

THE BRAND

The foundation of any communications program is the corporate logo, or brand, itself. First and foremost, its strength lies in its design and second, in its correct and consistent application. This section is devoted to defining the Brand and its main characteristics, while establishing the basic parameters for its proper use. A sampling of likely deviations that are considered unacceptable is also included, but does not however represent all such possibilities. Any deviation from the Brand that is not expressly endorsed in this manual should be avoided.

Elements of the Brand

The standard Aviance Capital Partners brand is comprised of four integrated graphic elements: the logotype, the icon, the background field, and the slogan.

The **Logotype** (logo) refers to the actual letters that form Aviance Capital Partners.

The **Icon** refers to the graphic of the band.

The **Background** refers to the color the logo is reproduced on.

The **Slogan** refers to the copy at the bottom.

Brand

Standard color treatments for the brand are shown on the following pages. The preferred four-color version will be used whenever process colors are available (assuming a white background).

No redesign of the logo should occur under any circumstance. Nor should variations of the logo be developed for any special purposes.

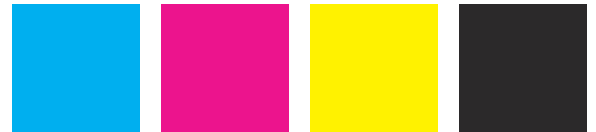


BRANDING



Process Colors (Preferred)

The blended bar colors start from left:
Golden Process Gradient
Copper Process Gradient



2 PMS Colors

When only 2 colors are available, the official
Aviance Capital Partners PMS colors are
PMS 470C, PMS Cool Gray 10C



Black and White

When black is the only color being used the dark
areas are solid black.





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Alternate, Acceptable Brand Treatments

For cases involving extreme reproduction restrictions, where second colors and screen tints are not feasible (e.g., reproducing in very small sizes, printing methods requiring screens too coarse for small areas, rubber stamps, or budgetary reasons that require one-color printing, etc.), alternate Aviance Capital Partners brands have been developed. The color that can be used in this situation is Black.

The elements in these brands are the same size, relative position, color, etc. as the standard format, except the logo will be reversed to white.

These alternate Brand treatments are not preferred, and should only be used in cases where a standard Brand cannot be accommodated.



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Specifications for Alternate Brand Treatments

When the Brand is presented against a dark or non-contrasting background, the logo must be reversed to white. This is not the preferred treatment, so every effort must be made to keep the Brand on a light or contrasting background. The one-color Brand treatment (not preferred) should only be used in extreme cases, such as printing or budget restrictions.

No redesign of the logo should occur under any circumstance. Nor should variations of the logo be developed for any special purposes.



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Examples (A):



Brand Treatments on a Background Other than White

Examples (A):

The brand can be presented on a background color or tint other than white, but there must be enough of a visual contrast to enable the brand to stand out. Additionally, the selected background color or tint must be visually appealing with the brandmark colors and must not clash.

Examples (B):

In instances where the Aviance Capital Partners brand is presented against a dark, non-contrasting PMS or Process, the Aviance Capital Partners logo must be either 100% black or reversed to white.

Examples (B):



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DO NOT change any of the colors in the Brand.



DO NOT change the fonts.



DO NOT use the Brand in perspective.



DO NOT change the shape of the Brand.



DO NOT move the slogan.



DO NOT distort or manipulate the Brand in any way.



DO NOT adjust the kerning (spacing between the letters).

Unacceptable Treatments of the Brand

The Aviance Capital Partners Brand has been designed for maximum recognition and impact.

DO NOT change the ratio of size between the icon and the logo type. Vertical and horizontal placement of the Brand elements should not be compromised. This is especially critical in instances where the logo is being stitched or embroidered.

DO NOT manipulate, alter, or change the relationship of the identity elements to something other than the approved formats shown in this manual.

DO NOT change any of the colors in the logo. No redesign of the logo should occur under any circumstance. Nor should variations of the logo be developed for any special purposes.

No redesign of typefaces/ fonts should occur under any circumstances. Please see the section regarding The Brand for correct or incorrect uses of the logo.

BRANDING

Unacceptable Treatments of the Brand (cont'd)



DO NOT stretch the
Brand vertically.

