

Avodah

Branding Guide

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The Avodah brand is a visual expression and reflection of the organization it represents; To Be Seen, Known, and Understood.

Avodah, Inc., consisting of AvodahMed and AvodahConnect – are twin pillars of the same brand powered by the same technology. Avodah is proving that advanced Artificial Intelligence (AI) designed by humans can meet the most basic human needs; to be heard, seen, and understood, and can quickly and organically develop its products and services to impact wide-ranging challenges and outcomes. Avodah’s technology is the bridge between people groups.

AvodahMed is the first and only AI-enabled Digital Health Platform for virtual and in-person care, integrating practice workflow with AI insights to drive improvements in Quality of Care, Patient Outcomes, Operational Efficiency, and Financial Performance.

AvodahConnect is the preferred choice for language, image, and sound translation. Our technology accelerates the translation process with customers to develop a human-centered AI – reducing cost/time, increasing efficiencies, and expanding language capacity.

Logos



Avodah Mark

The Avodah mark creates an energy of new technology that is being developed to support AI integration into all our products and services.

The organic shape of the mark feels human and pairs well with the color palettes that brings in the energy and technical side of the work done at Avodah.



Logo Variations

Logo variations refer to the different ways the logo can be presented. For Avodah, there are several options to present the logo.

The single color logo should be used for Corporate representation only. Navy for light backgrounds and White on dark backgrounds.

The two color option is to be used to represent AvodahMed and AvodahConnect. Orange and Navy represent AvodahMed while Mint and Navy represent AvodahConnect.

 Avodah

 Avodah

 AvodahMed

 AvodahMed

 AvodahConnect

 AvodahConnect

Logo Size Variations

In the case of the Avodah "a" mark, it can be any size. It allows for flexibility and can work for large or very small applications.



Logo Spacing

There should always be an ample amount of space around the logo to allow it to breathe. If this space is not there the logo will feel cramped and ultimately off brand. Be mindful of spacing and make sure there is enough white space around the logo when making decisions on placement.

An easy way to make sure that the spacing is always right is to use the logomark as your spacer.



Logo Dos & Don'ts

The Avodah logo is designed to be handled a certain way. Deviate from that and you deviate from the brand and how it should be perceived. Follow this guide and you'll do just fine.

Do use the logo as it has been presented in color or black and white.

Don't alter the logo in any way or place it with unapproved colors or images.



