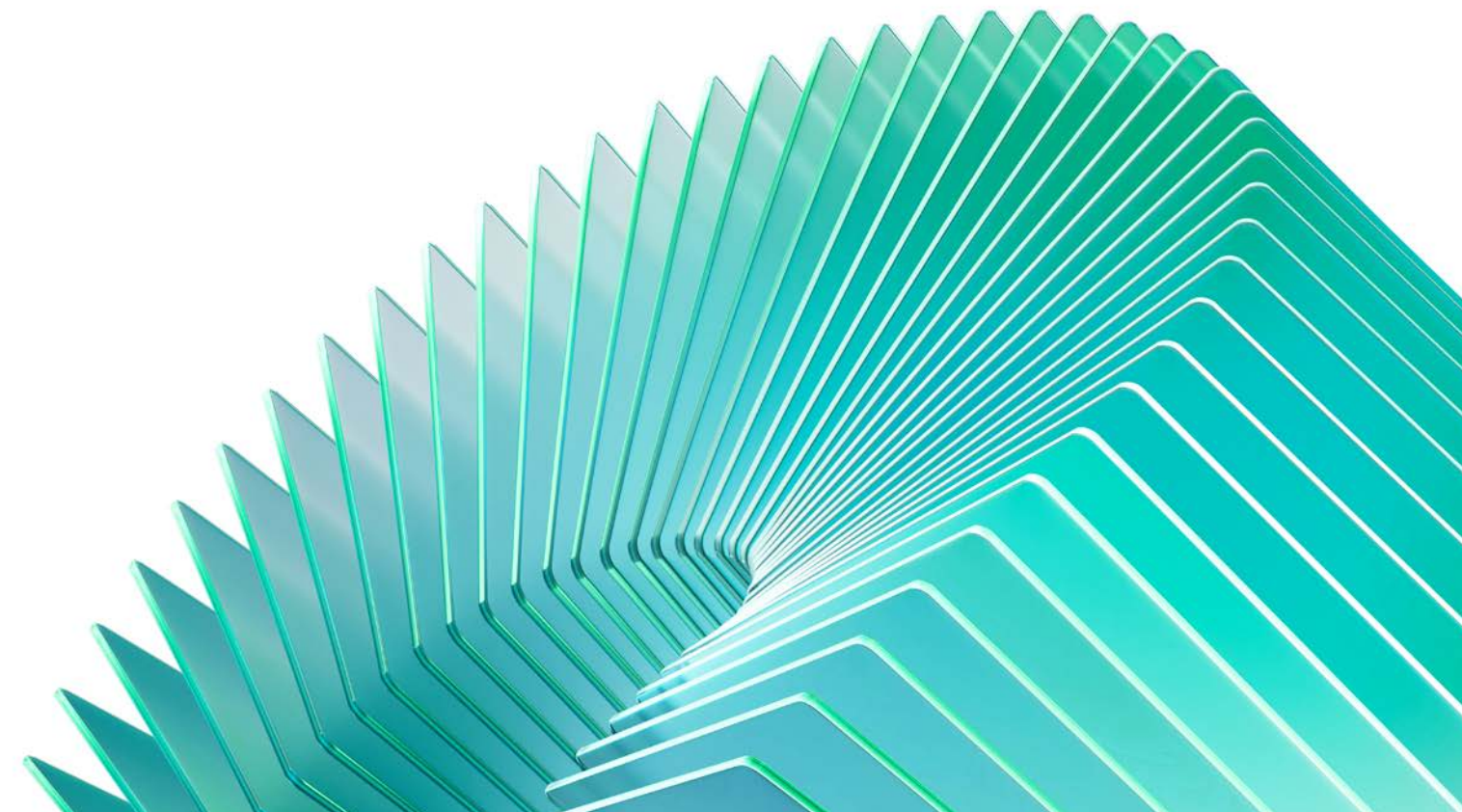
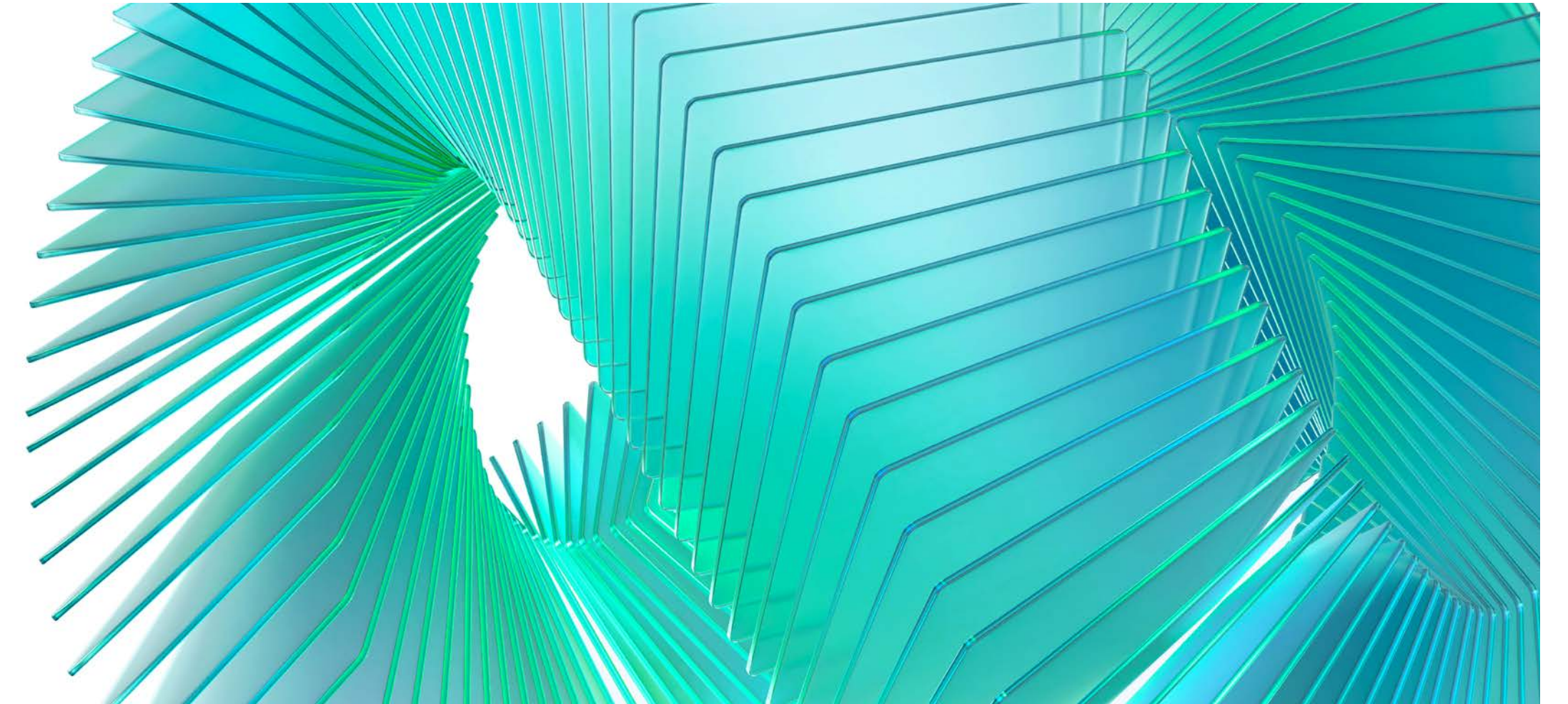
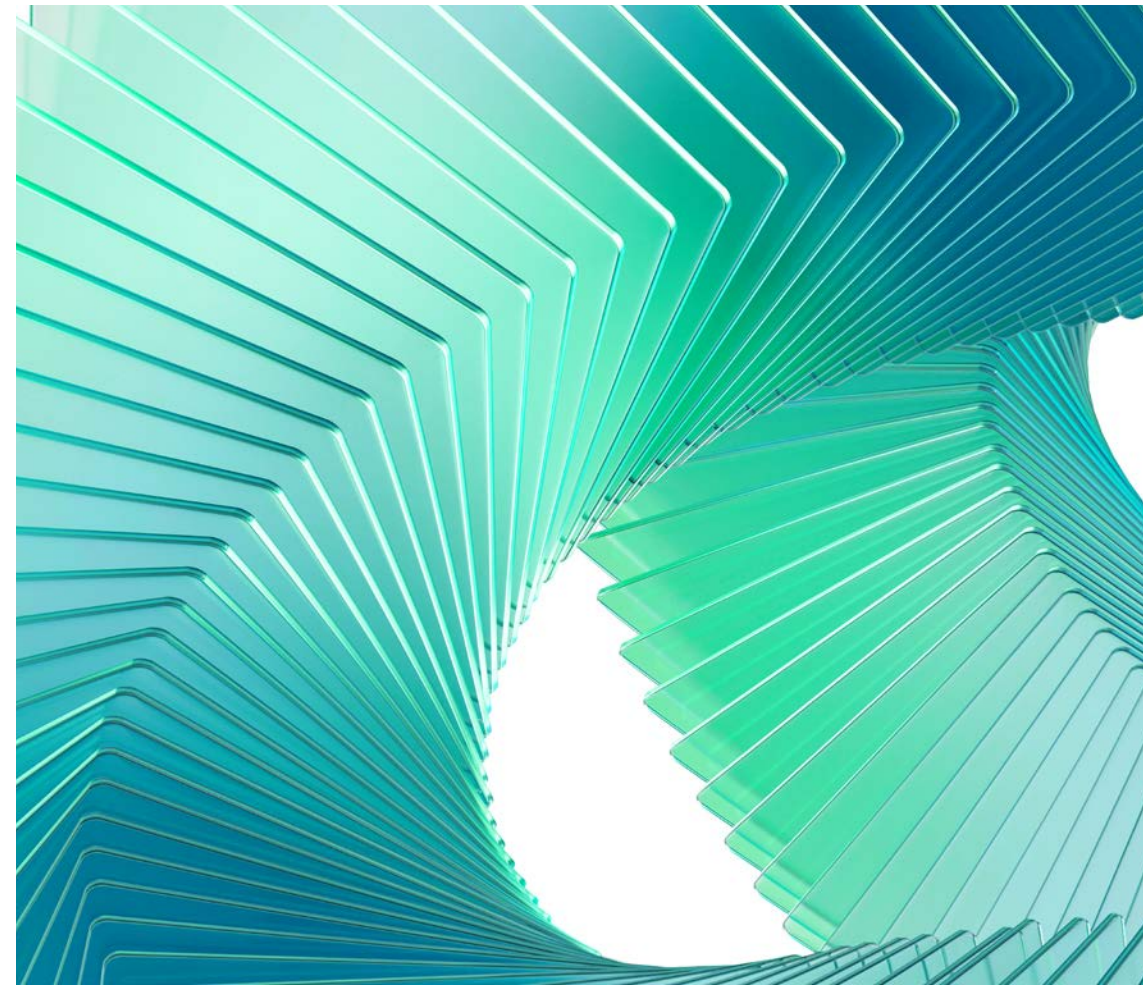
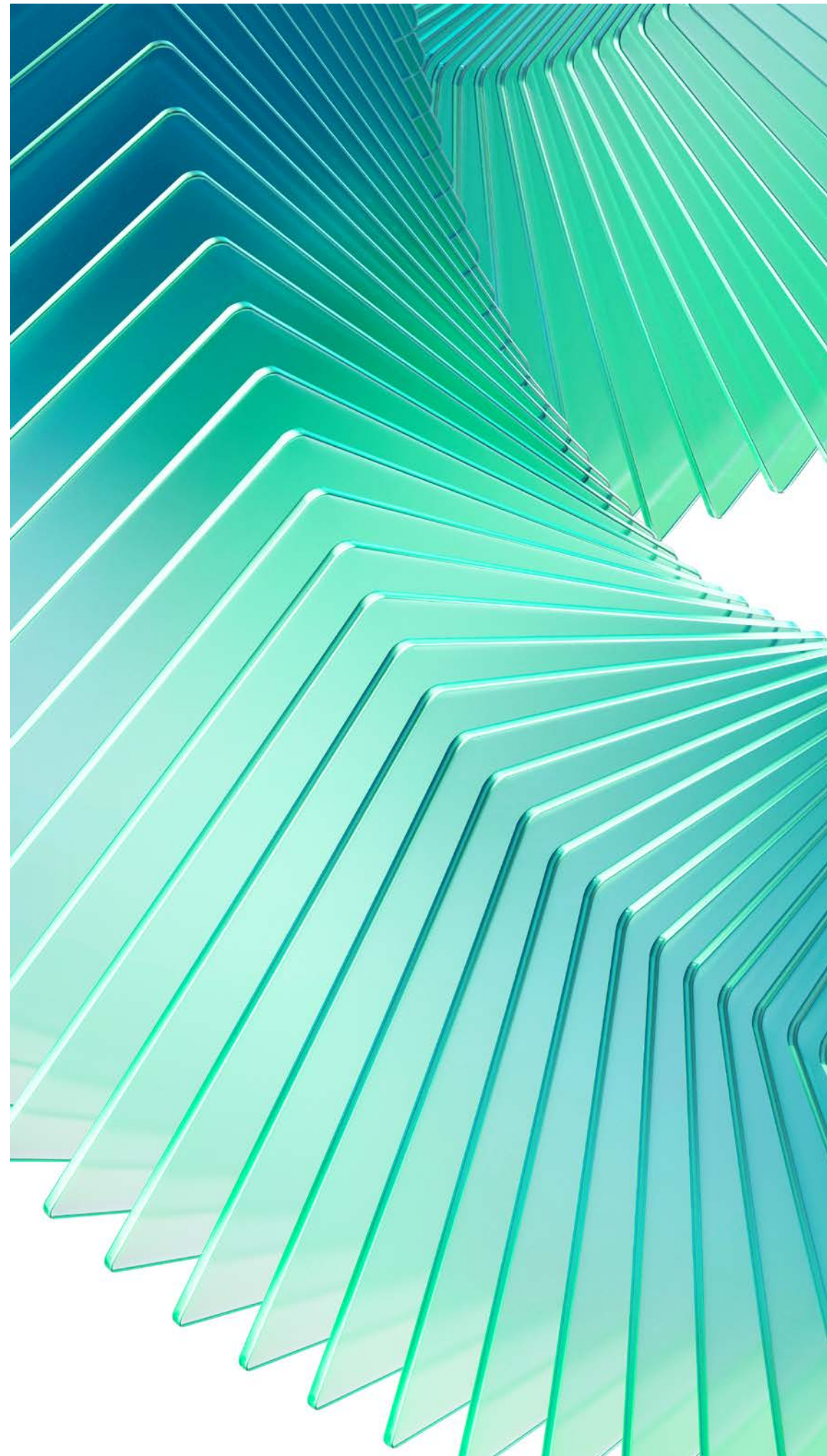
The supergraphic is our main brand visual, representing the continuous energy flow and transformation we provide. Its mechanical beauty also showcases our design and engineering skills. It can be angled and resized for various formats and uses.



