



 alan

# Brand Visual guidelines





01

# Logo Symbol and Wordmark



## The logo

Our logo is the focal point of Alan's brand. It's the combination of a simple and modern wordmark with the instantly recognisable icon: our mascot's face.

### Icon

In some cases, we want the Icon to act as a subtle sign off. In general, it happens in situations where the Alan brand has already been established, either through use of the full logo, in copy, or by voiceover, for example in the context of an event.

Use it exclusively for:

- T-Shirts or other merchandise, and only if the full logo is already present.

### Wordmark

The Wordmark should never be used independantly

Logo



Icon

Wordmark



## The logo

The indigo Logo is our primary Logo colourway and must be used in all our communication.

If color is not an option for technical reasons or if the brand indigo lacks contrast or competes with other visual elements, we prefer to use either the black or white Logo options.

### Logo Indigo options



### Logo Mono options



### Logo Colour options







## Misuse

For the purposes of consistency and legibility across our brand, there are certain settings that should be avoided.



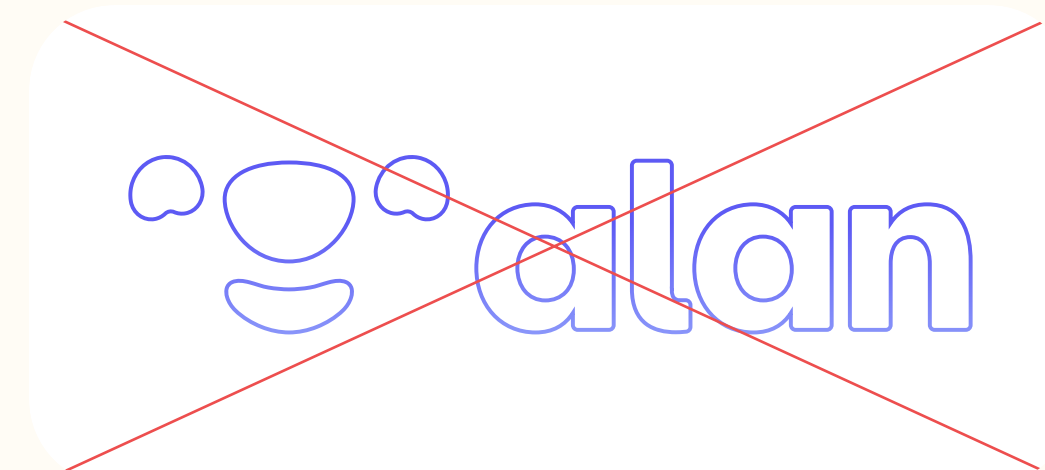
❌ Do not apply gradients on the Logo



❌ Do not resolve the Logo in two different colours.



❌ Do not crop photos or patterns through the Logo.



❌ Do not outline or create a keyline around the Logo.



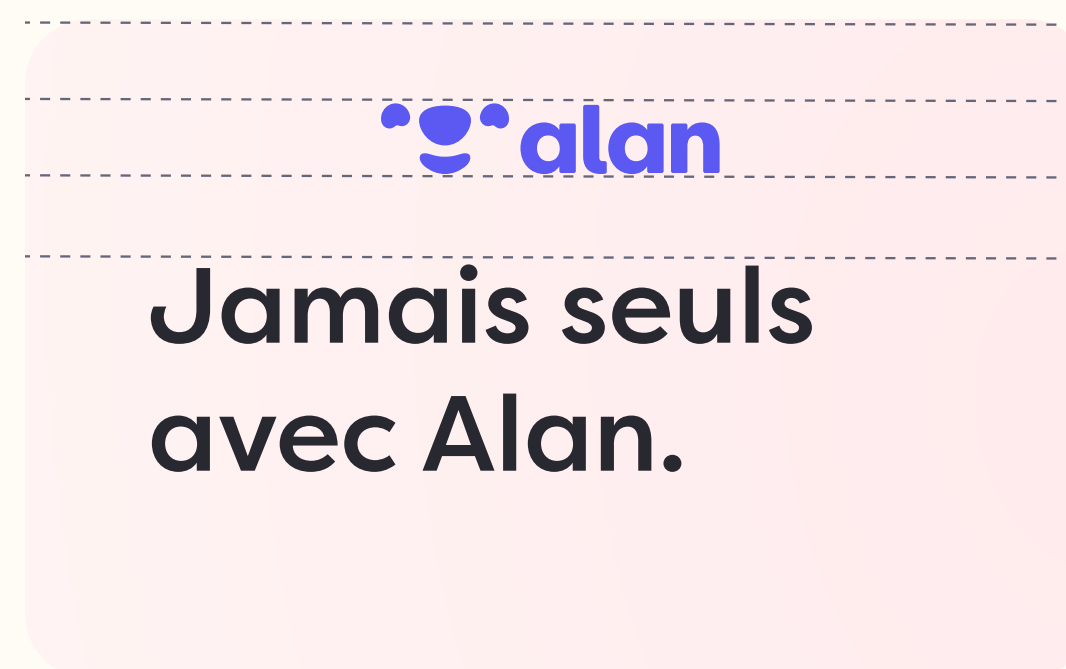
❌ Do not add drop shadows under the Logo. Never.