Colors



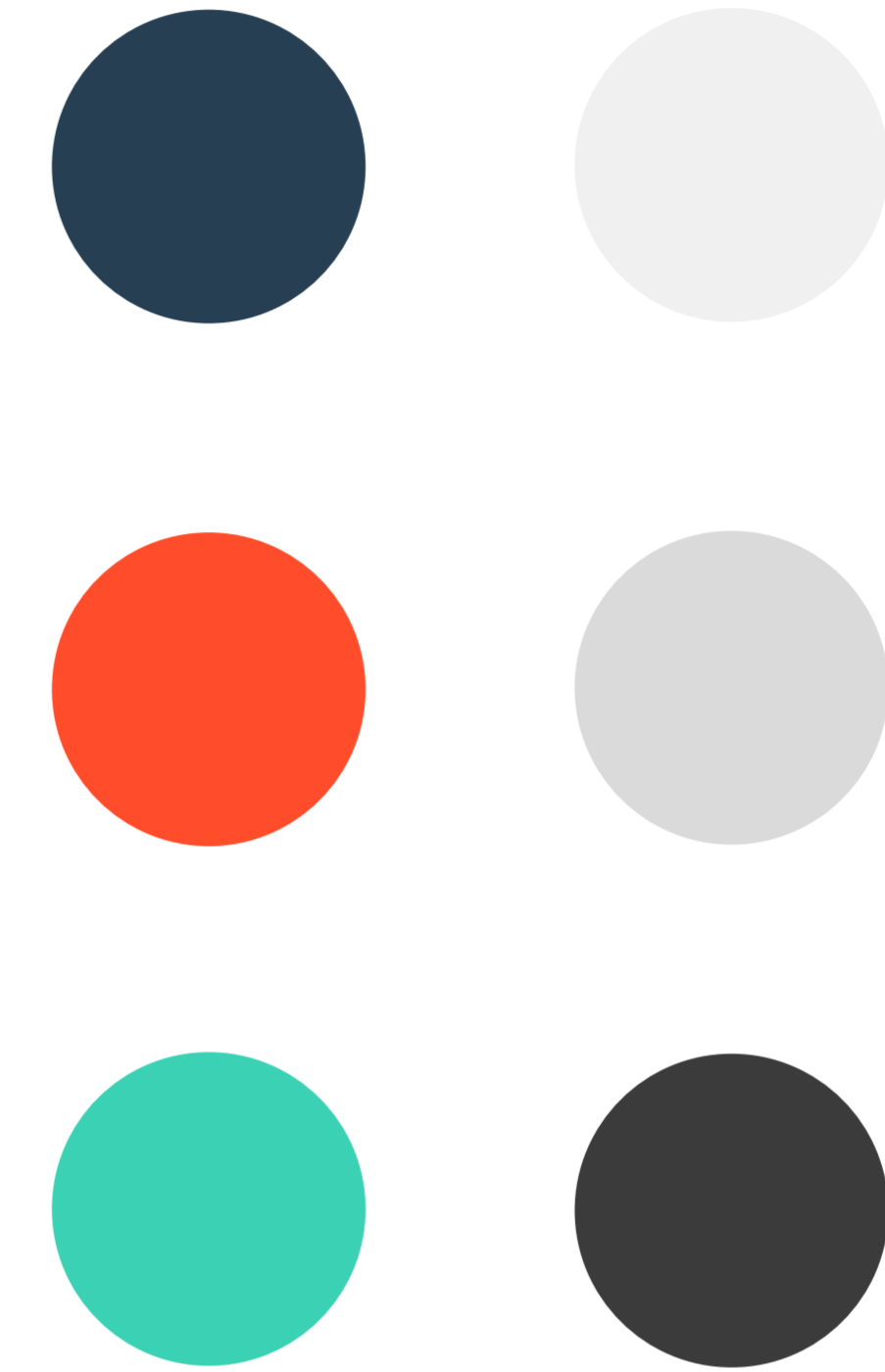
Colors

The colors for Avodah were chosen to show growth with the mint green and energy with the use of bright orange.

The solid navy represents the Avodah Corporate branding


The bright orange and navy are used for the AvodahMed branding.

And the mint green and navy are used for the AvodahConnect branding.




Color Palettes


OFF WHITE
#F1F1F1
RGB | 241, 241, 241
CMYK C | 4, 2, 4, 8
CMYK U | 4, 3, 6, 7
PMS C | Cool Gray 1
PMS U | Cool Gray 1

Two rectangular swatches of Off White color, one lighter and one slightly darker, positioned horizontally at the bottom of the card.


GRAY
#DADADA
RGB | 218, 218, 218
CMYK C | 12, 8, 9, 23
CMYK U | 7, 4, 6, 19
PMS C | Cool Gray 4
PMS U | Cool Gray 4

Two rectangular swatches of Gray color, one lighter and one slightly darker, positioned horizontally at the bottom of the card.


CHARCOAL
#3B3B3B
RGB | 59, 59, 59
CMYK C | 44, 34, 22, 77
CMYK U | 30, 17, 8, 51
PMS C | Cool Gray 11
PMS U | Cool Gray 11

Two rectangular swatches of Charcoal color, one lighter and one slightly darker, positioned horizontally at the bottom of the card.


MINT
#3AD1B4
RGB | 58, 209, 180
CMYK C | 86, 0, 53, 0
CMYK U | 80, 0, 51, 0
PMS C | 3258
PMS U | 3258

Two rectangular swatches of Mint color, one lighter and one slightly darker, positioned horizontally at the bottom of the card.

BRIGHT ORANGE
#FF4C2A
RGB | 255, 76, 42
CMYK C | 0, 93, 95, 2
CMYK U | 0, 65, 78, 0
PMS C | 7625
PMS U | 7417

Two rectangular swatches of Bright Orange color, one lighter and one slightly darker, positioned horizontally at the bottom of the card.

NAVY
#273F53
RGB | 39, 63, 83
CMYK C | 81, 64, 41, 38
CMYK U | 86, 64, 36, 42
PMS C | 2378
PMS U | 2378

Two rectangular swatches of Navy color, one lighter and one slightly darker, positioned horizontally at the bottom of the card.

Type

A B C D

Type

The type for Avodah was selected to be Avenir Next. It was convincing because of its optical construction which lent it a more humane appearance, as seen, for instance, in the classically drawn “a”.

Avenir Next offers an optimal balance of harmony and contrast. With the addition of the condensed variants, Avenir Next represents a full-fledged contemporary grotesque, providing the greatest degree of typographical flexibility and optimal legibility.

