



ALMACO

BRAND GUIDE

LOGO

The official and primary ALMACO logo consists of ALMACO's icon to the left of the text.

CORRECT USE

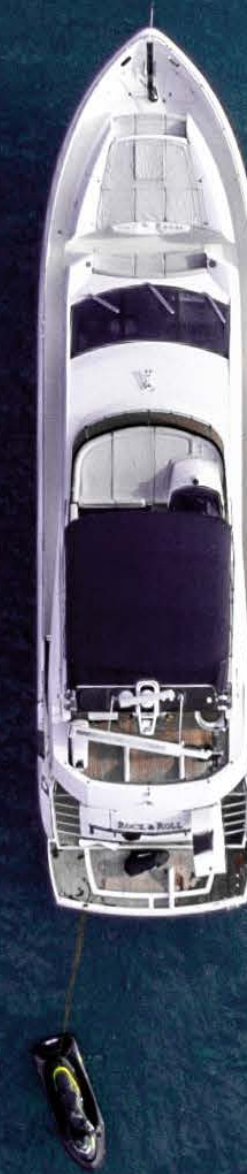
The official version of the logo is color + black. See Colours page for further specifications.

Always use master artwork to reproduce the logo; do not make your own variations. Do not type, colour or shape the logo yourself. When placing the logo on top of an image, make sure that the logo is visible and legible.



LOGO - FULL WHITE

Use the white logo versions in applications where the original logo would not be clearly visible e.g. on darker backgrounds or pictures.



LOGO - FULL BLACK

For use in applications where full black logos are requested.



LOGO - CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE

The minimum clear space to surround the logo should be equivalent to the height of its icon.

MINIMUM SIZE

The minimum allowed size of the logo is:
Print: 25 mm wide
On screen: 72 pixels wide



LOGO - RESTRICTED USES

The original logo must not be modified in any way. Do not add any elements to it, such as colours or photographs.

Alternative colour options cannot be mixed with other versions. Do not add outlines or other effects to the logos. When using the logo on coloured backgrounds, use the white version.



TYPOGRAPHY

ALMACO's primary font is Montserrat.

ALMACO's email font is Calibri.

Montserrat Light

Montserrat Regular

Montserrat Medium

Montserrat Semi Bold

Montserrat Extra Bold

Calibri

Caption text

Body text

Subtitle

Subtitle

Title

Email font

EMAIL SIGNATURE

For help on creating an email signature, please contact the marketing department at:

