

Brand Guidelines

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Brand Identity

Altius

All-tee-us or \`al-tē-əs\

The Altius logomark is a typography-styled logo which uses a customized Sans Serif typeface to maximize legibility and act as an anchor for the rich visual language.



Altius



The signature element is created from the negative space of the quotation marks. This element embodies the company's core purpose of fostering conversations and 'connecting people'. This distinct element not only enhances visual brand differentiation but also boosts brand recognition and association. It has to be noted that the symbol should not be used individually or independently for any form of communication or graphical representation.

Logo Variations

When using the logo on a single-color background, it is necessary to ensure that the logo visibility and readability remain unhampered. The original logomark is to be retained on light-colored monochrome background. However, when using the logomark on a dark background, the text of the logo to be used will be white and the element shall be in original blue.

Logo – Black & White

The logomark is adaptable for use in black or white variations, in places where the original logo cannot be used. While doing so, it is imperative to ensure adequate contrast between the background and the logo. The white logo variant should not be placed on a light background, and conversely, the black logo variant should not be used on a dark background.



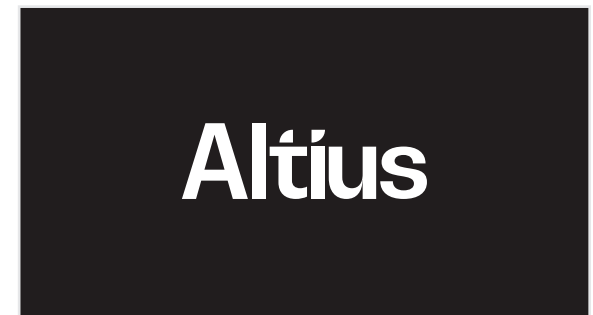
Logo on light background



Logo on dark background



Logo – Black & White

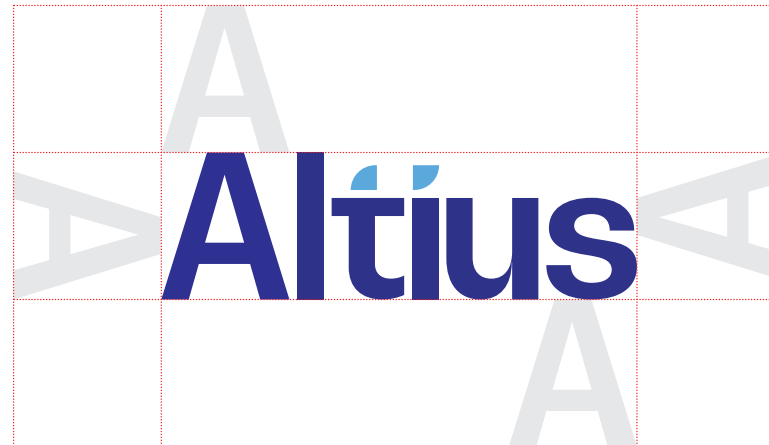


Clear Space

The logo must be surrounded by a designated minimum uncluttered area, called as 'Clear Space', to maintain its visual integrity.

For the Altius logo, this is defined by using the height of the letter 'A' in Altius. The clear space ensures that the text or other visual elements do not hinder the logo's legibility and visibility.

As a general rule, the more clear space around the logo, the better.

