

BRAND IDENTITY GUIDELINES

LOGOTYPE



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ALTERNATIVE LOGOTYPE

Solid Logotype 1



Solid Logotype 2



Reversed Logo



PRIMARY COLOR PALETTE

PANTONE 1505 C

PANTONE Neutral Black C

COLOR CODES:

CMYK : 00 72 100 00
 RGB : 255 107 00
 WEB (HEX) : #ff6b00

COLOR CODES:

CMYK : 00 00 00 95
 RGB : 34 34 34
 WEB (HEX) : #222222

SECONDARY COLOR PALETTE

PANTONE 7470 C

PANTONE 3272 C

COLOR CODES:

CMYK : 95 56 40 20
 RGB : 00 88 111
 WEB (HEX) : #00586f

COLOR CODES:

CMYK : 80 15 45 00
 RGB : 00 160 155
 WEB (HEX) : #00a19b

CORPORATE TYPOGRAPHY

FONT - MONTSERRAT

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AB a b c d e f g h i j k l m n o p q r s t u v w x y z
 a b c d e f g h i j k l m n o p q r s t u v w x y z

FONT - OPEN SANS

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AB A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z

BOILERPLATE

AppViewX is revolutionizing the way NetOps and SecOps teams deliver services to Enterprise IT. The AppViewX Platform is a modular, low-code software application that enables the automation and orchestration of network infrastructure using an intuitive, context-aware, visual workflow. It quickly and easily translates business requirements into automation workflows that improve agility, enforce compliance, eliminate errors, and reduce cost. AppViewX is headquartered in Seattle with offices in the U.S., U.K., and India To know more, visit www.appviewx.com.