hanna.langstrom@almaco.cc

Best regards,

Your name

Your title

Mobile: +xxx xx xxx xxxx

Email: xxxx@almaco.cc

ALMACO Group | www.almaco.cc | Office Address | City, Country

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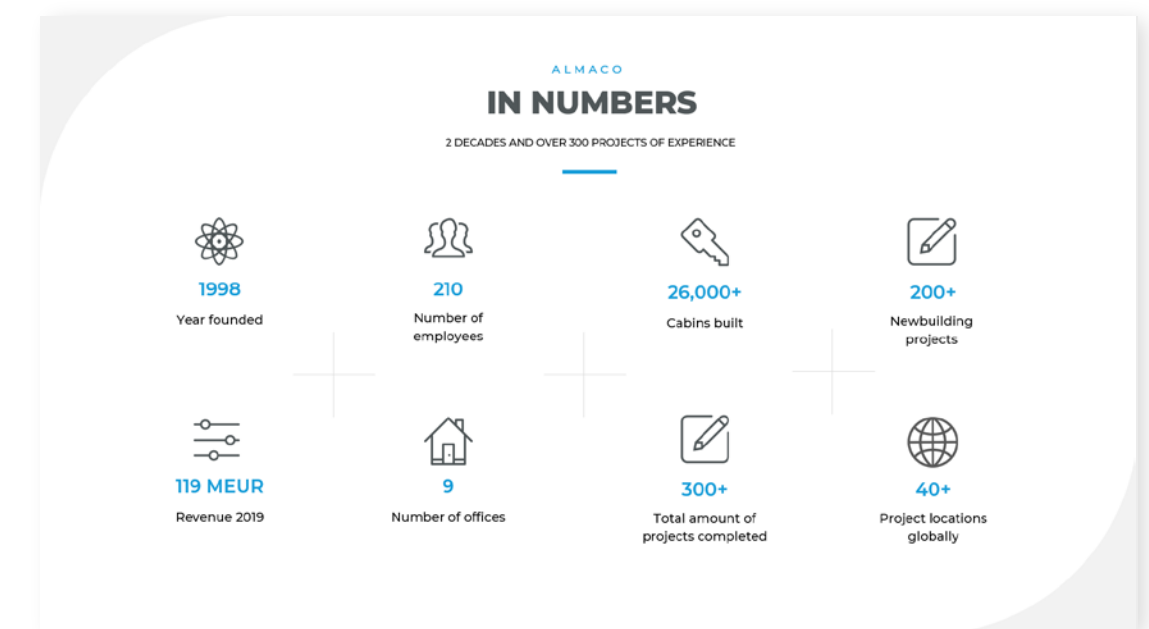
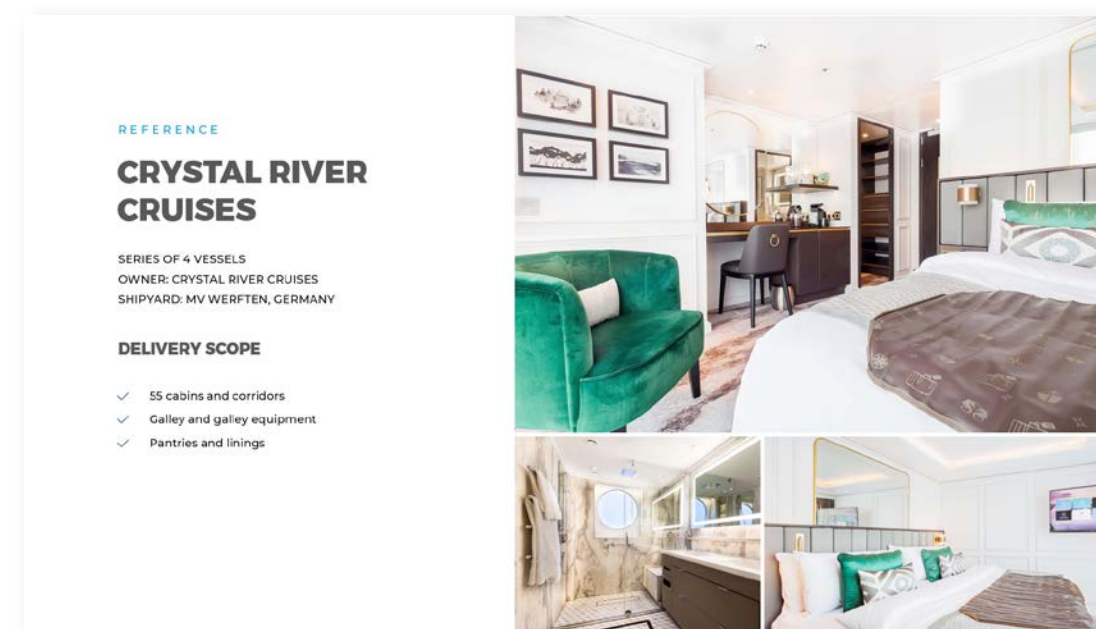
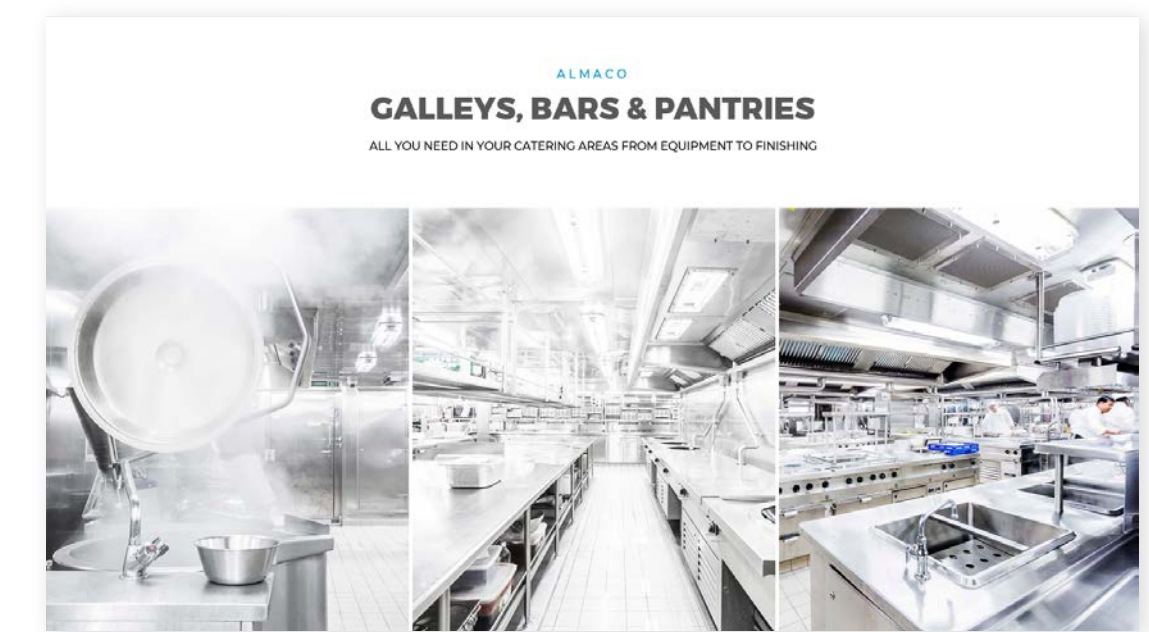
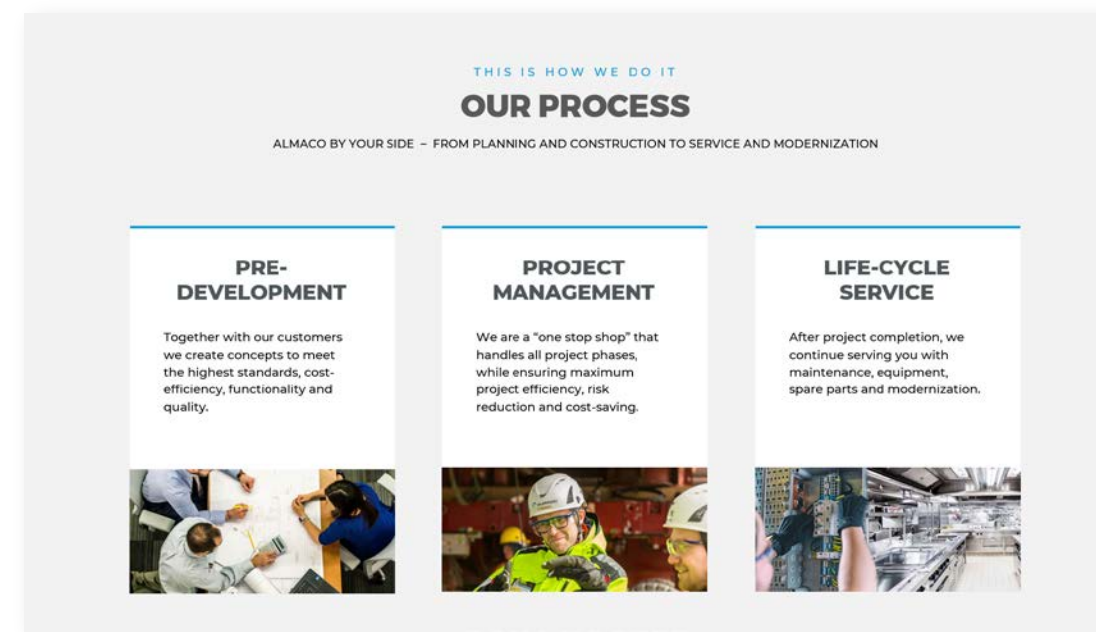
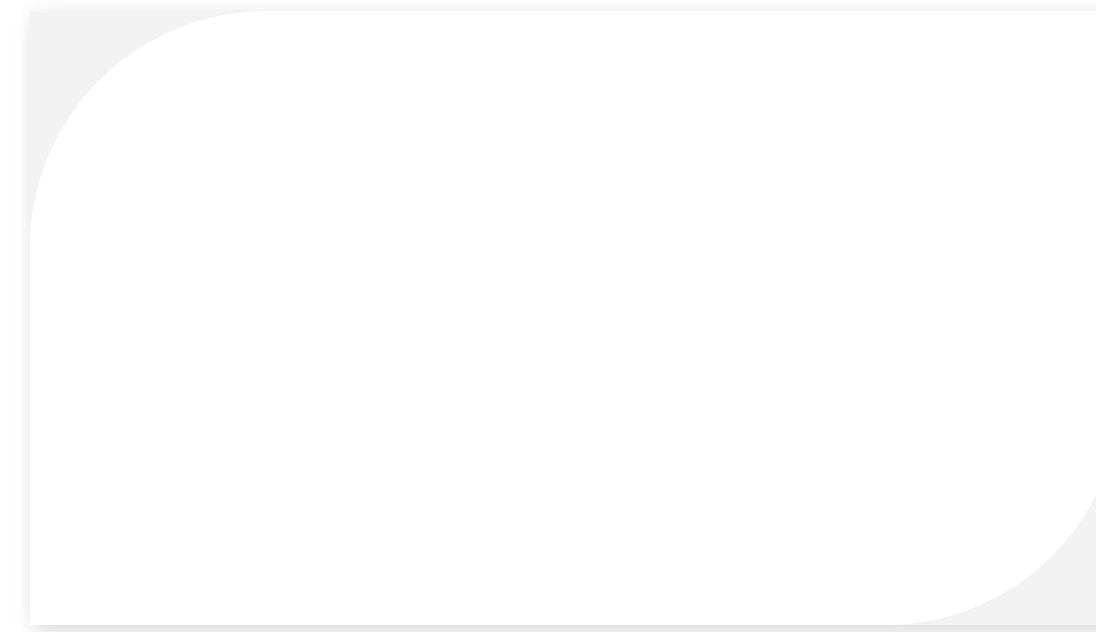
ELEMENTS

