



Advecto Media

BRAND BOOK

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1.0

Brand Overview.

Mission Statement

Future-Ready Digital Solutions

Results You Can Measure



Advecto Media exists to help businesses thrive online. Our mission is to deliver strategic, performance focused digital marketing and web design that turn visibility into real growth. By blending creativity with technical precision and marketing intelligence, we create digital experiences that drive results.

Vision Statement



The digital landscape evolves rapidly, and so do we. We stay ahead of emerging trends, technologies and best practices to ensure our clients' strategies are future-proofed and deliver genuine competitive advantage.

Brand Values

01

Ethical Practices

We only implement techniques and strategies that are sustainable and ethical. We believe in building long-term success rather than quick wins that might compromise your business in the future.



02

Continuous Innovation

The digital landscape evolves rapidly, and so do we. We stay at the forefront of industry trends, technologies, and best practices to ensure our clients benefit from cutting-edge strategies that drive competitive advantage.



03

Transparent Partnership

We believe in building relationships based on honesty, clear communication, and shared goals.

2.0

Logo Usage



Primary Logo

The Advecto Media logo is a **bold, modern geometric monogram** built from interlocking angular shapes that form the letters **A** and **M**. Its structure is clean, symmetrical and intentionally minimal, reflecting the agency's precision, clarity and digital native identity.

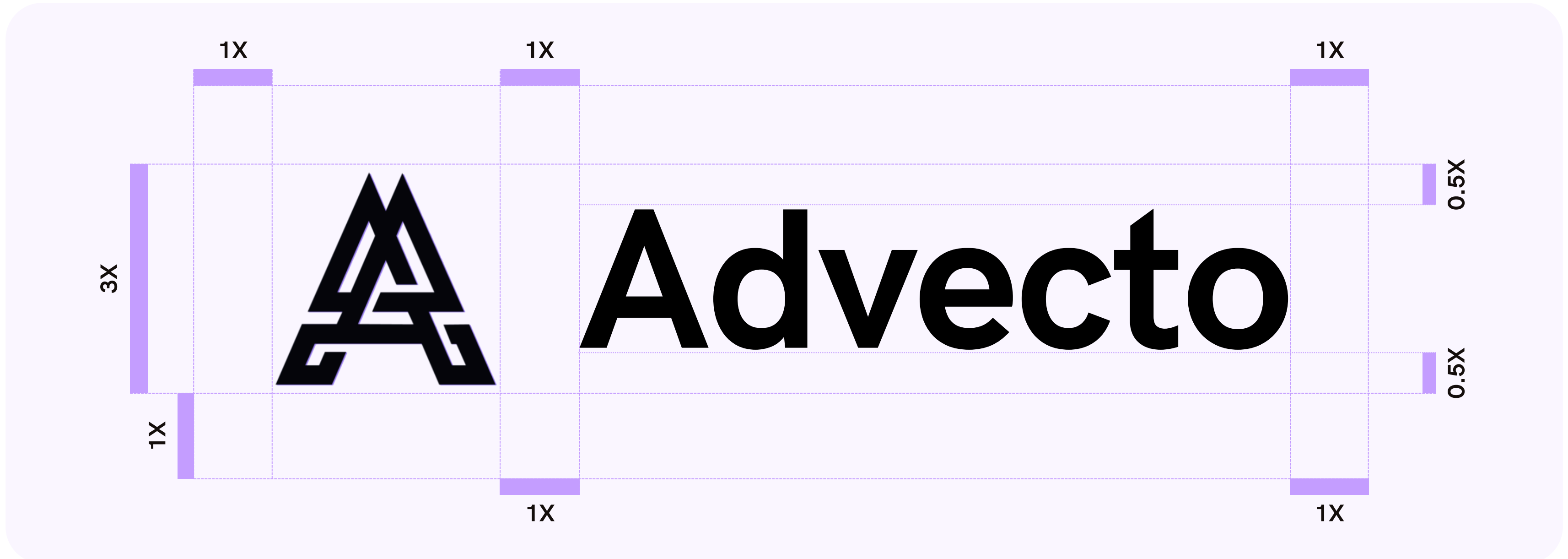
Logo **Variations**

Our logo is designed to be adaptable across a wide range of applications, ensuring consistency while offering the flexibility needed for different environments. Each approved colour variation serves a specific purpose, allowing the brand to remain recognisable, accessible and visually strong in any context.



