

Brand Guidelines



Contents

Brand Introduction	3–9
Brand Elements / Assets	10–32
Key Visuals / Templates	33–37
Conclusion	38

Brand Introduction



Brand Guidelines

Overview

The AvantGuard® brand guidelines document serves as the foundation for successful brand-building initiatives and ensures a consistent approach to messaging and identity across all touchpoints. It represents the most profound truths about our company's brand and keeps us unified under a common banner.

www.agmonitoring.com
info@agmonitoring.com



WHAT

AvantGuard is a premier provider of monitoring solutions for a connected world.

Abbreviated version: **Monitoring solutions for a connected world.**

Our name, AvantGuard (pronounced ah-vahnt-gard), is derived from the word avant-garde, meaning, “leaders in new and revolutionary ideas.” Indeed, we are a leader and innovator in how we provide wholesale professional monitoring solutions for alarm and IoT entities across North America. We are poised to monitor any event or signal, any time, with speed, accuracy, and exceptional service.

WHY

Our purpose is to help, love and serve our dealers, their customers, and each other.

Abbreviated Version: **We help, love and serve others.**

Our love for helping and serving others is the motivating force behind what we do. It’s why we get up and go to work each morning. It’s how we make the world a better place!

HOW

Our recipe for providing a superior monitoring service includes seven key ingredients:

1. Our people
2. The right technology
3. Impeccable data entry
4. Correct procedures
5. Strict adherence to procedures
6. Fast response
7. Professional and courteous service



MISSION

We provide professional monitoring solutions that save lives, protect property, and inspire peace of mind.
Abbreviated Version: **We save lives, protect property, and inspire peace of mind.**

AvantGuard is recognized as a premier provider of wholesale monitoring services based on the quality of our people, systems, and services. We utilize highly skilled, caring operators, advanced monitoring technology, and a variety of revolutionary tools and services to ensure the success of our partners and the protection of their customers.



CORE VALUES

We Care F.I.R.S.T. – This is the very essence of our corporate identity.

AG employees genuinely care! **We care** about the success of our dealers, the wellbeing of their customers, and the happiness of each member of the AG family. We show **we care** in every interaction.

As We Care F.I.R.S.T., we cultivate our corporate culture based on:

F - Fun We are individually and collectively energized, upbeat, and positive

I - Innovation We are visionary, focused on implementing revolutionary solutions

R - Relationships... We are authentic, friendly, respectful, and professional

S - Service We are empathetic listeners and competent problem solvers

T - Trust We are honest, dependable, loyal, and constant

That is how everyone who experiences our brand, through any touchpoint, describes our corporate personality and culture.



Voice & Tone

GENERAL

We carefully consider the audience of each communication. We speak to what that person understands, in a way that resonates with them, explaining what they need to know. In every case, we communicate clearly, concisely, and with a friendly, human touch.

When speaking and building a relationship with our audience, AG is knowledgeable, confident, and informative. We want our audience to feel inspired, informed and valued. AG puts extra effort into making sure our audience feels included and engaged. We are not authoritarian, rather, a guide or mentor because of our strong capacity for wanting to help and care for others. We have the information to help them with their questions, and we deliver that information in a way a trusted neighbor would.

AG prefers a more casual and conversational approach to speaking instead of an overly corporate or formal tone. We want others to feel comfortable to trust us. We maintain an upbeat, feel-good personality with everyone we work with

KEY MESSAGING

What NOT to Do

We do not refer to specific dealers or competition in our communications. Competition branded words should also be avoided i.e. 'Rapid,' 'All-American,' 'Affiliated' etc.

Where AG Voice May Vary

Depending on the medium, the AG voice and tone may slightly vary. For example:

Website – More formal than other channels, i.e. using more first-person and boilerplate content

Articles, Social Media, Video – Conversational, playful, humorous, yet informative and inclusive

HR (Internal Communication) – Objective and on-brand

Sales – Boiler plate content

Dealer Care – Boiler plate, conversational and technical

Voice & Tone

FIRST AND SECOND PERSON

We write like we're having a conversation. That means we generally avoid speaking in the third person. We introduce ourselves, then use "we" more often than "AvantGuard" or "AG". We talk directly to our audiences, addressing them as "you" instead of third-person generalizations.