ALMACO uses a graphical element consisting of two rounded grey shapes in the upper left and lower right corners as a background element in PowerPoint presentations.

ALMACO uses a turquoise line as a visual element e.g. above white boxes and tables. In PowerPoint presentations the line is 2¹/₄ pt thick. The line can also be used without boxes.

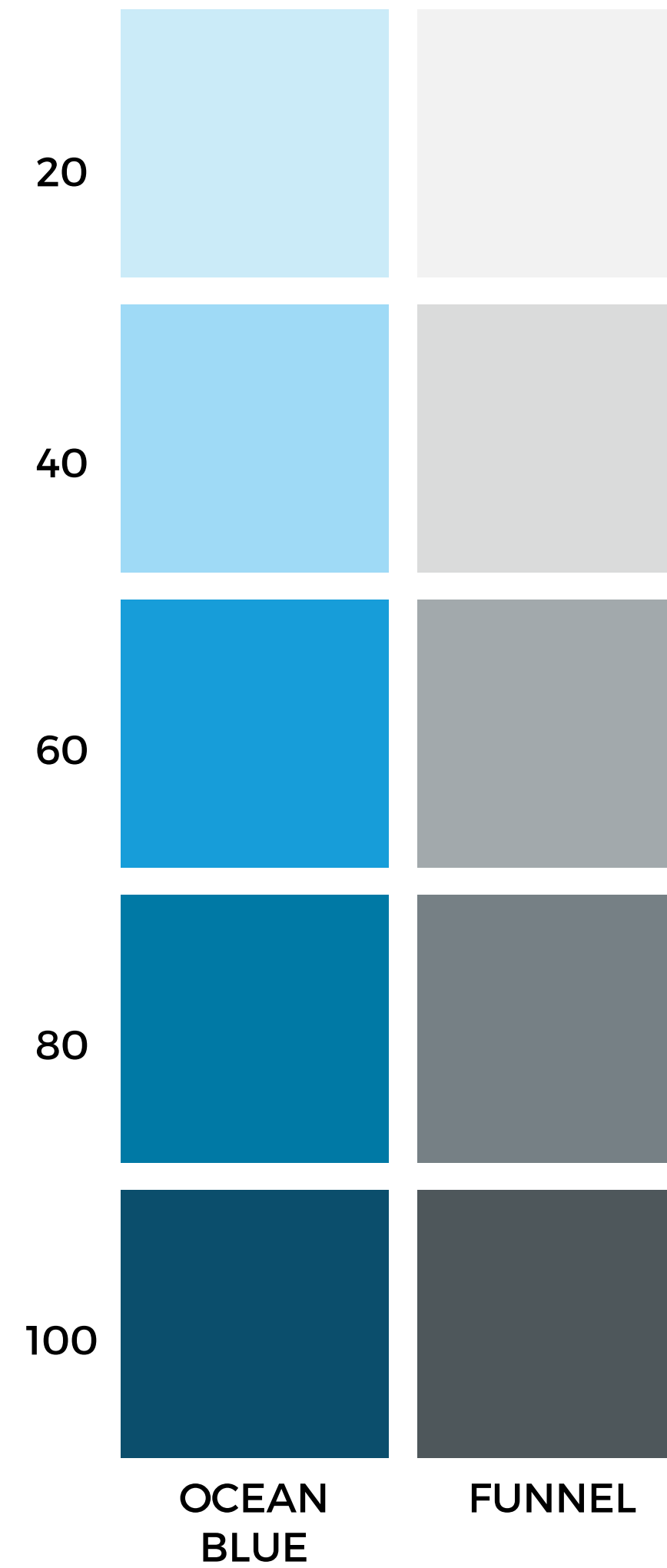
Light cloudy picture edges are used for cover images.

