

Advanced Network Devices Brand Styleguide

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01 introduction

As Advanced Network Devices (ANetD) accelerates our growth, innovation, and market leadership, we have developed a refreshed brand to reflect and sustain market momentum. This style guide ensures that every message, visual, and customer touchpoint communicates who we are: a pioneer in reliable, scalable IP-based audiovisual solutions that enable organizations to stay aware, respond faster, and circulate critical real-time information. As we expand our presence, strengthen partnerships, and accelerate breakthrough technologies, consistency is essential. This guide equips our employees and partners with clear standards that express ANetD's engineering heritage, commitment to vigilance and communication, and vision for shaping the future of security and mass notification solutions.



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02.1 brand positioning

Backed by a long-tenured expert team of American engineers and customer-centered ingenuity, Advanced Network Devices delivers vigilant, reliable, first-to-market IP mass notification systems that integrate seamlessly and scale with your needs. With our advanced audiovisual and security solutions, organizations can stay aware, respond faster, and empower people with the information they need—right when it matters most.

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02.2 mission statement

Our core mission as pioneers in our industry is to deliver revolutionary mass notification solutions that create, integrate, and route the information people need to stay safe and informed. Carrying forward our legacy of world-class American engineering and ingenuity, we are driven by a commitment to identify and create meaningful advancements with purpose and precision.

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03 tagline

Clear Messages. Critical Moments. Connected Spaces. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

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04 who we are

A NetD has been providing network-based mass notification solutions longer than any other company. The driver of our ingenuity is a team grounded in a sense of purpose for delivering solutions that help our customers stay aware, respond quickly, and empower people with critical information.

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05 what we do

Applying expert American engineering, ANetD delivers reliable, scalable, IP-based audiovisual solutions that enable organizations to stay aware, respond, and notify people when it matters most. We have a proud history of innovation, having introduced several groundbreaking solutions that have built the mass notification/facility security market. But we're not resting on our laurels. We continue to develop transformative solutions that enable better facility vigilance, emergency responses, and information-driven human empowerment.



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06.1 logo

Full Logo

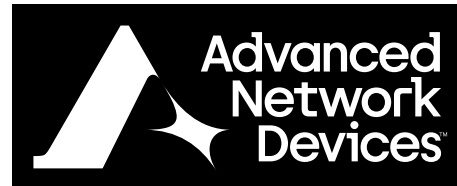
Full-Color



Positive



Reverse



Symbol Only Logo

Full-Color



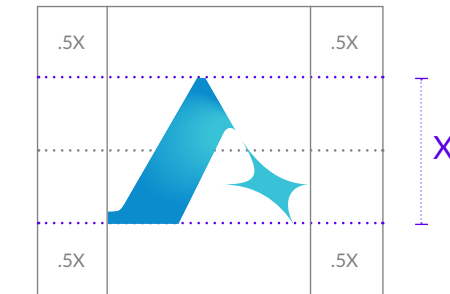
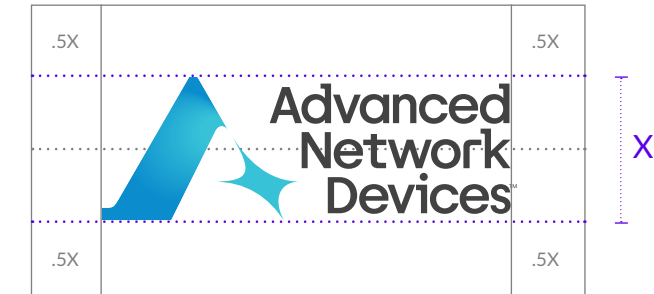
Positive



Reverse



Clear Space



Clear space is the area surrounding the ANetD full and symbol only logos where nothing else may appear. It must be kept free of text and graphics, and away from the edge of the page.

The sole purpose of clear space is to ensure the logo stands out wherever it appears. If the logo is placed too close to graphics or type, its impact and legibility are diminished.

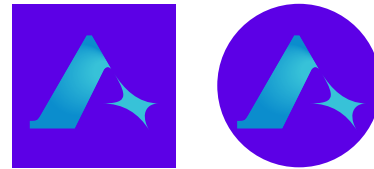
To ensure a ANetD logos stand out wherever it appears, we have defined a clear space around it, where no other graphic elements can appear, defined as .5X the cap height.

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06.2 logo

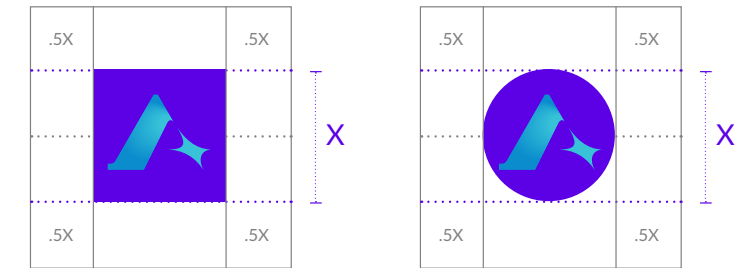
Social

LinkedIn



Company logos appear in both square and circular formats on LinkedIn depending on the context: company page logos are square, while the logos shown in the profile's experience section are cropped into a circle.