- ✓ The supergraphic can be revolved and enlarged to create different crops.
- ✗ Don't change the colour of the supergraphic.
- ✗ Don't montage imagery with the supergraphic.
- ✗ Don't try and create other supergraphics.



6.4 Energy supergraphic: Light version

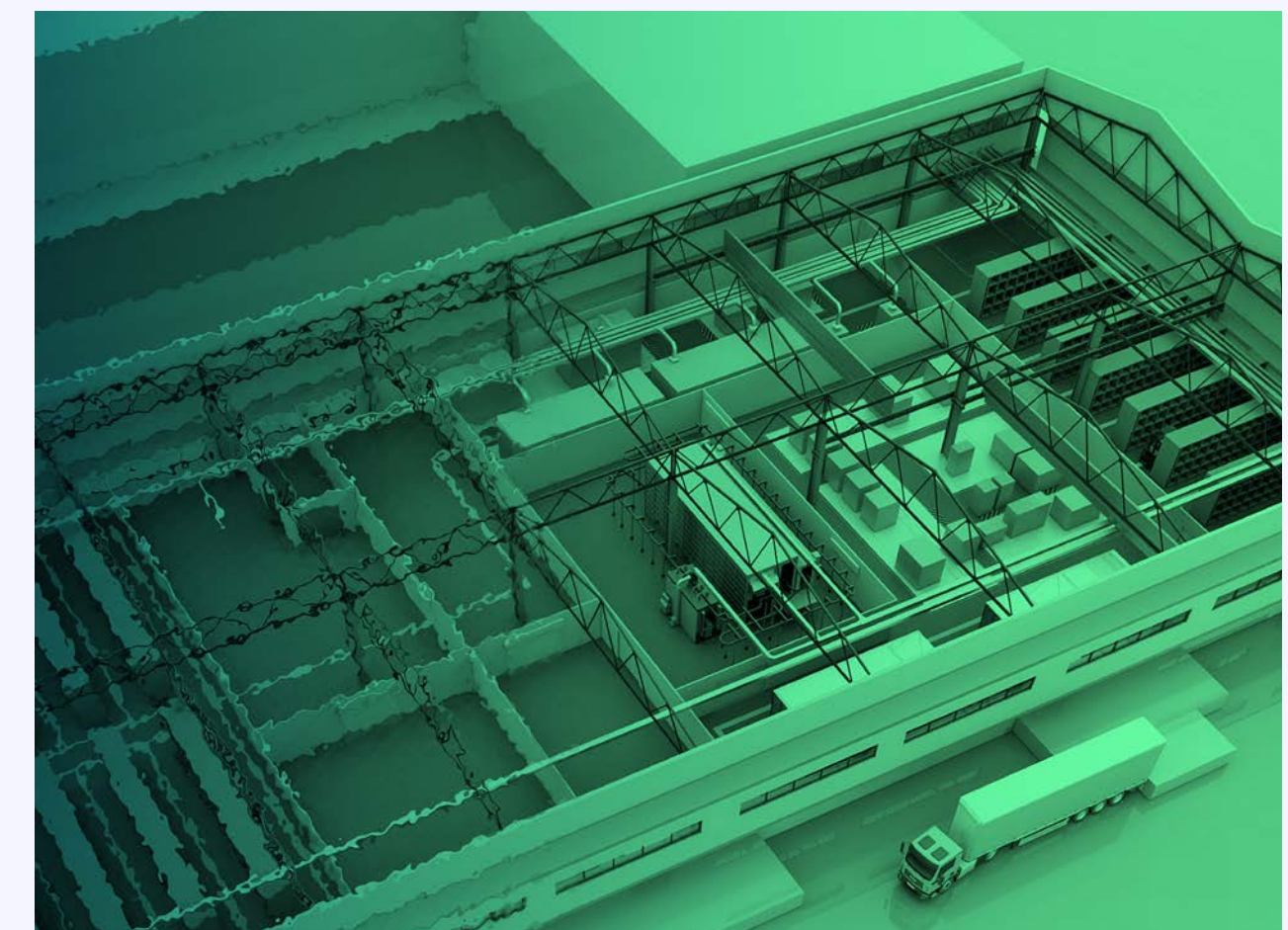


6.5 Energy overlay

The energy overlay filter creates a sense of motion and has a visual synergy with our main supergraphic. Please refer to the step-by-step guide when creating these images.



