





**A:** for Alterspective.



**Escher:** Whole picture thinking that captures the full form instantly.



**Structure:** Seeing not just how the pieces connect, but the system they form.



**Paradox:** Ability to navigate challenges that seem unsolvable and find pathways others can't.

## Our Symbol

---

The Alterspective 'A' symbol is the most important component of our company's identity.

Our symbol has a big role to play: it has to sum up and evoke our brand succinctly and powerfully. It must be implemented consistently across all applications using only authorised artwork.



## Primary Logo

---

The Alterspective logo clearspace and minimum sizes should be observed at all times.

### MINIMUM SIZES

Print – 25mm

Screen – 100px



25mm



100px

## Logo Reversed

---

The Alterspective logo is available for use on dark backgrounds.

### MINIMUM SIZES

Print – 25mm

Screen – 100px

## Don'ts

To maintain a consistent application of the Alterspective logo, it is essential that the logo is not altered in anyway. Always use the approved artwork and follow the specifications within this Visual Identity Guidelines.



Stretch



Compress



Rotate



Shear



Monotone



Colour



Background colour



Drop Shadow



**Do** – Alterspective Pale Blue background

## Logo Positioning

---

The logo must be aligned to the left or right of the layout.

It must never be centred.



**Do** – left or right aligned



**Don't** – centre



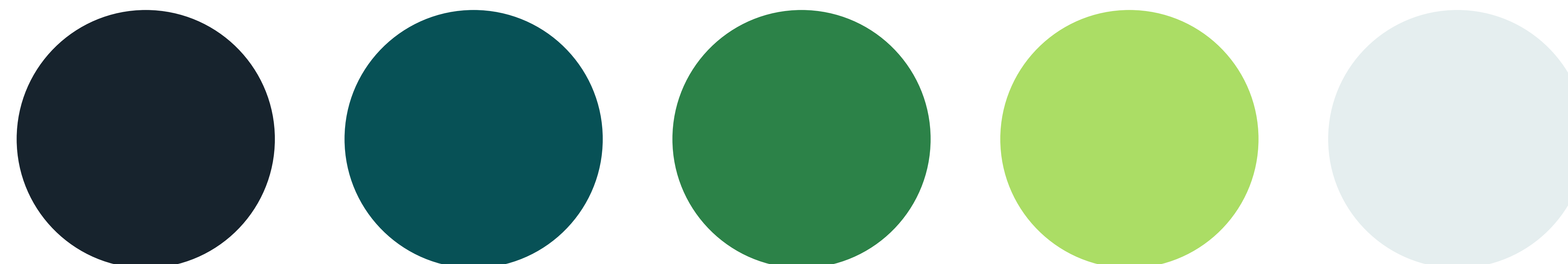
## Colour

---

### DIGITAL – RGB



### PRINT – CMYK



C – 84  
M – 71  
Y – 56  
K – 66

C – 92  
M – 51  
Y – 55  
K – 33

C – 82  
M – 26  
Y – 92  
K – 12

C – 36  
M – 0  
Y – 77  
K – 0

C – 9  
M – 2  
Y – 4  
K – 0

Colour is critical to every company's visual identity. Even the most subtle variation in colours, may have a dramatic impact upon a brand's ability to be recognised by a consumer, without reading a single word.

