House Style D.S.T.V. Aloha

The Aloha Logo

The orange Aloha with blue flower logo is the primary Aloha logo! If you encounter a blue or orange background, the white Aloha logo with, respectively, an orange or blue flower are used. An alternative white flower with orange letters is available as an alternative on dark backgrounds. Do note that this variation lacks the blue Aloha colour and is therefore not preferred.

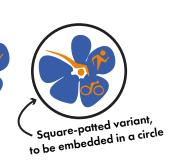
FULL LOGO

Most commonly used version



ALOHA FLOWER

Often used separately



ALOHA TRIATHLON

Used for (external) promotion



Variations

All below variations are available in **blue**, **orange**, **black** or **white**. When desigining with these, please adhere to the (background) colour combinations of the full logo.

MONOGHROME

Used when only a single print colour is available





LOGO & TEXT ELEMENTS

Can be used as part of a bigger design

















TRIATHLON









TEXT VARIATIONS

The left variant is used when subtext is needed, like the word "Crew" on the bar team shirts; the right variant is only used on clothing













Typography

The fonts used in the Aloha logo are called Ondine and Futura PT. Within the Aloha Workspace environment, the Google Font Jost can be used as an alternative to Futura PT. Below, the different use cases of the fonts are layed out. The weights used in the logo itself are Ondine Regular and Futura PT Book.

Futura PT

abcdefghijklmnopqrstuvwxyz **ABCDRFGHIJKLMNOPQRSTUVWXYZ** 1234567890 !@#\$%^&*()-_=+`~?/.>,<;:"'{[}]\|

> Weight Use case

Light Book

Running text

Demi Medium

Headers

Heavy Bold

Headers

Extra Bold

Ondine

abedefshijklmnopgrstuvwxyz ABCDEFGHIJKLMNOPQRSTVVWXYZ 1234567890

!@#\$%^&*()~_=+`~[{]}\|;:`",<.>?/

Weight

Regular

Use case

Logo Titles

Colour Scheme

In general, use RGB colours or their HEX representation when desiging something. Make sure the document settings are set to RGB! On most printers (for example at Xerox in Carré), these will give the most accurate colour representation these days.

ALOHA ORANGE

HEX #EE800C RGB 238, 128, 12

CMYK 1%, 58%, 98%, 0% 2011 Deep Orange

ALOHA BLUE

#385DA8 HEX 56, 93, 168 RGB CMYK **85.5%**, **69%**, **1.5%**, **0%** RAL 5005 Signal Blue

Only when a printing company asks for CMYK colours specifically, make your design using CMYK colours. Do not forget to adjust the document settings accordingly. The RAL values are only used when buying paint.

Downloads

All graphics and fonts can be found on the Aloha Drive: log in with your Aloha account and navigate to www.alohatriathlon.nl/housestyle.

The graphics are available in three formats:

- PNG raster graphics (in five sizes), to be used digitally and when printing on paper;
- SVG vector graphics, to be used digitally;
- EPS vector graphics, to be used for non-paper prints.



Need Help?

RAL

For further clarifications on how to use these guidelines for your designs, feel free to contact us at housestyle@alohatriathlon.nl.

Last revision: 15 October 2025 By Sarah Onrust, Lotte Steenmeijer & Tommie Verouden

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