



Brand Guidelines



Guidelines

Introduction

These guidelines describe the visual elements that represent our company identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect our commitment to quality, consistency and style.

Our brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of our name and marks.



[Overview](#)

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Overview

Logo

Our logo is the key building block of our identity and the primary visual element that identifies us.

The logo is a combination of the mark (icon) and our company name (logotype), they have a fixed relationship that should never be changed.

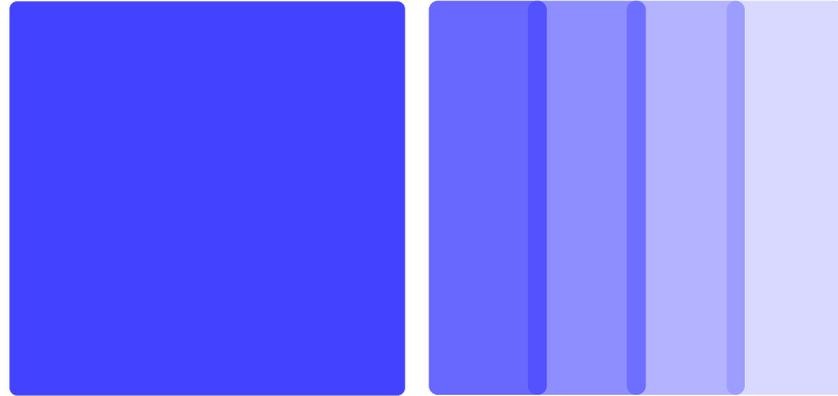




Overview Color

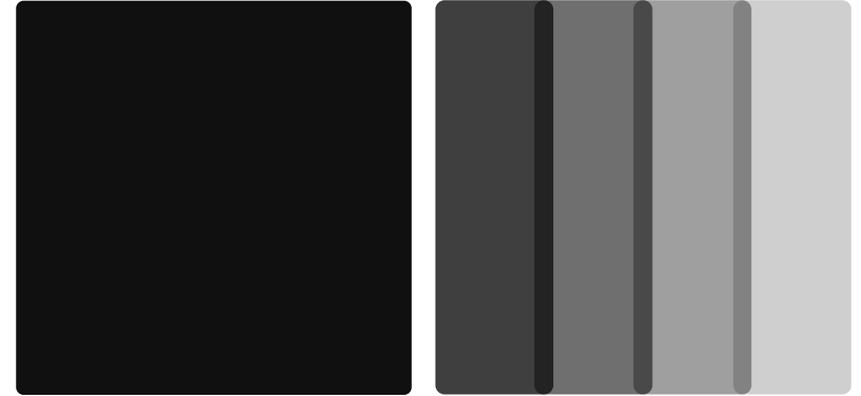
We have two official colors: **Primary** and **Primary Dark**. These colors have become a recognizable identifier for the company.

Primary



Hex: 4343FF
RGB: 67 67 255
CMYK: 74 74 0 0
Pantone: 2726 C

Primary Dark



Hex: 101010
RGB: 16 16 16
CMYK: 0 0 0 96
Pantone: Black 6 C



Logo

Master

The master logo is the staple of our brand and should be used whenever possible.

Download here:

<https://alkemi.network/press/#logo>





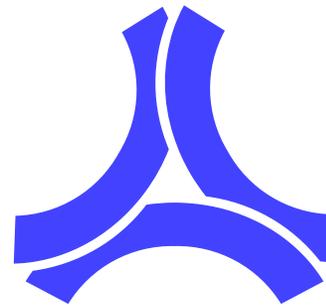
Logo

Glyph & Wordmark

The mark (a.k.a. icon) and logotype (a.k.a. lettered name) compliment each other and should be used together whenever possible, but the mark can be used by itself if space is restricted.

The font user for the Logotype is PANTRA MEDIUM.

****Never use the Logotype by itself.***





Logo

Alternatives

These approved logo variations can be used in a variety of mediums.



