allegro
REAL ESTATE

Brand Guidelines

June 2025

Logo & Icon

The full Allegro brand logo should be used on all assets at the earliest point of contact with a user.

On subsequent uses within a document, the brand icon can be used on each page, in the top-left (as above).

Our logo works best with space to breathe. Allow the size of the **a** from **allegro** around the logo to enable this (see right). No text, partner logos, or other page elements should encroach on this space.

Limited colour variations are permitted within our Colour Palette depending on the background.

Full logo: Minimum Height 80px
Icon only: Minimum Height 50px

Download logos in available formats here:

Text & Font

Outfit is the Allegro brand font.

We use two weights: **Outfit SemiBold** for headers and sub-headers, and Outfit Light for body text.

Outfit is a legible, clear, geometric, sans-serif font that meets high accessibility standards.

Text should be left aligned, the line spacing should be set to 1.0, and paragraphs end with a line-break.

Download from Google Fonts here:

If **Outfit** is unavailable, please use **Helvetica Bold** or Helvetica Regular.

Use Allegro 75k Grey (see Colour Palette) for text on a white background, and on a dark or colour background, use Allegro Bold Gold or white.

Outfit SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?/@#$£%&*+-<>,.;:''""()

Outfit Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?/@#$£%&*+-<>,.;:''""()

Colours

Allegro's Colour Palette consists of 5 colours.

Each colour has been chosen for how it complements the others, how it resonates with users, and how it reflects the company's values.

When using solid blocks of colour, consider using subtle gradients of a lighter shade at 45ª such as this block.

Please refrain from using any colours that are outside of the Colour Palette in any Allegro branded materials.

When creating multi-page documents, consider using a combination of primarily white page backgrounds with occasional solid colours from the Primary Palette.

Allegro Bold Gold

R209 G181 B94
C15 M27 Y73 K03
#D1B55E

Allegro Light Gold

R225 G107 B150
C11 M17 Y49 K01
#E1CF96

Allegro Ult Light Gold

R240 G231 B203
C05 M09 Y25 K00
#F0E7CB

Allegro 75K Grey

R99 G99 B99
C00 M00 Y00 K75
#636363

Allegro Rich Black

R019 G016 B010
C50 M50 Y50 K100
#131009

Images

Our clients and connections are intelligent professionals with extensive knowledge of the real asset sector.

Our image choices should always resonate with our clients, using a mix of relatable, real, and aspirational professional photography focused on buildings and the people within them, in positive workplace and lifestyle environments, as well as including reference to nature where possible. Images should reflect Allegro's values and our commitment to purpose-led changes within the sector.

All images must be licensed.