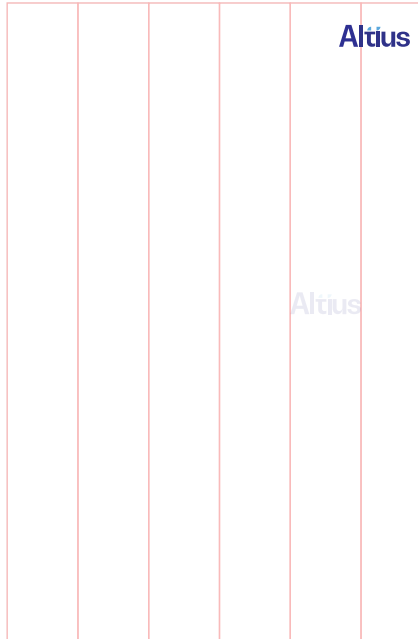


Grid System for Logo Usage

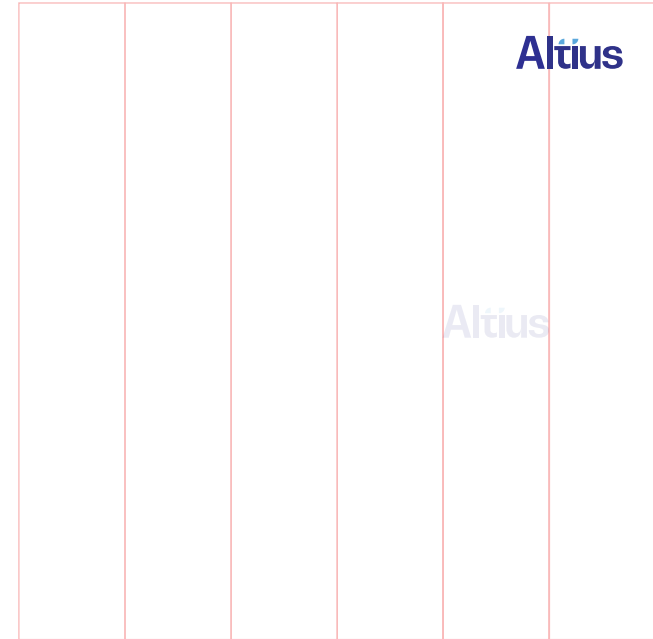
A grid system will enable you to determine the size of the Altius logo in a layout.

The size of the Altius logo is equal to the size of one cross section.

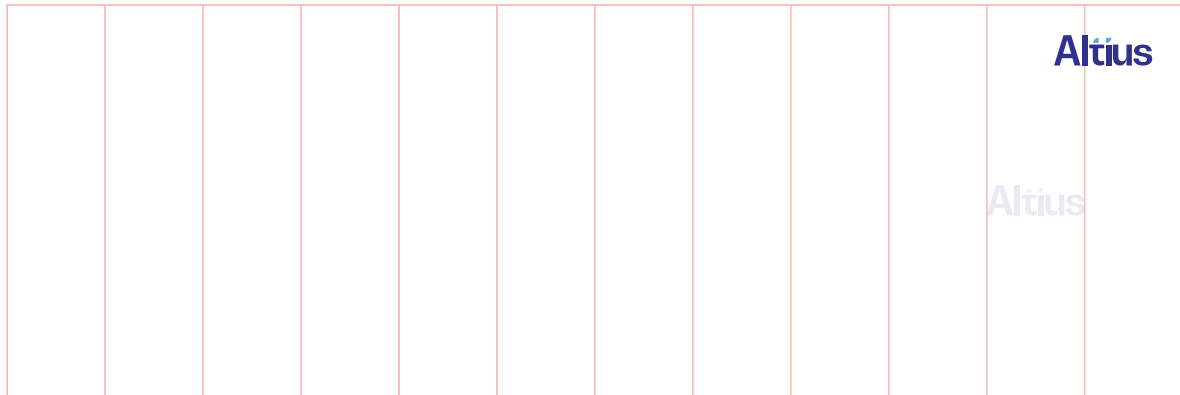
To determine the size of one cross section, divide the vertical and square formats into 6 parts and the horizontal format into 12 parts.



Vertical Format - 2:3 Ratio (6 Grids)



Square Format - 2:2 Ratio (6 Grids)



