

albek

■ BRAND IDENTITY STANDARDS

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■ OVERVIEW

This graphics standard manual is a way for everyone to remain consistent. Our name and marks are our most valuable assets, we need to protect them. The Albek brand identity standards are created to represent the Albek Brand and will serve as a guide when implementing the identity, inside and outside of the organization.

Anyone responsible for creating or managing communications for Albek should understand and reference these guidelines. By correctly applying the Albek Brand Identity Standards, you effectively create quality, consistent brand messaging and generate the greatest impacts for your projects... and the Albek brand. Any use of the artwork outside of these guidelines is strictly prohibited.

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■ MISSION

PUSH THE **BOUNDARIES**
CHALLENGE THE NORM
TO **CREATE** PRODUCTS
BUILT FOR **PURPOSE**
DESIGNED FOR LIFE



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■ BRAND MARK

The Albek brand mark is a visual representation of our brand. The size, shape and proportion of our symbol was created for optimum aesthetic and must not be altered, redrawn, embellished or recreated in any way.

Albek has one official brand mark with two (2) variations. The main brand mark is the preferred brand mark. The .co mark should be used where the application of the brand mark is related to the albek.co website.

MAIN BRAND MARK

.CO BRAND MARK

■ CLEAR SPACE

Clear space is the minimum amount of “breathing room” that needs to be maintained around the brand mark. This area should be kept free of graphics, text and other marks. It also defines the minimum distance from the brand mark to the edge of the printed piece.

CLEAR SPACE REQUIREMENTS



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■ BACKGROUNDS

LIGHT BACKGROUNDS



DARK BACKGROUNDS



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■ INAPPROPRIATE USAGE

The logo 'albek' is shown in its standard white, italicized font with a lightning bolt in the 'l'. A red diagonal line is drawn over the logo, indicating that this usage is incorrect.

DO NOT DISTORT THE LOGO

The logo 'albek' is repeated in a 3x3 grid. A red diagonal line is drawn over the grid, indicating that using the logo as a design element or prop is incorrect.

DO NOT USE AS A DESIGN
ELEMENT OR PROP

The logo 'albek' is centered inside a white rectangular box. A red diagonal line is drawn over the box, indicating that placing the logo inside a containing shape is incorrect.

DO NOT PLACE LOGO IN A
CONTAINING SHAPE

The logo 'albek' is shown in a blue color with a textured, grainy appearance. A red diagonal line is drawn over the logo, indicating that applying texture is incorrect.

DO NOT APPLY TEXTURE

The logo 'albek' is shown in a purple color. A red diagonal line is drawn over the logo, indicating that changing the color is incorrect.

DO NOT CHANGE THE COLOR

The logo 'albek' is shown in white, semi-transparent text on an orange rectangular background. A red diagonal line is drawn over the logo, indicating that changing the opacity is incorrect.

DO NOT CHANGE THE OPACITY

The logo 'albek' is shown in a plain, non-italicized white font. A red diagonal line is drawn over the logo, indicating that changing the word mark font is incorrect.

DO NOT CHANGE THE WORD MARK FONT

The logo 'albek' is shown in white with a black outline and a drop shadow. A red diagonal line is drawn over the logo, indicating that adding shadows or outlines is incorrect.

DO NOT ADD SHADOWS OR OUTLINES

■ COLOR

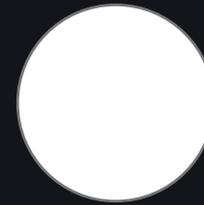
Color helps define the brand. It sets the tone and sends a message. The use of color in all applications must appear consistent throughout production and fabrication media. Outlined are the values for the primary colors used by Albek for all communication.

These values should be used as a reference when choosing colors for digital and printed media.

COLOR PALETTE



C77: M70: Y62: K78
R18 :G20 :B26
#12141A



C0: M0: Y0: K0
R255 : G255 : B255
#ffffff

SECONDARY PALETTE



C0: M80: Y93: K0
R240 : G91 : B42
#F05B2A



C49: M40: Y39: K4
R137 : G139 : B141
#898B8D

■ TYPEFACES

Another way that a company projects its personality to the world is through typography. The font or typeface that it uses is developed to set a certain tone with the customer.

These fonts have been picked to keep a cohesive look across all of our communications. Only these fonts can be used for advertising, video, digital, corporate communications, packaging, online communications and e-mail.

