Building and managing a brand is an integral part of doing business. Successful brand identities create broad awareness and build loyalty at every interaction and through every communication channel. A strong image is the product of a coherent visual identity.

Altronic's early days were defined by an innovative spirit and the courage needed to disrupt an industry. The Altronic brand reflects a bold, forward-looking design that honors our legacy, celebrates our commitment to innovation, and drives our focus toward the future.

This toolkit outlines the Altronic brand identity. The following pages provide a framework to understand how the Altronic brand identity and strategy translate to a unique, company vision. This visual guide is intended to promote clarity, unity, and cohesion of media by establishing principles for use of the logo, colors, fonts, and style. This document is intended for everyday use, and to be freely shared.

The success of Altronic's brand identity depends on each of us making constant and rigorous use of this guide.
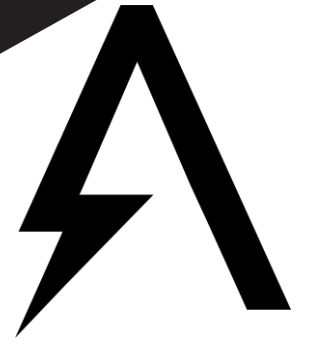
ALTRONIC

Brand Guidelines

January 2025

ALTRONIC

**Wordmark:** White

Brandmark: White

Brandmark: Black

ALTRONIC

Wordmark: Black

Logos

Fostering an entrepreneurial culture is a guiding principle of the Altronic Way. Our monochromatic logo sends a bold statement of Altronic's independent spirit, industry leadership, and fearlessness to venture into new opportunities. The stylized Lightning Bolt "A" represents our ignition and electronic design know-how.
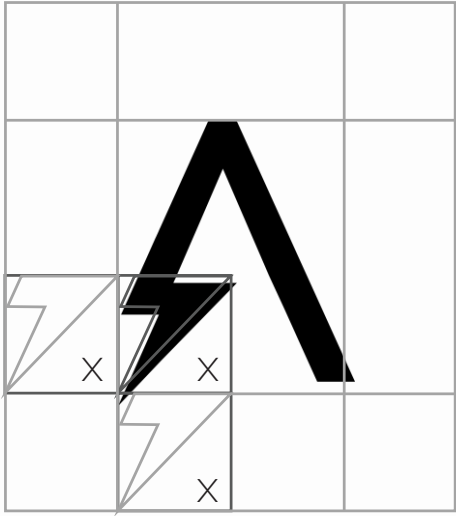
Brandmark:
The Brandmark should always have a clearance of "x" surrounding each side. "X" is defined as the height and width of the bolt crossbar of the Altronic "A" letterform.

Wordmark:
The Wordmark should always have a clearance which is proportional to the height and width of the Altronic "A" Letterform surrounding each side.

Important Note:
The bottom line of the Altronic "A" Letterform should be measured by the lowest point of the bolt crossbar.

Clear Space

Wordmark:

The full Wordmark should be used in most cases to clearly identify the company and brand. Cases when the Wordmark should be avoided are compact applications, like a profile photo.

Brandmark:

The Brandmark is great for compact applications, or anywhere where an easily recognizable, small logo may be most effective. It is ideal for profile photos, merchandise, and other places where a wordmark may not fit or be legible, or to punctuate a design.

Unacceptable:

Use of Altronic Logo where it is illegible.

Use of Altronic Wordmark or Brandmark without the Altronic "A" Letterform, complete with its bolt crossbar.

Any warping, distortion, or recoloring of the Altronic Logo is unacceptable.

Guidelines for Acceptable Use

Color Codes

Monochromatic colors project a clear, crisp focus on the future.
Gold accents represent ignition spark and add highlights for special focus.

Primary Color: Black
#000000

RGB
0, 0, 0

**Primary Color:
White**
#FFFFFF

RGB
255, 255, 255

Light Grey
#e2e2e2

RGB
226, 226, 226

**Medium
Grey**
#a5a5a5

RGB
165, 165, 165

Dark Grey
#595959

RGB
89,89,89

Gold
#CBA052

RGB
203, 160, 82

Manrope Semi Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

To be used for headings, subheadings, and body copy, especially on marketing materials.

Freight Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

To be used for an accent font, to distinguish hierarchy, and for subheadings and body copy when needed.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

To be used primarily for body copy in applications such as memos or announcements.

Fonts

Clean Fonts project a clear, crisp focus on the future.