

01 / CORPORATE LOGO

01.1 / CORPORATE LOGO

The Alandia Masterbrand or Corporate Logo comprises two elements, the logo symbol and logotype. The logo symbol is a powerful image evoking the culture of design services – the connection between the strength of communication and the different points that influence.

It has a particular relationship with the Alandia name. The logotype has been carefully chosen for its modern yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is gently drawn and it is perfectly balanced with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The corporate colours are blue and yellow. It is a fresh blend of colours chosen for their strong combination – modern – classic – timeless.

The logotype is used primarily without payoff as it will be placed together with/under the vessels. The exceptions are situations requiring a clarification or in the absence of any vessels. In such cases, the logotype is used with the payoff.

1 THE GENERAL LOGO



1 THE GENERAL LOGO

The main logo is the dark logo on white or coloured background. For darker backgrounds you will find an alternative below.

2 THE LOGO SYMBOL

Consists of a powerful element evoking the culture of design.

3 THE LOGO TITLE

Carefully chosen for its modern yet refined, highly legible style, which has been further enhanced by the use of upper case letters in the blue corporate colour.

1 THE LOGO POS VERSION



1 THE LOGO POS VERSION W. PAYOFF



1 THE LOGO NEG VERSION



1 THE LOGO NEG VERSION W. PAYOFF



RECOMMENDED FORMATS ARE

.eps | .ai | .png | .jpg | .tiff

ATTENTION:

Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Alandia Trademark Licensing if you have any questions or need further help.

01.2 / LOGO CONSTRUCTION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



01.3 / CLEAR SPACE AND COMPUTATION

COMPUTATION

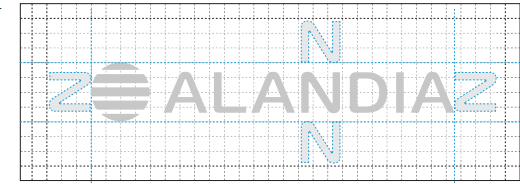
To work out the clear space use the capital N in the name Alandia to define the free zone around the logotype as shown.

DEFINITION

Whenever you use logo, it should be surrounded with clear space to ensure its visibility and impact. *No graphic elements of any kind should invade this zone.*

CLEAR SPACE

Full Logo



CLEAR SPACE

Full Logo w. payoff



01.4 / APPLICATION ON A BACKGROUND



01.5 / MINIMUM LOGO SIZES

FULL LOGO SIZE

Minimum Size: 24 mm x 5.12 mm



FULL LOGO WITH PAYOFF SIZE

Minimum Size: 60 mm x 11.3 mm



01.6 / INCORRECT LOGO APPLICATIONS



DONT'S

- 1 Don't invert the logo symbol
- 2 Don't alter the logo symbol
- 3 Don't alter the logotype style
- 4 Don't change size relationship between the logo and logotype
- 5 Don't change the logo's vertical/horizontal proportions