BRAND KIT

Avunzo brand kit and logo guidelines

The official source for Avunzo logos, icons, colours, typography and social media assets — with the rules for using them. Free to download for partners, customers, media and designers.



BRAND OVERVIEW

Who Avunzo is and how the brand looks

Avunzo is the travel API infrastructure brand for Pakistan: one connection that lets online travel agencies, travel agencies, TMCs and corporate travel platforms sell flights, hotels, transfers, activities, eSIMs and airport services. Avunzo is operated by Voraal from Lahore.

The identity is built to feel like dependable infrastructure: a deep Avunzo Navy, generous white space, precise geometric lettering, and a single Avunzo Amber accent used sparingly — the dot of the logo, primary actions and key highlights.

The logo is custom lowercase lettering. Its final “o” is an open ring with an amber dot; that ring-and-dot is the Avunzo symbol, used on its own as the icon, favicon and social profile picture.

NAME	Avunzo (always capital A in text; the logo is lowercase)
DESCRIPTOR	API Infrastructure
PERSONALITY	Reliable, precise, modern, straightforward
PRIMARY COLOURS	Avunzo Navy #0A1324 · Avunzo Amber #F2A230 · White
TYPEFACES	Urbanist · IBM Plex Sans · IBM Plex Mono
BRAND CONTACT	sales@avunzo.com

LOGOS

Logo versions and downloads

Each version comes in five colourways as SVG (screens, scalable), PDF (print) and transparent PNG in three sizes. Always use these files — never recreate the logo.

Primary logo

Wordmark with the “API INFRASTRUCTURE” tagline. First choice wherever there is room: website, documents, proposals, events.





COLOURWAY	VECTOR	PNG (TRANSPARENT)
Full colour · light backgrounds		
Full colour · dark backgrounds		
Single colour · navy		
Monochrome · black		
Monochrome · white		

Secondary logo (wordmark)

The wordmark without the tagline, for small sizes (below 160 px wide), navigation bars, partner logo walls and co-branding.

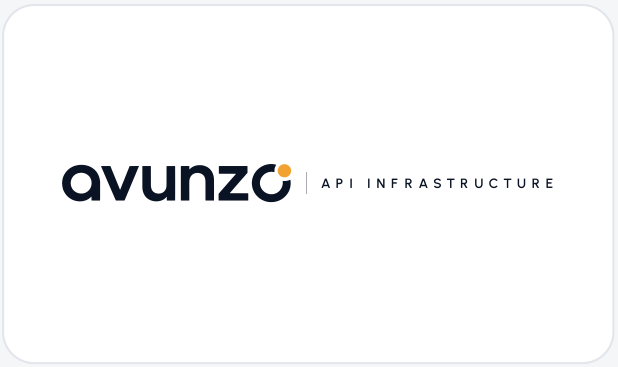




COLOURWAY	VECTOR	PNG (TRANSPARENT)
Full colour · light backgrounds		
Full colour · dark backgrounds		
Single colour · navy		
Monochrome · black		
Monochrome · white		

Horizontal lockup

Wordmark and tagline side by side, for wide, short spaces such as e-mail signatures, web headers and banners.