- ✓ Set the effect on the left side of the image.
- ✓ Keep the line effect in the refraction to a similar width shown here.
- ✓ Images with depth and some detail work better when using the energy overlay.
- ✗ Don't use the energy overlay across faces.



6.6 Graphic energy overlay

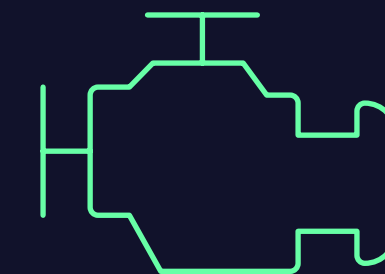
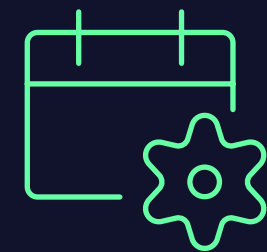
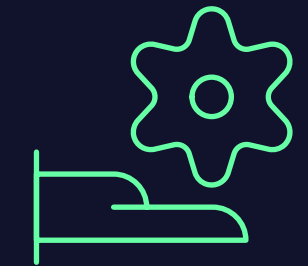
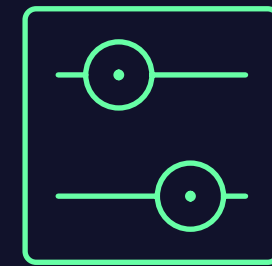
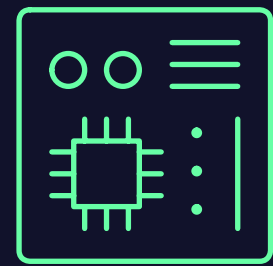
We also have a simplified graphic version of the energy overlay for use across different applications.



- ✓ Ensure the graphic energy overlay doesn't dominate the design, or used too small so the lines fill in.
- ✓ Put a margin around the image to give it space when using the energy graphic overlay (see example on page 20).

7.0 Icons

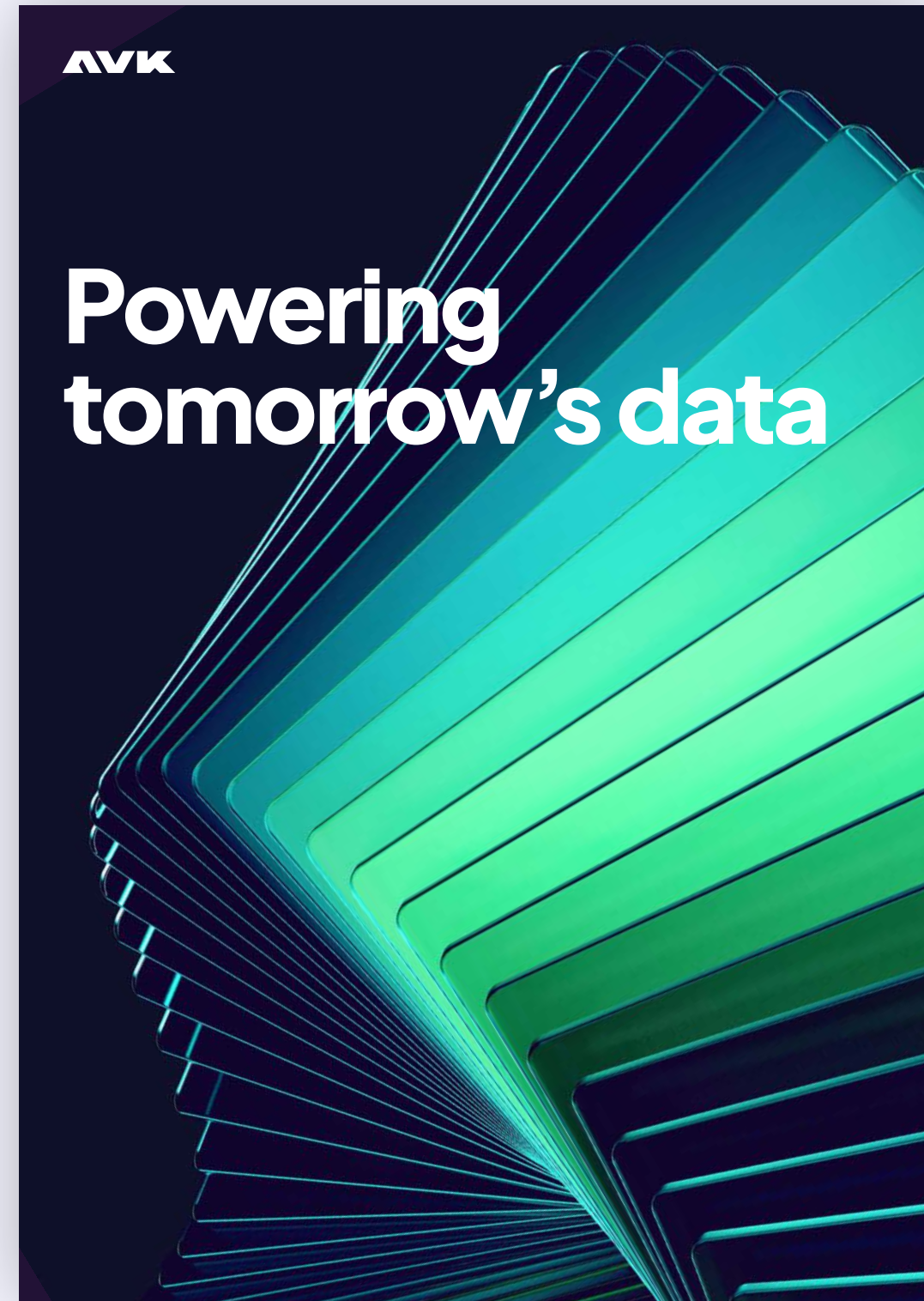
Our icons are linear and never filled. For correct line weight, make the icon 50px at its longest edge with a 1pt stroke. If enlarging, adjust the stroke visually to avoid it being too thick.



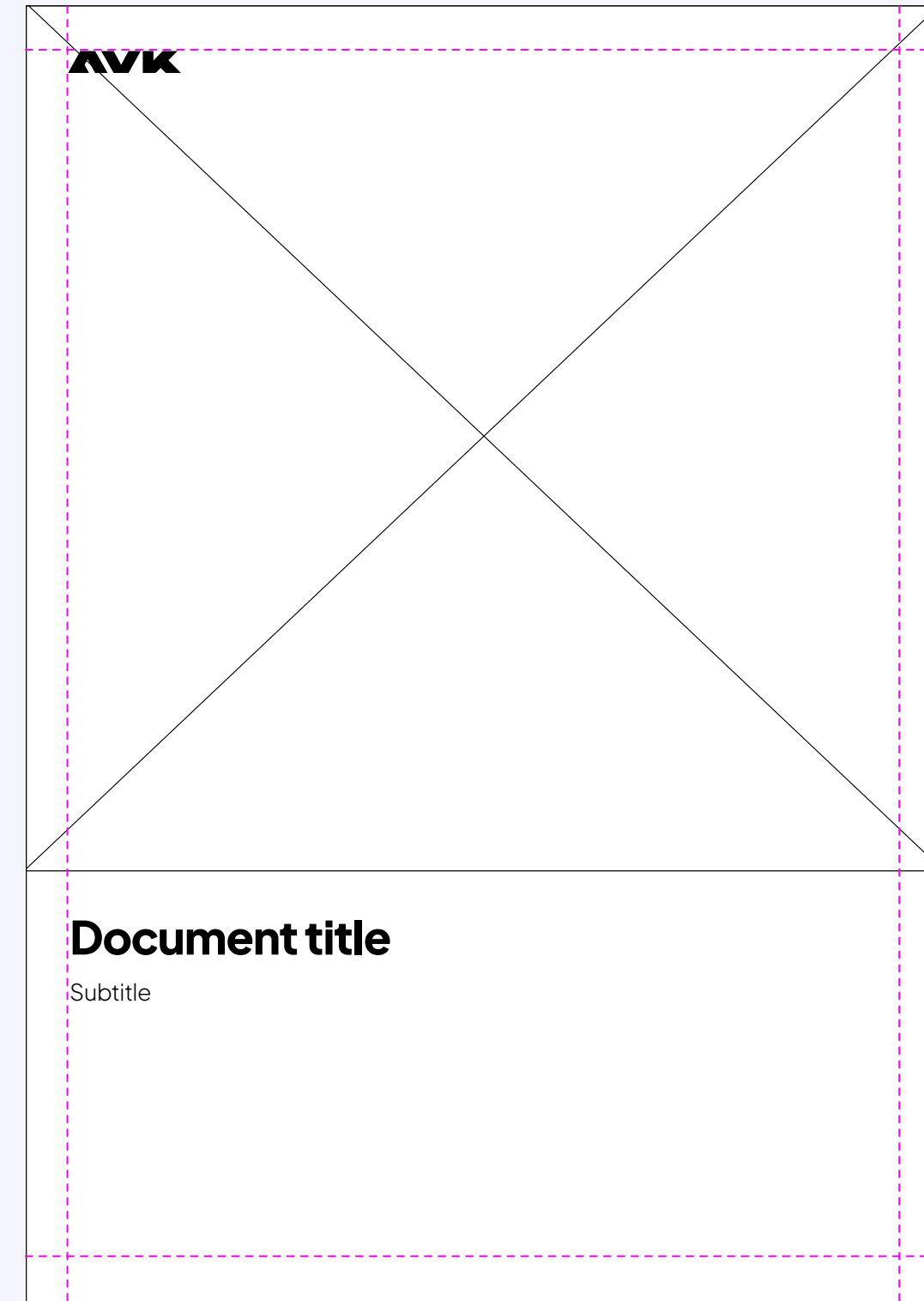
8.0 Layout

We use a simple grid system of full bleed, halves and thirds, using a bold margin to give some space around imagery when not being used full-bleed.