Logo Safezone

The logo safe zone is a protective boundary around our logo. It ensures visibility and impact by preventing interference from other elements. Adhering to this space preserves the logo's clarity and strength, maintaining a consistent and powerful brand image.



Incorrect Logo Usage

To maintain brand consistency, avoid distorting, recoloring, or misplacing the logo. Always follow the approved guidelines to ensure the logo remains clear, professional, and impactful.

- Do not change the orientation of the logo
- Do not use drop shadows or any other effects.
- Do not recreate using any other typeface.
- Do not rotate any part of the logo.
- Do not change the transparency of the logo.



3.0

Color Palette.

Color Palette.

Our colour palette balances bold energy with refined softness, capturing Advecto Media's modern, forward-thinking identity. Electric Violet serves as the core brand colour, supported by playful Purple Glow accents, calming Chalk White, and the grounded depth of Windsor Blue and Obsidian Black.

Brand Gradient

Color 1: #596FF7 Color 2: #AD93F3 Color 3: #ADF4C4 Color 4: #50E0FF

Electric Violet

HEX: #8A3AFF RGB: 138, 58, 255

Purple Glow

HEX: #9C68E4 RGB: 156, 104, 228

Blue Hint

HEX: #D7EBFF RGB: 215, 235, 255

Nova

HEX: #97a2f1 RGB: 151, 162, 241

Chalk White

HEX: #EFF8FD RGB: 239, 248, 253

White

HEX: #FFFFFF RGB: 255, 255, 255

Windsor Blue

HEX: #0D162B RGB: 13, 22, 43

Roseine

HEX: #EB14F6 RGB: 235, 20, 246

4.0 Typography.

Primary Typography

Aa

Rubik Family

Light

Regular

Medium

Semi Bold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()?

Typefaces are the way Advecto Media communicates its voice and tone.

These fonts are meant to balance hierarchy and readability to ensure our brand remains recognisable and cohesive across all mediums and touch-points.

Secondary Typography

Light

Regular

Medium

Semi Bold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()?

Typefaces are the way Advecto Media communicates its voice and tone.

These fonts are meant to balance hierarchy and readability to ensure our brand remains recognisable and cohesive across all mediums and touch-points.

Aa

Montserrat Family

Logo Typography

Aa

HK Grotesk Family

Light

Regular

Medium

Semi Bold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()?

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5.0

Brand Voice.

Brand Voice.

Ethical Practices, Transparent Partnership, Results-Driven Approach, Continuous Innovation, Client-Centered Focus"

Our brand voice is realistic, accessible, and future-focused. We speak to a digitally savvy audience with facts and clarity, inspiring action and measurable business growth.

Voice Aesthetics:

Digital-Native Sophistication, High-Trust Professionalism, Vibrant Tech Gradient
Human-Centric Agency, Sleek Geometric UI

Tone of Voice

Approachable, Professional
Transparent, Knowledgeable



Tone of Voice

Our tone adapts to context, but our core characteristics remain consistent. We sound like a partner - not a vendor - and a specialist who makes the complex feel simple.

Approachable & Professional - Friendly, clear and respectful, without losing authority.

Transparent & Knowledgeable - Open about process, honest about expectations, confident in expertise.


Ethical & Partnership-Driven - Guided by integrity, collaboration and shared goals.

Results-Driven & Innovative - Focused on outcomes, always evolving with the digital landscape.

Client-Centred - Empathetic, supportive and aligned with what clients truly need.

Voice Aesthetics

Our voice carries a distinct aesthetic that reflects our identity as a modern, forward thinking digital agency:

- **Digital Native Sophistication** - Fluent in digital culture, confident in technology, polished in delivery.
 - **High Trust Professionalism** - Clear, credible and dependable, reinforcing our role as a strategic partner.
 - **Vibrant Tech Gradient** - Energetic, modern and aligned with our bold visual identity.
 - **Human Centric Agency** - Warm, empathetic and grounded in real human needs.
 - **Sleek Geometric UI** - Structured, precise and clean, mirroring our design sensibilities.
- 

6.0

Brand Imagery.

Brand Imagery.

Our brand imagery captures the essence of modern digital growth — clean, confident and future-focused. We use soft, vibrant gradients, tech-driven visuals and authentic human moments to reflect the real impact of our work. Every image is designed to feel dynamic, professional and unmistakably Advecto Media, reinforcing our connection to innovation and the digital world.

Keywords:

Tech-Driven, Vibrant Gradient, Modern Minimal, Digital First, Authentic Human



Content Marketing Services

Strategic content creation and promotion that attracts, engages, and converts your target audience.

