ALTRON

Brand *identity* guide

> Explore this guide

Contents

01

Core elements

The Altron brand elements include the fundamental visual components that represent our brand in communications online, and in the physical world.

This section outlines our approach and guidance on how to use these core elements in a consistent manner as we look to build equity in our brand.

ALTRON

ALTRON

Brand campaign guide
Core elements

Our logo

The Altron logo, utilises striking clean edges and capital letters, which signal our bold and self-confident approach to using technology to solve real-world problems. The logo is available for use in three ways - including the preferred full colour version, a full-white version for placement on image backgrounds and an inverted colour version for use on dark solid colour backgrounds.

Horizontal - full colour (preferred)

White logo on image background

White logo on colour background

7mm or 10px

Minimum size and clear space

Please ensure that the logo is never less than 7mm or 10px in height.

Minimum clear space(x) is set to the height of the logo: please do not place any other graphics or text inside the clear space area.

Download logo ↗

ALTRON

Brand
campaign guide
Core elements

Our logo and Subsidiary text

The Altron subsidiary logo, utilises our primary font (Ubuntu bold) and capital letters, it's an extension or subsidiary of your main brand that has its own name, identity, and positioning. It can be used to target new markets or launch new products without diluting your main brand.

ALTRON SECURITY

SECURITY

Please ensure that the text is all Caps and apply the same height as half of the stem of the R in the logo.

Minimum clear space(x) is set to half the height of the logo: please do not place text closer than the minimum space.

ALTRON
HEALTHTECH

ALTRON
FINTECH

ALTRON
DIGITAL BUSINESS

Download logos ↗

ALTRON

Brand campaign guide
Core elements

Determining logo size

We've developed a sizing formula to ensure the consistent application of our logo across commuinications, regardless of the dimensions or aspect ratio of the artwork.

1/6 of diagonal length

ALTRON

x

1/6 of diagonal length

x

ALTRON

Product name in Ubuntu Light 14 pt

Brochure heading in Ubuntu Bold 42pt

Subheading in Ubuntu Medium 20 pt

Altrom.com

How to calculate logo size

- Measure your artwork diagonally to establish the length

- Divide the diagonal length of your artwork by 6

- This will be the width of the logo

- Always ensure that the logo is legible and has adequate clear space as per the logo application guidelines

- For websites or longer emails the banner or masthead is seen as the artwork from which the logo size is calculated

© Copyright Altron 2023
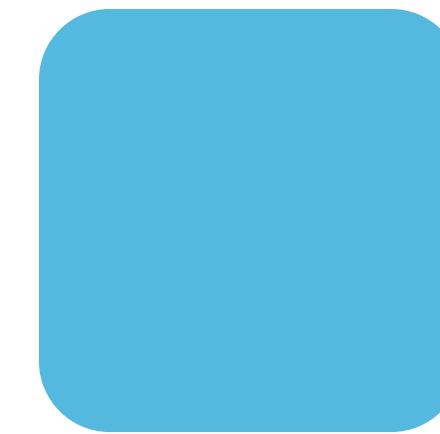
ALTRON

Brand
campaign guide
Core elements
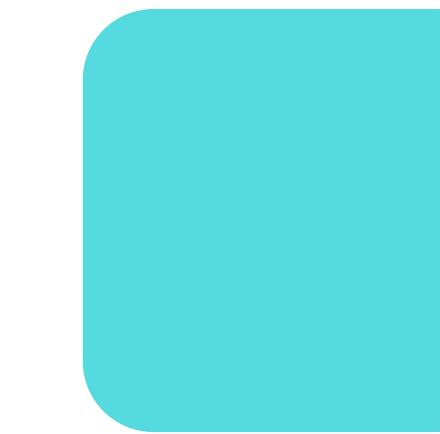
Altron colour palette

Altron's colour palette is optimistic and vibrant. Flat primary colours are combined with Altron's gradients to create an instantly recognizable identity. Please refer to colour guide and swatches for values

Primary colours

Pantone: 7477 C

C: 88 M:60 Y:52 K:38

R:31 G:70 B:80

#1F4650

Pantone: 7687 C

C: 97 M:84 Y:12 K:2

R:40 G:70 B:141

#28468D

Pantone: 2190 C

C: 60 M:8 Y:5 K:0

R:84 G:184 B:223

#54B8DF

## Secondary colours

Pantone: 305 C

C: 55 M:0 Y:18 K:0

R:84 G:218 B:223

#54DADF

Pantone: 2295 C

C: 11 M:0 Y:60 K:0

R:235 G:249 B:130

#EBF982

Pantone: 2023 C

C: 2 M:58 Y:68 K:0

R:239 G:134 B:91

#EF865B

Pantone: 2253 C

C: 23 M:0 Y:21 K:0

R:192 G:242 B:215

#C0F2D7
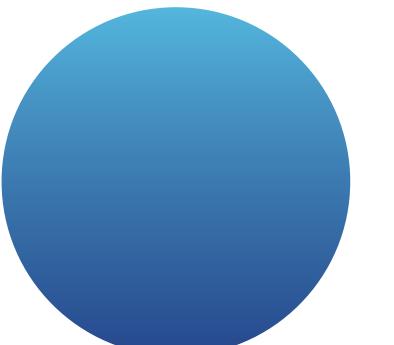
Altron gradients

#54DADF	#54B8DF	#54DADF	#EF865B	#C0F2D7
#C0F2D7	#28468D	#EBF982	#EBF982	#EBF982
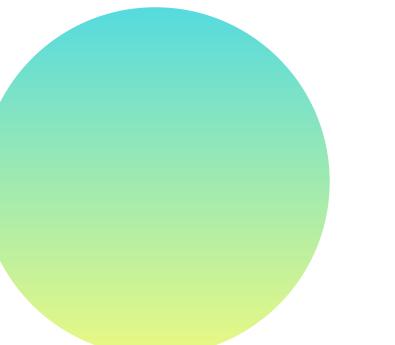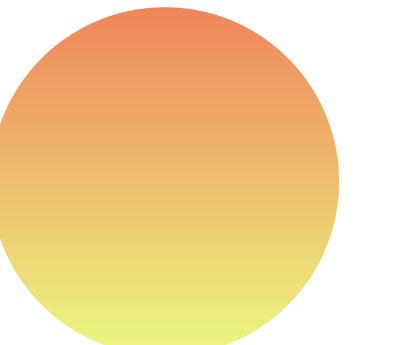
Download color swatches ↗

ALTRON

Brand campaign guide
Core elements

Colour usage

Our diverse and vibrant colour palette comes with some important usage guidelines to ensure that colour combinations are always high in contrast, text stays legible and that colour conforms to web accesibility standards.

IMPORTANT: Only certain colours can be used in combination – please find approved combinations below. If you are unsure of how to use or apply colour, please don't hesitate to reach out to the Altron Brand Team.

Approved colour combinations

#54B8DF	#54DADF	#EBF982	#EF865B	#C0F2D7	#FFFFFF
#1f4650	#1f4650	#1f4650	#1f4650	#1f4650	#1f4650

#28468D	#28468D	#28468D	#28468D	#28468D	#28468D	#54B8DF
#54B8DF	#54DADF	#EBF982	#EF865B	#C0F2D7	#FFFFFF	#FFFFFF

Approved tints combinations

#54B8DF	#54DADF	#EBF982	#28468D

#C0F2D7 | 20% opacity

Download color swatches ↗
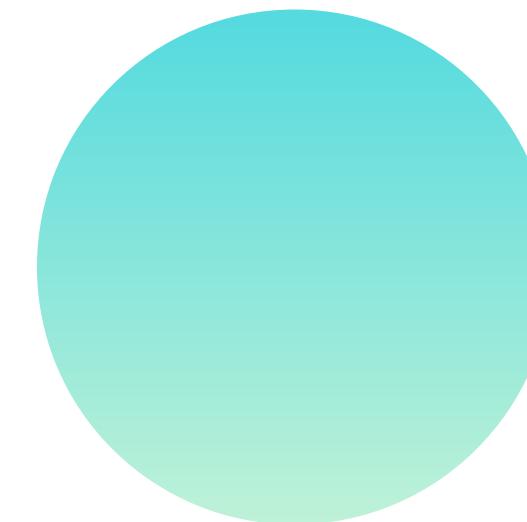
ALTRON

Brand
campaign guide
Core elements

Gradients and usage
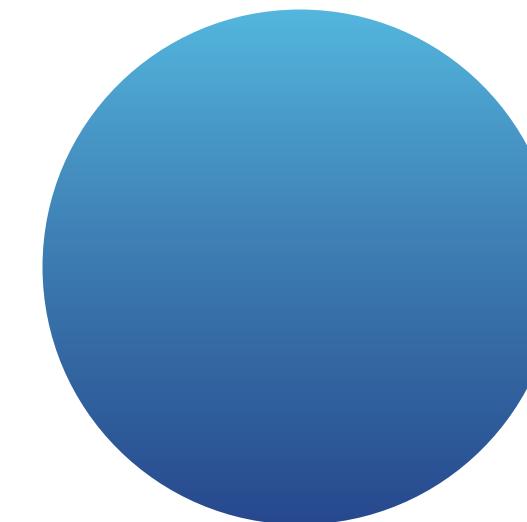
Altron's gradients reflect the modern and temporary nature of our company. It's important to apply and use gradients carefully not to overwhelm audiences with too much visuals. With this in mind, please find the approved gradient colour combinations defining which colours can be used with which primary and secondary colours.

