

Brand Book

A guide for everyone who wants to use
AvanMarket brandbook materials



Version dated Feb 20, 2026



What is a brand book?

A brief explanation of why this is important

This document outlines key information about the logo, including its structure, variations, brand colors, typography, usage rules, restrictions, and examples of correct application in different media.

It ensures a consistent and recognizable visual identity of the brand in any context, establishing unified standards for logo use across all platforms, formats, and communication channels.

What's inside?

A brief excursion into the document

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Logotype

Horizontal option



Logotype

Horizontal version with slogan



Logotype

Vertical version with slogan



avanmarket

Ты играешь — мы платим

Logotype

Symbol only



Logotype

Vertical option



avanmarket

Logotype

Symbol with text part / Savezone



Logotype

Symbol only / Savezone



Logotype

Symbol only / Savezone



Logotype

Color schemes

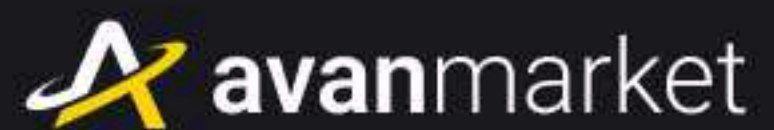


avanmarket



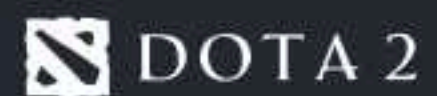
Logotype

Examples of use

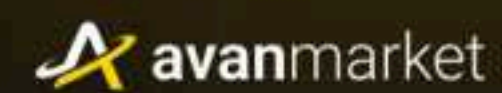


ПРОДАТЬ СКИНЫ

Ваш инвентарь



Введите название скина...



Terms of Use

Incorrect use



Error: The font and language of the title are not original.



Error: The logo is deformed or distorted. The silhouette has been altered.