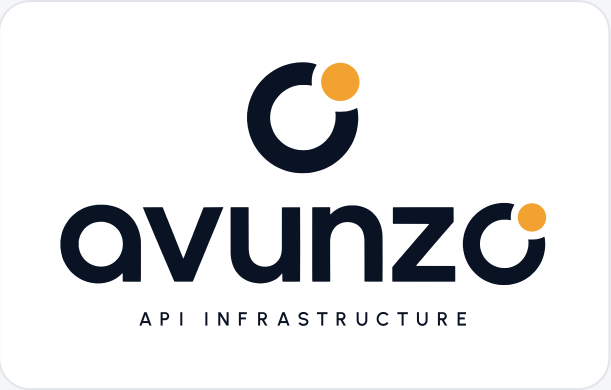


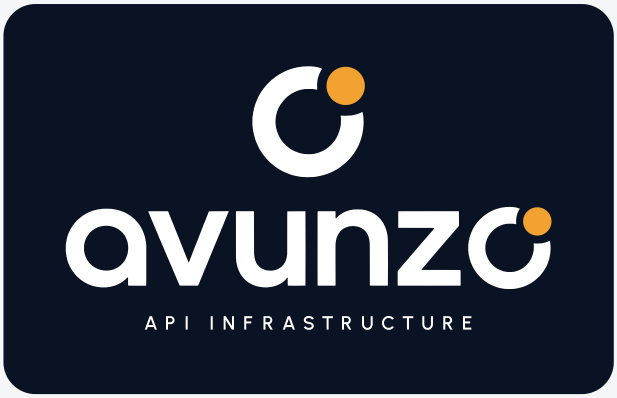


COLOURWAY	VECTOR	PNG (TRANSPARENT)
Full colour · light backgrounds		
Full colour · dark backgrounds		
Single colour · navy		
Monochrome · black		
Monochrome · white		

Vertical lockup

Symbol above the primary logo, for tall or square spaces: roll-ups, booth walls, presentation covers, merchandise.





COLOURWAY	VECTOR	PNG (TRANSPARENT)
Full colour · light backgrounds		
Full colour · dark backgrounds		
Single colour · navy		
Monochrome · black		
Monochrome · white		

Icon (symbol)

The open “o” ring with the amber dot. Favicons, app icons, social profile pictures and very small spaces only.





COLOURWAY	VECTOR	PNG (TRANSPARENT)
Full colour · light backgrounds		
Full colour · dark backgrounds		
Single colour · navy		
Monochrome · black		
Monochrome · white		

App icons



Logo on background

Ready-made 2400 × 1200 PNGs for slides, documents and press.

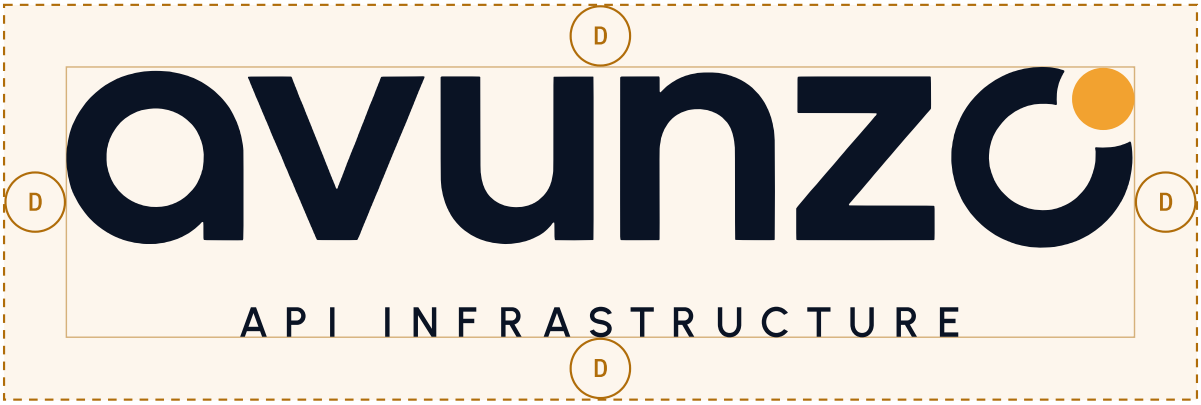
Favicon package



CLEAR SPACE & MINIMUM SIZE

Give the logo room to breathe

The unit D is the diameter of the amber dot. Keep at least 1 D of empty space on every side of every logo version — more is better.



VERSION	SCREEN	PRINT
Primary logo (with tagline)	160 px wide	40 mm wide
Wordmark	96 px wide	25 mm wide
Horizontal lockup	240 px wide	60 mm wide
Vertical lockup	120 px wide	30 mm wide

VERSION	SCREEN	PRINT
Icon	16 px	5 mm

Below the primary logo's minimum size the tagline becomes unreadable: switch to the wordmark. Below the wordmark's minimum, use the icon.

