

ALMACO

BRAND GUIDE



ALMACO BRAND GUIDE

THE LOGO

COLOR LOGO

ALMACO's official "horizontal" logo features the colored ALMACO icon positioned to the left of the black text. Alternatively, a "centered" logo may be employed when it suits the design better.

BLACK LOGO

Utilize the full black logo variants for situations that specifically call for black logos.

WHITE LOGO

Opt for the white logo versions in instances where the original logo might not be easily discernible, such as on darker backgrounds or images.



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LOGO USAGE GUIDELINES

CLEAR SPACE

Ensure that there is a minimum clear space surrounding the logo, which should be equal to the height of the icon.

MINIMUM SIZE

The logo must not be rendered smaller than the following dimensions:

Print: 25 mm in width

On screen: 72 pixels in width



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INCORRECT LOGO USAGE

LOGO INTEGRITY

The original logo must remain unaltered in every respect. Avoid introducing additional elements, such as colors or photographs.

COLOR CONSISTENCY

Alternative color options should not be combined with other logo versions. Refrain from applying outlines or any additional effects to the logos.

USE MASTER ARTWORK

Always employ the master artwork to reproduce the logo; refrain from creating your own variations. Avoid manually adjusting the typography, colors, or shapes of the logo. When superimposing the logo onto an image, ensure that it maintains visibility and legibility.



TYPOGRAPHY

PRIMARY FONT

The primary font for documents converted to PDF or made unalterable before sharing is Montserrat.

EMAIL FONT

For emails, ALMACO uses the Calibri font.

UNIVERSAL FONTS FOR EDITABLE DOCUMENTS

In editable documents that require universal fonts, ALMACO recommends the use of Arial Black for titles and subtitles, and Verdana for body text.

GRAPHIC DOCUMENTS & PRESENTATIONS

MONTSERRAT EXTRA BOLD	TITLE
MONTSERRAT LIGHT	CAPTION TEXT
Montserrat Regular	Body text
Montserrat Medium	PPT Body text

UNIVERSAL FONTS

Calibri	Email font
Verdana	Body text
ARIAL BLACK	TITLE & SUBTITLES

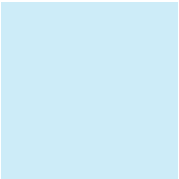
PRIMARY COLORS

PRIMARY COLORS

ALMACO's primary color palette includes white, Funnel 20, Ocean Blue 60, and Ocean Blue 100. Funnel 100 is specifically designated for headings.

ACCENT COLORS

In cases where a broader spectrum of colors is required, accent colors can be introduced into the design. However, it's important to note that accent colors should not dominate more than 20% of the overall color scheme. See next page for a list of ALMACO's accent colors.



OCEAN BLUE - 20
CMYK 18, 0, 1, 0
RGB 205, 236, 248
HEX #CDEC F8



OCEAN BLUE - 40
CMYK 33, 1, 0, 0
RGB 160, 218, 247
HEX #A0DA F7



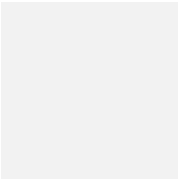
OCEAN BLUE - 60
CMYK 75, 24, 0, 0
RGB 23, 157, 217
HEX #179D D9



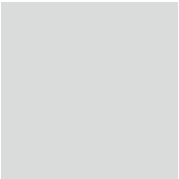
OCEAN BLUE - 80
CMYK 88, 45, 18, 1
RGB 0, 121, 166
HEX #0079 A6



OCEAN BLUE - 100
CMYK 96, 66, 27, 20
RGB 11, 78, 108
HEX #0B4E 6C



FUNNEL - 20
CMYK 4, 2, 2, 0
RGB 242, 242, 242
HEX #F2F2 F2



FUNNEL - 40
CMYK 13, 9, 10, 0
RGB 218, 219, 219
HEX #DADB DB



FUNNEL - 60
CMYK 38, 27, 27, 0
RGB 162, 169, 172
HEX #A2A9 A7



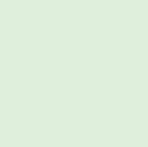
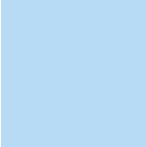
FUNNEL - 80
CMYK 57, 42, 40, 7
RGB 118, 128, 133
HEX #7680 85