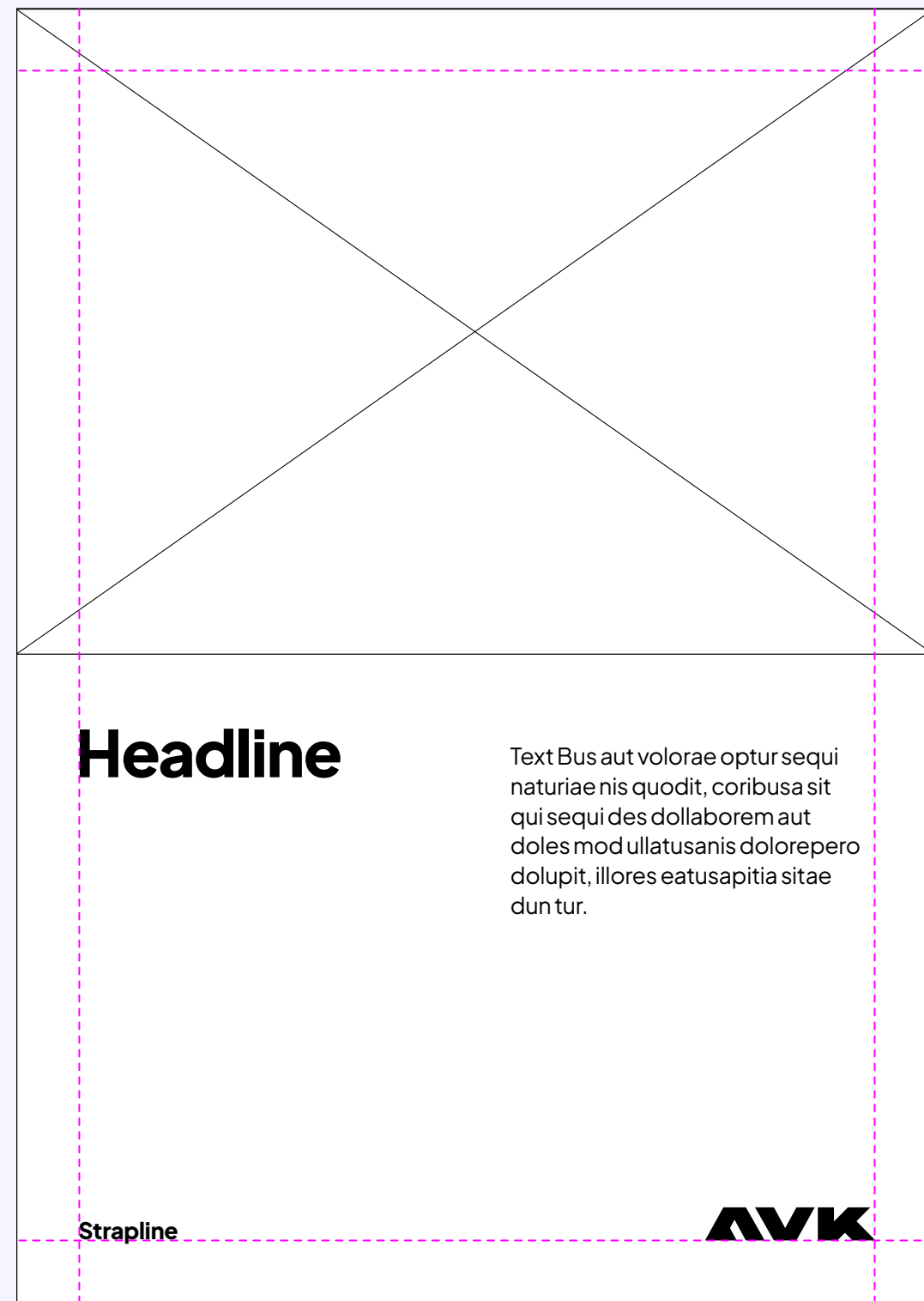
Full bleed



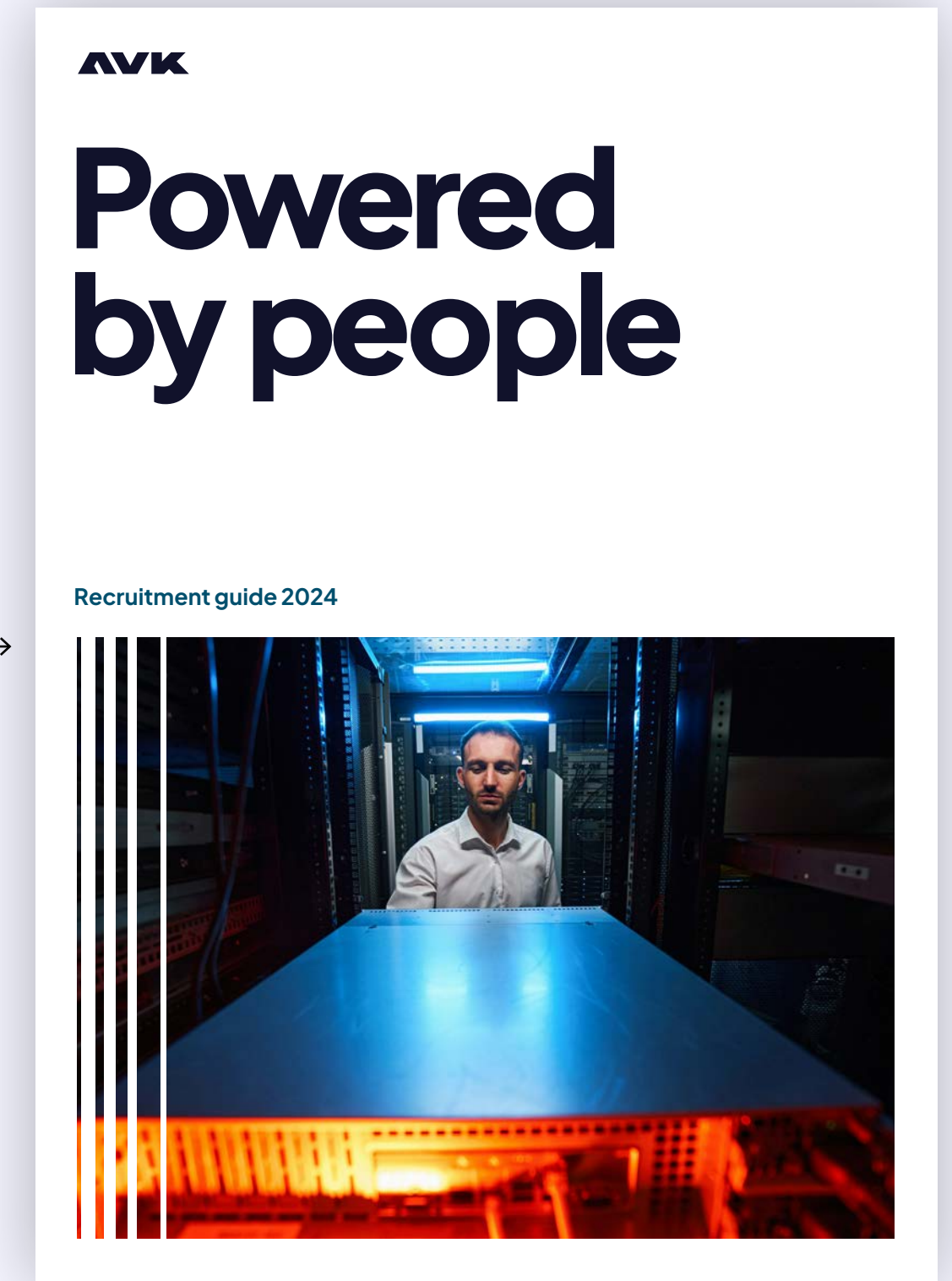
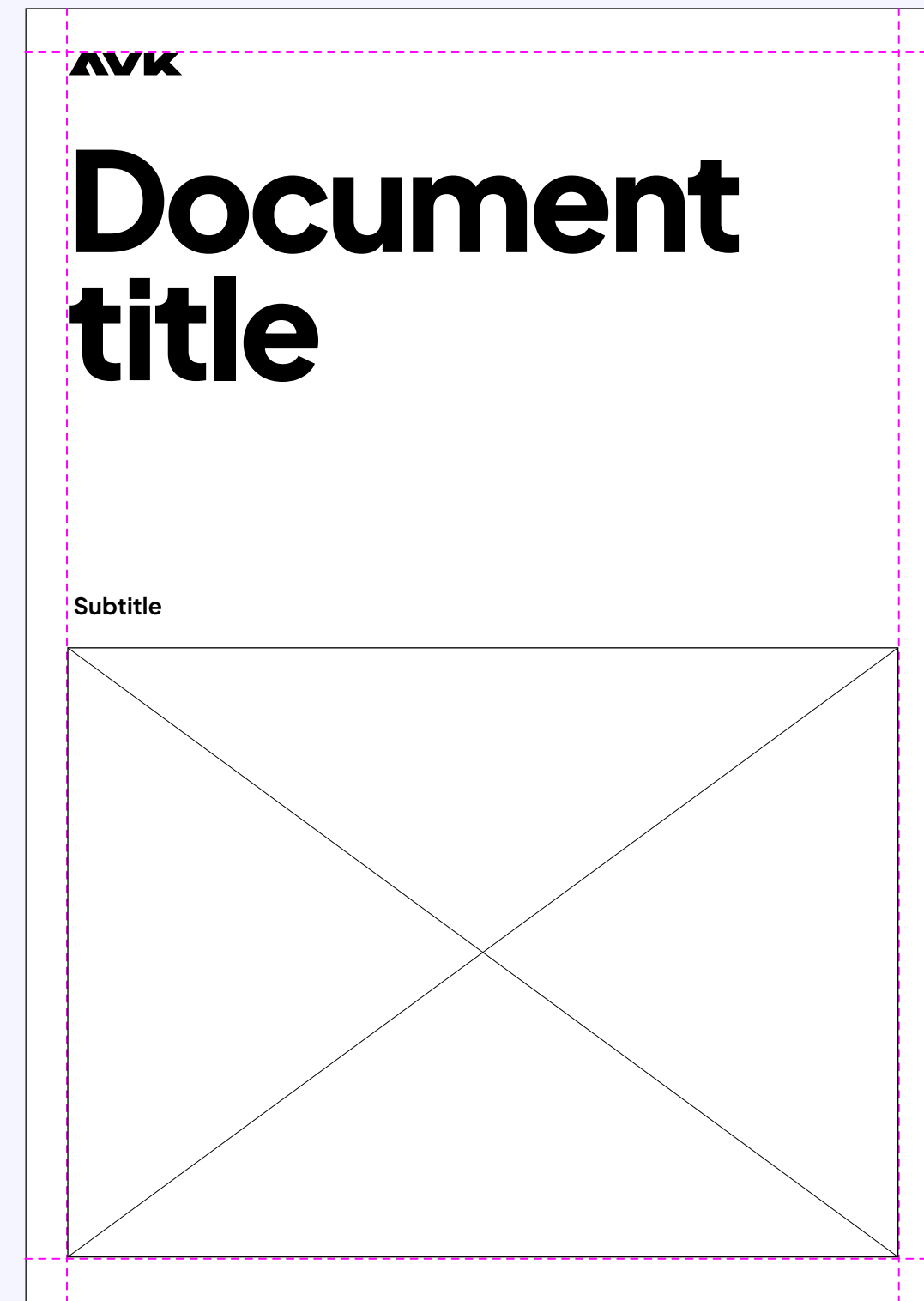
Two-thirds