AVENIR NEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*(),.?

AVENIR NEXT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*(),.?

AVENIR NEXT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*(),.?

If and when Avenir Next is not available for use,
Prompt is an approved substitute from Google.

Type Scale

The Avodah type scale is different sizes of type that may be used for anything and everything associated with the brand. Use these guidelines for sizing and spacing of type. The type is built on a 20px type base (or 1em).

Paragraph text should be Avenir Next **20pt*** font. This is what bold text looks* like in a paragraph, [static text link](#) tempor incididunt ut labore et [hover link](#) aliqua. Ut nostrud [clicked link](#).

line height: 1.75

H1-Hero **60pt** 3 em

Header 1 **40pt** 2 em

Header 2 **30pt** 1.5 em

Header 3 **27pt** 1.35 em

HEADER 4 23PT 1.15 em

Small Text **15pt** .75 em

line height: 1.32

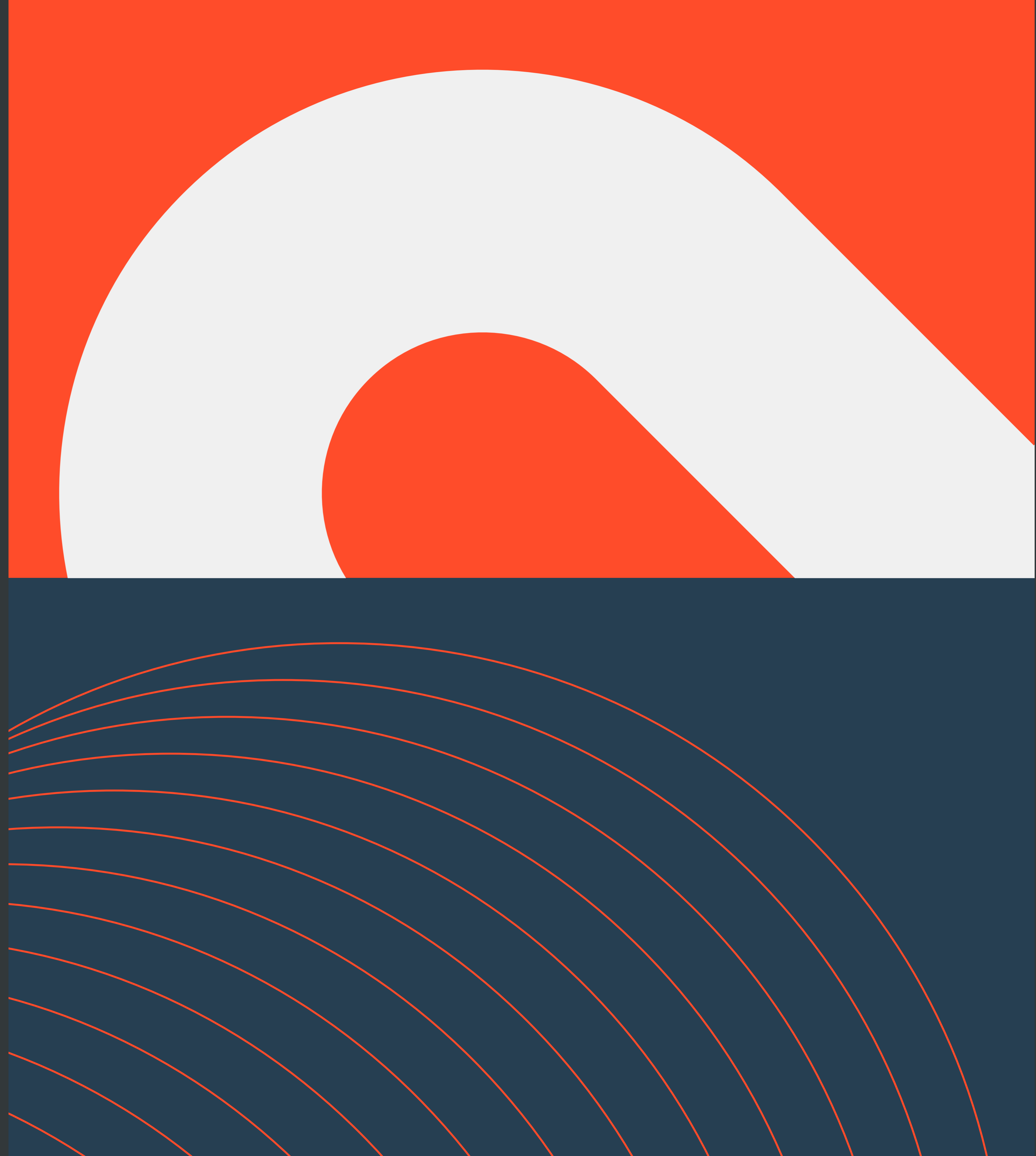
Type Rhythm

Rhythm is a visual tempo or beat and is also called movement. It is often achieved through the careful placement of repeated components which invite the viewer's eye to jump rapidly or jump smoothly from one point to another.