SHORT AND SWEET

We're about our users' conversations, not our own, so we get to the point. We aim to be friendly without being flowery. We don't use more words than necessary.

Brand Elements / Assets



Elements Overview

All the elements of the AvantGuard brand point to our mission statement and core values – Fun. Innovation. Relationships. Service. Trust.

We save lives, protect property, and inspire peace of mind.



Master Logo



As a general rule, we should use the master logo with most external communications. It should always be used appropriately and consistently (as described in the following pages). This is the foundational element of our brand identity. All other brand elements are connected to and implied in our logo, when properly used.

Brand Guidelines

Logo Variations

Primary



Blue



White

Secondary



Blue



White



AG Circle Mark Variations

Because of its increased roll in our visual identity, the AG circle mark may be used with or without the company name logotype. We would like to build stronger brand recognition for the the AG circle mark going forward.

Primary



Blue



White

Secondary



Blue



White



Logo Composition

Logo Color Guide: The primary logo should be used with AG blue text on a white background (or reversed). It may also be used with black text on a white background (or reversed). Lastly, it may also be appropriate, in some instances, to use the logo with a secondary brand colored text on a white background (or reversed). Avoid using multicolored logos.

Logo Clear Space: Surround the logo with clear space that measures at least the height of the lower case letters used in the logotype. It needs its personal space between edges and/or design elements.

Logo Trademarking: All versions of the logo should include the proper trademarking symbol – TM as shown in the samples.

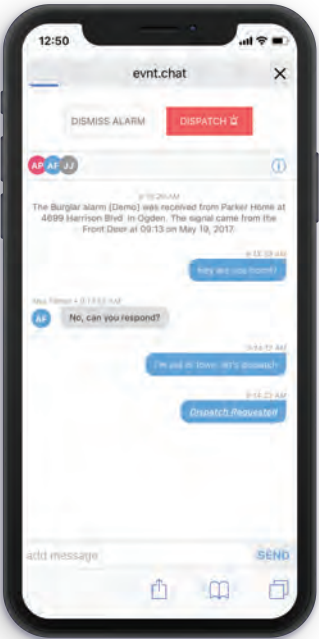
Logo Sizing: The logo should always be sized so that it is easily legible to our audience.



Brand Guidelines

Logo Extensions

The logo may be configured with a text extension for select events and other uses. Please use only files approved and provided by the marketing department.



Brand Guidelines

Logo Guidelines

INCORRECT USAGE

Here are some guidelines so you know what NOT to do with the AG logo that we've taken so much care in creating.



Do not change the size of logo elements. Keep it's proportions.



Do not rotate the logo.



Do not shrink or stretch the logo.



Do not change the logo color. Use AG blue, white or black. No multi-color combinations.



Do not use a gradient in the logo.



Do not add backgrounds, strokes, shadows, etc.



Do not adjust text spacing.



Do not stack the logo.



Primary Color Palette

Our color palette is welcoming, modern, and professional without being flashy, generic or standard. It is important we remain consistent with our brand colors. When using the color palette, err on the side of bright, happy and comforting.

Night Shift



Full Yellow



Primary Shades



Secondary Color Palette

Secondary colors such as Cranberry & Lavender Dream are used for separation, brightness and to make visuals pop, but generally shouldn't be used as primary colors.

Cranberry Splash



Lavender Dream



Flint Shard



Secondary Shades



Brand Guidelines

Typography

Our fonts are clean, crisp and modern. We use San Serif fonts, not Sefit fonts, i.e Times New Roman. Logo font, i.e. ITC Avant Garde is only to be used with branded logo.