Approved gradient colour combinations
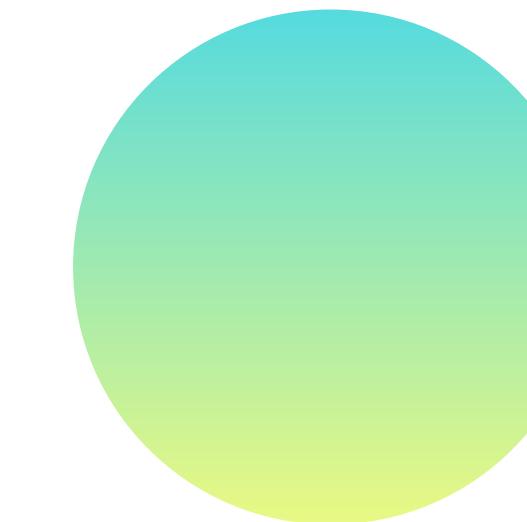
#54DADF	#54B8DF	#54DADF	#EF865B	#C0F2D7
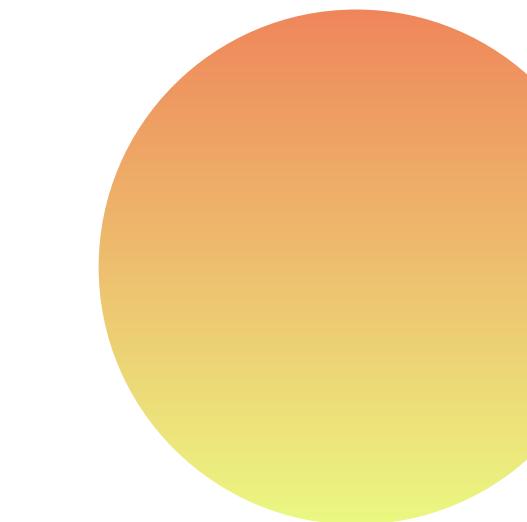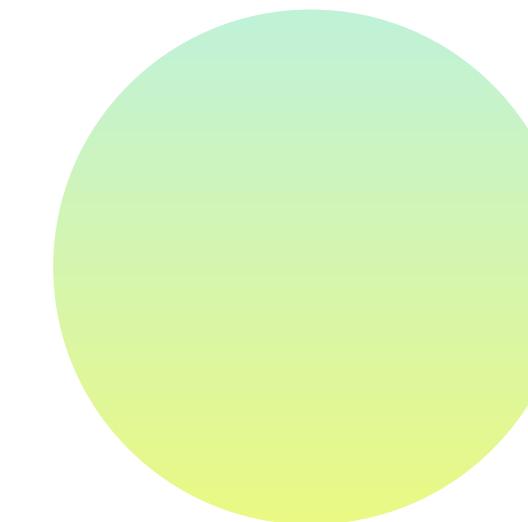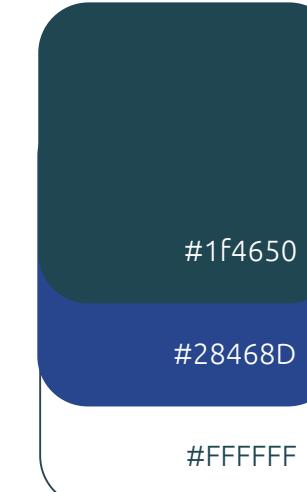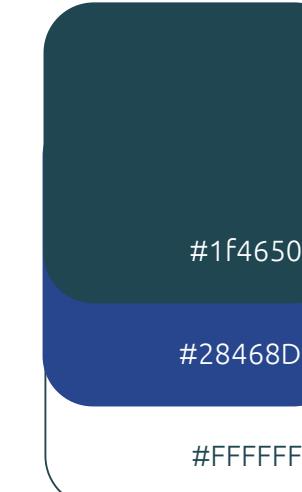
#C0F2D7	#28468D	#EBF982	#EBF982	#EBF982

#1f4650	#EF865B	#1f4650	#1f4650	#1f4650
#28468D	#EBF982	#28468D	#28468D	#28468D
#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF

Download color swatches ↗

ALTRON

Brand
campaign guide
Core elements

Typography

It's fitting that our brand font is called 'Ubuntu' – in line with our purpose and what we stand for. By using this modern Google open source font, we ensure consistency and scale across printed, digital and web assets without incuring any additonal costs associated with impressions.

Primary typeface: Ubuntu

Bold

Aa

Primary use:
Highlight important information in long form copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Medium

Aa

Primary use:
Default font for long form copy and sub headings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Light

Aa

Primary use:
Call out additional information, such as footers and labels on infographics and sub headings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Complimentary typeface: Caveat

Bold

Aa

Primary use:
Highlight important information in headlines and should be used sparingly

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Regular

Aa

Primary use:
Highlight important information in headlines and should be used sparingly

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Download fonts ↗

ALTRON

Brand
campaign guide
Core elements

Headings, Subheadings and copy sizes

The divine ratio, at 1.618, lends a harmonious balance to typography, guiding the sizing of headings, subheadings, and body copy for aesthetically pleasing and visually balanced designs. Implementing this ratio fosters a sense of proportion and elegance, enhancing the overall readability and appeal of textual elements.pleasing design that enhances readability and engagement for a more compelling and cohesive communication experience.

Heading 60pt

Text resised to divine ratio (1.618)

The Quick Brown Fox Jumps Over the Lazy Dog

60pt / 1.6

Subheading 37pt

Subheading

37pt / 1.6

Pull quote 23pt

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut"

23pt / 1.6

Body copy 14pt

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."
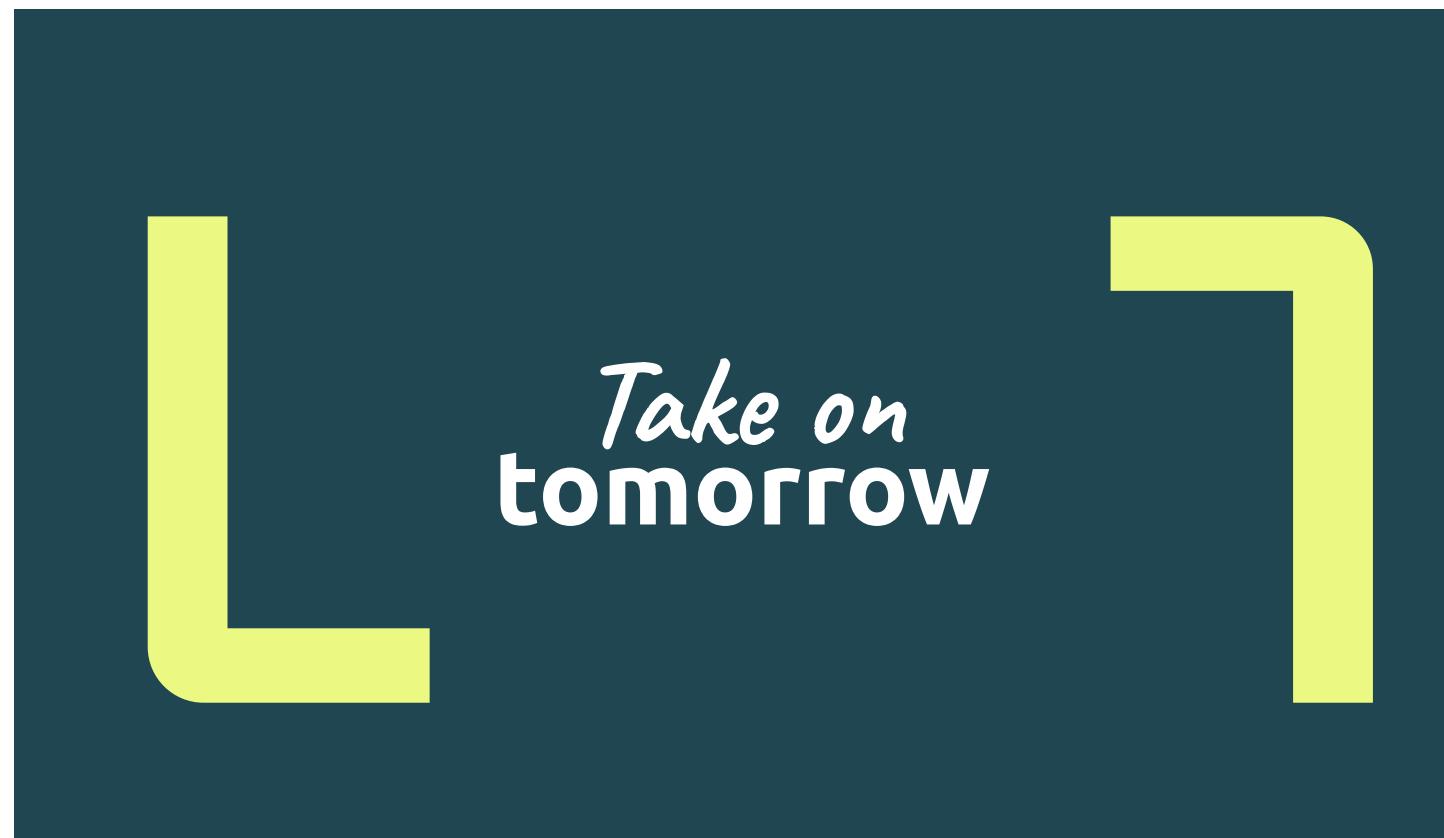
14pt / 1.6

Download fonts ↗

ALTRON

Brand
campaign guide
Core elements
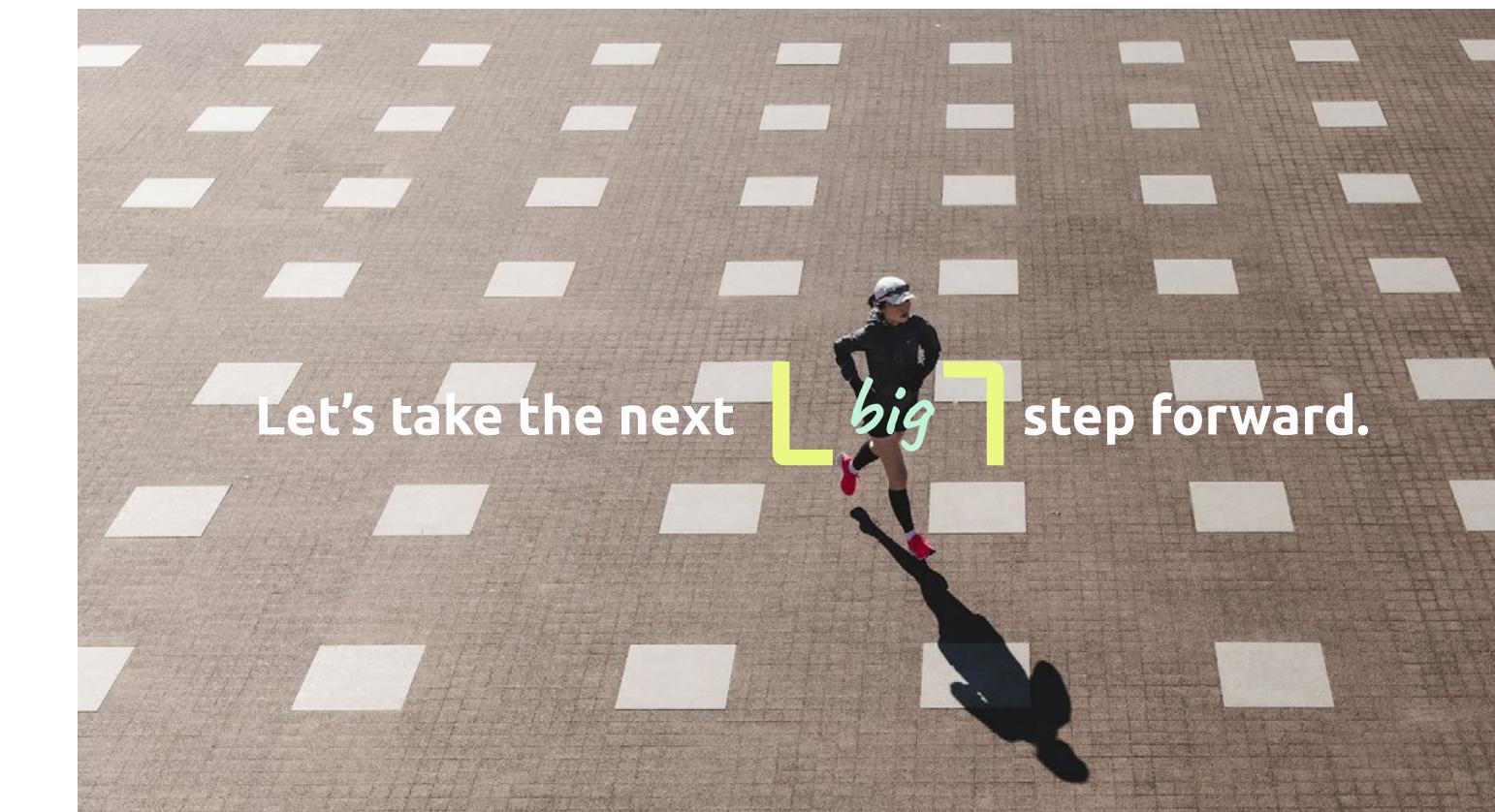
Handwritten font considerations

By combining Altron's primary font 'Ubuntu' with our handwritten font 'Caveat' we are able to focus a reader's attention on key phrases or important information. It's important to always use the scripted font sparingly – it can be used as a descriptor for a proper noun, key word or a phrase.