FUNNEL - 100
CMYK 69, 55, 52, 29
RGB 78, 87, 91
HEX #4E57 5B

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ACCENT COLORS

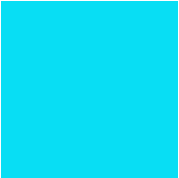
	SEA WEED - 20 CMYK 12, 0, 16, 0 RGB 223, 239, 220 HEX #DFEFD4		FIREZONE - 20 CMYK 2, 13, 13, 0 RGB 246, 222, 212 HEX #F6DED4		ATLANTIC - 20 CMYK 26, 4, 0, 0 RGB 183, 219, 244 HEX #B7DBF4		COAST GREEN - 20 CMYK 8, 0, 29, 0 RGB 236, 241, 195 HEX #ECF4C3
	SEA WEED - 40 CMYK 24, 3, 32, 0 RGB 196, 219, 186 HEX #C4DBBA		FIREZONE - 40 CMYK 4, 28, 31, 0 RGB 240, 190, 167 HEX #F0BEA7		ATLANTIC - 40 CMYK 49, 14, 0, 0 RGB 122, 185, 229 HEX #7AB9E5		COAST GREEN - 40 CMYK 16, 0, 59, 0 RGB 220, 230, 137 HEX #DCE689
	SEA WEED - 60 CMYK 64, 14, 89, 1 RGB 106, 166, 84 HEX #6AA654		FIREZONE - 60 CMYK 8, 73, 100, 1 RGB 223, 100, 38 HEX #DF6426		ATLANTIC - 60 CMYK 100, 78, 20, 5 RGB 13, 76, 135 HEX #0D4C87		COAST GREEN - 60 CMYK 45, 0, 98, 0 RGB 154, 202, 63 HEX #9ACA3F
	SEA WEED - 80 CMYK 70, 30, 95, 15 RGB 85, 127, 62 HEX #557F3E		FIREZONE - 80 CMYK 24, 80, 99, 15 RGB 170, 75, 38 HEX #AA4B26		ATLANTIC - 80 CMYK 99, 82, 35, 23 RGB 25, 59, 101 HEX #193B65		COAST GREEN - 80 CMYK 62, 18, 100, 2 RGB 113, 161, 65 HEX #71A141
	SEA WEED - 100 CMYK 75, 43, 96, 41 RGB 55, 84, 42 HEX #37542A		FIREZONE - 100 CMYK 34, 80, 98, 42 RGB 114, 53, 24 HEX #723518		ATLANTIC - 100 CMYK 100, 82, 45, 49 RGB 5, 39, 67 HEX #052743		COAST GREEN - 100 CMYK 70, 36, 99, 24 RGB 79, 110, 51 HEX #4F6E33

BACKGROUND GRADIENTS

ALMACO sometimes uses a light gradient background that resembles a bright sky. The gradient background can be used for PowerPoint slides, platform backgrounds and other graphical layouts.



GRADIENT WHITE
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF



GRADIENT TURQUOISE
CMYK 59, 0, 10, 0
RGB 8, 222, 244
HEX #08DEF4



GRADIENT MUSTARD
CMYK 29, 30, 67, 1
RGB 184, 164, 108
HEX #B8A46C



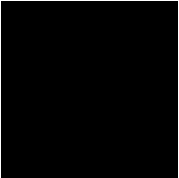
GRADIENT BROWN
CMYK 34, 60, 96, 23
RGB 143, 95, 43
HEX #8F5F2B



GRADIENT ORANGE
CMYK 0, 78, 99, 0
RGB 241, 95, 34
HEX #F15F22



GRADIENT BLUE
CMYK 91, 73, 45, 38
RGB 32, 57, 81
HEX #203951



GRADIENT BLACK
CMYK 75, 68, 67, 90
RGB 0, 0, 0
HEX #000000



GRADIENT GREY
CMYK 69, 55, 52, 28
RGB 78, 87, 91
HEX #4E575B



GRADIENT RED
CMYK 13, 89, 86, 3
RGB 206, 66, 55
HEX #CE4237



GRADIENT BEIGE
CMYK 15, 29, 59, 0
RGB 217, 178, 121
HEX #D9B279



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VISUAL LAYOUT & ELEMENTS

The ALMACO visual identity is characterized by a light, and airy aesthetic with a gentle sea breeze. We use white and light gray tones, complemented by turquoise shades. We prioritize open spaces within our designs to provide a sense of clarity and allow our content to breathe.