No redesign of the logo should
occur under any circumstance.
Nor should variations of the
logo be developed for any
special purposes.



DO NOT stretch the
Brand horizontally.

No redesign of typefaces/
fonts should occur under any
circumstances. Please see the
section regarding The Brand
for correct or incorrect uses of
the logo.



DO NOT re-position the
Brand vertically.

Electronic Art

All authorized brand configurations are available in digital formats. Digital files containing the approved brand in various sizes and colors are available in JPEG format, readable by Macintosh® or Windows® platforms on the enclosed CD or in the future, may be obtained on Aviance Capital Partners Intranet (if available) on the marketing material Page. This manual is also available as a PDF, which can be printed or sent electronically to any commercial printing company.

Web Site Usage



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A JPEG of the four-color Brand has been provided on the enclosed CD. If a new JPEG needs to be generated, please ensure that the artwork is saved at 72dpi in an RGB format.



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A “web safe” version of the two-color Brand has been provided on the enclosed CD. If a new one needs to be generated, please ensure that the artwork is saved 72dpi in an RGB format.

Exceptions and Variation Procedures

The Brand is the primary visual element for Aviance Capital Partners. The strength of Aviance Capital Partners’s identity and the effectiveness of its communications, is dependent upon the consistent usage of the Brand as outlined in this manual. Any exception or variation to the requirements of the Brand must be approved by Aviance Capital Partners’s management prior to use.

Reproduction Information

The reproduction art found on the following pages is designed to be removed from this manual and given directly to your print vendor for reproduction work. The following pages contain B/W line art and traditional separations for those applications that cannot use electronic artwork.

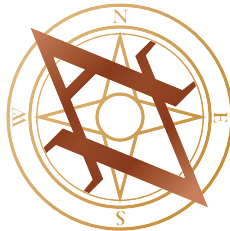
The preferred logo is the four-color Brand. The four-color logo can be emailed and transferred from the supplied digital files given with this manual. The four color logo version will be supplied in several variations for suppliers such as sign companies and novelties - they may request the logo as camera-ready art.

Since traditional methods cannot reproduce this four-color logo, only two-color and one-color logos are available. Sample color icons at the top of each page indicate which color breaks can be used for each separation.

All Brand rules still apply.

It is important that the Brand be presented accurately and consistently every time. Please avoid poor-quality reproductions.

No redesign of the logo should occur under any circumstance. Nor should variations of the logo be developed for any special purposes.



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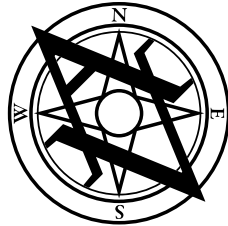
Four-Color Process (Preferred)
Available as electronic artwork only



Aviance Capital Partners
F o c u s e d A s s e t M a n a g e m e n t

One - Color Artwork

This artwork can be scanned and used for one-color printing. The only approved color is Black.



Aviance Capital Partners
F o c u s e d A s s e t M a n a g e m e n t

Corporate Logotype

Garamond Premier Pro Regular is used exclusively for the corporate logotype and should only be used to create an alternate Brand.

Slogan Font

Garamond Premier Pro is also used for the slogan.

Primary Font

The primary font is Garamond Premier Pro. It is used on all components of the stationery system including the letterhead, envelope and business card. This font is also used in additional Company collateral.

No redesign of typefaces/ fonts should occur under any circumstance. Nor should variations of the typefaces/ fonts be developed for any special purposes.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

BRANDING

Two-Color Letterhead

For external communications, a prescribed format has been established. The presentation is distinctive and integrated with all other Aviance Capital Partners graphic standards.

Size

8 1/2" x 11"