PRIMARY HEADINGS

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()_+=":?><

Light
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam.

Regular
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam.

Bold
Lorem ipsum dolor sit amet, consec-
tetuer adipiscing elit, sed diam.

SECONDARY BODY

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()_+=":?><

Light
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam.

Book
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam.

Black
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam.

LOGO FONT

ITC Avant Garde

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()_+=":?><

Book
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam.

Medium
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam.





NOT ALL MONITORING CENTERS ARE CREATED EQUAL

There are lots of reasons dealers just like you trust their valued customers to AvantGuard Monitoring.


PRIMARY
HEADINGS

SECONDARY
BODY



SUPERIOR SERVICE

We love what we do, and we're obsessed with providing superior service in all scenarios.




RELATIONSHIPS

We build partnerships based on trust and teamwork; we are the relationships-first monitoring center.




OUR PEOPLE

You will love our enthusiastic, empathetic operators who genuinely care - you can hear it in their voices. They receive intense training and are accountable for the highest performance standards in the industry; plus, 30% of our operators are multilingual.




RELIABILITY

We have invested heavily to achieve 100% redundancy. Each of our two state-of-the-art facilities can handle a full signal load to ensure you and your subscribers will be taken care of.




AG CHAT

You will love AG Chat - our no-cost tool that ensures better, faster communication to help confirm or disregard a signal.




AND MUCH MORE

- Dealer Dashboard to help you better understand account and customer behavior and reduce attrition
- A full suite of third-party integrations
- Dealer Care for a smooth onboarding process
- You have access to a robust library of blog posts, whitepapers, webinars, industry tips, and partner resources.
- Current with the most esteemed certifications
- Innovative and forward thinking



866-440-6701



agmonitoring.com

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PRIMARY
HEADINGS

SECONDARY
BODY



Graphics & Design

GRAPHIC STYLE

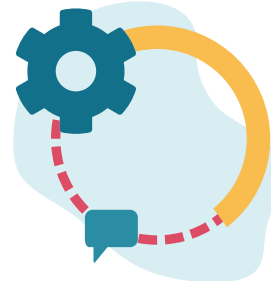
AG graphics are flat, layered, slightly abstract, yet have simple backgrounds.



Graphics & Design

ICONOGRAPHY

AG icons portray a topic in a simplistic way through flat, layered and slightly abstract imagery.



Graphics & Design

SHAPES

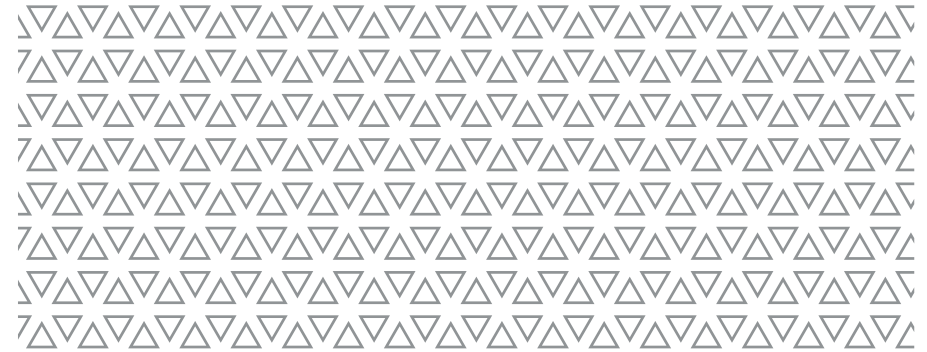
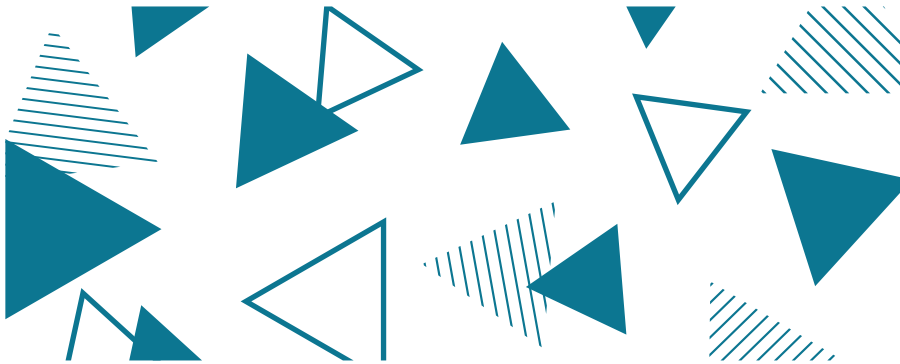
Triangles should be used together with other shapes and should generally not be used alone.