Half

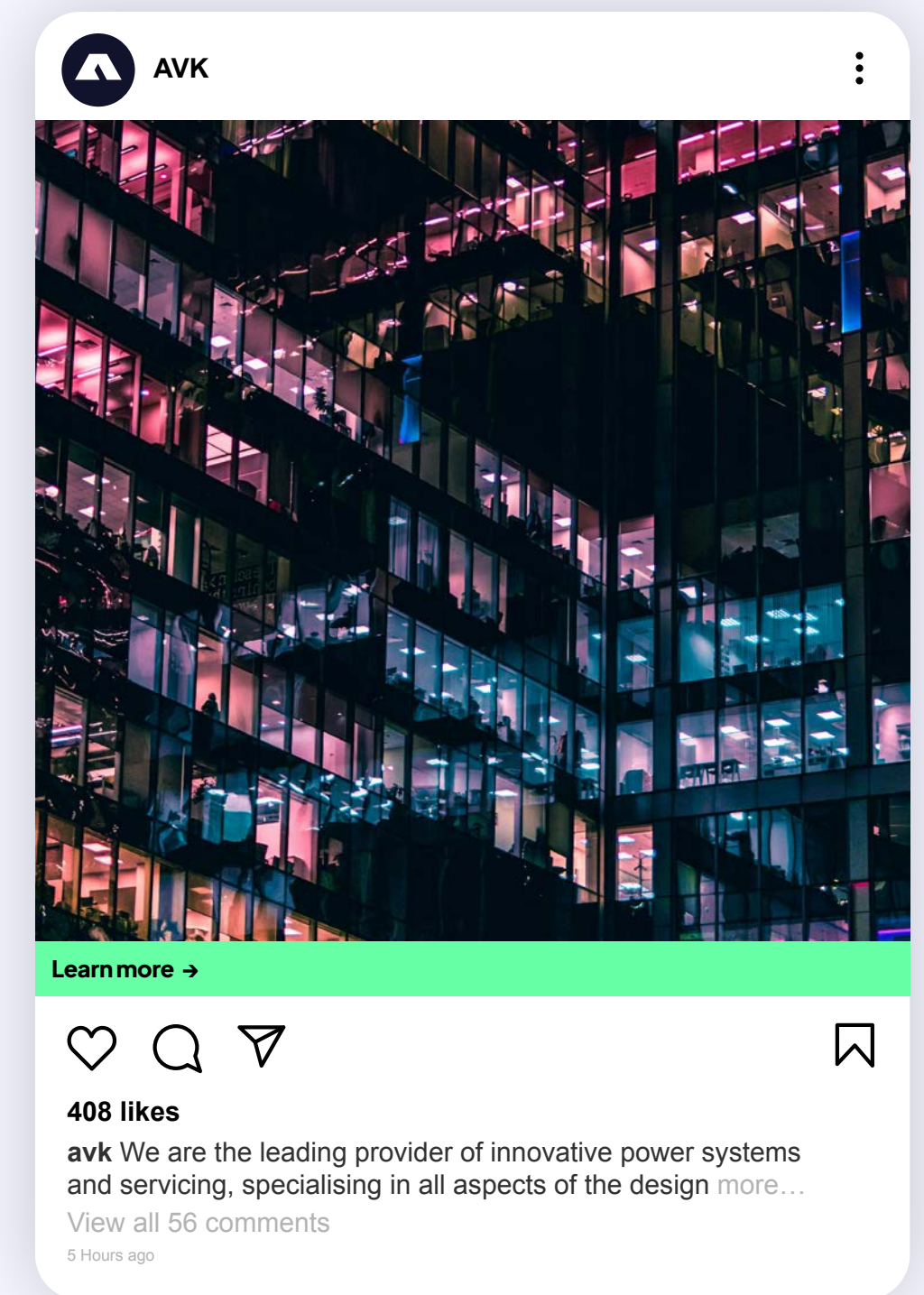
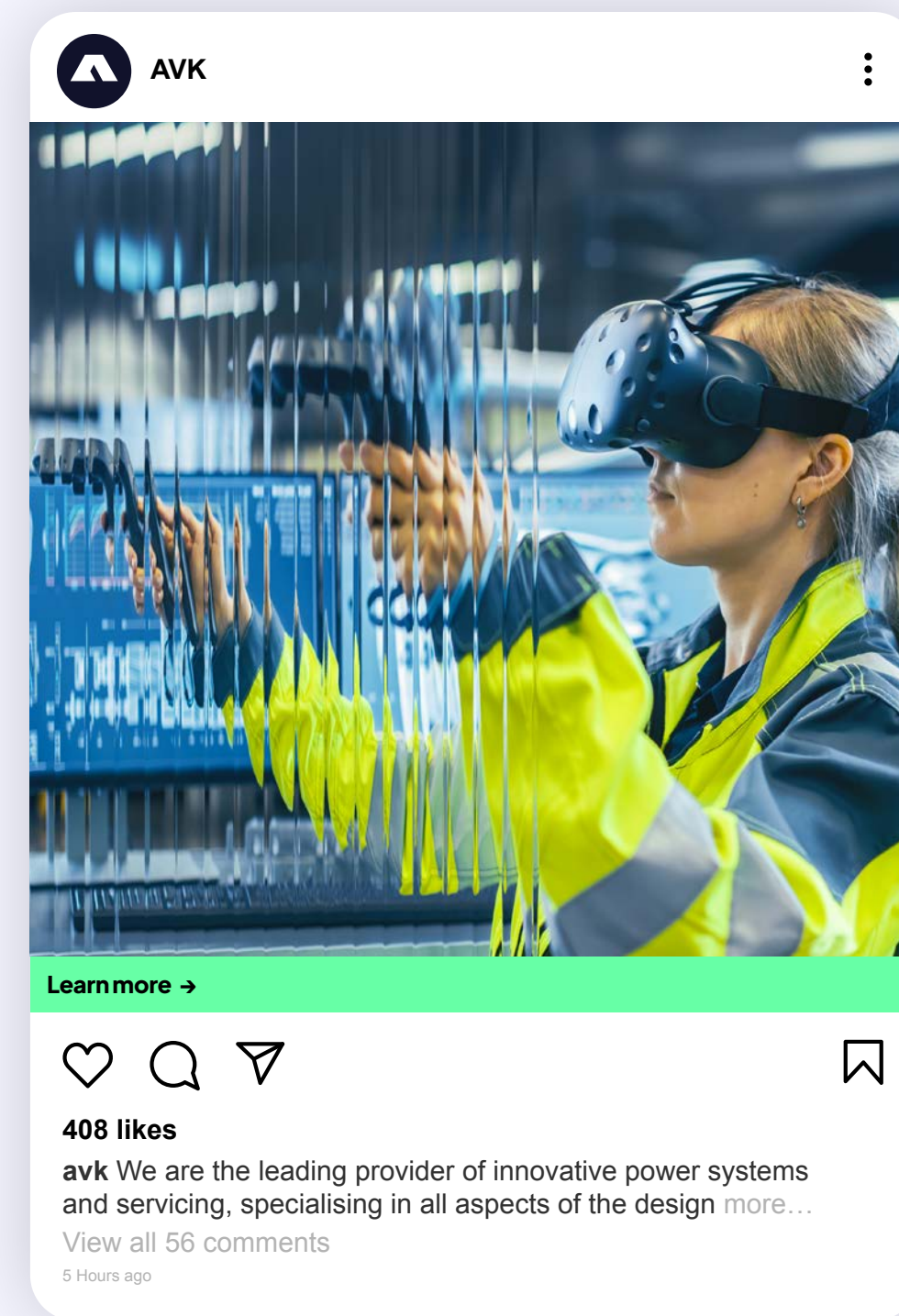
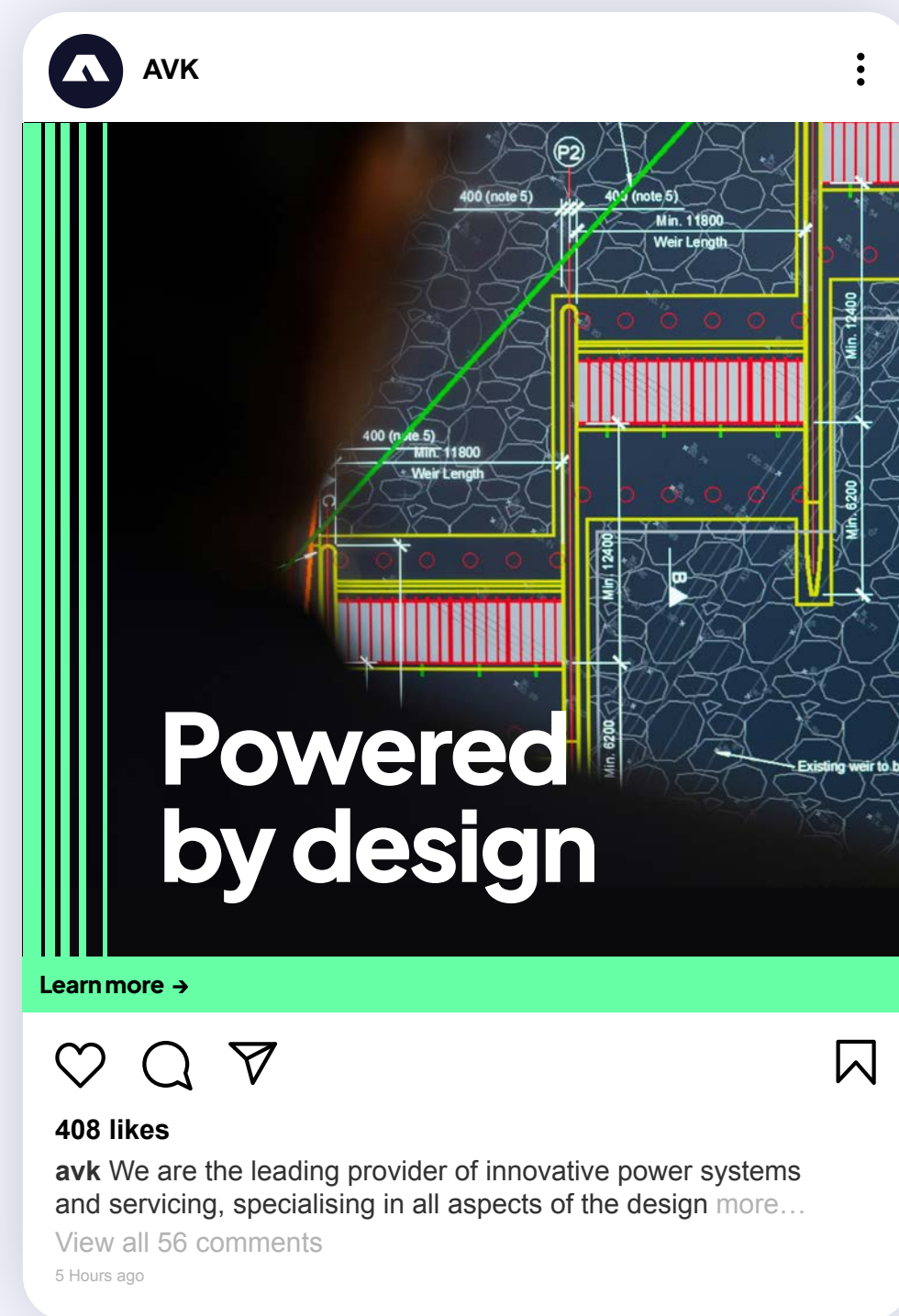
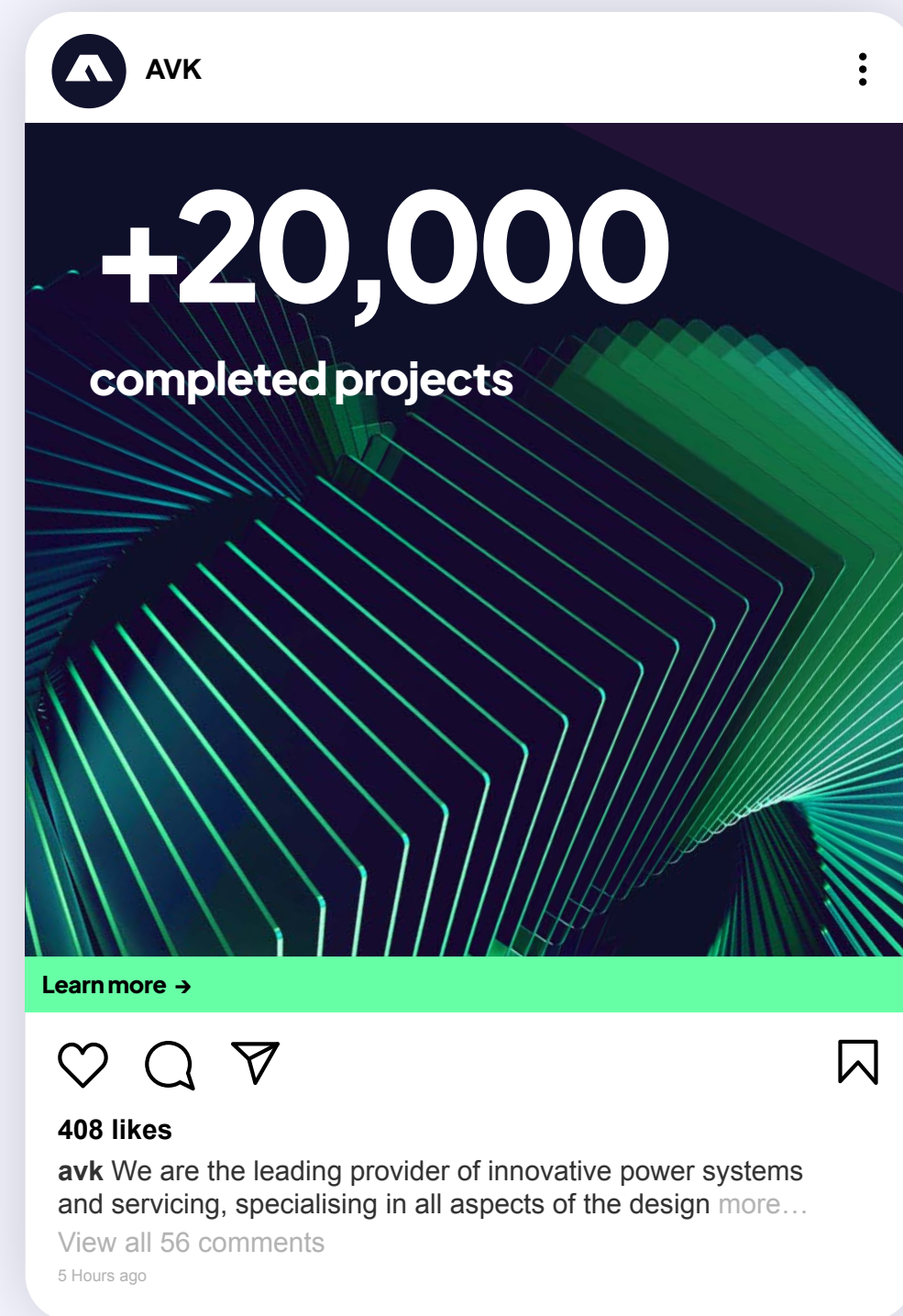