← *Full Color*



← *Grayscale*



← *Primary Dark*



← *Primary Color*



← *White - Primary Dark
Color Background*



← *White- Primary Color
Background*



Logo

Padding

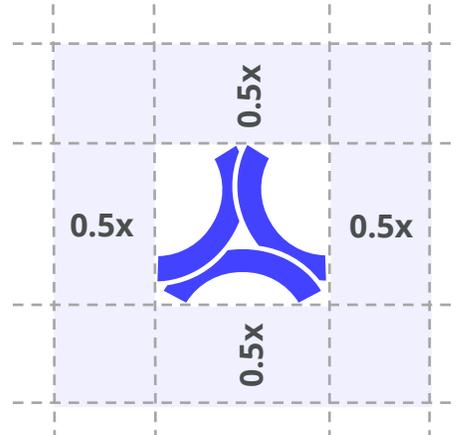
There should be enough breathing room around the logo so it isn't overcrowded.

0.5x is half the width of the glyph and should be applied as the padding on all four sides of the logo.

For example:

Mark width = **100px**

Padding = **50px**





Logo

Do Not's

Use your discretion when applying the logo to different mediums.

Here a few general do-not's to help guide you.





Logo

App Icon

Our brand strives for simplicity and consistency across all mediums.

Here's an example of how our brand voice extends to app icons.

Google Android



Apple iOS



Samsung





Color

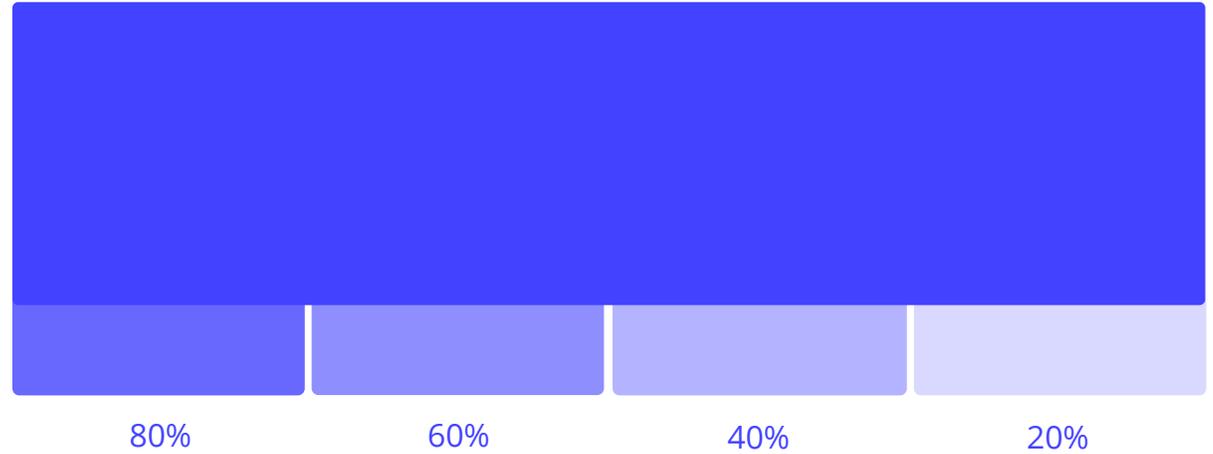
Primary

These two colors represent our visual brand as recognizable identifiers of our company.

Use these colors for all internal & external visual presentations.

