ALIAS

BRANDING GUIDE

AGENDA

Alias Brand Guidelines are a graphic system - a toolkit for the usage of your logo, colours, and typefaces that are associated with the Alias Brand. These graphic components, and the rules that govern their use, create consistency in all communications across digital and print channels.

The Brand Guidelines reinforce Alias messages, creating a unified, strong, community-wide identity. Using these basic set of rules, ensures that all of your brand's communications can be easily identified as coming from the same company.

INTRODUCTION

THE LOGO

The Alias logo is composed of an icon and a logotype set in Elkwood Regular.

The vertical logo is the primary logo and should be used in most instances.

Always use the logo files provided in the logo pack.

The Alias icon has been designed to incorporate the symbolism of a coin and the "A" from Alias. The A symbolizes upward motion and is contained within the safety and security of the outer circle.

The A symbol is the reverse of the overall icon, thus signifying both privacy and transparency.

← Icon

← Logotype

The Logo

For the Alias Brand, a family of logos have been designed to create a comprehensive package allowing for flexibility, and freedom whilst maintaining consistency and brand identity.

There are 4 orientations of the logo: Portrait, Landscape, Stacked, & Icon.

Ensure there is adequate space between the logo and surrounding elements.

For all variants of the logo, the clear space around it should always be greater than or equal to the size of the A.
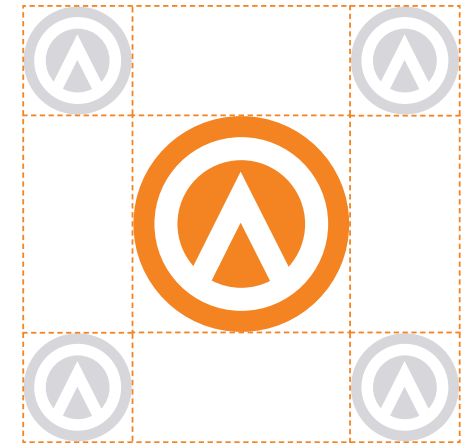
Ensure there is adequate space between the logo and surrounding elements.

For all variants of the logo, the clear space around it should always be greater than or equal to the size of the A or 1/2 the size of the icon.

= 1/2 the size of icon
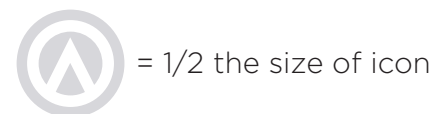
Incorrect use of the Alias logo compromises its integrity and effectiveness.

The examples of logo misuse on the right are not comprehensive, they are only a small sample of possible misuses.

To ensure accurate, consistent reproduction of the Alias logo, never alter, add to, or attempt to recreate.

Always use the supplied logo files for artwork.

Do not shuffle around the colours of the icon

Do not re-create using any other typeface

Do not change the colour of the logo

Do not outline logotype

Do not change the size or the orientation of the icon or logotype in relation to each other.

Do not rotate any part of the logo

Do not distort the logo

Do not use reverse logo on white or light backgrounds.

Do not use drop shadows or any other effects

Do not use the logo as part of a sentence

Come out to
ALIAS
event tonight!

TYPOGRAPHY

Alias headlines are set in Gotham Light,

When using Gotham Bold to create section page headings on embedded or printed collateral for Alias, always typeset it with optimal kerning, set the tracking to 75.

When using Gotham Light to create page titles on embedded or printed collateral for Alias, always typeset it with optimal kerning, set the tracking to 75.

A a
GOTHAM LIGHT

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
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A a
GOTHAM BOLD

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Typeset all paragraph text in Gotham Book.

When using Gotham Book to set text on embedded or printed collateral for Alias, always typeset it with optimal kerning, set the tracking to 0, and set in title case or sentence case (as determined by the content).

Use Gotham Bold when needing to highlight words or phrases.

A a
GOTHAM BOOK

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
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% ^ & * ( ) - = + ? < >

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A a
GOTHAM BOLD

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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
0 1 2 3 4 5 6 7 8 9 0 ! @ # $
% ^ & * ( ) - = + ? < >**

Nis id mintius idunt, atem qui destiis arum accae sequam, culluptus dest optaspe rferume neceped etCuptibus, officilit magnati atetur, conseque di coritiis eum, a ium ut molorio nsectus dusant facest imo con perciminctas il etur sum doluptiorem volupta tibusci dollupt atibus ipsa qui coribus.

The following is a sample of an ideal font stack using Gotham for headlines, page titles and larger pull quote text. As well as using Gotham for paragraph and call-to-action text.