TURQUOISE ACCENT LINE

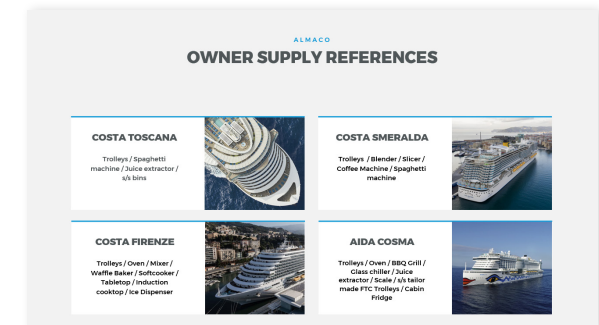
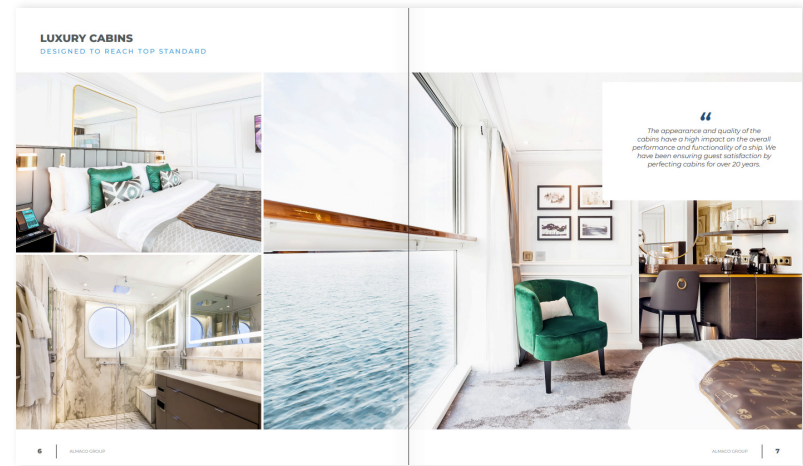
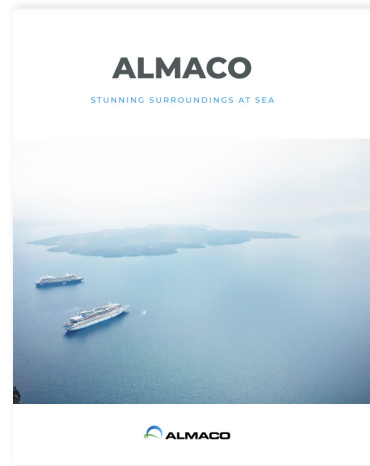
ALMACO uses a distinctive turquoise line as a visual element. It is commonly positioned above or under white or light gray boxes, tables, and images. In a typical PowerPoint slide, this line is 2 1/4 points thick. The line's thickness is adaptable, scaling proportionally with the document.

ROUNDED CORNER ELEMENTS

For PowerPoint presentations and ALMACO business cards, we incorporate a graphical element featuring two rounded shapes in Funnel 20 or Ocean Blue 100. These shapes are positioned in the upper left and lower right corners.

IMAGE COMPOSITION

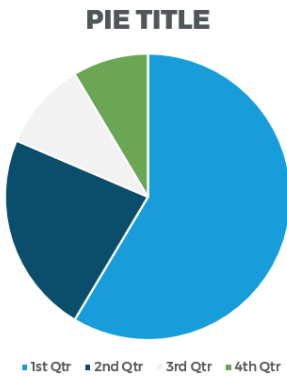
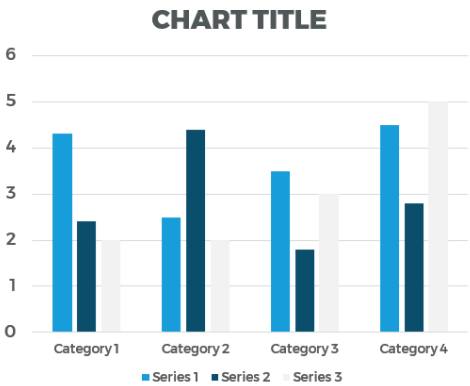
At ALMACO, our image selection typically comprises of photographs or photorealistic renders. When presenting images in a collage format, we recommend incorporating a 3-point thick white space between each image.



ICONS AND ILLUSTRATIONS

ALMACO uses Simple Line Icons and other similar style icons in the colors; Funnel 100 or Ocean Blue 60 or Ocean Blue 100.

Charts, pies and other similar elements follow ALMACO's colorscheme with Ocean Blue 60 as the most dominant color supported by the other main and accent colors.





**FOR MORE GUIDELINES,
CONTACT ALMACO MARKETING**

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