Graphics & Design

PATTERNS

Opacity layering should generally not be used with varying colors or hues. Opacity layering can be use with gray/black. This should only affect color brightness.



Graphics & Design

TEXTURES

Our textures are generally flat designs with subtle use of gradients as accents. Gradients shouldn't be bold or obvious.



Graphics & Design

PHOTOGRAPHY & VIDEOGRAPHY

Our photography and videography should feel good, carefree and inclusive with imagery of diverse people of all ages and backgrounds enjoying independence and peace of mind. The imagery suggest that people are enjoying new found freedom through security devices and services.

For topic based imagery, i.e. central monitoring centers, use of monitoring agents and service installation are used.

IMAGERY STYLES

We use four imagery styles to convey the feeling of safety, peace, comfort and freedom. These styles are:

Lifestyle

Imagery is used most often and for printed materials, social media and related content. It conveys a carefree lifestyle free of worry suggesting our products and services provides peace of mind knowing their property and businesses are safe. Subject is not looking into camera or posing. Instead, authentically and naturally living their lives.

Studio Portraits

Posed studio photos in front of neutral, branded color walls. The background space provides a clear area for other design elements i.e. text, CTAs, etc.

Active Portraits













A combination of lifestyle and studio portraits. The subject is outside of a studio, i.e. on a bike or camping, but looking at the camera. The imagery is personal, kind and attempts to connect with the audience.

AG Specific

Upbeat, professional and happy imagery of people, facilities and services. These images are bright, subjects are business casual, friendly and personable. Not C-Level corporate or overly professional.

Imagery of people and subjects should look any combination of:

- Professional
- Kind
- Helpful
- Educated
- Active
- Enjoying Life
- Happy
- Friendly
- Experts
- Relatable

LIFESTYLE	STUDIO PORTRAITS	ACTIVE PORTRAITS	AG SPECIFIC
			
			
			

Technical

Imagery is shot in portrait or landscape with natural lighting, or lighting to make it feel naturally lit. Colors are bright, but natural. Color temperature should be consistent throughout all imagery.



Graphics & Design

Imagery should not provoke fear, anger or unhappiness. We don't use unkept or unprofessional imagery of people or subjects. Exclude overly fake, posed or cheesy imagery and generally avoid dark and dim places. Avoid mismatching demographics with content subject, i.e don't use young people in images when content subject is about the elderly.

Technical

Don't get experimental with shot angles. Imagery should not be washed out, black and white, tinted, or have too much contrast. Don't over saturate skin tones