LOGO USAGE

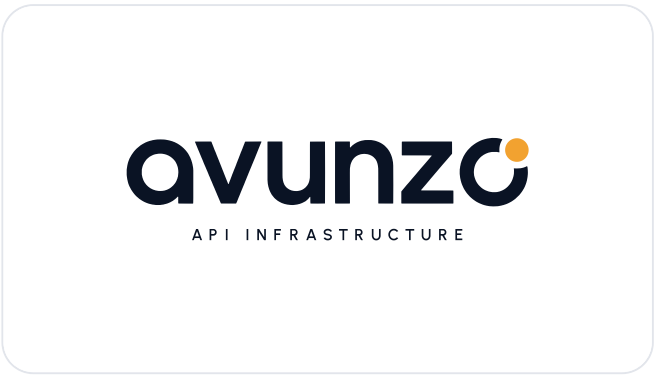
Approved and prohibited usage

The logo works only when it is reproduced exactly. These examples cover the most common mistakes.

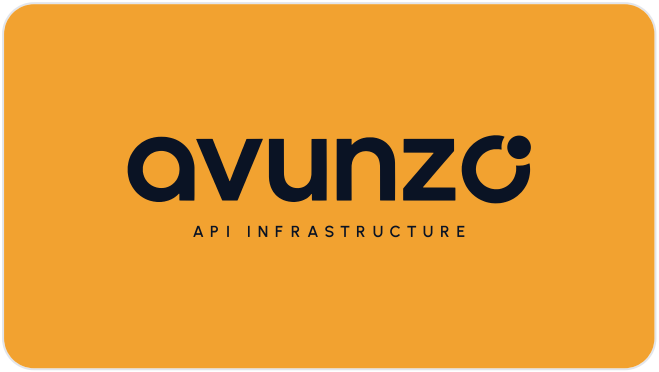
Do



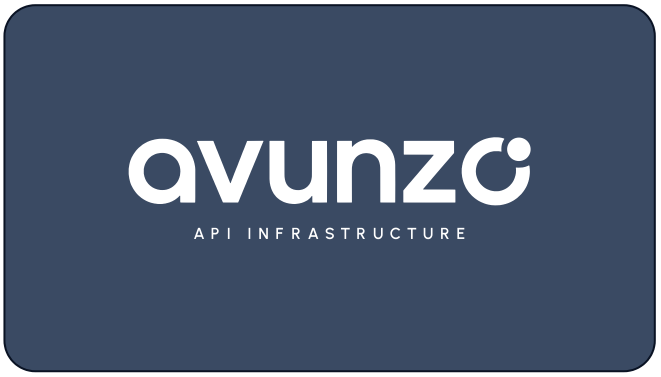
Full colour on Avunzo Navy



Full colour on white or Mist



Single-colour navy on amber



Mono white on dark images and mid-tones

Don't



Don’t stretch or squash the logo



Don’t rotate or tilt it



Don’t change its colours



Don’t add shadows, outlines or effects



Don’t place it on low-contrast backgrounds



Don’t retype the wordmark in a font



Don’t move, resize or remove the dot



Don’t crowd it — respect the clear space

COLOUR PALETTE

Brand colours

Navy and white carry the brand; amber is the accent and should cover well under 10 % of any layout. CMYK values are conversions for coated stock — ask your printer for a proof on critical jobs.

Primary

#0A1324

Avunzo Navy

HEX	#0A1324
RGB	10 19 36
CMYK	72 47 0 86

Logo ground, dark sections, dark buttons

#F2A230

Avunzo Amber

HEX	#F2A230
RGB	242 162 48
CMYK	0 33 80 5

The logo dot, primary buttons, highlights

#FFFFFF

White

HEX	#FFFFFF
RGB	255 255 255
CMYK	0 0 0 0

Wordmark on dark, page surfaces

Supporting

#0E1726

Ink

HEX	#0E1726
RGB	14 23 38
CMYK	63 39 0 85

Headings and body text

#2B3647

Ink 2

HEX	#2B3647
RGB	43 54 71
CMYK	39 24 0 72

Secondary text

#556074

Slate

HEX	#556074
RGB	85 96 116
CMYK	27 17 0 55

Captions and meta text

#6B7588

Muted

HEX #6B7588
RGB 107 117 136
CMYK 21 14 0 47

Placeholder and helper text

#B06D0A

Amber Ink

HEX #B06D0A
RGB 176 109 10
CMYK 0 38 94 31

Amber for text and icons on white (accessible)

