

# BRAND STANDARDS GUIDE



Alogent



LOGO

On White - Primary Logo



On Black



Clear Space



Icon - Pinwheel



Logo Type

**Alogent**

FONT

HEADLINE || BRANDON GROTESQUE

**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 0 9 8 7 6 5 4 3 2 1**

BODY || BRANDON GROTESQUE

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 0 9 8 7 6 5 4 3 2 1

QUOTE || CHAPARRAL PRO

“Since working with Alogent they have met and surpassed my expectations. They take the time to really know their clients...”

PPT || FRANKLIN GOTHIC

**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 0 1 2 3 4 5 6 7 8 9**

CONCEPT & NOTES:

Hammersmith Pro Regular was chosen for the logo font for it's boldness and it's legability. The logotype features the edited "A", and unique lowercase "g" directly in the center, balancing both sides.

A modern collection of fonts was chosen to pair with Hammersmith Pro. Featuring Brandon Grotesque for body copy and headlines.

Pull quotes will use the Chaparral Pro which has unique serif's to counter balance the bold sans-serif of Brandon Grotesque.

Franklin Gothic or Arial will be used for powerpoint as it is the closest to Brandon on the universal Microsoft system.

All fonts used are Google WebFonts to help quicken the load time, and better SEO efforts.



## COLOR

PRIMARY || MATTE BLACK, LIME TO DARK BLUE



C: 70 M: 67 Y: 64 K: 74	C: 0 M: 0 Y: 0 K: 54	C: 8 M: 6 Y: 6 K: 0	C: 15 M: 0 Y: 99 K: 0	C: 40 M: 0 Y: 100 K: 0	C: 60 M: 0 Y: 100 K: 0	C: 46 M: 0 Y: 6 K: 0	C: 76 M: 25 Y: 0 K: 0	C: 98 M: 75 Y: 29 K: 13
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R: 35 G: 31 B: 32	R: 117 G: 117 B: 117	R: 232 G: 232 B: 232	R: 228 G: 234 B: 12	R: 166 G: 206 B: 56	R: 114 G: 190 B: 68	R: 95 G: 236 B: 255	R: 0 G: 153 B: 217	R: 22 G: 74 B: 120
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HEX# 231F20    HEX# 757575    HEX# E8E8E8    HEX# E4EA0C    HEX# a6ce38    HEX# 72BE44    HEX# 5FECFF    HEX# 0099D9    HEX# 164A78

Pantone:    Pantone:    Pantone:    Pantone:    Pantone:    Pantone:    Pantone:    Pantone:    Pantone:

Pantone Solid Coated Neutral Black C	Pantone Solid Coated 424 C	Pantone Solid Coated Cool Gray 1 C	Pantone Solid Coated 388 C	Pantone Solid Uncoated 3740 U	Pantone Solid Uncoated 2287 U	Pantone Solid Uncoated 2225 U	Pantone Solid Uncoated 2925 U	Pantone Solid Uncoated 295 U
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|| GRADIENTS



## NOTES:

### New Money

A modern take on the traditional money color with lime accents and anchored with 3 hues of blue transitioning from light to dark.

### Gradient

The lime to blue gradient has been added with the addition of the new colors.

## ICONOGRAPHY



## NOTES:

### 3-Color Iconography

The icons have been updated to feature the new orange and blue from the previous color page to show variation off of the current Alogent icon branding.



BANNERS WITH MORE BLUE