WHAT NOT TO DO



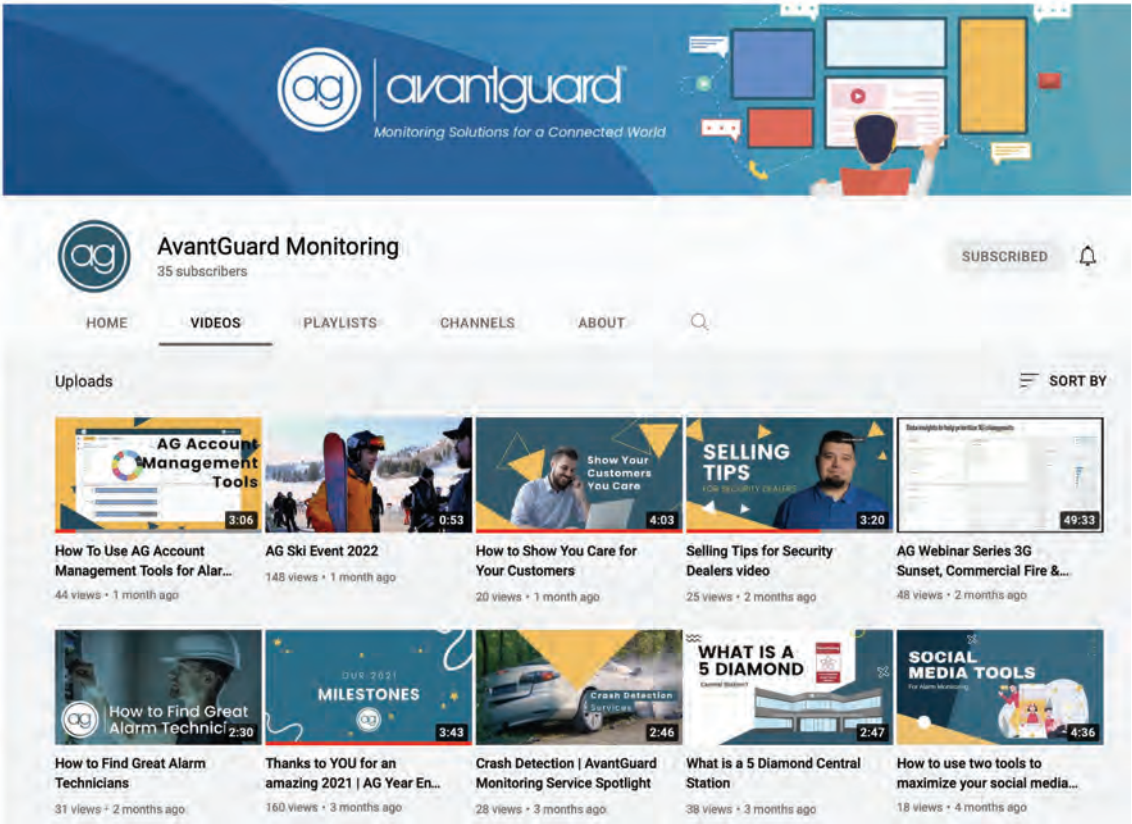
Brand Guidelines

Video Guidelines

Video is used to present information in a way where we are the experts on the subject.

Technical

Videos are generally short (under five minutes), but may vary depending on needs. Transitions are simple and clean using brand elements and brand fonts. Use of motion and animation is simple, but emphasizes the graphic.



See AvantGuard’s youtube channel for style



Video Guidelines

TECHNICAL ASPECTS

Capture

- Framing & Camera angles should follow AG Imagery technical guidelines
- The use of motion stabilizers is highly recommended to prevent shaky and jarring footage. For interviews or talking head shots the camera should be mounted and framed properly.
- Generally, footage should be captured in either 24fps or 30fps
- Higher FPS (60fps+) should be reserved for B-roll footage that is intended to be used for slow motion sequences

Editing: Motion/Speed/Tempo Transitions/Cuts

- Footage/Clip selection along with color correction/grading should follow AG Imagery technical guidelines
- Cuts & transitions in edits should assist in the flow of the message being delivered while maintaining interest and should not be jarring for a viewer

Animation/Motion Graphics, On Screen Text or Captions

- AG Graphic Design Guidelines are also applicable and inform graphics and animation in video.

