



AVA

FASHION. FITNESS.
ATHLETIC.

Avatar Design Studio builds brand-owned digital ambassadors for fashion, fitness and athletic brands. One custom face, deployed across every campaign — editorial quality, owned IP, built to scale.

BRAND SYSTEM V1.0 2026 EDITION © AVA

FASHION. FITNESS. ATHLETIC. / OWNED IP, NEVER LICENSED / BUILT ONCE. DEPLOYED EVERYWHERE. / YOUR FACE. YOUR IP. /

THE MARK

CONSTRUCTION

AVA is the **only logo** — always the full wordmark, set in condensed **Anton**, never split or reduced to a single letter. The signature is the **athletic stripe**: a single angled neon band driving straight through the wordmark, behind the letters. Stripe and wordmark move as one — never apart, never recoloured independently.

01 • PRIMARY



02 • RULED



03 • STACKED



04 • INK ON BONE



05 • INK ON NEON



06 • NEON ON INK



TYPE

Two faces. One voice.

ANTON

DISPLAY

900 / UPPERCASE / -0.02 TRACKING

Archivo

BODY

400 - 700 / SENTENCE CASE / 0 TRACKING

JetBrains Mono

UTILITY

500 / UPPERCASE / 0.22 TRACKING

COLOUR

Dark, loud, disciplined. Ink carries the system; neon is the single charge — a line, a dot, the I-accent. Never a wash.

01 · INK	02 · BONE	03 · SAND	04 · PAPER	05 · NEON
INK #000000 50% · BASE · TEXT · DARK BG	BONE #EBEBEA 25% · CANVAS · LIGHT BG	SAND #7A7A78 12% · MUTED · CAPTIONS	PAPER #FFFFFF 3% · CONTRAST · PURE WHITE	NEON #D8FE00 5-15% · THE CHARGE · I-ACCENT



Neon is never more than ~15% of any layout. It's the charge, not the field — a line, a dot, the I-accent. Never a wash.

HOW AVA TALKS

“EVERY LINE LEADS —
NOTHING ASKS PERMISSION.”

— AVA • DIRECT, CONFIDENT, VISIONARY

DO DIRECT • OUTCOME-LED

- + Lead with the outcome. Cut the warm-up. Never tentative.
- + State it, don't pitch it. The brand leads — it doesn't ask.
- + Frame the future. Talk about what's coming next.
- + End every line in something the client can own or act on.

DON'T HEDGE • HYPE

- Don't ask permission — kill "Ready to take it further?"
- Don't hide behind jargon or buzzwords-for-buzzwords.
- Don't use the corporate "we" or a false plural.
- Don't stack emojis or chase hype. State it plainly.

05 — GET IN TOUCH

AVA

AVA is **Avatar Design Studio** — brand-owned digital ambassadors for fashion, fitness and athletic brands. Designed & built by Kalen Hayman, AI Content Designer. For owned avatars, systems and editorial content — let's talk.

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