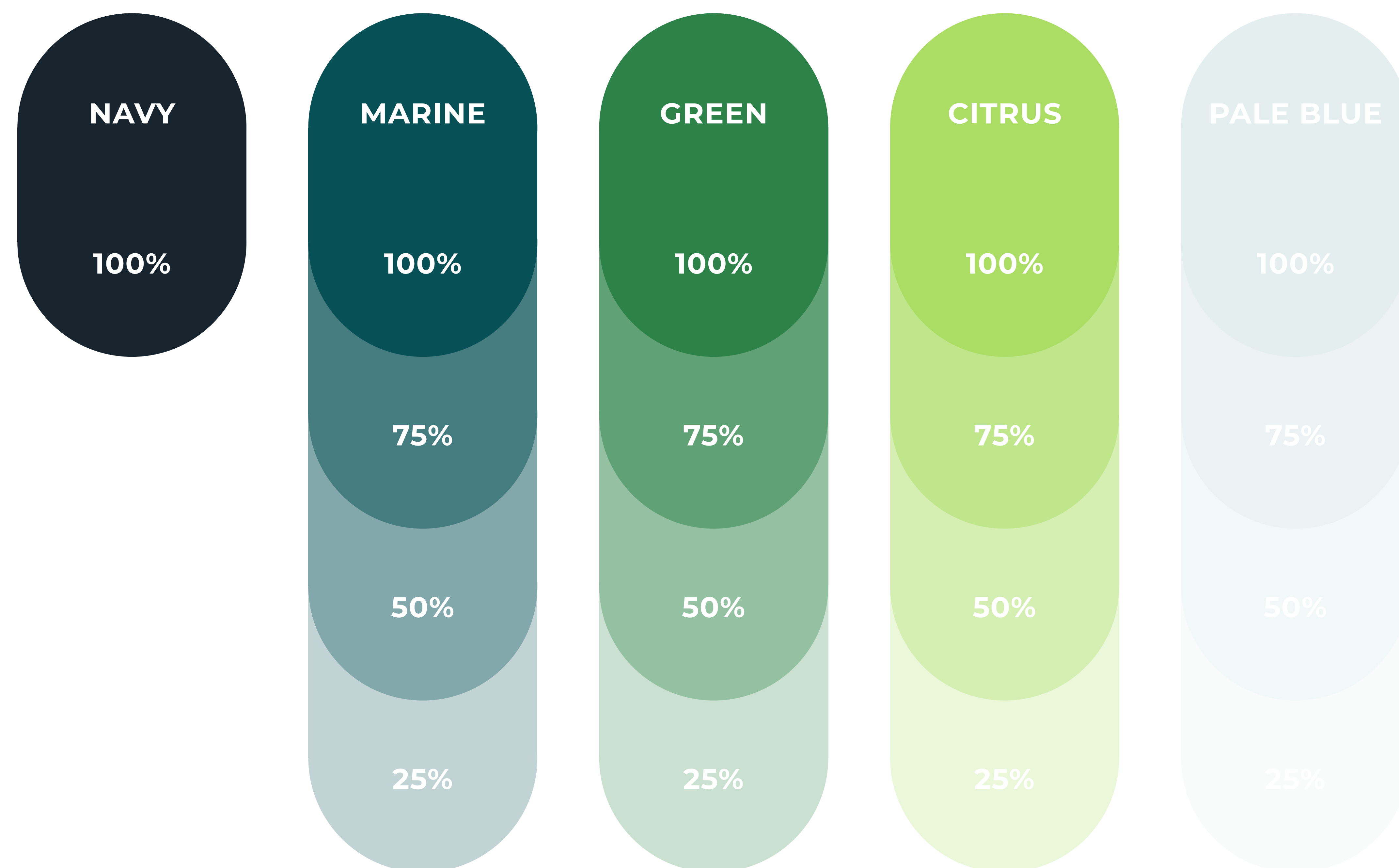
Layouts are to be predominantly White, Alterspective Pale Blue or Navy.

### DIGITAL – RGB

On the internet, television or other electronic medium the RGB breakdowns are used to ensure consistent colour appearance.

### PRINT – CMYK

When digital printing (small quantities) the CMYK breakdowns are used to ensure consistent colour appearance.



## Colour Variations

Each of the Alterspective colours (except for the Navy) may be used in a lighter percentage.



Chronicle Display lorem in ligula  
varius, dictum volut pat neque  
hendrerit. Nullam sodales leo quis  
justo finibus tristique. Duis in dolor  
arcu. Nam volutpat quis dolor ut  
vulputate. Lorem ipsum dol sit  
amet, consectetur.

## Typography

---

A Brand's visual identity extends beyond logos and colours and encompasses another vital element in ensuring consistency and brand recognition and this is its typeface.

Typefaces help to build personality and brand recognition.

### **PRIMARY TYPEFACE**

The primary typeface is Chronicle Display. Although it comes in many widths and weights, only Light, Roman and Semibold should be used.

Chronicle should primarily be used for headings, introductions and pull quotes.