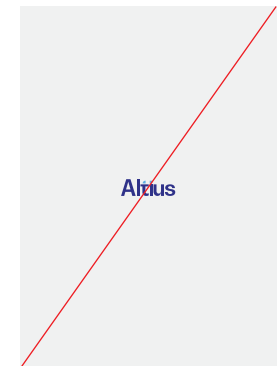
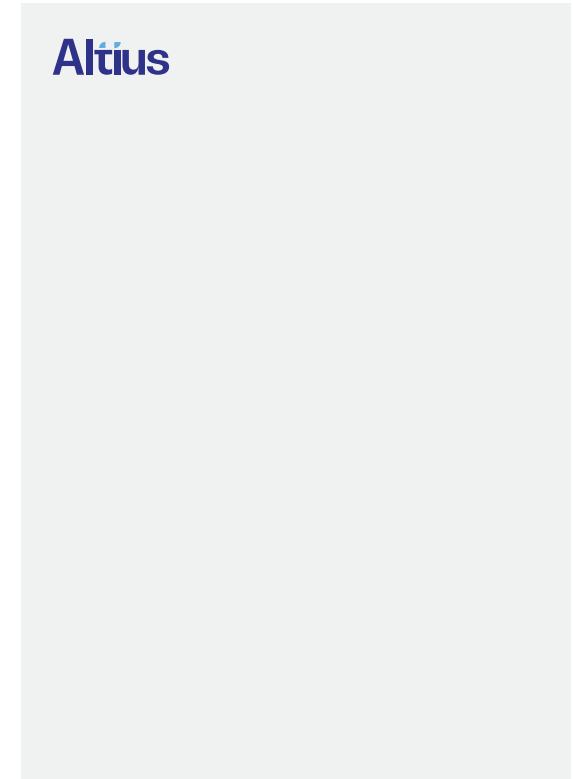
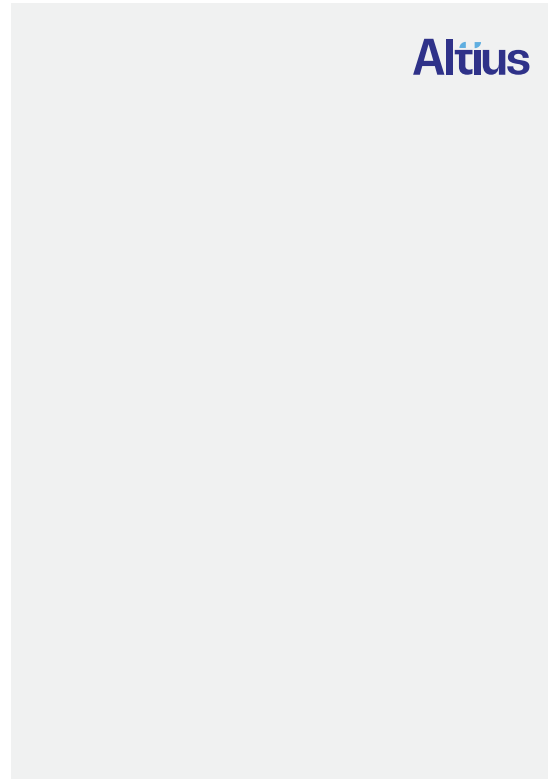
Horizontal Format - 3:1 Ratio (12 Grids)

Logo Placement

The logotype should always be featured in the upper-right-hand or upper-left-hand corner of the communication piece, with proper clear space.

Keep comfortable clear space around the logotype. Crowding affects the legibility and impact. To determine the size of the logo in the communication, refer to the grid system for logo usage.

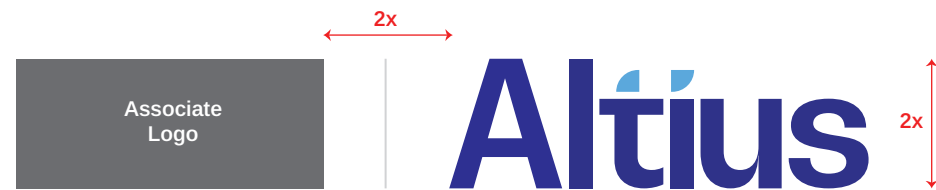
Avoid incorrect placement of the Altius logo, as shown in the layouts below.



Associate Branding

When using associate logos, ensure they are scaled proportionally. The Altius logomark must be displayed with the associate brand logo preferably in the first position.

A light vertical line is used to divide the Altius logo from that of the associate. The distance between the two logos is the same as the height of the Altius logotype.



Incorrect Usage of Logomark

The logo's appearance must remain consistent across all communications. Incorrect usage of the logo undermines brand consistency and dilutes its visual impact, causing confusion and diminishing the brand's professional image. It is crucial to adhere to the specified guidelines to maintain integrity and recognition of the brand.

The **Logomark** must never be redrawn, adjusted or modified in any way. Please use the provided artwork for any logo application.



Do not change colors of logo



Do not outline the logo



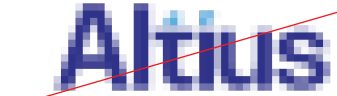
Do not change typeface of logo



Do not use shadow



Do not distort logo



Do not display or reproduce at insufficient resolution

Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logomark are not compromised.

The minimum height of the Altius logo should be 3.5 mm for print and 11 pixels for digital.

Minimum Height (Print)

Altius 

3.5 mm

Minimum Height (Digital)

Altius 

11 px

Primary Color Palette

The primary brand colors are essential for establishing brand recognition and should be prominently used in communication to enhance brand awareness and to highlight important information.

The primary colors of Altius are Navy Blue and Sky Blue, which symbolize trust, reliability, professionalism, calmness, and efficiency - attributes that also reflect in the company's ethos and actions.