Application example - phrase

Take on
tomorrow

Application example - word

Let's take the next *big* step forward.

✅ **Correct use of the scripted font**

• The example applications show the simple and singular application of the scripted font

❌ **Incorrect use of the scripted font**

• Don't use the scripted font for an entire sentence

• Don't use the scripted font more than once in a view or page

ALTRON

Brand
campaign guide
Core elements

Brand device

Derived from our logo, the viewfinder device is symbolic of Altron's unwavering focus on finding solutions to a simpler, safer and smarter world. It is used to enhance communications and engage viewers by drawing their attention. It's important to consider the goal of the communication, audience and context of the design when placing the graphic element on artwork.

The design should align to the overall message and never overwhelm the communication. It should always be applied consistently as outlined in this guide – including size, variation and colour application.

Viewfinder

The graphic device originates from the Altron logo and is called the 'viewfinder'.
There are specific rules and ratios when using the viewfinder.
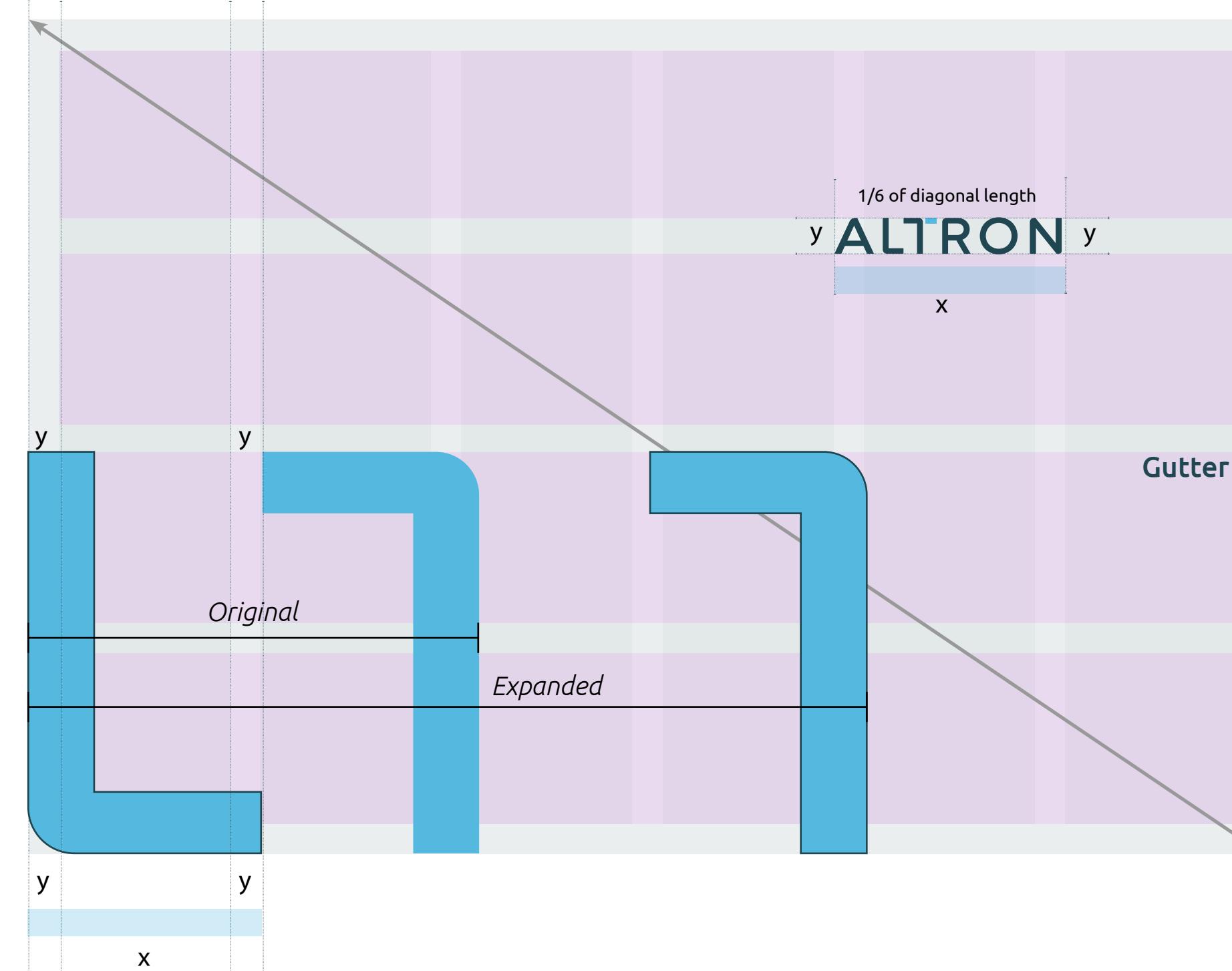
13

ALTRON

Brand campaign guide
Core elements

Brand device sizing and placement

The viewfinder sizing formula helps determine sizing and placement to ensure that the brand device is always consistently used. The modular grid helps designers and developers to consistently lay out core elements; and ensures that ratios in scale of these elements are consistent in relation to each other.

Viewfinder

1/6 of diagonal length

y ALTRON y

x

y   y

Original

Expanded

Gutter

y   y

x
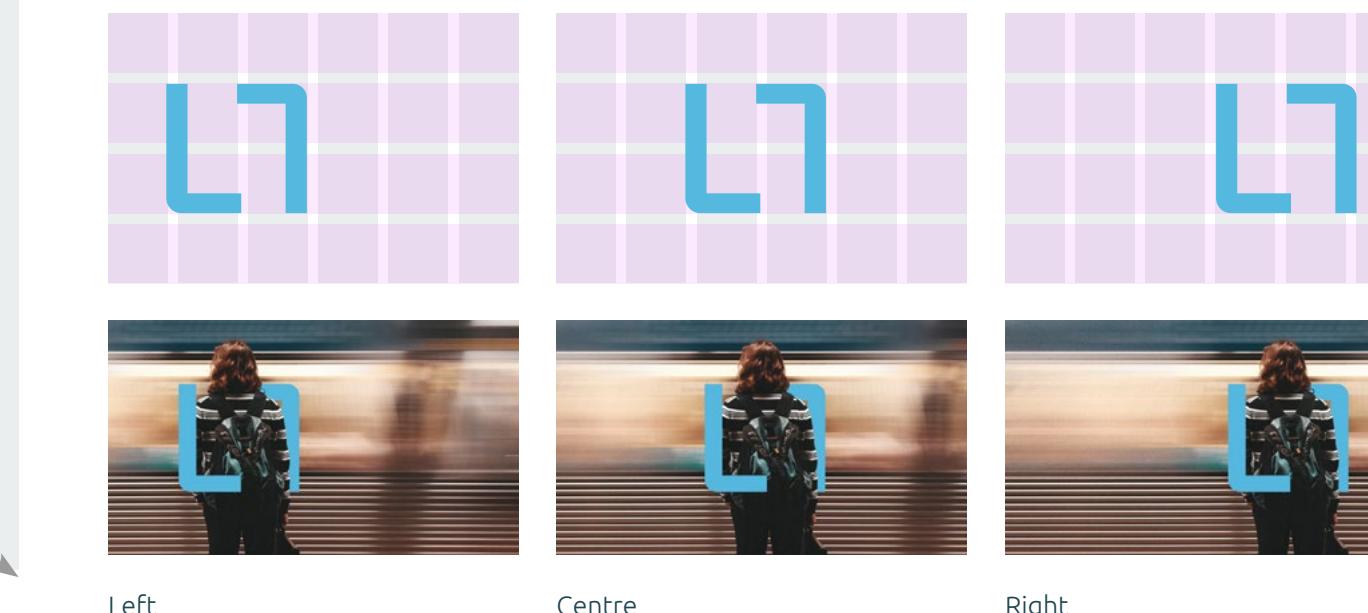
How to calculate the preferred viewfinder size:

• Measure the artwork diagonally and divide the length into 6 to establish logo width (x)

• Divide your artwork into a 6 column grid using the height of the logo as your gutter size (y)

• While locking its proportions, resize the original viewfinder device so that the left-hand bracket or "L" sits within one column of the grid including gutters on either side

• The original viewfinder is simply scaled, where the expanded version sits over four columns

• The viewfinder can be moved into a left, centre or right positioning depending on the subject matter and composition of the artwork.