HEADLINE FONT

**PROXIMA NOVA
BOLD**

**abcdefghijklmnopqrstuvwxy
z
1234567890**

BODY COPY FONT

PROXIMA NOVA
REGULAR

abcdefghijklmnopqrstuvwxy
z
1234567890



■ PRINT COMMUNICATION

The design and voice of Albek advertising stays consistent across all channels.

The following examples are full-page print ads. This exact format should be used for all print communication





■ DIGITAL ADVERTISING

The design and voice of Albek advertising stays consistent across all channels.

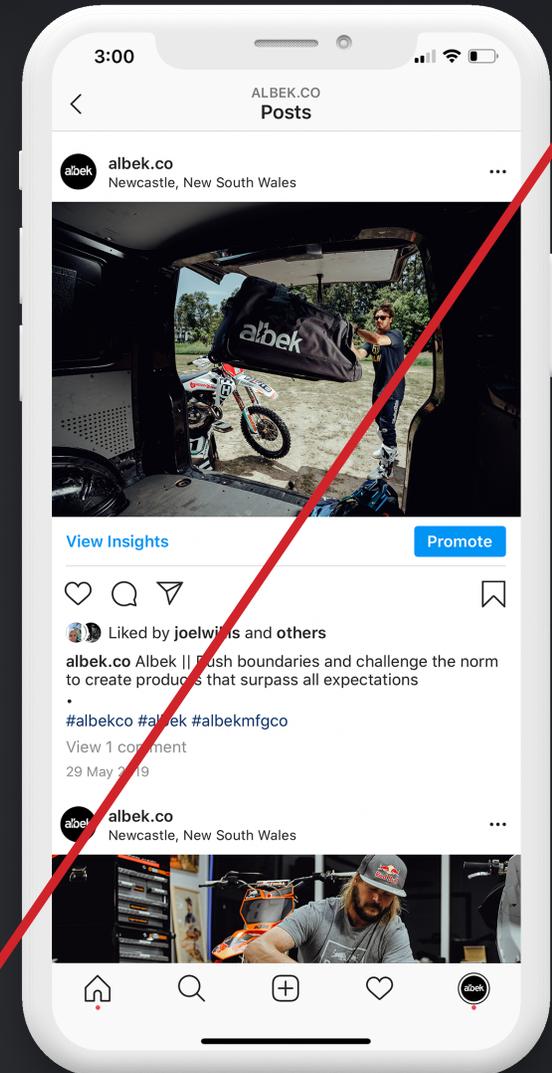
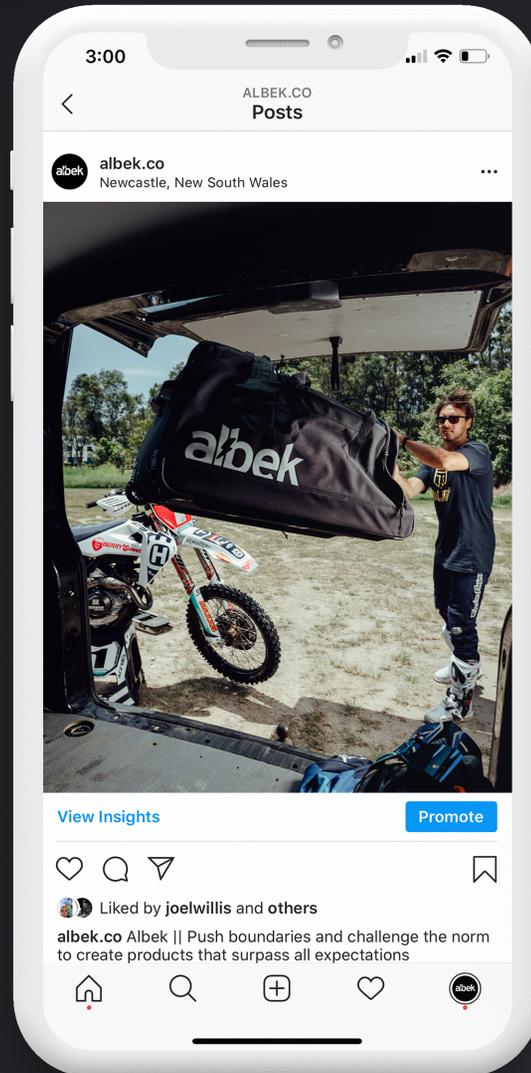
The following examples are full-page print ads. This exact format should be used for all print communication



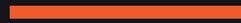
■ SOCIAL MEDIA

When possible please post to Instagram in Portrait 4:5 aspect ratio. 1080x1350 if building social posts.

The reason behind this is it takes up more real estate when people are scrolling there feed.



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THANK YOU