## **MONTERRAT BOLD UPPERCASE**

Montserrat Medium sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

## **MONTERRAT BOLD UPPERCASE**

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

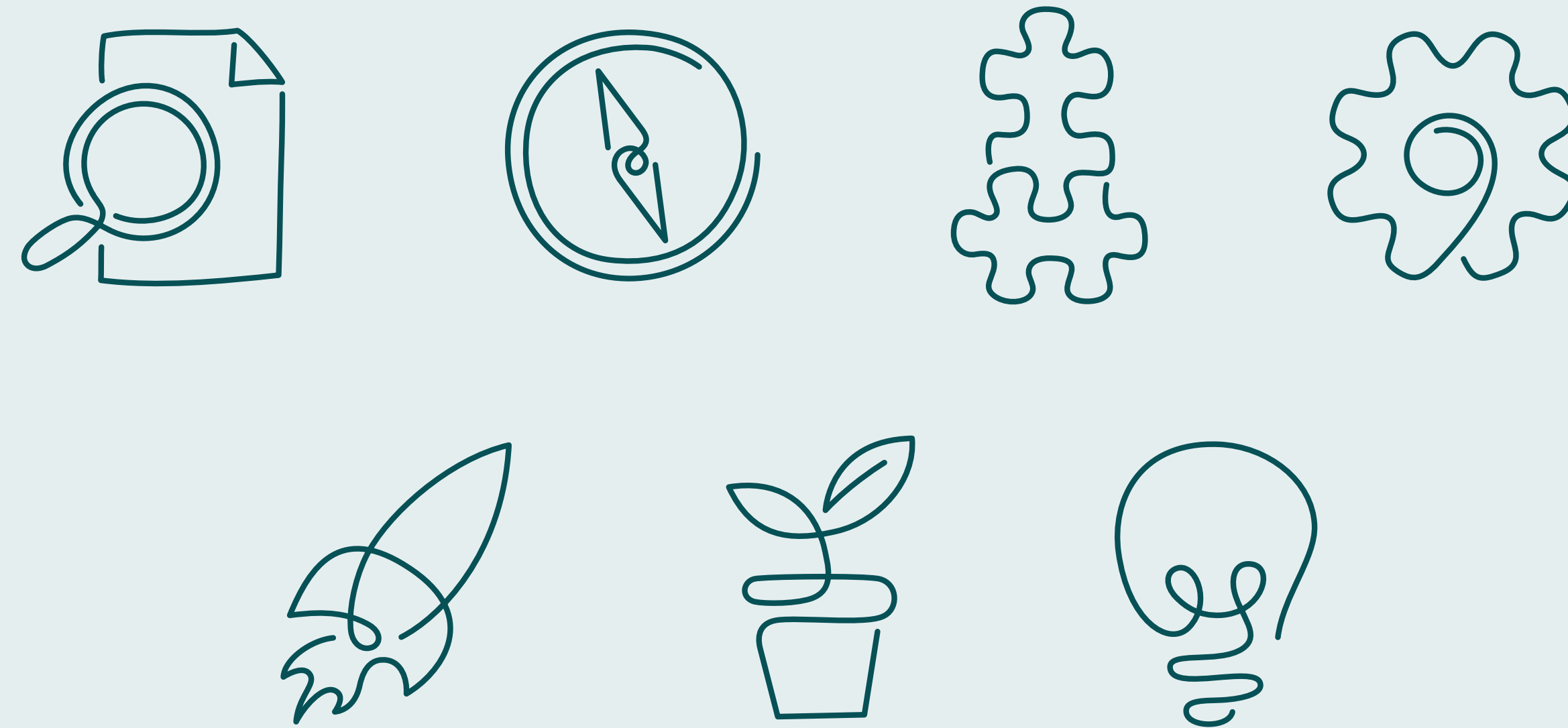
## **Typography**

---

### **SECONDARY TYPEFACE**

The secondary typeface is Montserrat. Although it comes in many widths and weights, only Regular, Medium, Semibold and Bold should be used.

Montserrat should primarily be used for body copy, notes and disclaimers.