- Animations/Graphics can be used to emphasize and visualize data and abstract concepts as well as to fill in when video footage is not available.
- On screen text uses brand fonts and must be easily readable by being large enough and on screen long enough to understand the information. Captioning can either be manually added and “burned in” to the video itself or use a Closed Captioning file to upload along with the video file.
- When using AG brand logos in video, it is not necessary to include trademark symbols

Exporting & Format Specifications

- When uploading videos to online channels, including websites and social media, aim to upload the highest resolution possible with a minimum of HD 1920 x 1080. Aspect ratios may vary across different channels and some channels may also limit file size and video length. Final exports should all be done as H.264 MP4. Most digital devices and platforms support MP4, retaining high quality while maintaining relatively small file sizes.

Audio & Music

WHAT MUSIC TO USE

It is critical that audio is clean and clear. Music should be inspiring, uplifting, help move the video along, but will depend on the video. Generally corporate pop that's energetic is used.

WHAT MUSIC NOT TO USE

Music with dark or ominous tones, overly cinematic, indie or anything too intense or heavy.

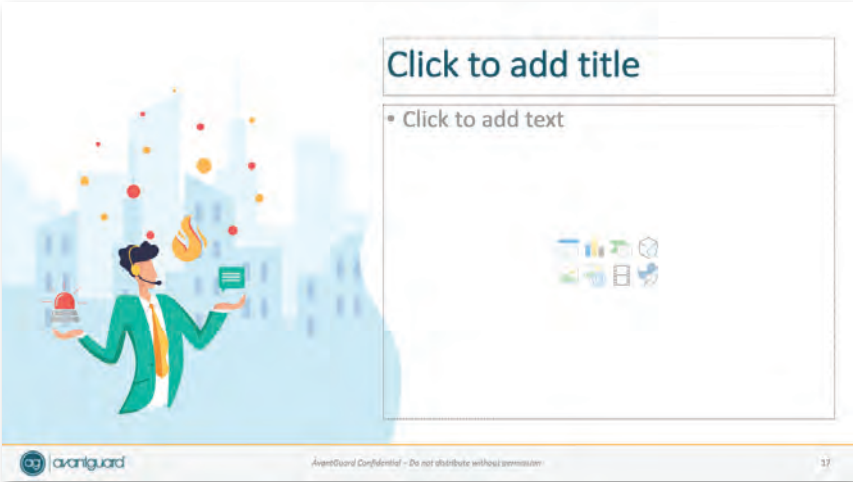
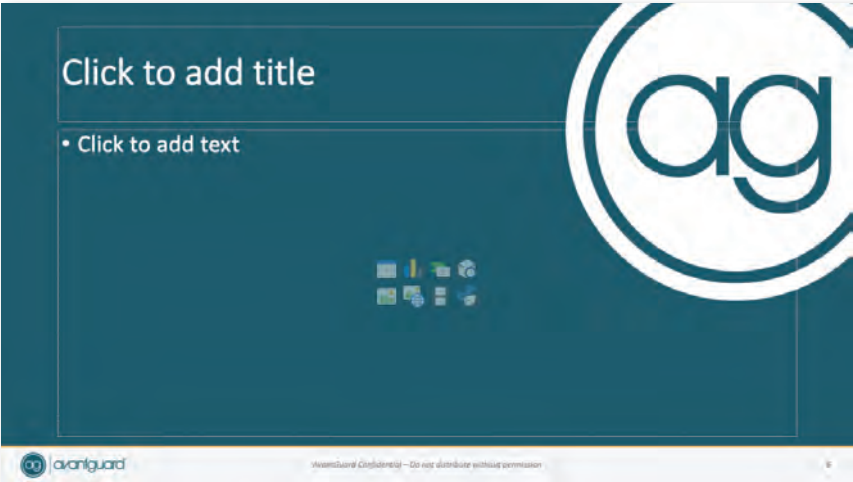


Key Visuals and Templates



Brand Guidelines

Presentations



Brand Guidelines

Ads



avantguard
agmonitoring.com

Infuse your central station with
AvantGuard technology and staffing

Redundancy • Technology • Phone Services • Staffing Needs • U.S. Listed

HYBRID MONITORING



CALL AVANTGUARD TODAY TO SEE HOW WE CAN HELP
844-812-2897

sales@agmonitoring.com
agmonitoring.com/services/hybrid



avantguard

Monitoring Solutions for a Connected World



SPRING INTO SUCCESS

READ MORE

LOOKING BACK AT

2020

As we welcome 2021 with open arms – socially distanced of course – we wanted to look back and share some of our favorite accomplishments from 2020 that should be of interest to you.