The type rhythm for Avodah was created based on the typefaces used. It will help readers follow smoothly and easily and if you use this everywhere you have type, it will all stay on brand.



Design Elements



Design Elements

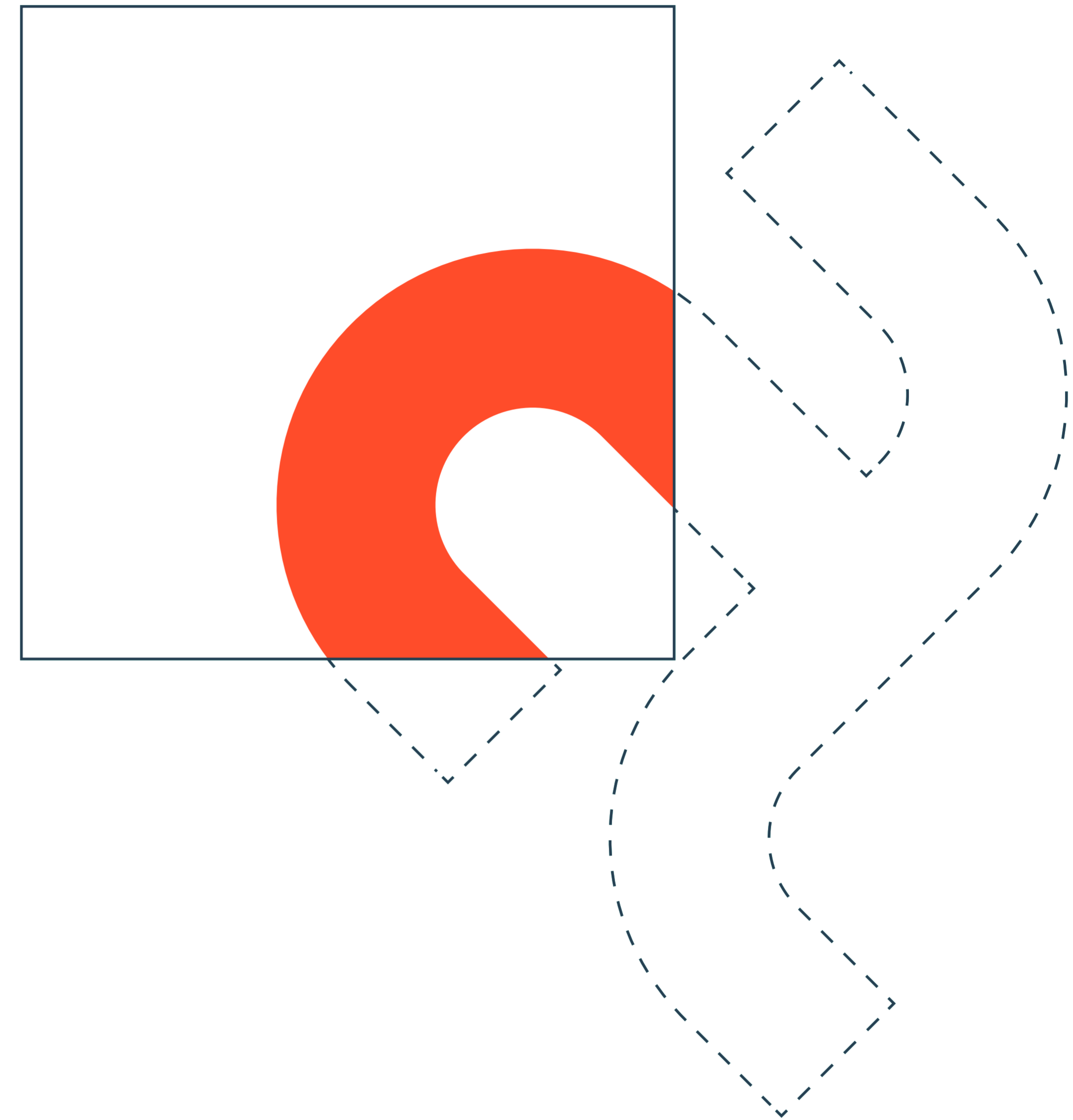
The design element is using the bell of the Avodah "a" in a way to create a visual element that can anchor a layout or add a bit of visual interest.