White space between photos 3 pt.



MAIN COLORS

ALMACO's main colors are white, Funnel 20, Ocean blue 60 and 100. Funnel 100 is used for headings.



OCEAN BLUE - 20

C 18
M 0
Y 1
K 0

R 205
G 236
B 248

HEX #CDECF8

OCEAN BLUE - 40

C 31
M 1
Y 0
K 0

R 160
G 218
B 247

HEX #A0DAF7

OCEAN BLUE - 60

C 75
M 24
Y 0
K 0

R 23
G 157
B 217

HEX #179DD9

OCEAN BLUE - 80

C 88
M 45
Y 18
K 1

R 0
G 121
B 166

HEX #0079A6

OCEAN BLUE - 100

C 96
M 66
Y 27
K 20

R 11
G 78
B 108

HEX #0B4E6C

FUNNEL - 20

C 4
M 2
Y 2
K 0

R 242
G 242
B 242

HEX #F2F2F2

FUNNEL - 40

C 13
M 9
Y 10
K 0

R 219
G 220
B 220

HEX #DBDCDC

FUNNEL - 60

C 38
M 27
Y 27
K 0

R 163
G 170
B 173

HEX #A3AAAD

FUNNEL - 80

C 57
M 42
Y 40
K 7

R 117
G 128
B 134

HEX #758086

FUNNEL - 100


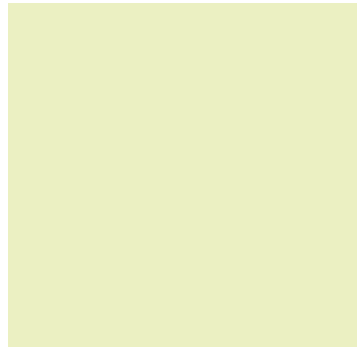
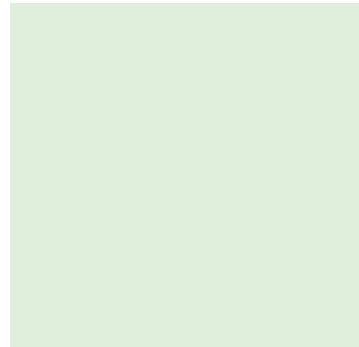
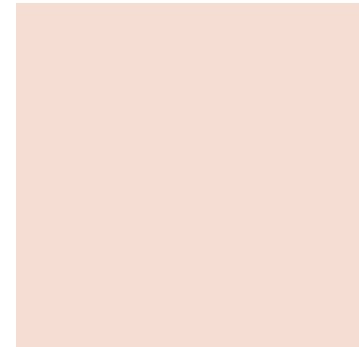
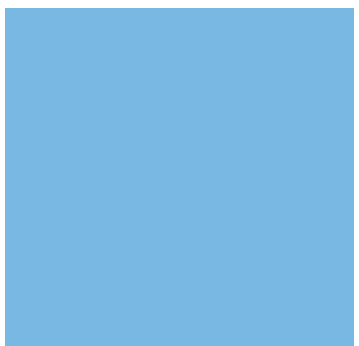
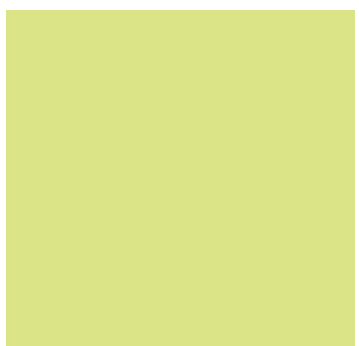