Error: The colors are not original. Poor readability against the background

Terms of Use

Incorrect use



Horizontal use of the original logo



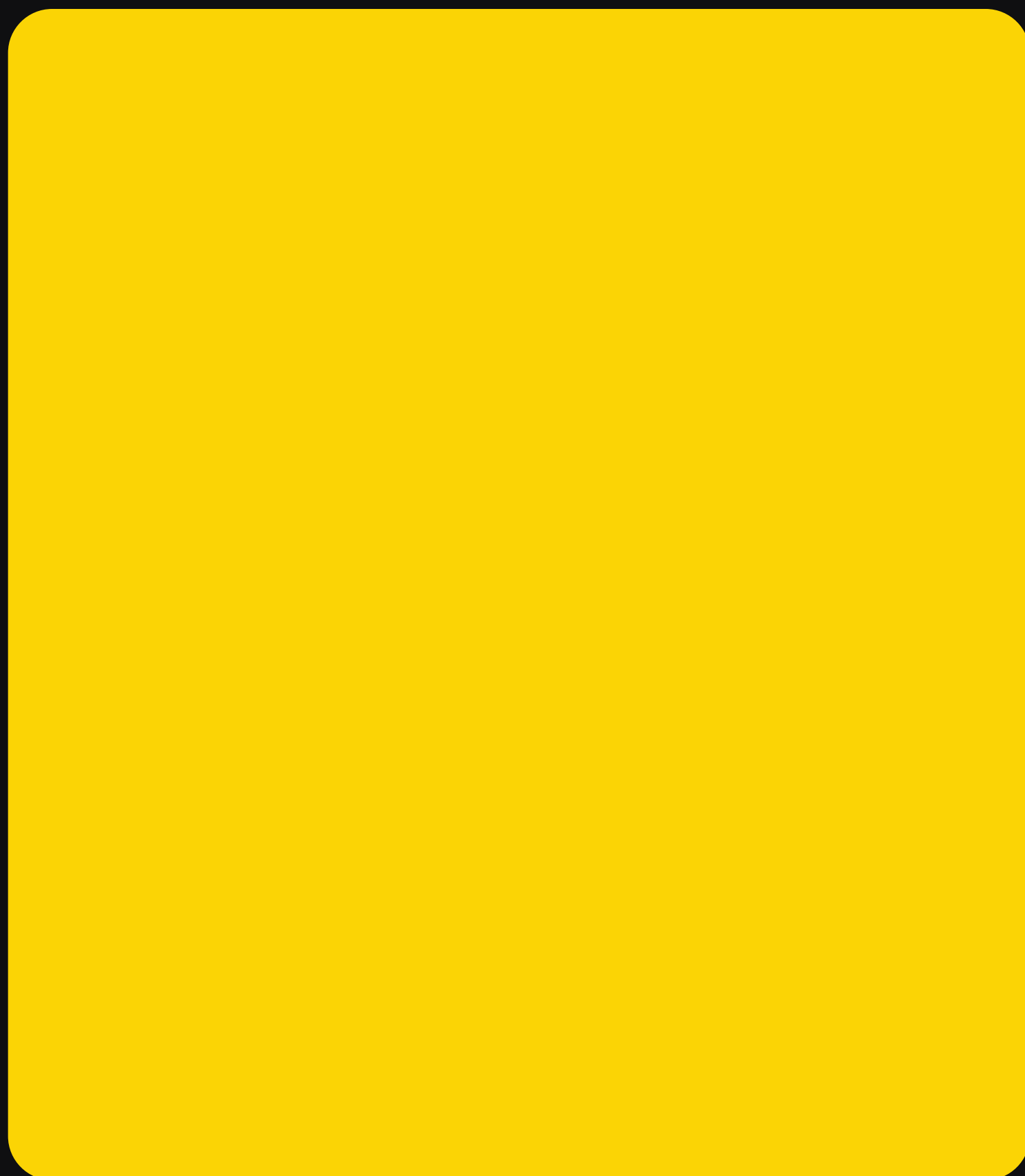
Symbol on a contrasting background



A vertical version of the original logo

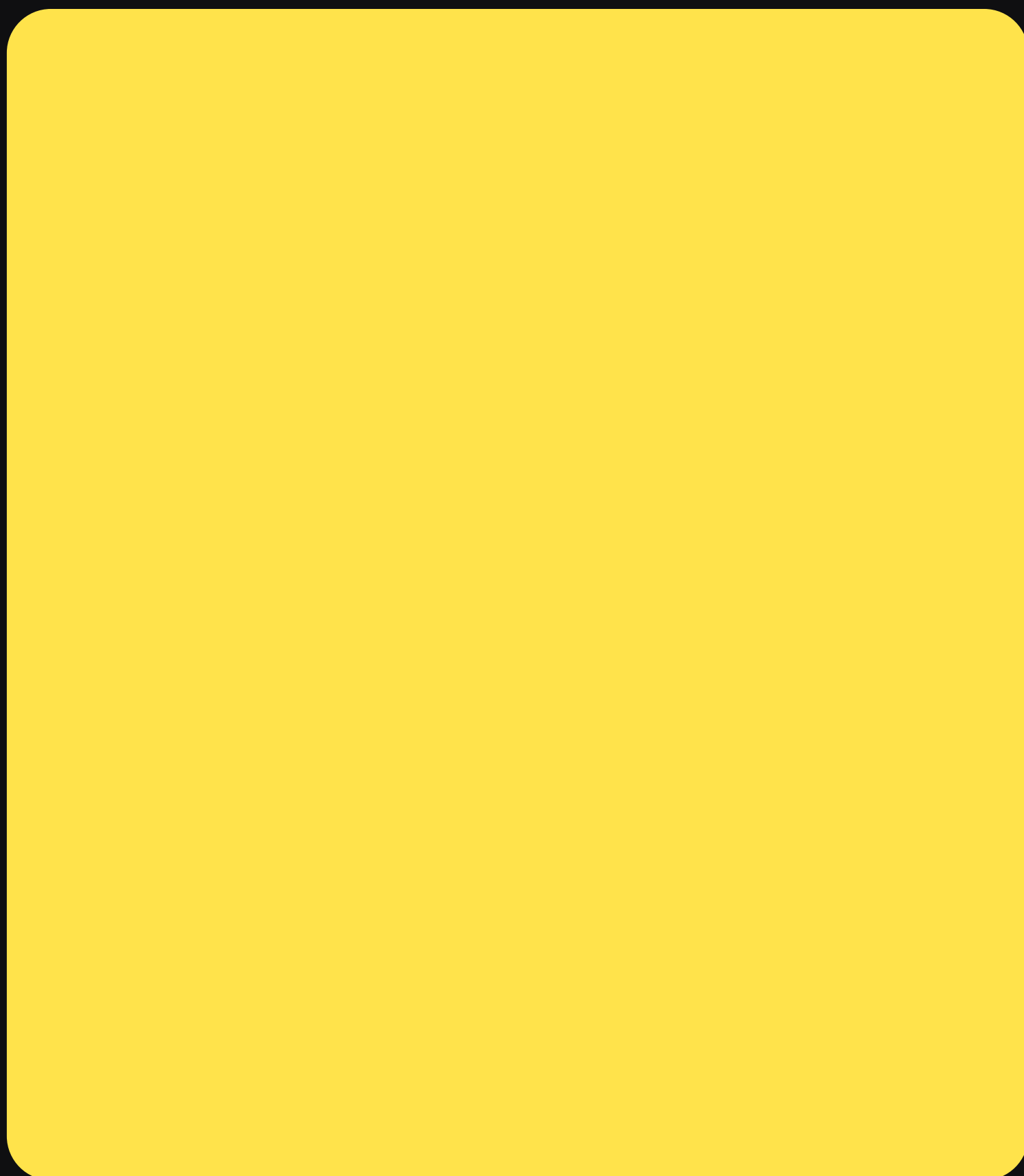
Color scheme

Primary colors



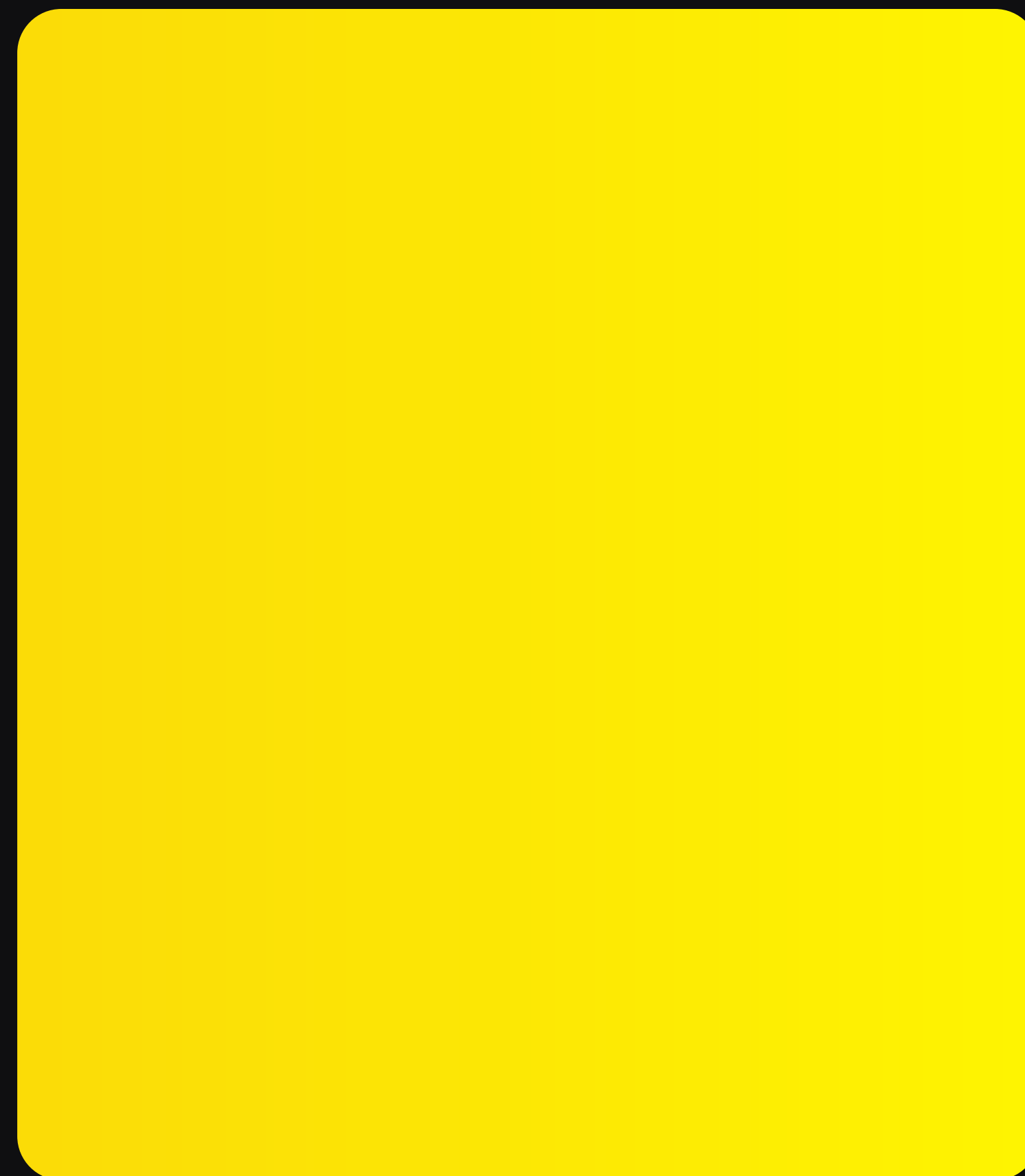
Main

FBD506



Main Light

FBD506

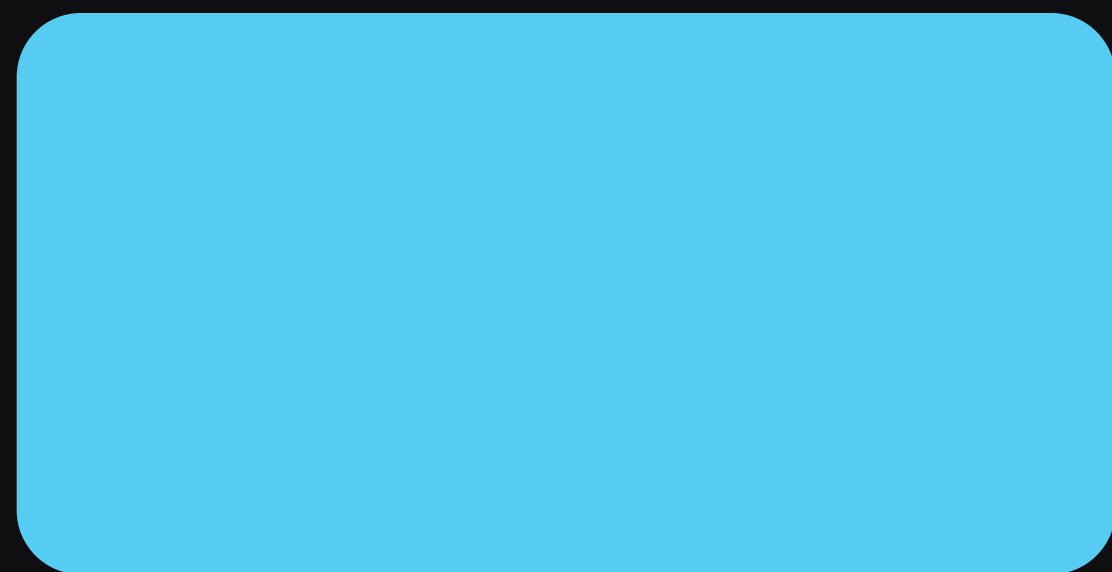


Gradient

FBD506 - FFF501

Color scheme

Additional colors



Blue

56CCF2



Orange

FF9F0A



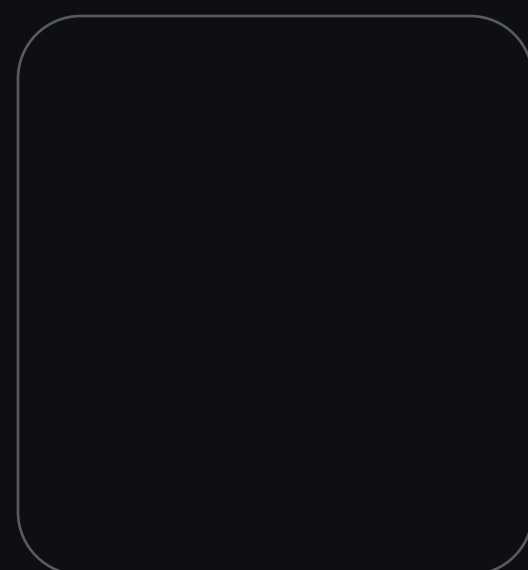
Red

D63232



Green

30D158



Grey 70

101012



Grey 60

1A1B20



Grey 50

262A32



Grey 40

353B46



Grey 30

565C62



Grey 20

858B98



Grey 10

CCD0D7



Grey 0

FFFFFFFF

Terms of Use

Rules of combination and contrast



Button

Error: Very low contrast,
unsuitable colors



Button

Correct contrast,
easy reading

Typography

Additional colors



Unbounded