## Safety Zone

The Safety Zone ensures the legibility and impact of the Logo.

This zone isolates the Logo from competing visual elements such as text and supporting imagery. It should be considered as the absolute minimum safe distance.





## Co-branding: logo placement

Co-branding guidelines vary depending on the specific case.

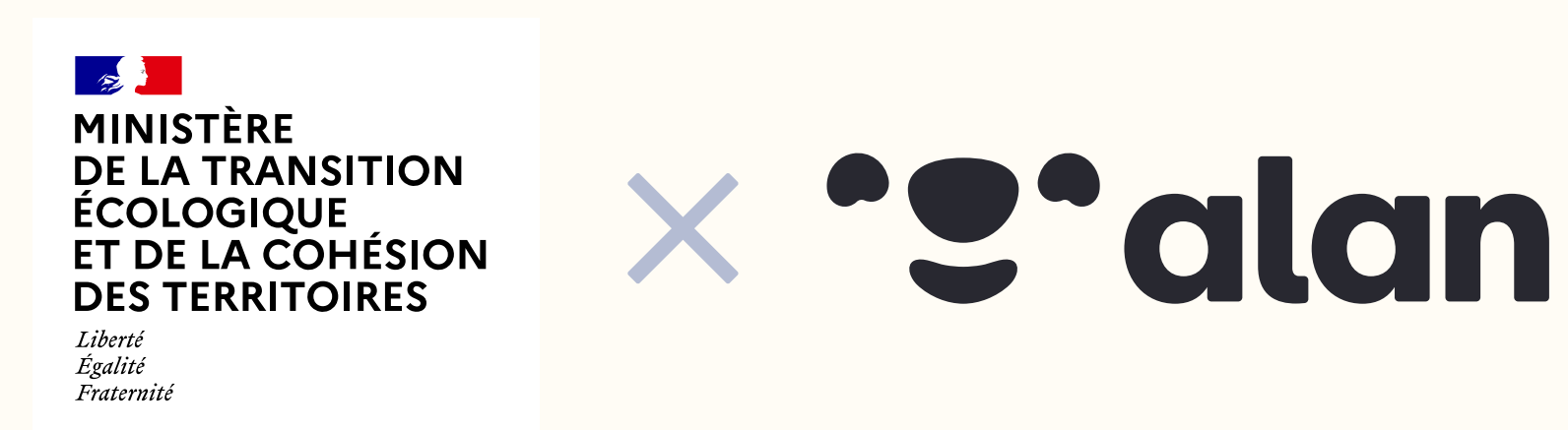
The key rule to follow concerns the order of the logos:

- When content is hosted on an Alan medium (e.g., Alan website, Alan-branded one-pager,...), the Alan logo should be positioned first (on the left).
- For the opposite scenario, when content is hosted on a partner/customer's branded medium, the Alan logo should be placed second (on the right).

### Alan-branded medium



### Company-branded medium





## Co-branding

When using our logo alongside a partner's logo, we always use the black version. Whenever feasible, we prefer the monochrome version for the partner/customers's logo.

Both logo must be at the same size and level.

Our goal is to present both brands equally and maintain hierarchy and cohesive colour harmony.







## Lockup

Quick rules for Logo placement:

- when content is present in a communication, and both the text and logo are placed to the left hand side, they should be left aligned.
- regardless of logo placement, when your content is centered on the middle of your asset, text should be align-centered.
- never place the logo on the bottom of your layout. Always on top, it's the first think the eye should read.



**Jamais seuls avec  
Alan**

- ✓ Both logo and text are aligned on the left hand side. Text is left-aligned and locked up on the logo.



**Jamais seuls avec  
Alan**

- ✗ Logo is on the left and text is left aligned but they are not aligned on the left hand side.



**Jamais seuls avec  
Alan**

- ✓ Both logo and content are centered.



**Jamais seuls avec  
Alan**

- ✓ Even if the logo is placed on the left, as long as your content is centered, the text should be align-centered as well.