Please note:
Always use RGB values for digital communication and CMYK values for print communication.



Navy Blue

CMYK 100 / 100 / 0 / 0
RGB 46 / 49 / 146
HEX #2E3192

Color Tones



100%



80%



60%



40%



20%



10%



Sky Blue

CMYK 60 / 20 / 0 / 0
RGB 93 / 169 / 221
HEX #5DA9DD

Color Tones



100%



80%



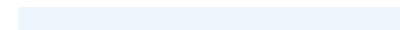
60%



40%



20%



10%

Secondary Color Palette

The secondary color palette complements the primary colors by adding versatility and depth to the brand identity. Consisting of four additional colors, these variations are useful while designing infographics, icons or other visual elements. However, always maintain a balance to ensure that the secondary colors never overpower the primary colors. The look and feel of any communication should always be in accordance with the core colors.

Color 1



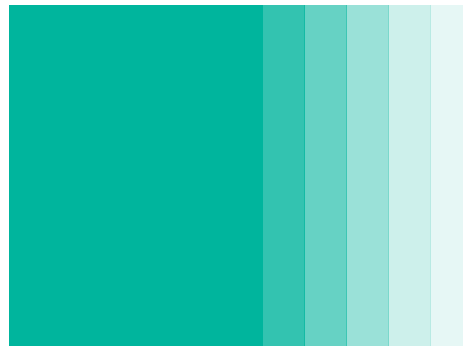
CMYK 0 / 90 / 90 / 0
RGB 239 / 65 / 48
HEX #EF4130