Stock & Weight

Classic Crest Solar White Smooth
24# Writing



Garamond Premier Pro
8pt / 9pt

BRANDING

Two-Color, Two-Sided Business Card

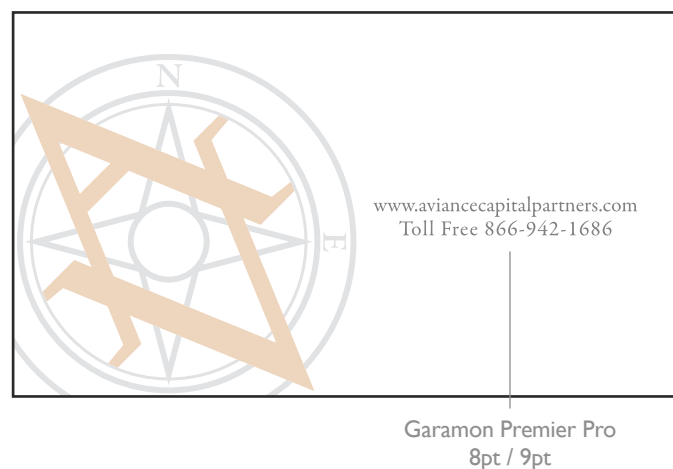
Business cards help maintain relationships with clients. They are a convenient reference tool for one-to-one personal contact.

Size

3½" x 2"

Stock & Weight

Classic Crest Solar White Smooth
130# Cover



BRANDING

Two-Color Envelope

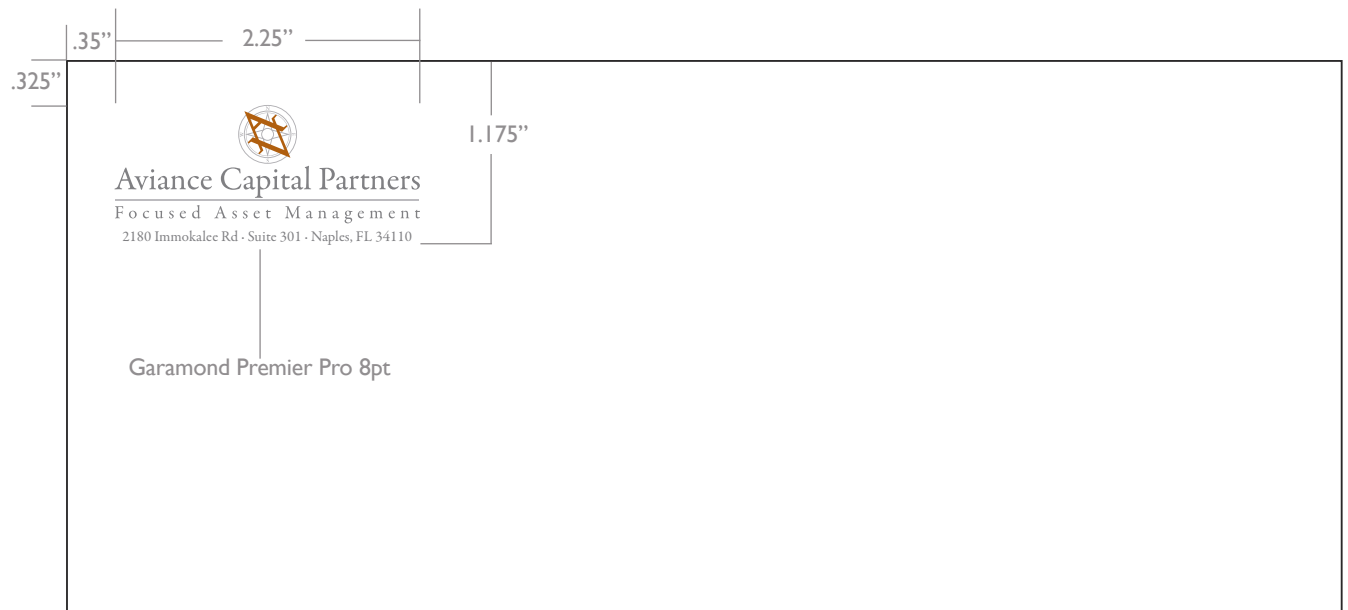
For direct mail, the brand is the first thing that is seen on the exterior of the envelope. Therefore, it is important that the execution is professional and consistent across all Aviance Capital Partners divisions because first impressions are lasting ones.

Size

9 1/2" x 4 1/8" (#10 Regular Envelopes)

Stock & Weight

Classic Crest Solar White Smooth
24# Text



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Textile Placement

Shown on a white polo shirt.



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E-mail Signature

Use of the two color logo for email signature for optimum clarity.



Aviance Capital Partners

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BRANDING

Interior Graphics

Foam letters with color band -
Ultra Violet Protected inks.



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Trade Show Booth

Backdrop design for trade show booth.