START OF 2020
687,503
subscribers



156,411
new clients entrusted
to our service in 2020



306,476,820
signals received



4,026,335
alarms processed



178,627
false alarms diverted
(through the client)



9.8 Seconds
avg. response time
(medical/PERS)



17
webinars hosted



227
articles/blog post

Join us in 2021 for our best year yet.



avantguard

agmonitoring.com



avantguard





SUPERIOR
We love what we do
superior service



RELATIONSHIPS
We build partnerships
are the relationships



OUR PEOPLE
You will love working
genuinely care
receive the highest
highest performance
of our operators



RELIABILITY
We have integrity
Each of our
full signal is
be taken care of



AG CHANGING
You will love
better, faster
disregard change



AND MUCH MORE
• Dealer Dealer
account
• A full suite
• Dealer Dealer
• You have
whichever
resources

NOT ALL MONITORING CENTERS ARE CREATED EQUAL

There are lots of reasons dealers just like
you trust their valued customers to
AvantGuard Monitoring.

- Current with the most esteemed certifications
- Innovative and forward thinking



866-440-6701




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Brand Guidelines

Business Papers

 avantguard

AvantGuard Monitoring Centers, LLC
4699 Harrison Boulevard
Ogden, UT 84403
(801) 781-6100

Dear Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. At consectetur lorem donec massa sapien faucibus et molestie ac. Solicitudin nibh sit amet commodo nulla facilisi. Aliquet nec ullamcorper sit amet. Accumsan lacus vel facilisis volutpat est velit egestas dui. A pellentesque sit amet porttitor. Feugiat nisl pretium fusce id. Egestas diam in arcu cursus euismod quis viverra. Nulla pharetra diam sit amet nisl suscipit adipiscing bibendum est. Magna sit amet purus gravida quis blandit turpis. Gravida in fermentum et sollicitudin ac. Mattis nunc sed blandit libero.

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Aliquet porttitor lacus luctus accumsan tortor. Nunc consequat interdum varius sit amet mattis vulputate enim. Fames ac turpis egestas maecenas pharetra convallis posuere morbi. Netus et malesuada fames ac turpis egestas sed tempus urna. Nisl condimentum id venenatis a condimentum vitae sapien pellentesque habitant. Ridiculus mus mauris vitae ultricies leo Integer malesuada. Odio tempor orci dapibus ultrices. Iaculis at erat pellentesque adipiscing. Et tortor at risus viverra adipiscing at. Sit amet facilisis magna etiam. Non odio euismod lacinia at quis risus sed vulputate. Maecenas accumsan lacus vel facilisis volutpat est velit egestas. Diam volutpat commodo sed egestas. Magnis dis parturient montes nascetur ridiculus. Interdum consectetur libero id faucibus nisl. Lacinia quis vel eros donec.

Sincerely,

Name



avantguard

Jonny Apple
Sales Executive

japple@agmonitoring.com
Office: 801.777.7777
Cell: 801.555.5555



AvantGuard Monitoring Centers
4699 Harrison Blvd
Ogden, UT 84403
Phone: 877.206.9141
www.agmonitoring.com



Brand Guidelines

LinkedIn Banners



Conclusion

Our brand is the way we tell the AvantGuard story to the world. When used appropriately and consistently, it has the power to capture the interest and loyalty of dealers and other industry professionals. If you're unsure how to use a brand element or if you have questions about brand style, please contact:

Jeff Bradford
Director of Marketing
jbradford@agmonitoring.com
or
Reilly Johnson
UI/UX Manager
rjohnson@agmonitoring