Half with margin



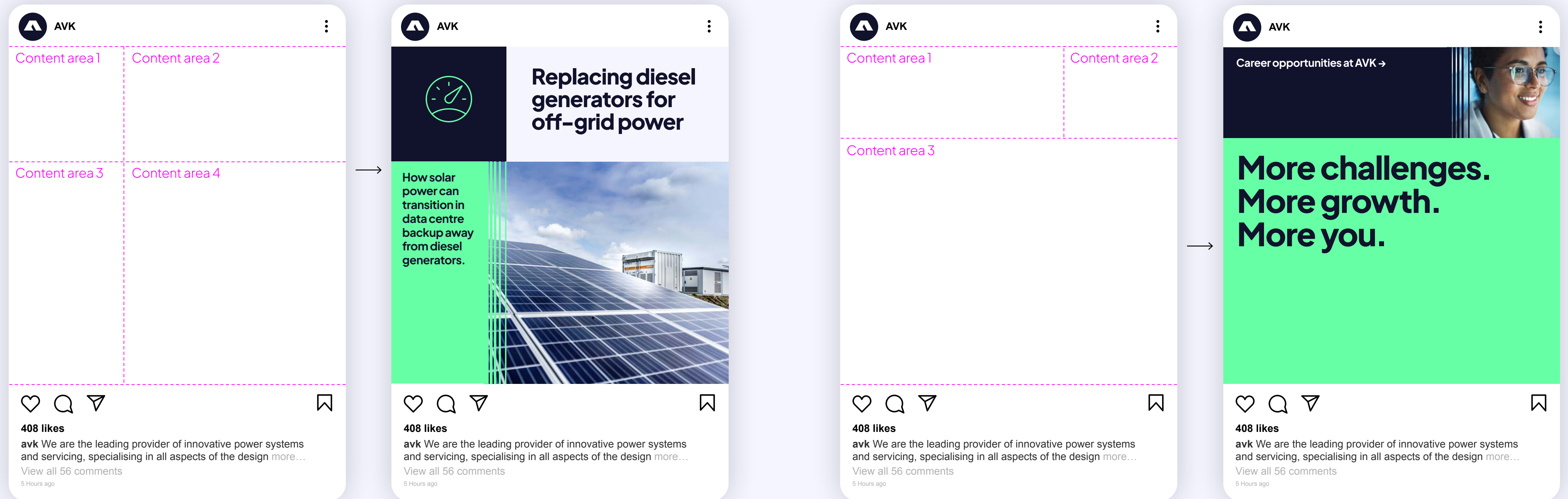
8.1 Social media layout: Full bleed imagery

There are two simple grid systems to follow when producing social media posts. A full bleed version shown below, and a modular grid system (see following page).



8.2 Social media layout: Modular grid system

A variable template for housing different content. Within the square of a social post, different grids can be set up using three or four modules as shown in the examples below. We use a simple modular system of 3 or 4 parts to hold different content.



Please note:

- Be aware of web accessibility in the use of colours (see page 9)
- The energy graphic overlay should always be present on the design and matches the colour of the module it sits next to, overlaying the image.