#F7B655

Amber Light

HEX #F7B655
RGB 247 182 85
CMYK 0 26 66 3

Hover state for amber

Neutral

#F5F6F8

Mist

HEX #F5F6F8
RGB 245 246 248
CMYK 1 1 0 3

Page background

#EEF0F3

Cloud

HEX #EEF0F3
RGB 238 240 243
CMYK 2 1 0 5

Alternate section background

#E2E5EB

Line

HEX #E2E5EB
RGB 226 229 235
CMYK 4 3 0 8

Borders and dividers

Functional

#1F8A5B

Success

HEX #1F8A5B
RGB 31 138 91
CMYK 78 0 34 46

Confirmation states

#C2410C

Error

HEX #C2410C
RGB 194 65 12
CMYK 0 66 94 24

Error states

Contrast and accessibility

COMBINATION	CONTRAST	WCAG 2.2 USE
White on Avunzo Navy	18.6 : 1	AAA — all text
Avunzo Amber on Avunzo Navy	8.8 : 1	AAA — all text
Avunzo Navy on Avunzo Amber	8.8 : 1	AAA — buttons and labels
Ink on White	18.0 : 1	AAA — all text
Amber Ink on White	4.2 : 1	AA for large text (18 px bold / 24 px) and icons
Avunzo Amber on White	2.1 : 1	Decoration only — never text

TYPOGRAPHY

Typefaces and type rules

Three open-source families, all free under the SIL Open Font License. The logo itself is custom lettering — never set “avunzo” in a font as a substitute.

Travel APIs, one connection

Urbanist

Headlines, display text and the logo tagline. SemiBold 600 – ExtraBold 800, tight tracking (–2 to –3 %) for headlines; the tagline uses SemiBold in capitals with wide tracking.

Search, price and book flights, hotels and airport services from your own platform.

IBM Plex Sans

Body copy, interfaces, documents and e-mail. Regular 400 for text, Medium 500 and SemiBold 600 for emphasis and buttons. 16 px / 1.6 line height for reading text.

```
POST /v1/flights/search
```

IBM Plex Mono

Code samples, API endpoints, technical labels and small uppercase eyebrows. Regular 400 and Medium 500.

STYLE	FONT	SIZE / LINE HEIGHT
Display / H1	Urbanist Bold 700	44–60 px / 1.05
H2	Urbanist Bold 700	32–40 px / 1.15
H3	Urbanist SemiBold 600	18–22 px / 1.3
Body	IBM Plex Sans Regular 400	16 px / 1.6
Small / caption	IBM Plex Sans Regular 400	13–14 px / 1.5
Eyebrow / label	IBM Plex Mono Medium 500, uppercase	12 px, +12 % tracking
Code	IBM Plex Mono Regular 400	13–14 px / 1.6

ICONOGRAPHY & VISUAL ELEMENTS

Icons, patterns and accents

Line icons

Simple outline icons on a 24 px grid, 1.6 px stroke, round caps and joins, no fills. Icons use Ink or the current text colour; Amber Ink only for a single highlighted state.



Grid pattern

A faint 48 px line grid that fades out downward, used behind page heroes and on social covers. Keep it at 3–4 % opacity so it never competes with content.

API INFRASTRUCTURE

The amber dot

The dot from the logo is the brand's one ornament: a status dot, a bullet or a short underline bar. Use one amber accent per view; never use the ring symbol as a decorative pattern.