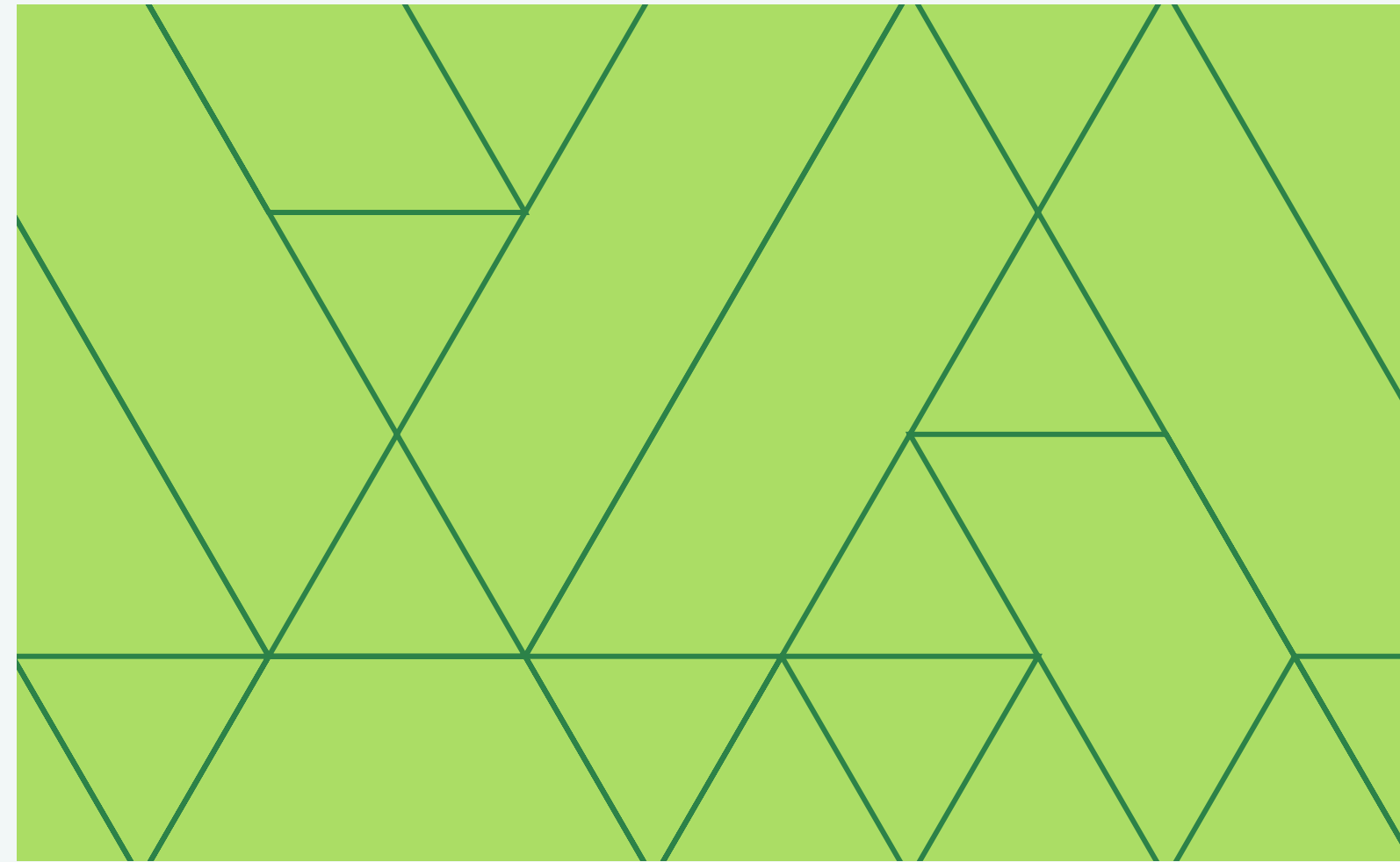


## Icons

Icons are to be outline only and line weight should always be consistent.

Icons should primarily be Alterspective Marine on a White or Pale Blue background.

An Alterspective Marine background can also be used combined with Citrus icons.



## Business Cards

Business cards should be printed on no less than 300gsm thick stock. Cards can be matte laminated on both sides to increase durability and to create a more premium feel. Digital printing is the most cost effective for short runs (<1000) and as such CMYK colour breakdowns will be used.