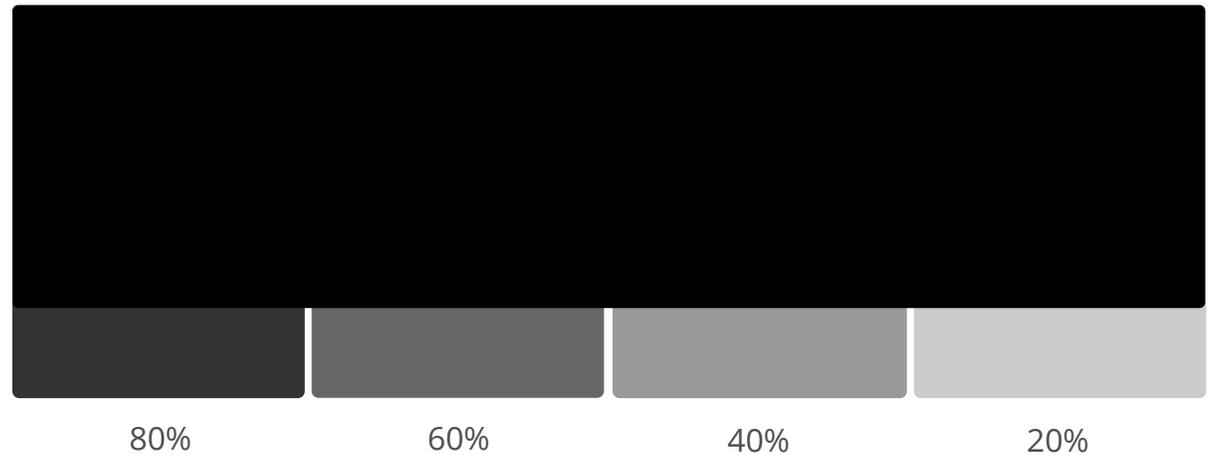
Primary

Hex: 4343FF
RGB: 67 67 255
CMYK: 74 74 0
Pantone: 2726 C



Primary Dark

Hex: 101010
RGB: 16 16 16
CMYK: 0 0 0 96
Pantone: Black 6 C





Color

Secondary

Our secondary colors should compliment our primary colors and brand as a whole.

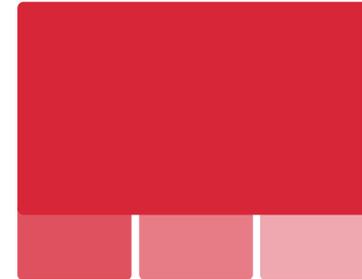
These colors should be used sparingly and only to accent and support our primary colors.



Green

Hex: 1DD3B0

RGB: 29 211 176



Red

Hex: D72638

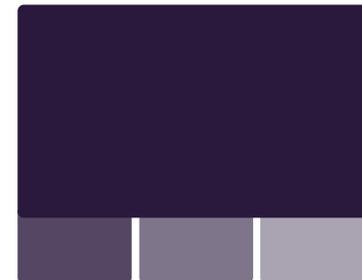
RGB: 215 38 56



Light Blue

Hex: 4BB3FD

RGB: 75 179 253



Deep Purple

Hex: 2B193D

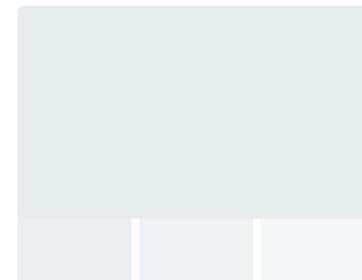
RGB: 43 25 61



Violet

Hex: 0C0A3E

RGB: 12 10 62



Grey

Hex: E7ECEF

RGB: 231 236 239



Type Font

Utilizing Google Fonts allows us to keep a consistent voice through type across print, web & other digital.

Font can be downloaded here:

fonts.google.com/specimen/Open+Sans

Open Sans

Letters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Numbers

1 2 3 4 5 6 7 8 9 0

Special Characters

! " § \$ % & / () = ? ` ; : ; " ¶ ¢ [] | { } = /
¿ ' « Σ € ® † Ω " / ø π • ± ' æ œ @ Δ o a © f
ð , å ¥ ≈ ç √ ~ μ ∞ . . . - ≤ < > ≥ ~ > < ♦



Type Styles

There are a total of 5 font weights and styles for the Open Sans font.

The quick brown fox jumps over the lazy dog

ExtraBold

The quick brown fox jumps over the lazy dog

Bold

The quick brown fox jumps over the lazy dog

SemiBold

The quick brown fox jumps over the lazy dog

Regular

The quick brown fox jumps over the lazy dog

Light

The quick brown fox jumps over the lazy dog

ExtraBold Italic

The quick brown fox jumps over the lazy dog

Bold Italic

The quick brown fox jumps over the lazy dog

SemiBold Italic

The quick brown fox jumps over the lazy dog

Regular Italic

The quick brown fox jumps over the lazy dog

Light Italic



Overlay

Light Overlay

When using light overlays or light contrast photos using the full colored logo is recommended.





Overlay

Dark Overlay

Dark overlays should always use the white version of the logo.





Overlay

Primary Color

Using our brand's primary color as an overlay is a great way to apply brand recognition. Ensure the white version of the logo is used to achieve the best contrast.





Overlay

Natural Overlay

When using minimal or no overlays on photos, it is up to the designer's discretion on which logo to use to achieve the best contrast.