The bell of the "a" can come in at different angles like the top corners and sides of the containing shape.

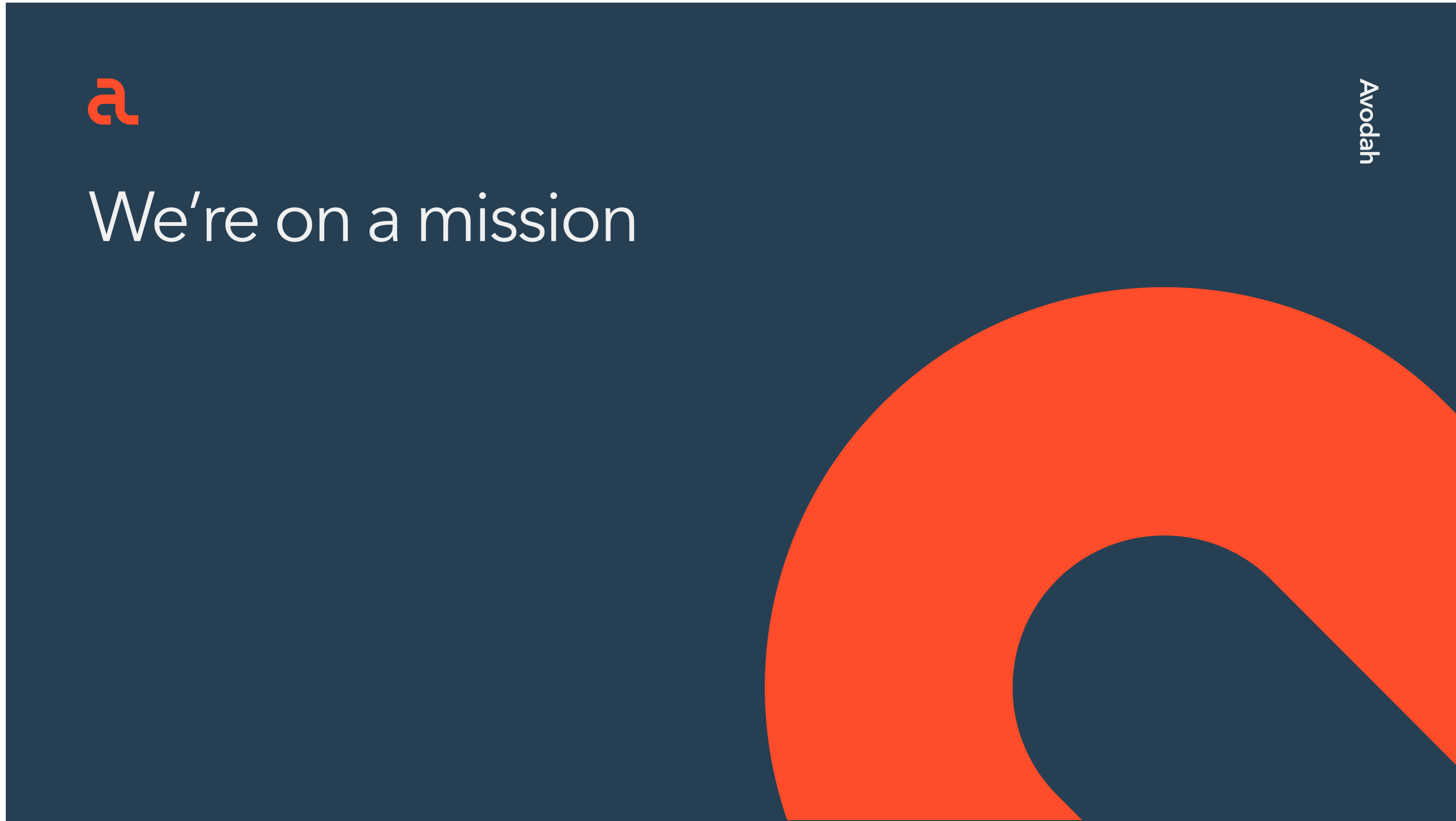


Design Elements How to Use

The main thing with cropping the bell of the "a" in the Avodah logo is that when you crop it in the frame, you make sure that none of the points are revealed in the final frame. If you need to, you can go in and delete the points to give you more space when cropping.