BACKGROUNDS & CONTRAST

Choosing the right logo for the background

BACKGROUND	USE THIS VERSION
White, Mist, Cloud or other very light colours	Full colour · light backgrounds (navy wordmark, amber dot)
Avunzo Navy, Ink, black or other very dark colours	Full colour · dark backgrounds (white wordmark, amber dot)
Avunzo Amber or other mid-light colours	Single colour · navy, or monochrome black
Photography or mid-tone colours	Monochrome white on dark areas, single colour navy on light areas — place over a calm, even part of the image

BACKGROUND	USE THIS VERSION
One-colour printing, embossing, engraving, fax	Monochrome black or white

Keep at least 4.5 : 1 contrast between the wordmark and its background. If you cannot reach that, add a solid navy or white panel behind the logo with the clear space inside it.

SOCIAL MEDIA

Social media branding

Profile pictures use the icon on navy so they read clearly as a small circle; covers use the primary logo inside each platform’s safe area. Upload the files as they are — no filters, frames or extra text over the logo.





PLATFORM	ASSET	SIZE (PX)	DOWNLOAD
Facebook Profile shows as a circle; on mobile the cover is cropped to the centre.	Profile picture	720 × 720	
	Profile (wordmark)	720 × 720	
	Cover photo	1640 × 624	
LinkedIn Cover content is kept clear of the logo that overlaps its bottom-left corner.	Company logo	400 × 400	
	Company logo (wordmark)	400 × 400	
	Company cover	1128 × 191	
	Staff profile banner	1584 × 396	

PLATFORM	ASSET	SIZE (PX)	DOWNLOAD
Instagram Displayed as a 320 px circle.	Profile picture	1080 × 1080	
X (Twitter) The profile photo overlaps the header's bottom-left; header content stays central.	Profile photo	400 × 400	
	Header	1500 × 500	
YouTube The logo sits inside the 1546 × 423 safe area shown on every device.	Channel icon	800 × 800	
	Channel banner	2560 × 1440	
WhatsApp Business Circle crop.	Profile photo	640 × 640	
Telegram Profile and channel photo, circle crop.	Profile photo	640 × 640	
TikTok Circle crop; minimum 200 × 200.	Profile photo	1080 × 1080	
Google Business Profile Logo may be shown square or round; cover is 16:9.	Logo	720 × 720	
	Cover photo	1080 × 608	
Open Graph & sharing Link previews on Facebook, LinkedIn, WhatsApp, Slack and X.	Open Graph image	1200 × 630	
	Square share image	1200 × 1200	
Web & e-mail Transparent PNGs at 2× for sharp display.	E-mail signature logo	600 × 120	
	Website header logo	480 × 96	

- Use the same profile picture on every platform so Avunzo is instantly recognisable.

- Handle and display name: “Avunzo”. Bio descriptor: “API Infrastructure — B2B travel APIs for Pakistan”. Link: www.avunzo.com.
- Post graphics: navy or white backgrounds, Urbanist headlines, one amber accent, the wordmark in a corner with 1 D clear space.
- Never crop through the logo, place it on busy photos, or add emoji or stickers on top of it.

DOWNLOADS

Download brand resources

Every file is free to download, no sign-in needed. Packages include a short guidelines summary.

Complete brand kit

Every logo, icon, favicon, social media asset, colour file, font and the guidelines in one ZIP.

Logos

All five layouts in five colourways as SVG, PDF and transparent PNG, plus app icons.

Favicon package

ICO, SVG and PNG favicons, Apple touch icon, Android/PWA icons, manifest and HTML snippet.

Social media assets

Profile pictures and covers for 10 platforms, Open Graph and e-mail signature images.

Colour palette

JSON, CSS, SCSS, Adobe ASE and GIMP palettes, plus a printable swatch sheet.

Typography

Urbanist, IBM Plex Sans and IBM Plex Mono (TTF and WOFF2) with their open-font licences.

Brand guidelines (PDF)

This page as a printable A4 document, for agencies, printers and partners who need the rules offline.

Download PDF 987 KB

Around 230 files in total. Machine-readable index: manifest.json · Guidelines summary: BRAND-GUIDELINES.md.

FAQ

Brand kit questions