Positioning

Left   Centre   Right

It's important to always have sufficient padding around text or the logo within the viefinder device
The minimum clear space or padding is set by the gutter size (y)
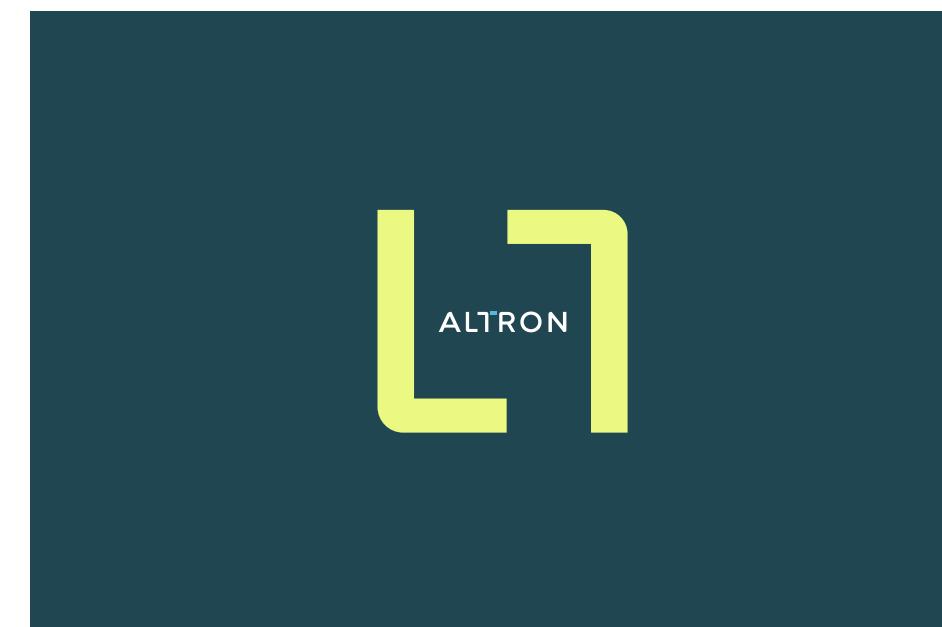
ALTRON

ALTRON

Brand campaign guide

Core elements

Brand device variations
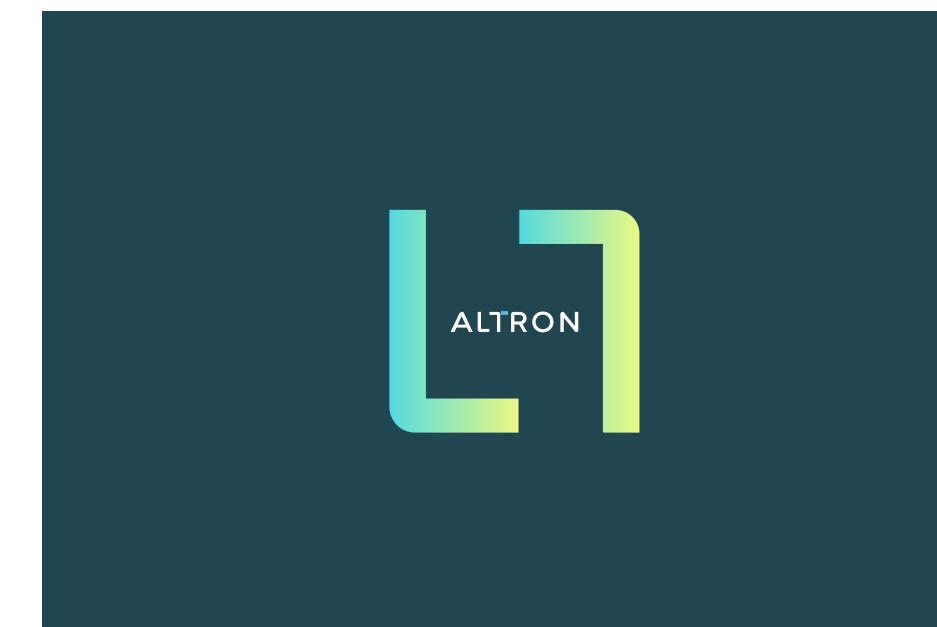
The 'viewfinder' can be used in only one of two ways. This includes an original version with proportions lifted from the Altron logo, and a second expanded version that can be used as a call-out box. The aspect ratios and proportions of both options should always be replicated consistently – never stretched or disformed.

The viewfinder device can be used in solid colour, gradient and outline - all in the approved colour combinations approved in the colour section of the guide. Please follow the guidance on determining size and position for the device on the following pages of the guide.
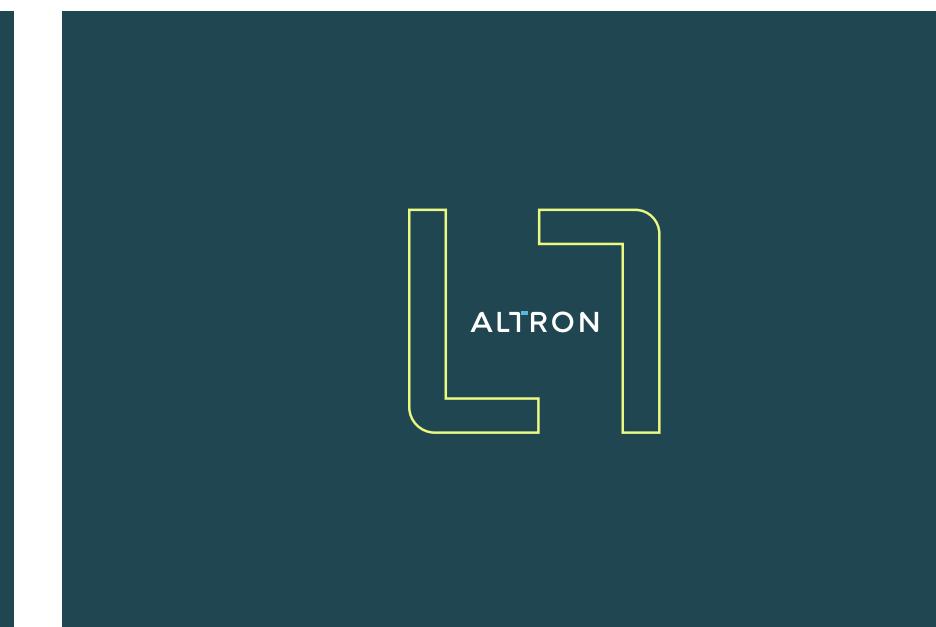
Original viewfinder

Solid colour –preferred
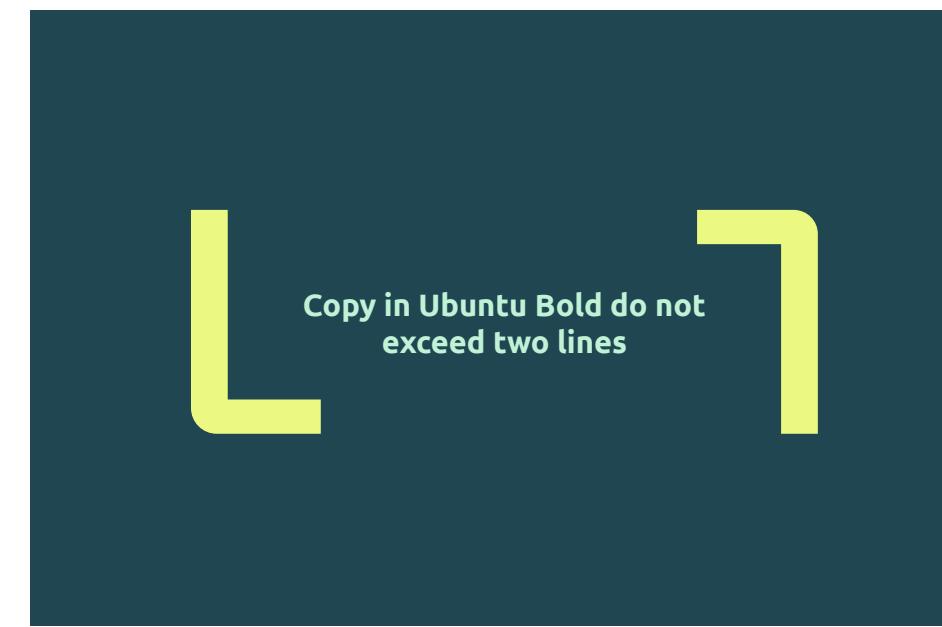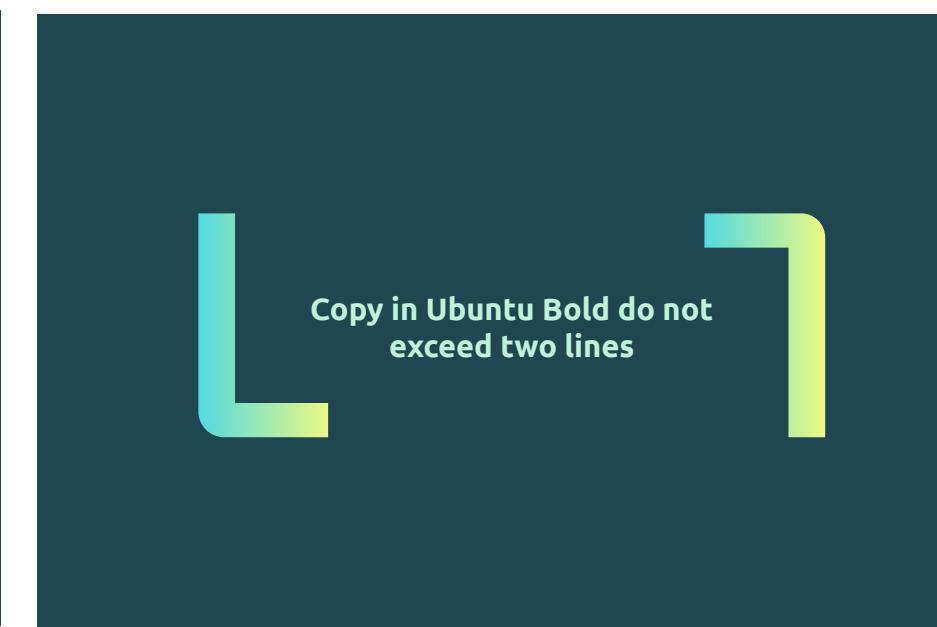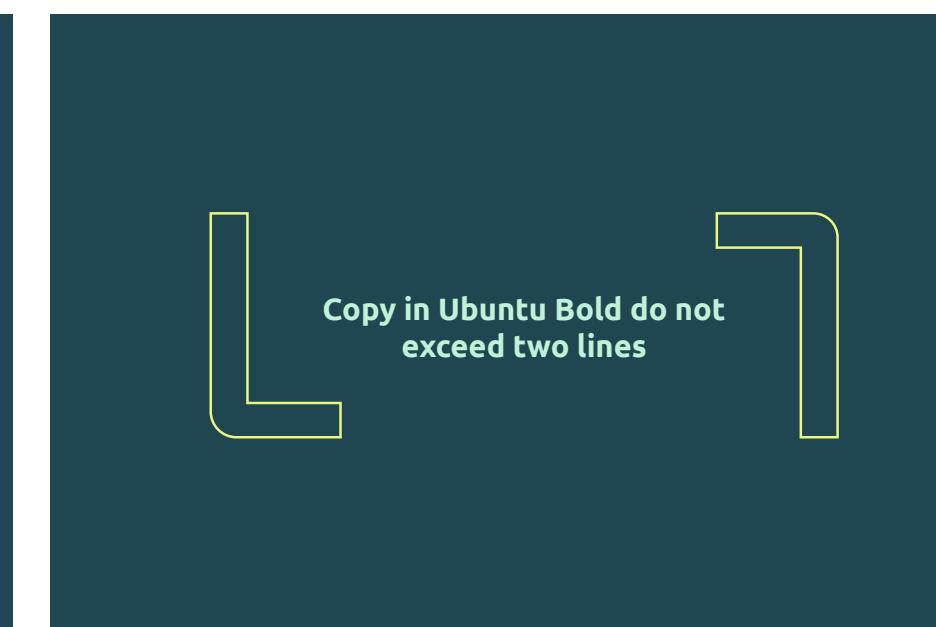
Gradient