For headings, large accent texts, and buttons. It is an accent font and should not be used in more than 10% of the layout.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

? ! ; @ # \$ % & * ()



Inter Tight

A font for the main body of text. Used for multi-line text blocks with a large number of characters. Readable even at the smallest sizes.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

? ! ; @ # \$ % & * ()

Terms of Use

Rules for applying text styles



HELLO! THIS IS A TEST

**This block shows an
example of working with
fonts and texts.**

Error: The font used for the title and content is incorrect. Inappropriate use of caps.



Hello! This is a test

This block shows an example of
working with fonts and texts.

Correct use of font,
easy readability

Mascot

Company characters

Mascots are an important part of a company's identity and play a significant role in shaping the brand's visual image. They help strengthen emotional connections with the audience, making communications more vibrant and memorable. Mascots provide the company with an additional tool for conveying its character.

The meerkat serves as the primary mascot and is a key character in visual communications. It forms the central image of the brand and is used as the primary symbol, accompanying key messages and materials. The bee serves as a complementary element.



Mascot

Poses and angles





The character's outline thickness is broken;
the bee is much larger than the meerkat



The rules of proportionality, outline and
thickness are observed

Logo files




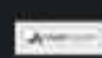
Logotype


All combinations of sign and text. All popular formats


[Download files](#)


 PNG >

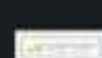
 SVG >


 128 logo_blac


 128 logo_blac


 128 logo_blac


 128 logo_blac

 128 logo_colo


 128 logo_colo

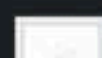
 128 logo_colo

 128 logo_color

 128 logo_whit.

 128 logo_whit.

 128 logo_whit.