X, Instagram, Facebook, Youtube, Bluesky

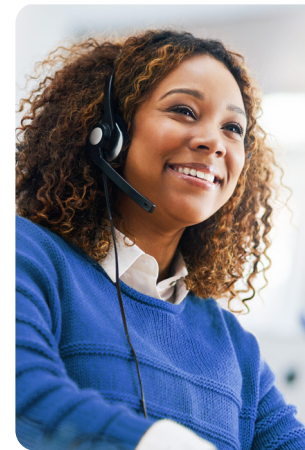


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07 imagery

Lifestyle Imagery Overview

Our lifestyle photography captures the intersection of human connection and intelligent technology. The imagery should feel authentic, bright, and purposeful, showcasing diverse individuals engaging in learning, mentorship, and seamless communication within modern environments.



Messaging Tone

Our imagery evokes feelings of empowerment, clarity, and innovation. It tells a story of a world where technology simplifies complexity, allowing people to focus on what matters most: learning and connecting.

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08 colors

Colors (Solid)

Beige



100
#FEFCF8

Neutrals



25	50	75	100	200	300	400	500	600	700	800	900
#fafafa	#f5f5f5	#e5e5e5	#d4d4d4	#a3a3a3	#737373	#525252	#404040	#262626	#171717	#0a0a0a	#000000

Teal



25	50	75	100	200	300	400	500	600	700	800	900
#ECDFDE	#C5F7FC	#9FF1FA	#77ECF9	#51E6F7	#28E0F5	#0ACCE1	#0AB1C3	#098D9C	#066B76	#04474E	#022327

Blue



25	50	75	100	200	300	400	500	600	700	800	900
#ECEDFF	#C2C8FF	#99A3FF	#707EFF	#475BFF	#1F36FF	#0017E5	#0013CC	#000FA4	#000B7A	#000853	#000429

Violet



25	50	75	100	200	300	400	500	600	700	800	900
#F4EBFF	#DAC2FF	#C299FF	#A971FF	#9247FF	#791FFF	#5C00E5	#5300CC	#4100A4	#31007A	#210053	#0F0029

Colors (Gradient)

Blue



800-200

Purple



800-200

Teal



800-200

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09 typography

Corporate Typefaces

Online/Web

Inter is the internal typeface and is used for company documents and non-marketing materials.

Headlines: Inter Semibold is used for headlines

Subheads: Inter Semibold is used for subheads

Intro Statements / Quotes: Inter Regular is used for large intro statements

Sub-section Headers: Inter Semibold is used for section subheads, descriptions and callouts

Body Copy: Inter Regular is used for body copy

Print

Inter and Lato are the typefaces used for printed company documents..

Headlines: Inter Semibold is used for headlines

Subheads: Inter Semibold is used for subheads

Intro Statements / Quotes: Inter Regular is used for large intro statements

Sub-section Headers: Inter Semibold is used for section subheads, descriptions and callouts

Body Copy: Lato Regular

Inter

Primary Weights

Characters

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+[]\|';./{}|:"<>?

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+[]\|';./{}|:"<>?

Lato

Primary Weights

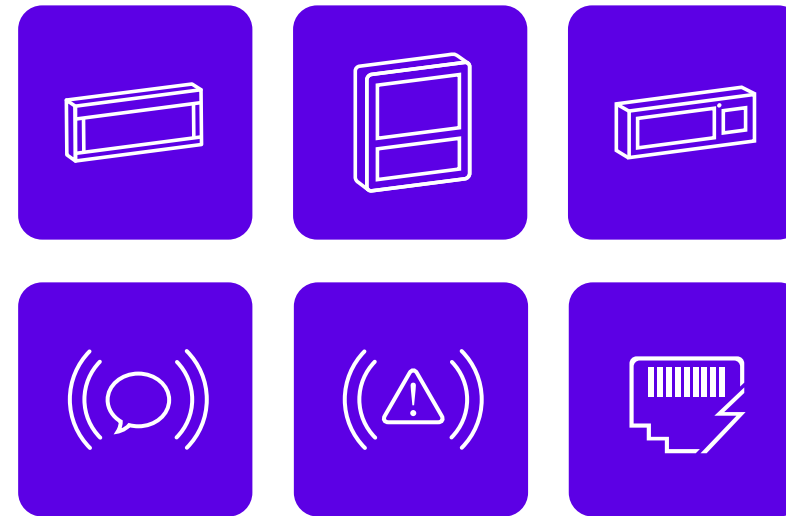
Characters

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+[]\|';./{}|:"<>?

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10 iconography*



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