Color 2



CMYK 50 / 80 / 0 / 0
RGB 143 / 83 / 161
HEX #8F53A1

Color 3



CMYK 80 / 0 / 50 / 0
RGB 0 / 180 / 157
HEX #00B49D

Color 4

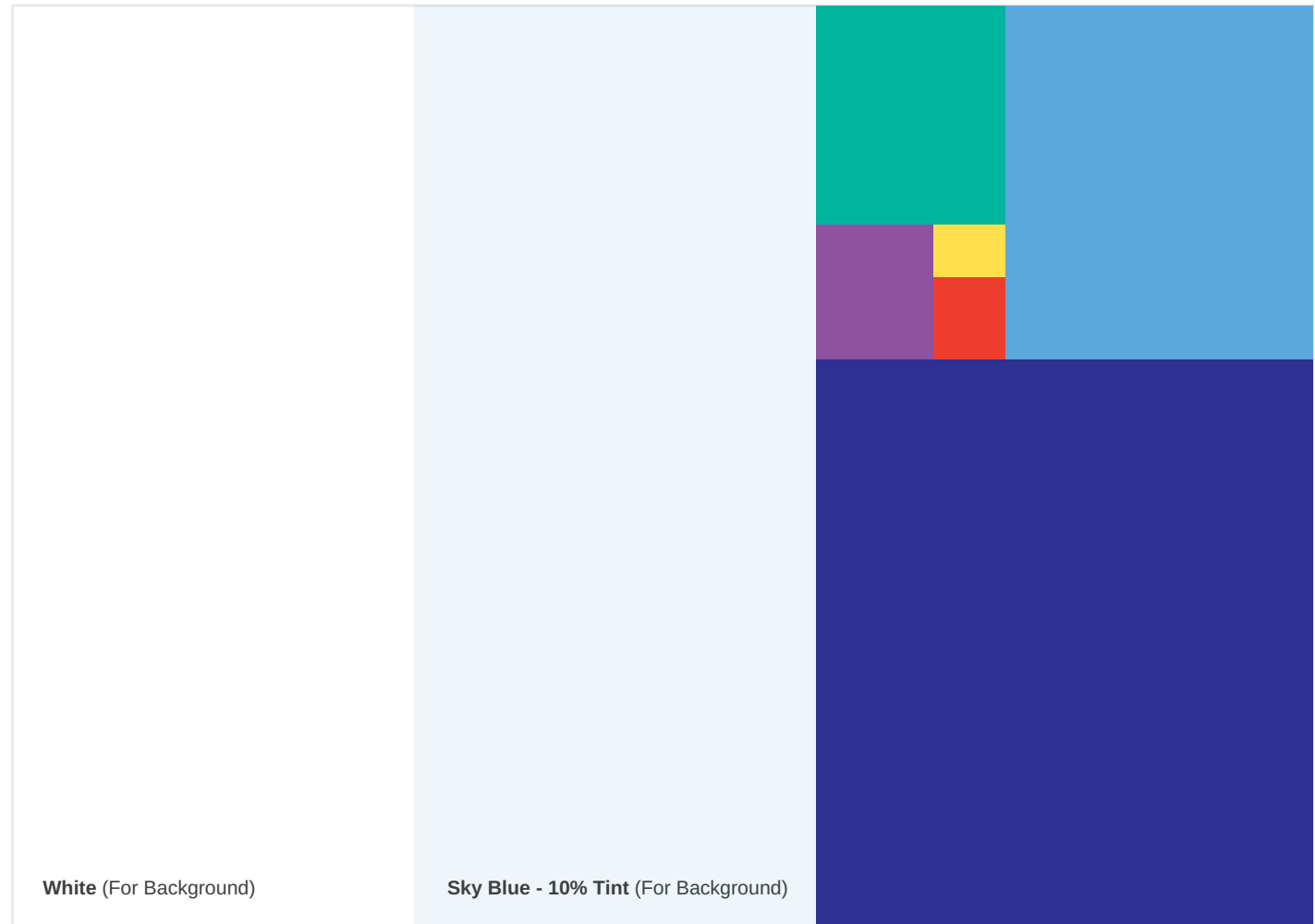


CMYK 0 / 10 / 80 / 0
RGB 255 / 223 / 79
HEX #FFDF4F

Color Ratio

Always ensure that there is sufficient contrast between the background and elements. In most situations, the background should be White or Sky Blue with 10% tint.

When multiple shades are used, maintain harmony in the design.



Primary Typeface

Simply versatile, **Arimo** is a Sans Serif font that is ideal for web, print and digital applications. With excellent legibility characteristics in its letterforms, the font exudes a sense of modernity, clarity and professionalism.

A B C D E

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

1234567890

Secondary Typeface

Montserrat Font Family is a Sans Serif typeface, offering a sleek, contemporary and unified appearance across all forms of communication.

A B C D E

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

1234567890

Secondary Typeface

Arial Font Family is a Sans Serif typeface, allowing a simple, modern and cohesive look across all forms of communication.

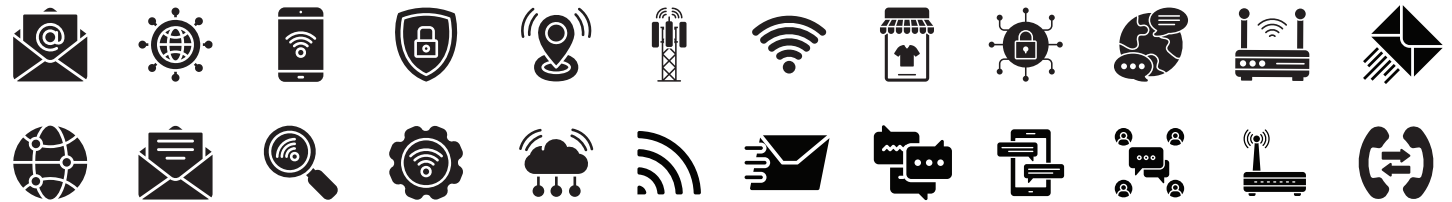
A B C D E

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

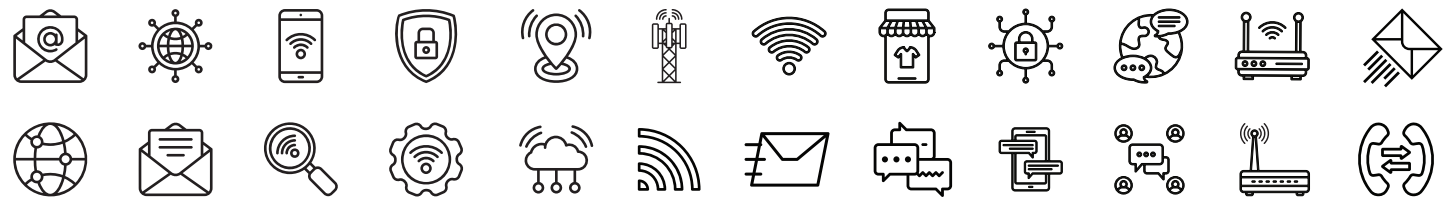
1234567890

Iconography

Iconography is helpful when there is a need to highlight a concept or feature. Altius possesses an extensive library of icons that can be used across any form of communication. One can use either the fill or the outline icons depending upon the background color.



Fill Icons



Outline Icons