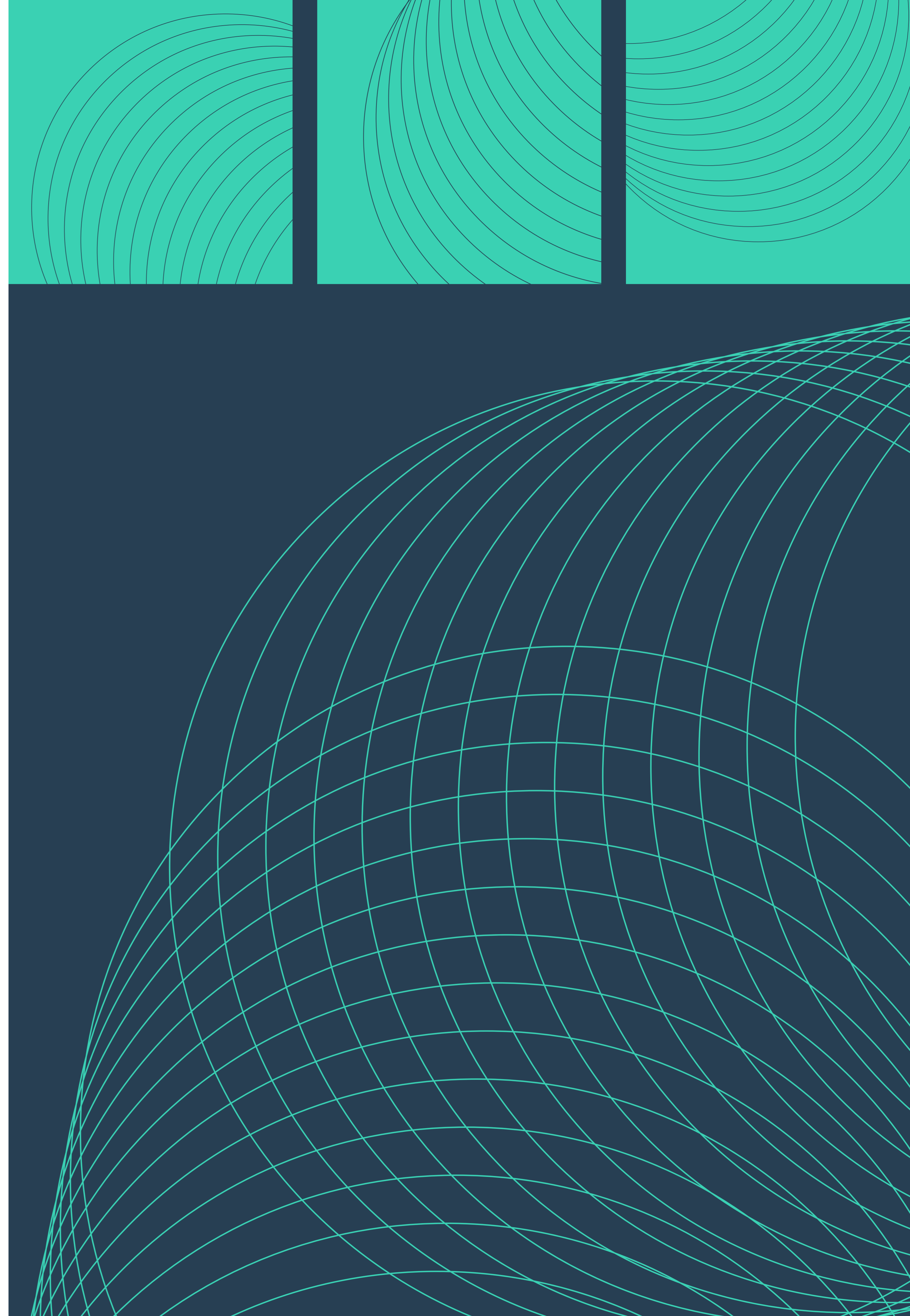
Design Elements In Use Example



Design Elements

The design element is where multiple circles converge over the top of each other. The idea is how there's overlap between people, language, and scripture.

This represents all of those things meeting together to make this pattern. It can be used as a focal point of a design or even textural on something that is double sided. You can even use it as a tone on tone treatment or spot gloss on some high end print items.



Thank you.