Outline

Expanded viewfinder

Solid colour – preferred

Gradient

Outline

ALTRON
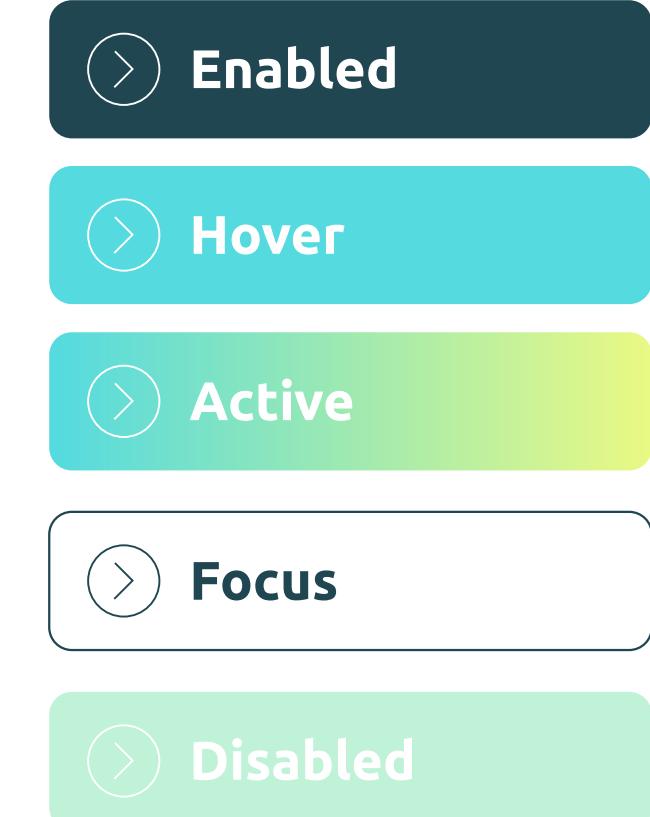
Brand
campaign guide
Core elements

Basic UI elements

The basic UI elements are the core elements used in digital application including web, email and social media. These foundational things help to create a consistent experience across various digital touchpoints.

Button style

> Enabled

> Hover

> Active

> Focus

> Disabled

Buttons always have a border radius of 10px and can be in any of the primary or secondary colours.

Hyperlinks
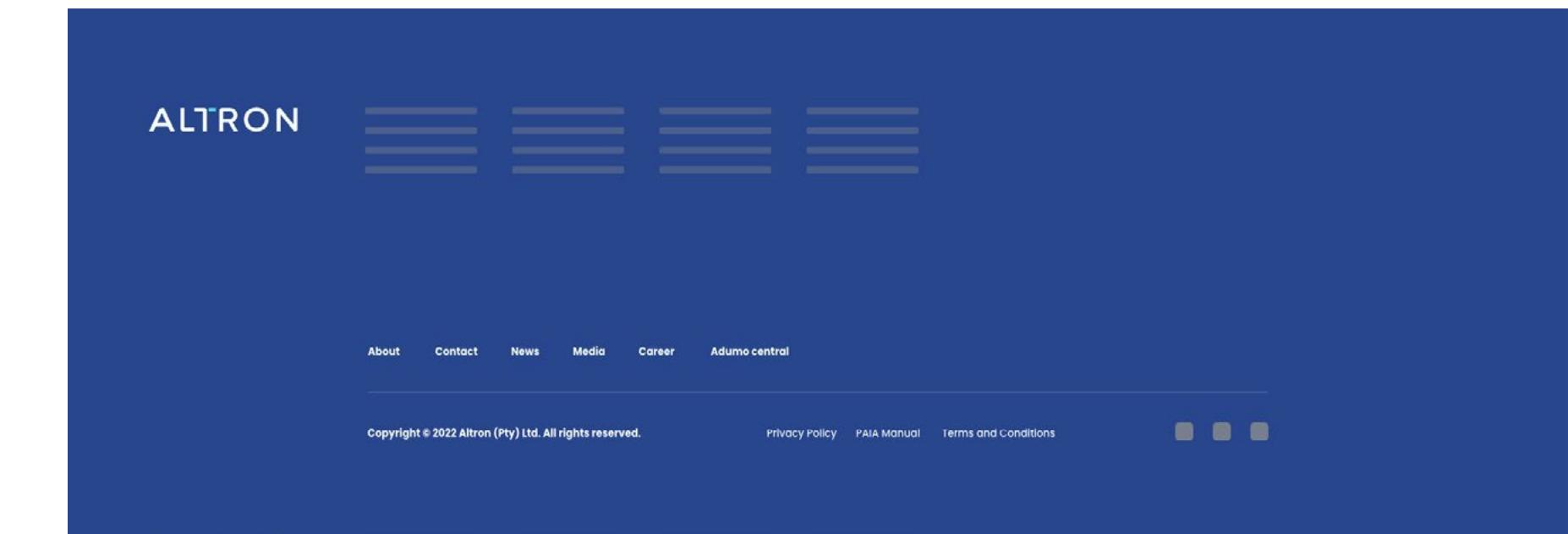
Hyperlink ↗

Hyperlink 2 ›

›

Hyperlinks can be styled using an icon or simply as text.

Footer

As far as possible the Altron footer is used as a standard across websites and emails.
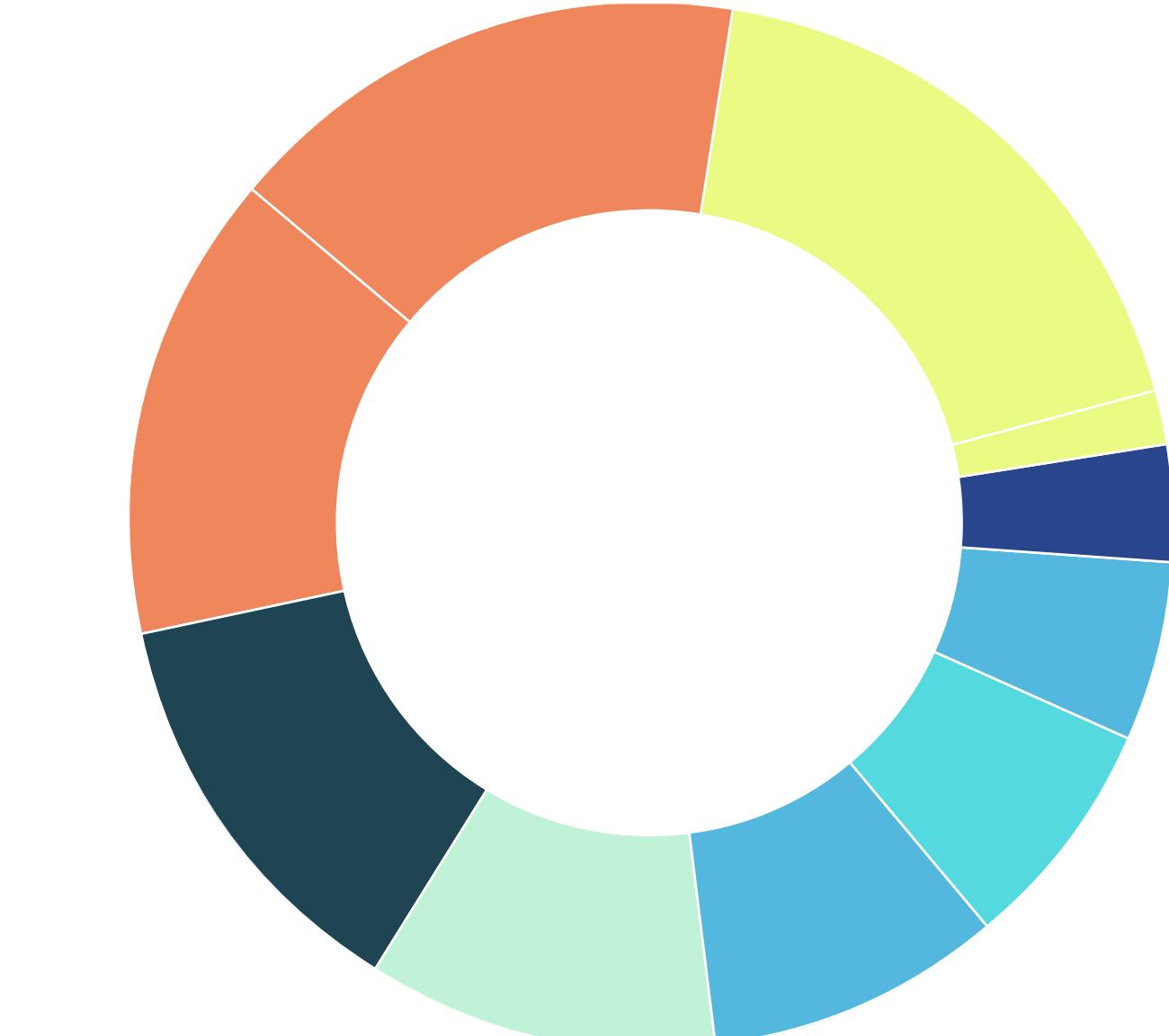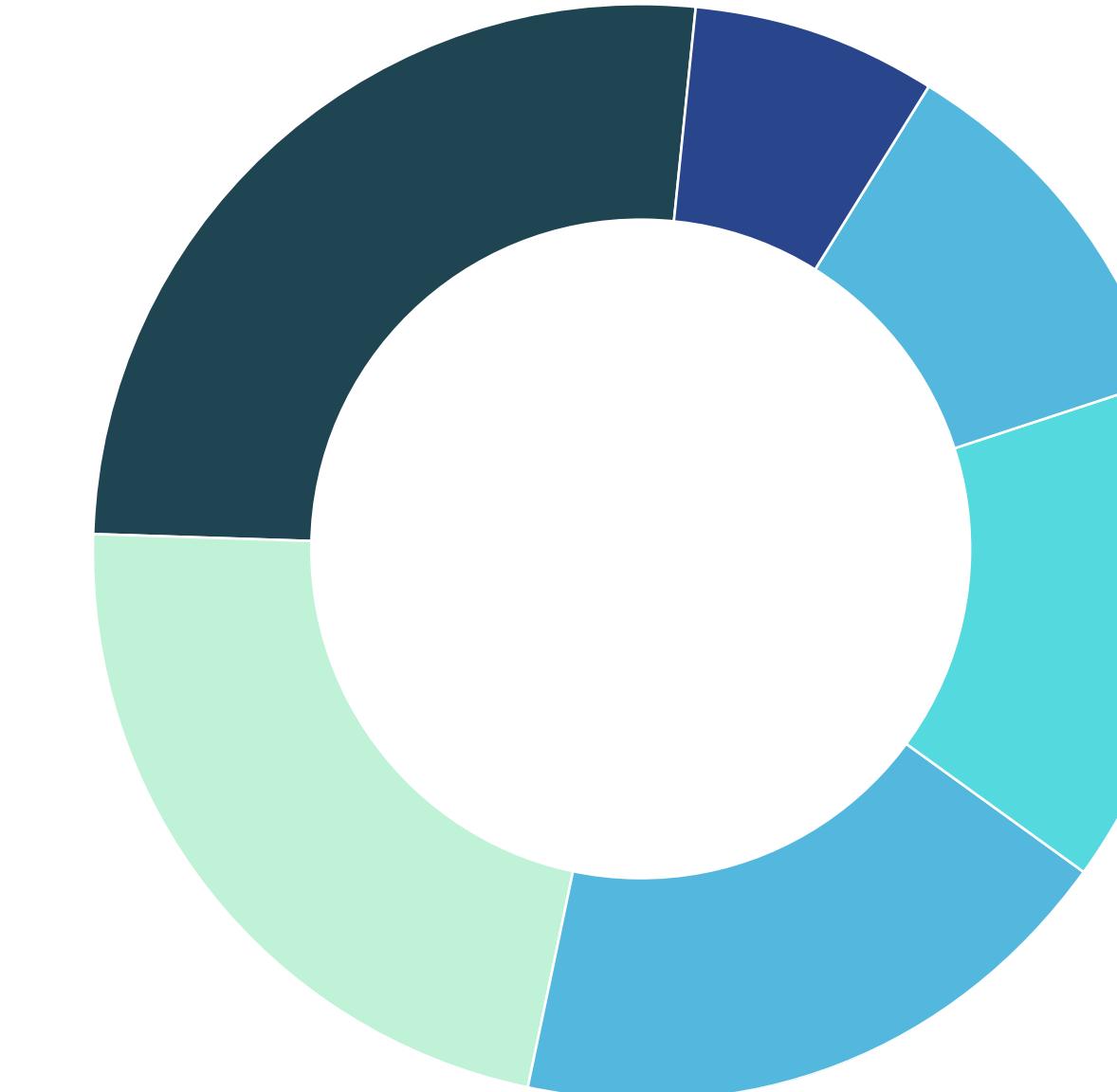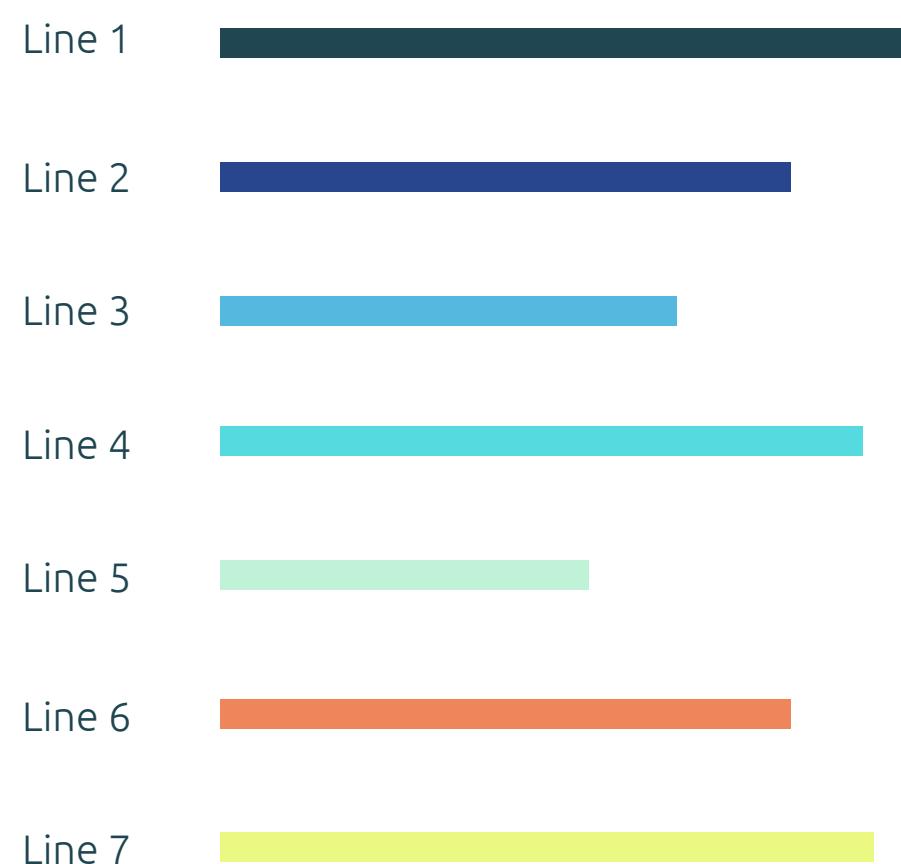
ALTRON