 128 logo_white



Fonts

All fonts specified in the file. All current file formats for installation.

[Download files](#)

OFL.txt

README.txt

static >

2025

InterTight-Ital...Font_wght.ttf

InterTight-Var...Font_wght.ttf

InterTight-Black.ttf

InterTight-BlackItalic.t

InterTight-Bold.ttf

InterTight-BoldItalic.t

InterTight-ExtraBold.t

InterTight-ExtraBoldIta

InterTight-ExtraLight.t

InterTight-ExtraLightIta

InterTight-Italic.ttf

InterTight-Light.ttf

InterTight-LightItalic.t

InterTight-Medium.ttf

InterTight-MediumItali

InterTight-Regular.ttf

InterTight-SemiBold.t

InterTight-SemiBoldIta

InterTight-Thin.ttf

Font files



Mascot

All angles and poses of the mascot
in two formats

[Download files](#)

- PNG >
- SVG >

- 1.png
- 2.png
- 3.png
- 4.png
- 5.png
- 6.png
- 7.png
- 8.png
- 9.png
- 10.png
- 11.png
- 12.png
- 13.png
- 14.png
- 15.png
- 16.png
- 17.png
- 18.png

Brand Book

Enjoy using it!

Consider all the rules to achieve
maximum brand similarity!