The exact point sizes and leading are not prescriptive and should be adapted to the size of the materials and layouts for which they're being designed for.

However general proportions, weights and notes on tracking should be kept intact for all layouts.

H1
GOTHAM BOLD
75 TRACKING

H2
GOTHAM LIGHT
75 TRACKING

H3
GOTHAM LIGHT

H4
GOTHAM BOLD

P
GOTHAM BOOK

QUOTE MARK
GOTHAM BOLD

PULL QUOTE
GOTHAM BOLD

SMALL HEADERS FOR SUBSECTIONS

SUB TEXT FOR SUBSECTIONS

Page Titles

Sub Headings

This is what body paragraphs of text will look like. This is to used for both print and web. Harum esequis doluptat as doluptate por remporuntur sitiore perum, qui doluptae que sam ipis quas doles magnihicil in nulpa eosam fuga. Vit aut prest eatur assimodicit veri dem necto quod qui to volentiam quam lit que nossimperrum acea volutatquam core volorum quam, et, seditatibus nimporrore proruptatem fugitio et atem voluptam aceremp elest, omt eum que id eost et eiciatint, odiaernam qui ipid quidRo ut C. nihicie menatessi.

"

Your Cryptocurrency.

COLOURS

This is the official Alias colour palette. The palette has been created to have a strong contrast of both vibrant and darker shades.

Avoid deviating from this core set of colours or creating tints of these values.

The accent colours work well as background colours.

For print collateral, please use the CMYK codes.

For web, please use either the RGB codes or HEX#.

For printing with Spot colours, please use the accurate PANTONE shades.

C 0 **M** 38 **Y** 95 **K** 0
R 251 **G** 170 **B** 38
HEX# fbaa26

C 1 **M** 59 **Y** 100 **K** 0
R 242 **G** 131 **B** 33
HEX# f38320

C 0 **M** 0 **Y** 0 **K** 55
R 138 **G** 140 **B** 142
HEX# 8a8c8e

C 0 **M** 0 **Y** 0 **K** 0
R 255 **G** 255 **B** 255
HEX# ffffff

C 74 **M** 78 **Y** 49 **K** 51
R 55 **G** 43 **B** 62
HEX# 382b3f

C 0 **M** 0 **Y** 0 **K** 95
R 40 **G** 40 **B** 41
HEX# 282829

In cases where the full-colour logo does not perform on photography the one-colour logo should be used.

The one-colour logo should be used only on photographs and colours within the Alias colour palette.
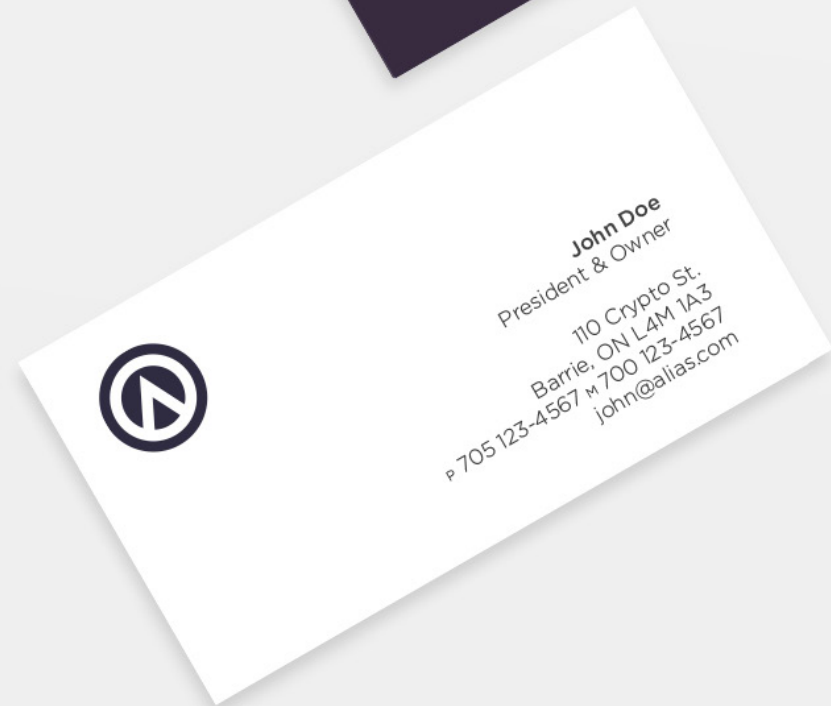
IN USE

ALIAS

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THANK YOU

ANY QUESTIONS?

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