Brand
campaign guide
Core elements

Usage for basic graphs and charts

Nearly all of our colors can be used for graphs and charts except for a few light variations intended for dark background.

Line 1

Line 2

Line 3

Line 4

Line 5

Line 6

Line 7

Primary accents
Use of our Blues and variants as primary graph colors is encouraged.

Basic charts and graphs
If you're creating basic charts and graphs, use alternating shades of the lightest and darkest colors. Adding a white outline and dividers between colors will also enhance visual accessibility.

Attention grabbers
Should be reserved for key data points and highlights whenever possible.

More complex applications
When designing intricate digital applications, we've introduced a third shade of each color. To maintain consistency, it's recommended to use attention-grabbing accents only as a highlight.

ALTRON

Brand
campaign guide
Core elements

Usage for high impact graphs and charts

These Graphs and Charts are intended for Reports, Infographics and Social media.

58%
Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem

58%
Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem

58%
Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum

50%
Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum

50%
Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum
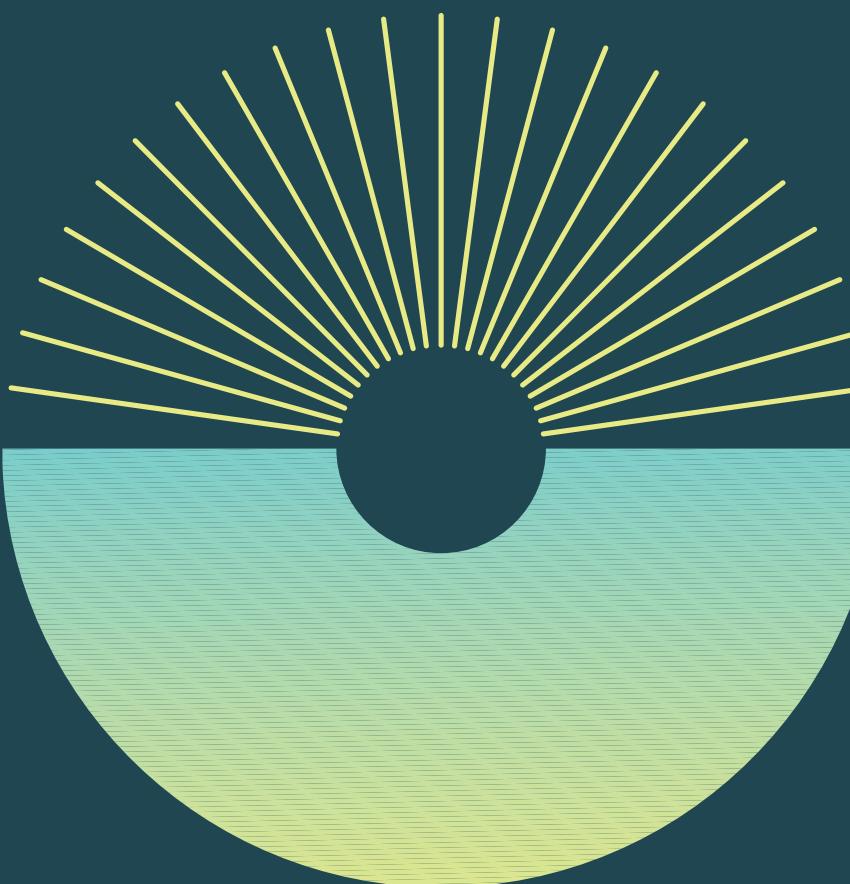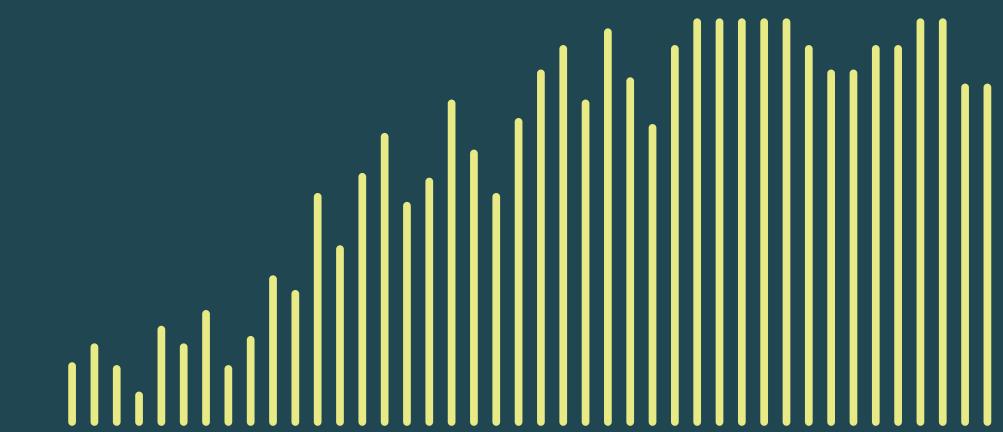
1000+
Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum dolor sit Lorem ipsum

02

Brand expression

Our brand expression talks to how we position ourselves visually – our photography and illustration styles, the mood of our brand and ways we can use these elements to become instantly recognizeable.

ALTRON

ALTRON

Brand
campaign guide
Brand expression

Photography style

In our photography, we strive to focus on understanding and addressing the unique challenges faced by industries and society. Through everyday scenes featuring real people, we aim to capture the proudly South African heart of our brand. Our visuals tell stories of resilience, determination, and the shared experiences that shape our diverse communities.

Simpler

- We help reduce complexity and create operational ease for our customers – this enables them to improve client experience, power employee productivity and accelerate time to market.

Safer

- Our technology keeps people, data and things safe. Whether in the real world or the digital realm, we're trusted to deliver solutions for a rapidly evolving security and compliance environment.

Smarter

- We combine the power of technology and data to create and give more people access to new digital services that will unlock more value for our customers and communities alike.

✅ **Correct use of photography**

- Our photography style is vibrant, bold, fresh, passionate and optimistic and authentically South African.

❌ **Incorrect use of photography**

- Avoid using black and white photography, tinted images, images that feel set up or posed, stock and/or clichéd imagery.

Shutterstock Library ↗

ALTRON

Brand
campaign guide
Brand expression

Divisional imagery

Aligning the subject matter of an image to the theme of the message is the most powerful way to engage an audience and to demonstrate expertise in the specific field. We've developed a core library of images for each of the Altron divisions to accelerate the creation of marketing assets.