700 Something Road,  
Somewhere, VIC 3000  
ph. +61 3 9000 0000  
info@alterspective.com.au  
alterspective.com.au

Dear Client

Thank you lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

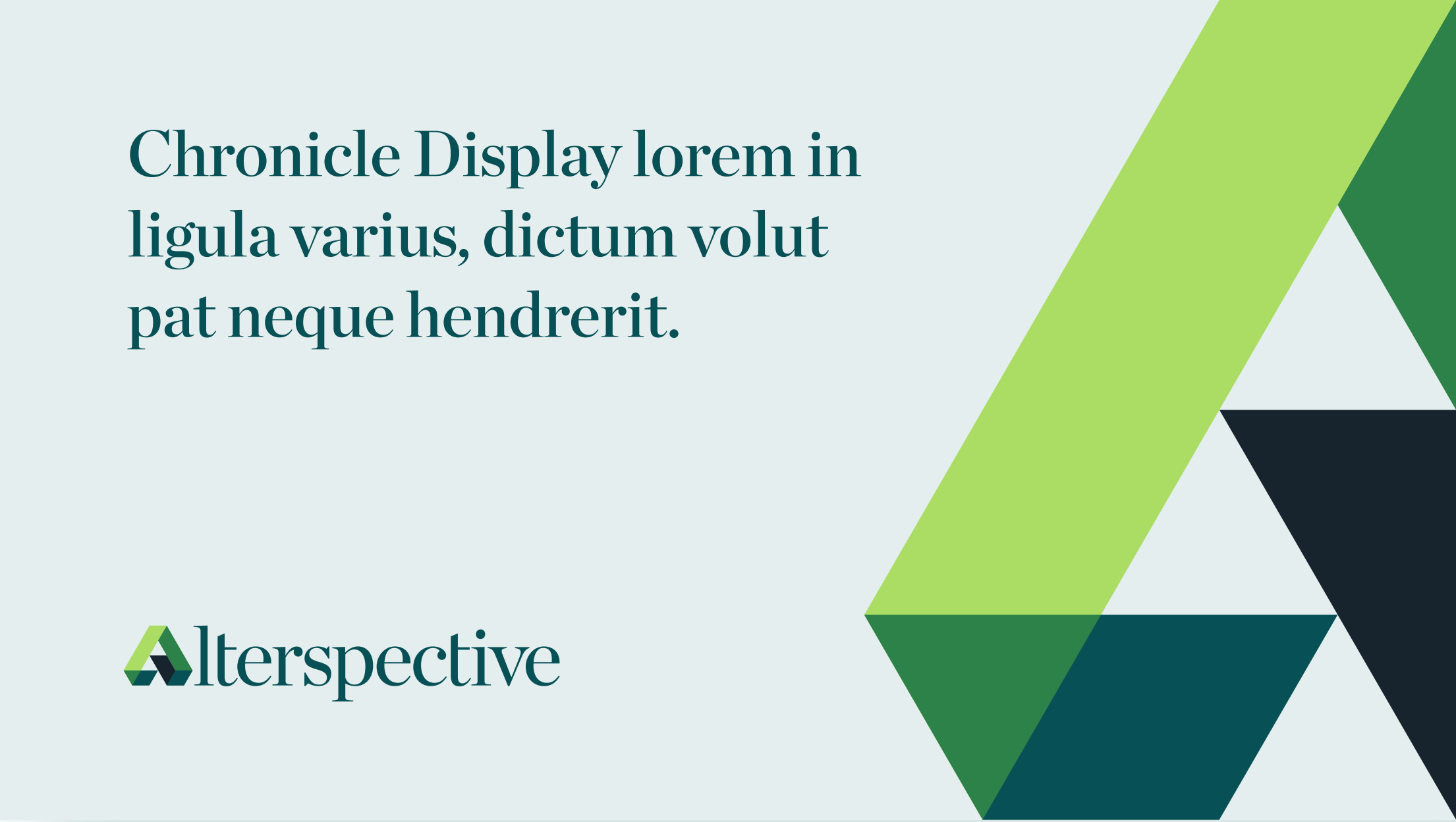
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla.

Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

# Letterhead

A letterhead template is available.



# Layout

Here we have demonstrated how many of the visual elements shown in these guidelines can be combined to create layouts that are vibrant, interesting, clear and easy to read and on-brand.