- Keyword Research
- SEO Copywriting
- ON-Page SEO

[LEARN MORE](#)

Contact Us:
info@advecto.media



7.0

Digital Presence.

Digital Presence

Our brand digital presence brings together the core visual elements that define Advecto Media's digital first identity. It blends tech driven aesthetics with vibrant gradients, modern minimal layouts and authentic human moments to create a cohesive, future focused visual language.

Our digital presence reflects the same clarity and forward-thinking energy that defines Advecto Media. We communicate with purpose, using bold messaging, clean visuals and a future-ready tone that inspires action and curiosity. Every post, update and interaction is crafted to feel modern, confident and unmistakably Advecto Media.



8.0

Application

Application Example



IS YOUR BUSINESS **INVISIBLE?**

Turn Your Website into a 24/7 Sales Engine

Advecto Media

Two decades of expertise in SEO and digital marketing. High-quality services, practical up-to-date advice, and project savings of up to 30%.

TAILORED ROADMAP

- ✓ WORDPRESS WEB DESIGN
- ✓ MARKETING SEO STRATEGY
- ✓ SEO AUDITS OPTIMISATION

SEO Quotes Tailored to Your Business Goals and Needs

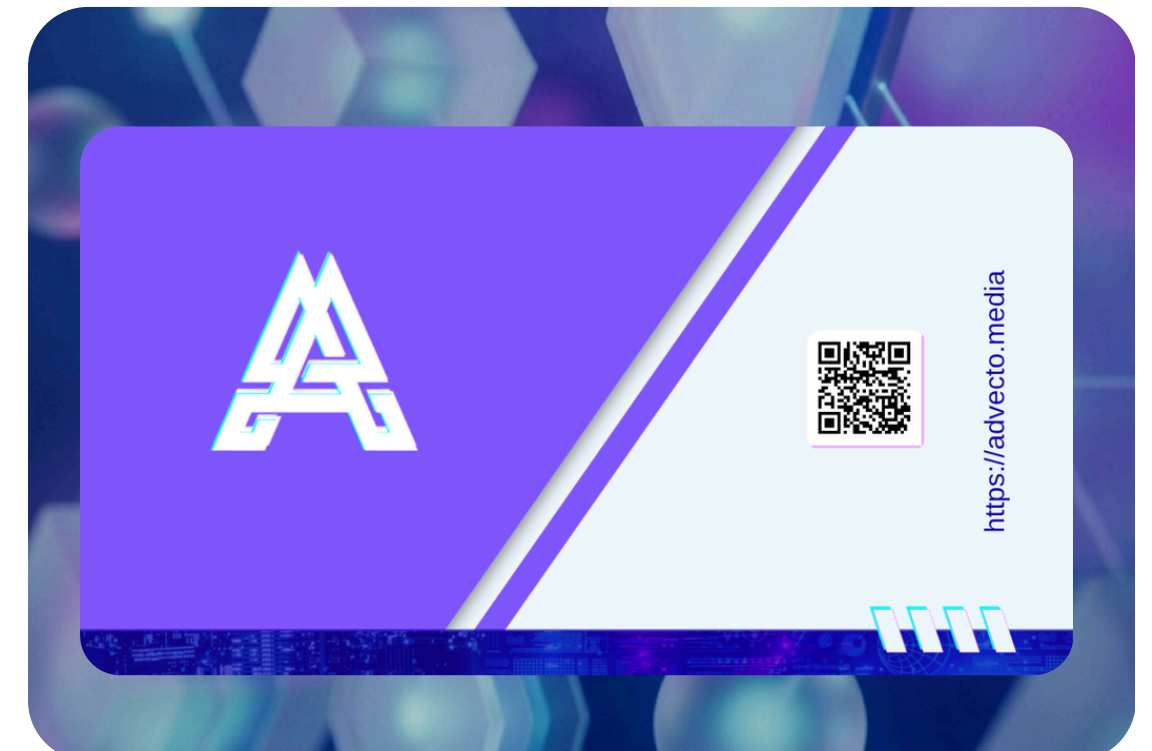
Book a free, no-obligation consultation with our expert digital marketing team today. We'll assess your current digital presence, and outline a tailored SEO strategy to help you achieve measurable growth.


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Advecto Media
BRAND BOOK







<https://advecto.media>

This section showcases how the brand is applied across key materials such as business cards, letterheads, and digital presentations—ensuring a consistent and professional look in both print and digital formats.

Thank You