HealthTech
Shutterstock Library ↗
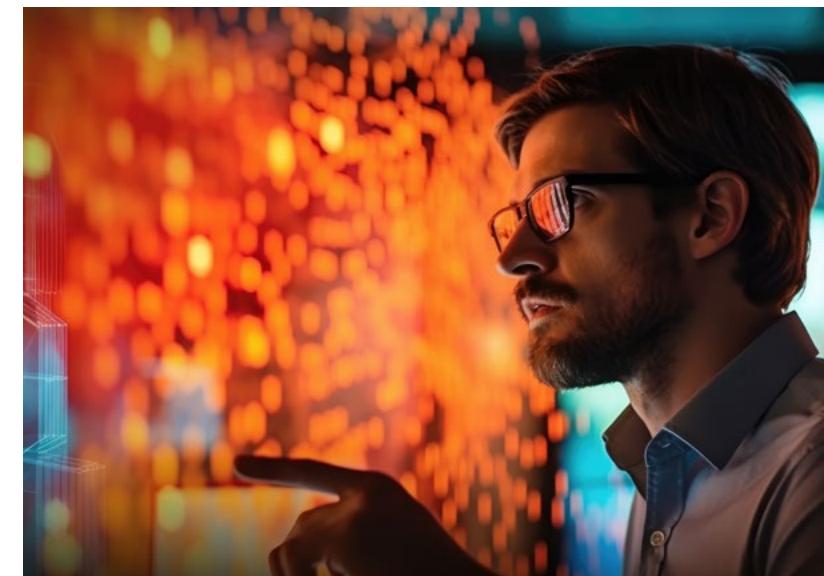
FinTech
Shutterstock Library ↗

Netstar

Document Solutions

Digital Business
Shutterstock Library ↗

Distribution
Shutterstock Library ↗

Security
Shutterstock Library ↗

✅ **Correct use of photography**

- Images talk to the opportunity that technology brings - always optimistic and hopeful.

❌ **Incorrect use of photography**

- We do not use heavily treated images that contain multiple graphical overlays - stick to a beautiful composition and focus on the subject matter or theme.

Download divisional imagery ↗
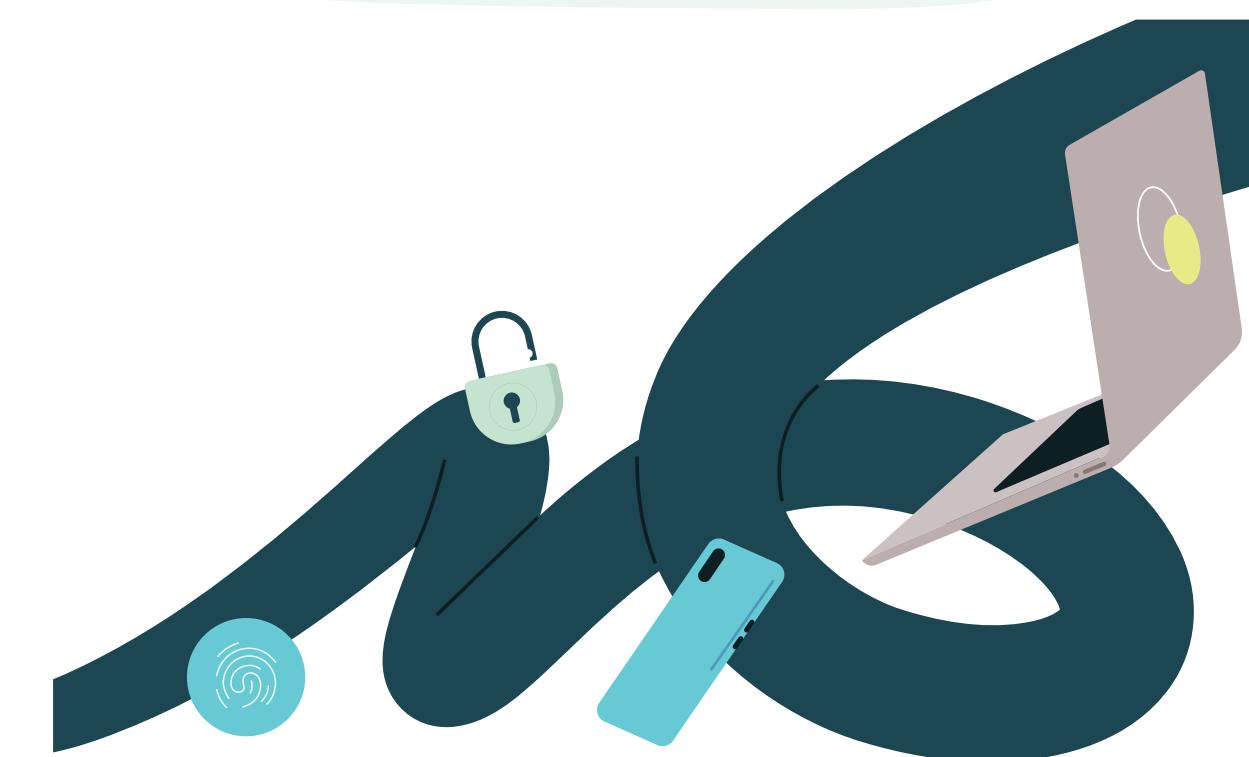
Illustration style

We are proudly unique and proudly South African - that's why our illustration style reflects a modern contemporary style bursting with individuality. When using illustration we always lead with characters that reflect our diversity. A set of illustrations have been made available and should be used consistently.

Illustration style

Industry perspective

- We use the industry-style illustrations when trying to show the relationship between technology and a specific vertical - for example, healtcare or agriculture

Illustration and colour

#fff7e5	#1f4650	#edf7f1	#54dadf
#e8ea84	#18343B	#c0f2d7	#4b9aba
#c4c473	#0e1f23	#adcbb9	#2a478d
#60b9c0	#67c9d3		

- We've selected a range of colours when illustrating to ensure consistency and to not overwhelm the audience

- Stick to the Green and blue hues when recoloring illustrations

✅ **Correct use of illustrations**

- We always showcase diversity by considering different hairstyles, body types, and features in illustrations

- Adhere to the colour palette and ratios to ensure brand consistency

- Keep animations simple

- Contact the brand team at brand@altron.com if you need additional support with illustrations, or if you're looking to create an animated video

Download illustrations ↗

Brand
campaign guide

Brand expression

Iconography

Our icon style is an extention of the illustration style. Icons can be used in three ways - solid outline, gradient outline, and icons in a square. Our library of icons will continually grow and evolve.

Icon style

Solid outline (primary colours)

In square (primary colours)

In square (secondary colours)

Social media icons

Correct use of icons

- Do not alter any icons and only use brand approved icons that can be downloaded from the library

- Use only the approved colour combinations when appying colour to icons

- Border radius for square icons is always set to 10px

Download iconography ↗

03

Application

This section shows you how to bring it all together. By combining the core brand elements with our brand expression we can create consistent and striking pieces of communication.
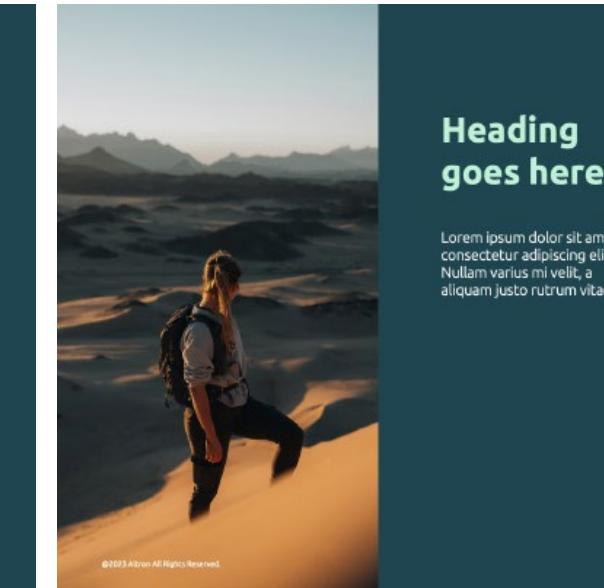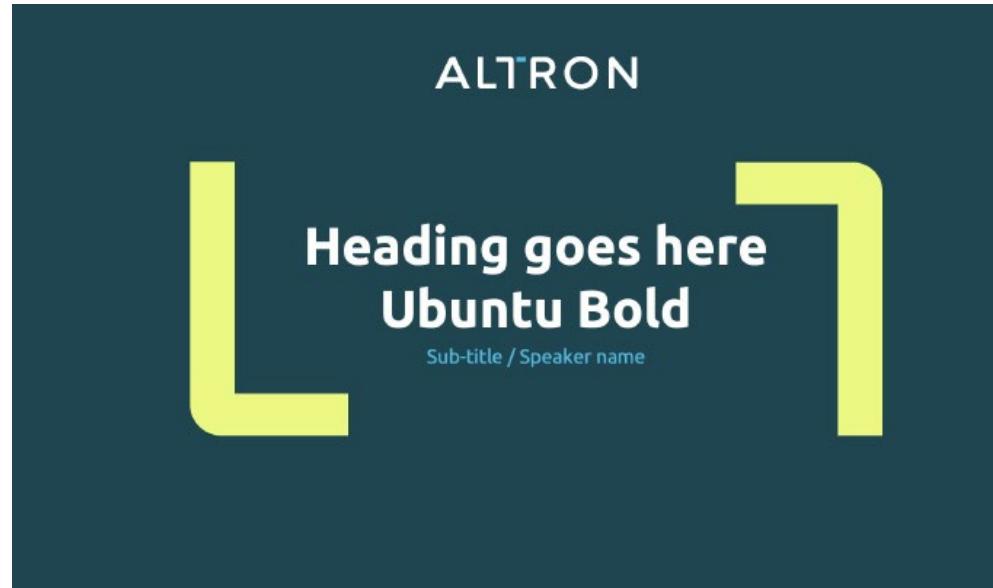
ALTRON

PowerPoint & Word template

The Altron PowerPoint & Word template includes a number of layout options to support your presentation needs.

✅ **Correct use of the template**

- Keep it simple.

- Try keep one message per slide.

- Access layout options from the Home tab, click on the dropdown arrow next to New Slide.

- Use images wisely – please refer to the section on photography for more information on how to use images/ photography. Our photography style is vibrant, bold, fresh, passionate and optimistic.

- Text size should always be 12pt and up – always ensure that typography is legible and high in contrast.

- Always ensure you use colours correctly. Please refer to our Brand guidelines to see how we combine colours.

- No scripted fonts are allowed except on cover and divider slide. Please refer to the section on typography.

❌ **Incorrect use of the template**

- Use the brand device/ viewfinder only on cover and divider slides. Images that have been treated with the device can be used. Always refer to the guidelines when using the devise.

- Ensure you use colours correctly – please refer to our guidelines to ensure that colour combinations are always high in contrast, text stays legible, and that colour conforms to web accessibility standards. For example don't use our yellow on white.

- We do not use heavily treated images that contain multiple graphical overlays – stick to a beautiful composition and focus on the subject matter or theme.

- We never use the scripted font for an entire sentence.

- We do not use the scripted font more than once in a view or page.