9.0 Examples

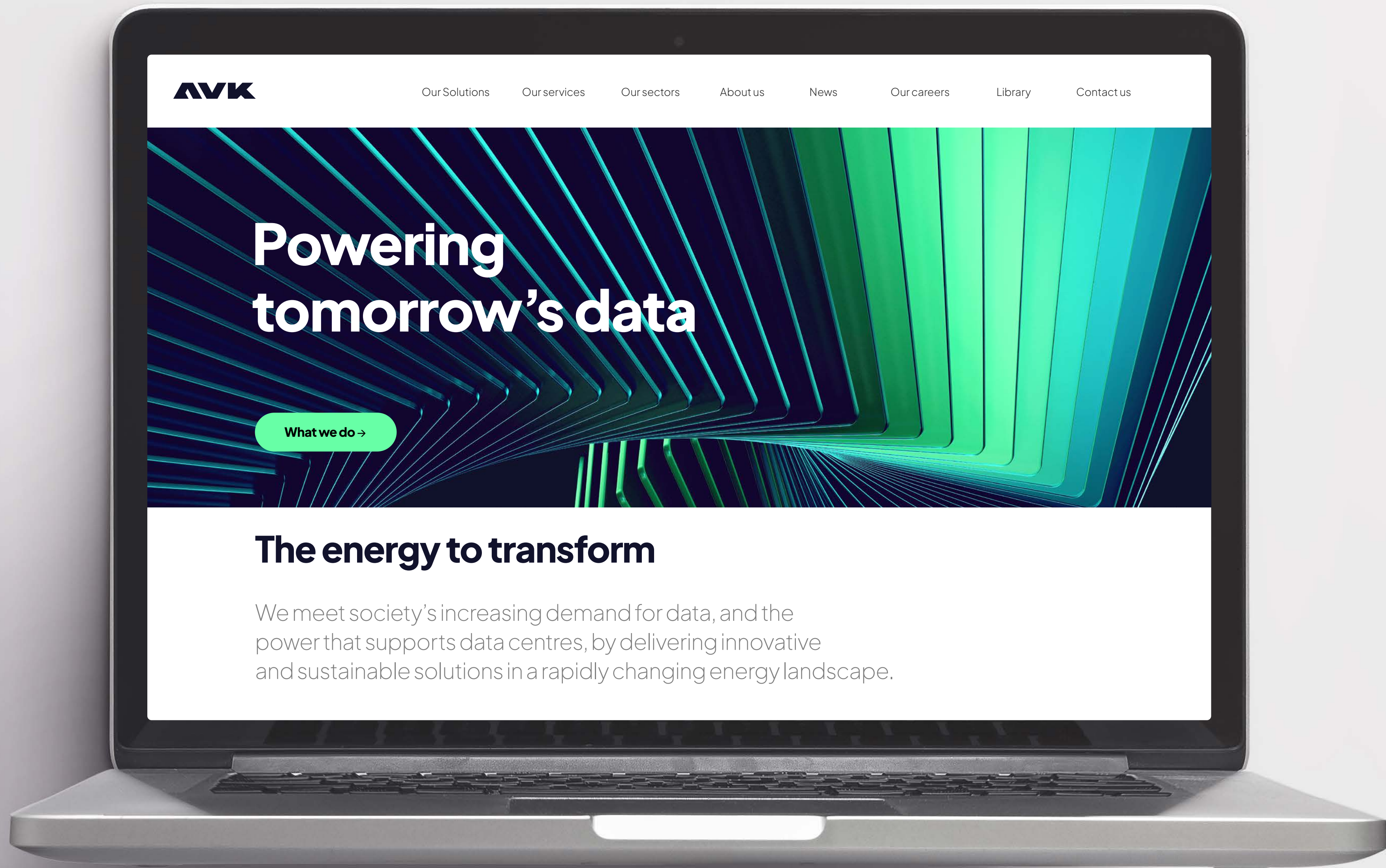


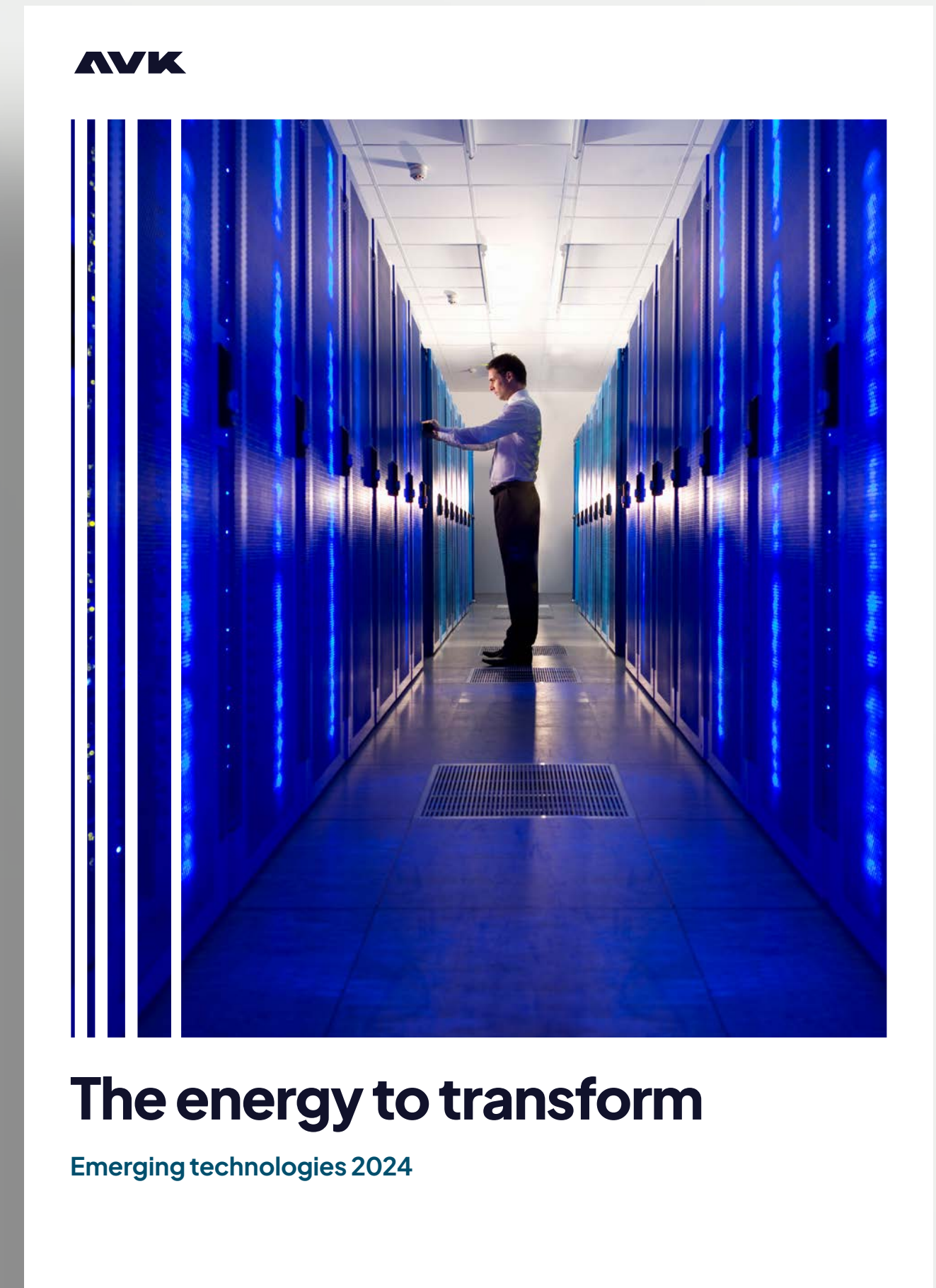
AVK

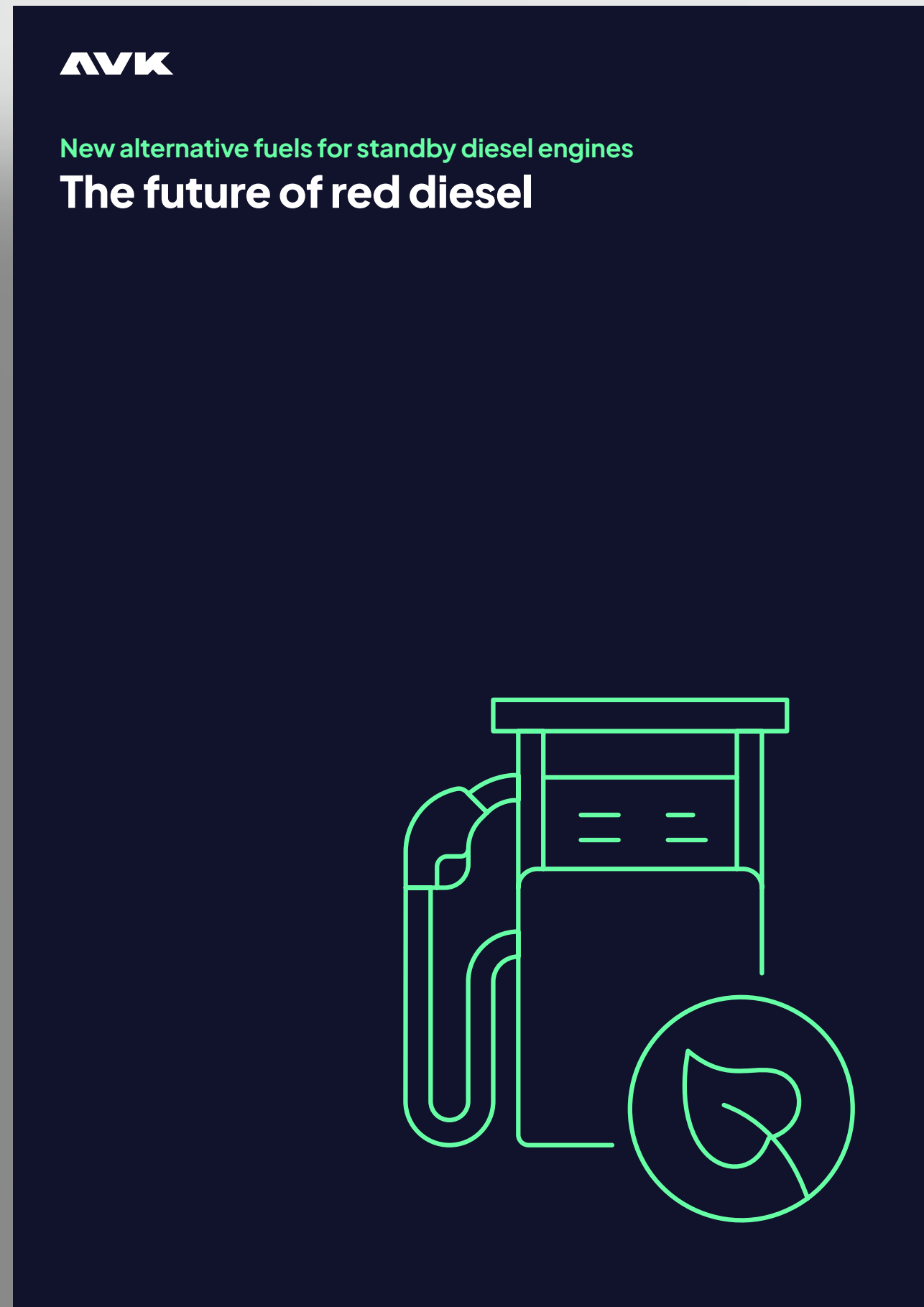
Powering tomorrow's data

Welcome to TRANSFORM2025











Content
 Sub-heading level
 Lorem ipsum dolor sit amet
 consectetur adipiscing elit
 sed do eiusmod tempor incididunt
 ut labore et dolore magna aliqua

Section divider heading
 (maximum three lines)



AVK

Document heading

Document description or introduction as required

AVK

Document heading

Document description or introduction as required

Placeholder for
 (maximum two lines)

The scale and expertise to deliver

35 Years experience

3,500 MW power across UK & Europe

8 UK & European offices

300+ Global team members