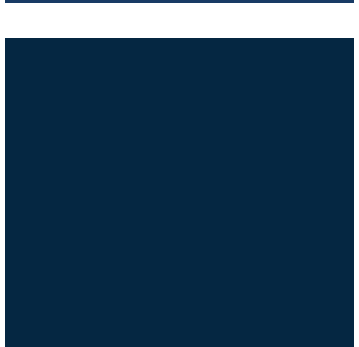



C 69
M 55
Y 52
K 29

R 80
G 87
B 89

HEX #505759

ACCENT COLORS

Accent colors can be used in applications where many colors or contrast colors are needed. The amount of accent color should never surpass 20 percent of the total colors in the layout.

	ATLANTIC	COAST GREEN	SEAWEED	FIREZONE
20				
	ATLANTIC - 20 C 26 M 4 Y 0 K 0 R 183 G 219 B 244 HEX #B7DBF4	COAST GREEN - 20 C 8 M 0 Y 29 K 0 R 236 G 241 B 195 HEX #ECFC13	SEAWEED - 20 C 12 M 0 Y 16 K 0 R 223 G 239 B 220 HEX #DFEFD4	FIREZONE - 20 C 2 M 13 Y 13 K 0 R 246 G 222 B 212 HEX #F6DED4
40				
	ATLANTIC - 40 C 49 M 14 Y 0 K 0 R 122 G 185 B 229 HEX #7AB9E5	COAST GREEN - 40 C 16 M 0 Y 59 K 0 R 220 G 230 B 137 HEX #DCE689	SEAWEED - 40 C 24 M 3 Y 32 K 0 R 196 G 219 B 186 HEX #C4DBBA	FIREZONE - 40 C 4 M 28 Y 31 K 0 R 240 G 190 B 167 HEX #F0BEA7
60				
	ATLANTIC - 60 C 100 M 78 Y 20 K 5 R 13 G 76 B 135 HEX #0D4C87	COAST GREEN - 60 C 45 M 0 Y 98 K 0 R 154 G 202 B 63 HEX #9ACA3F	SEAWEED - 60 C 64 M 14 Y 89 K 1 R 106 G 166 B 84 HEX #6AA654	FIREZONE - 60 C 8 M 73 Y 100 K 1 R 223 G 100 B 38 HEX #DF6426
80				
	ATLANTIC - 80 C 99 M 82 Y 35 K 23 R 25 G 59 B 101 HEX #193B65	COAST GREEN - 80 C 62 M 18 Y 100 K 2 R 113 G 161 B 65 HEX #71A141	SEAWEED - 80 C 70 M 30 Y 95 K 15 R 85 G 127 B 62 HEX #557F3E	FIREZONE - 80 C 24 M 80 Y 99 K 15 R 170 G 75 B 38 HEX #AA4B26
100				
	ATLANTIC - 100 C 100 M 82 Y 45 K 49 R 5 G 39 B 67 HEX #052743	COAST GREEN - 100 C 70 M 36 Y 99 K 24 R 79 G 110 B 51 HEX #4F6E33	SEAWEED - 100 C 75 M 43 Y 96 K 41 R 55 G 84 B 42 HEX #37542A	FIREZONE - 100 C 34 M 80 Y 98 K 42 R 114 G 53 B 24 HEX #723518

GRADIENT COLORS

Gradient colors can be used for backgrounds or other layout elements.

Iceberg



Ocean blue 20 - Ocean blue 60

Gulf Stream



Ocean blue 60 - Ocean blue 60

Deep Sea



Atlantic 60 - Atlantic 100

Springfield



Coast green 60 - Coast green 100

Gem Green



Seaweed 60 - Seaweed 100



**FOR MORE HELP
PLEASE CONTACT**

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