20,000+ Projects & services delivered

Offices

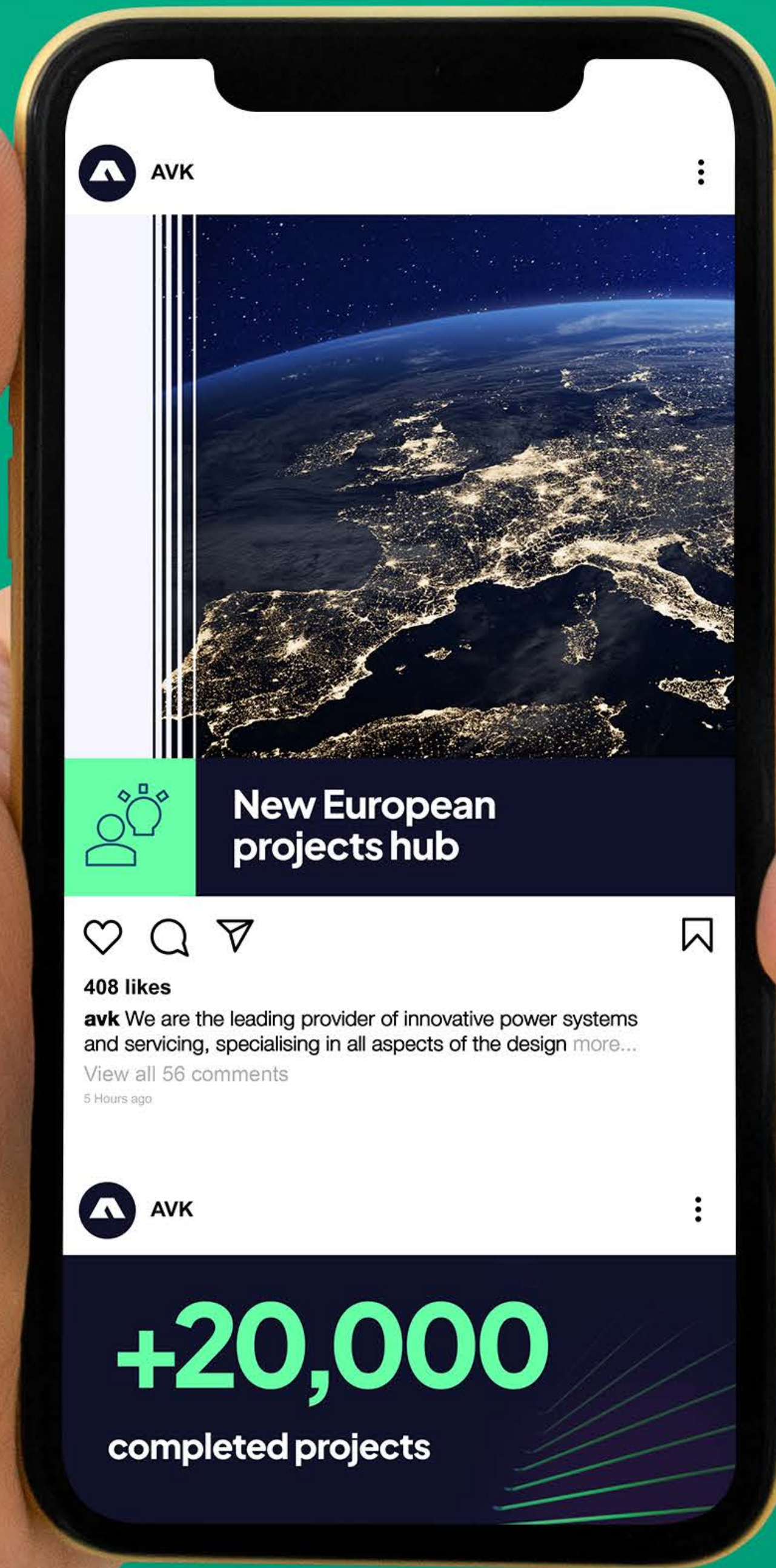
- A HQ Maidenhead, UK
- B London, UK
- C Llanham, UK
- D Huddersfield, UK
- E Dublin, Ireland
- F Frankfurt, Germany
- G Lelystad, Netherlands

Projects

- UK
- Ireland
- Netherlands
- Germany
- Spain
- Czech Republic
- Austria
- Sweden
- Cyprus
- Italy

aces
 aspernue

inorenim
 ndare volupta
 da nusa alit
 clorenun quo
 tendan volupta



AVK



New European projects hub



408 likes

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
5 Hours ago




AVK

+20,000




completed projects

 AVK 






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New alternative fuels for
standby diesel engines

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