- Never compress logos within your presentation.

Download Word ↗   Download Powerpoint ↗
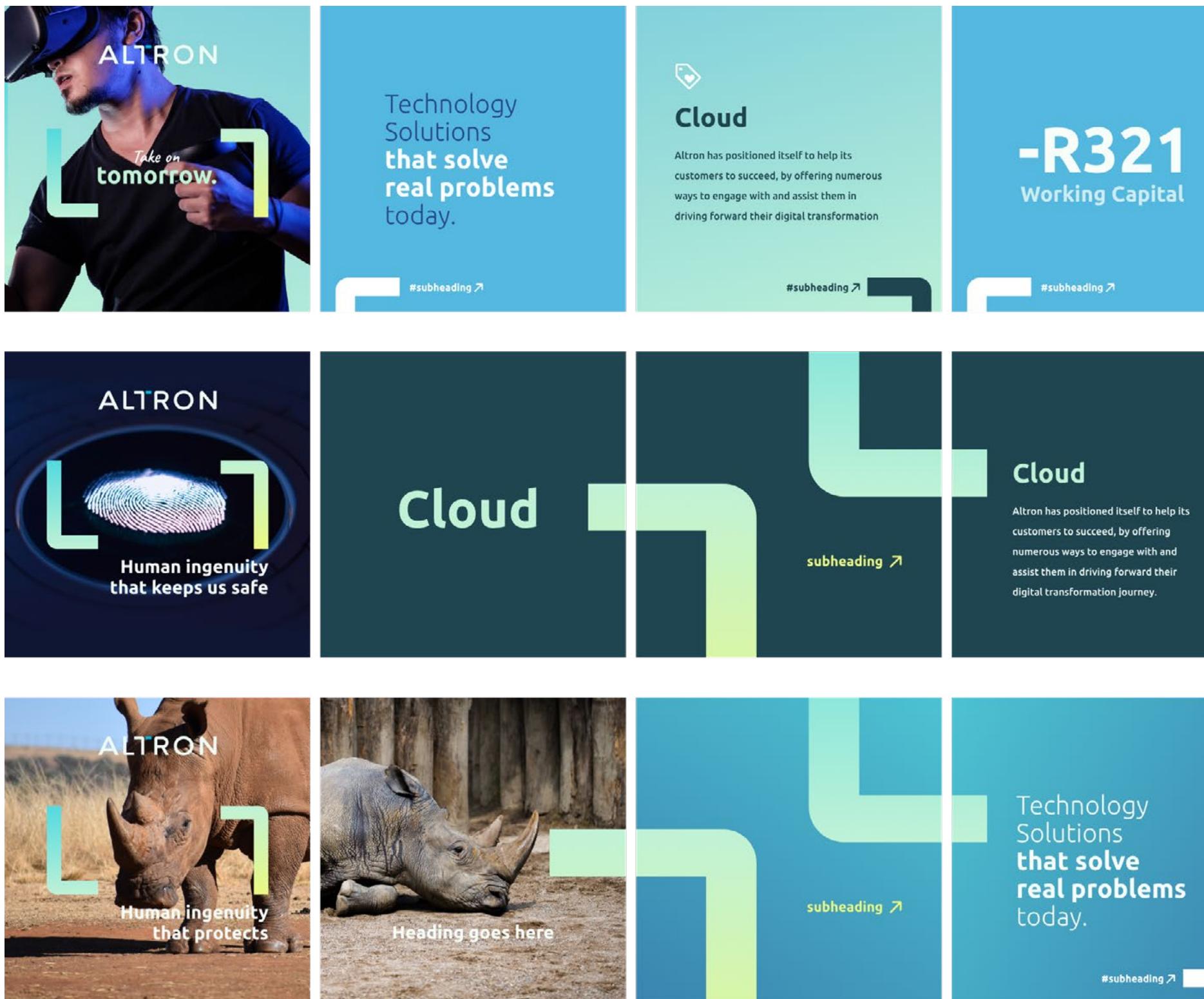
Social media carousel

Social media carousels give us the opportunity to break a message into a number of pieces - creating excitement and focus around a specific theme or concept. The social media carousel template uses the viewfinder device to draw attention to the call-to-action and includes multiple layout options.

✅ **Correct use of Socials**

- Keep text short, simple and to the point.

- Always open a social carousel with the main theme/story in focus by using the Altron viewfinder element accompanied with text to set the theme.

- Use only the approved colour combinations when appying colour to social posts.

- Opt for images with ample negative space and devoid of distracting or cluttered backgrounds.

Focal area

Human ingenuity that protects

- Place area of attention or focus between viewfinder "hooks"

- Write very short 2 line intro text.

Social media templates ↗
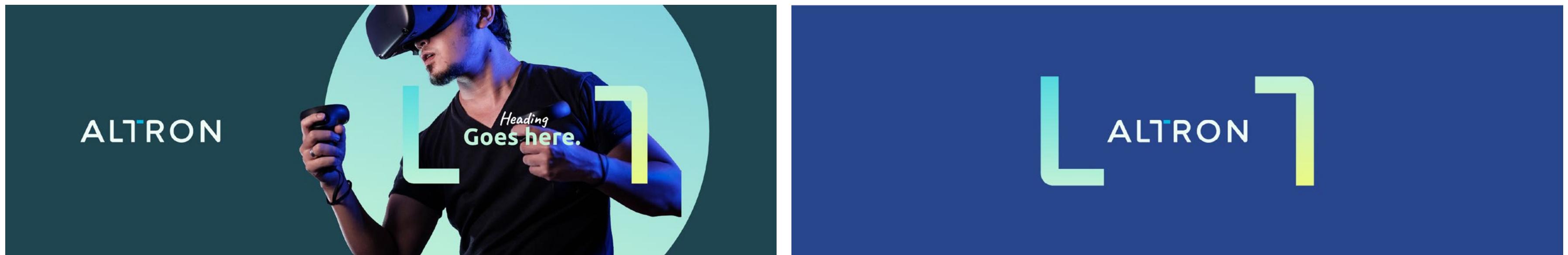
Brand
campaign guide
Application

Social banner

The social media profile banner is the visual handshake that introduces our brand to the digital world, making a crucial first impression and setting the tone for the immersive journey that follows.


✅ **Correct use of social banners**

• Social banners should be used in a way that reflects our brand's personality, values, and message through imagery and design.

• Banners are useful tools for highlighting important high-level campaigns, messaging and or company values.

• It's important to optimise the banner for various devices to ensure a seamless viewing experience for your audience.

Social media templates ↗

ALTRON

Brand campaign guide
Application

Email signature

The approved email signature is shown here and can be used for both HTML and plain text applications. For HTML, please hyperlink your company website and email address. Do not change the company name in any way.

Email signature

✅ **Correct use of email signatures**

- Ensure that the email signature is visually appealing and functional on both desktop and mobile devices.

- Make use of Arial fonts as it's broadly available on most computers as a system font.

- Maintain a uniform format across all email signatures within the organization to reinforce brand identity.

- Include your full name, job title, and company name to present a polished and professional image.

❌ **Incorrect use of email signatures**

- Avoid overcrowding the email signature with unnecessary details; keep it concise for clarity and readability.

- Limit the use of images or graphics that do not contribute to the overall professionalism of the email signature..

- Don't overlook testing the email signature across various platforms to ensure compatibility and a polished appearance.

Website

Websites are integral to corporate identity, serving as a dynamic platform to showcase brand values, communicate with stakeholders, and establish a consistent visual identity, fostering a lasting and impactful online presence. A well-crafted website reinforces brand credibility, providing a centralized hub for information dissemination and enhancing the overall corporate image.

ALTRON

Brand campaign guide
Application

PowerPoint & Word

Social media carousel

Social banner

Email

Web

Video

Video elements

We've developed a number of key elements for use in video to give our videos a distinct feel. These include lower thirds for titles, scripted keyword animations to key phrases and the Altron endboard animation.

Technology that gathers over *440 000* datapoints per month

Lower thirds

- When interviewing our people or spokespeople from our partners or clients, we use a consistent style. The viewer must be able to identify the person but text shouldn't dominate the frame. We also use a consistent title style for this purpose. This is called lower thirds. These Lower thirds contain names, job titles, and company affiliations. The lower thirds should be placed in negative space on either the left or right of the screen.

Titles (preferred)
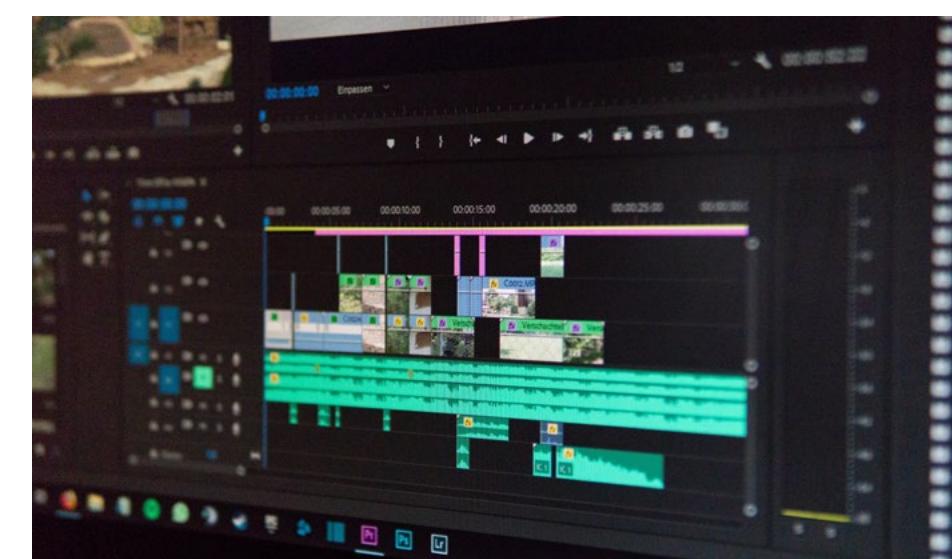
- Titles are a great way to communicate important messaging. These should be considered and must remain standardised to enhance the brand messaging.

Scripted keyword (bespoke)

- We want our brand to feel human, so when using titles in our videos we bring them to life by using our handwritten font. This is to be used sparingly and when highlighting bespoke messaging.

Filming and renders

- When working with video, it's important to use Altron's preferred formats and standards.

- This should be an uncompressed 4K UHD master that is delivered to Altron and a backup of working files must be kept in the event of a recall/update later.

- Unless otherwise specified, always work in 16:9 frame aspect ratio. Pixel aspect ratio should usually be square.

- For best compatibility, always work in 4K UHD resolution: 3840 x 2160 pixels.

- For maximum title safety, place critical visual information within a 4:3 safe title area centered within the 16:9 image.

- Always render an uncompressed video master at 2160p (3840 x 2160) 25fps Quicktime* .mov before compressing the file with the universally accepted H.265 codec.

30

© Copyright Altron 2023

Download Motion elements ↗
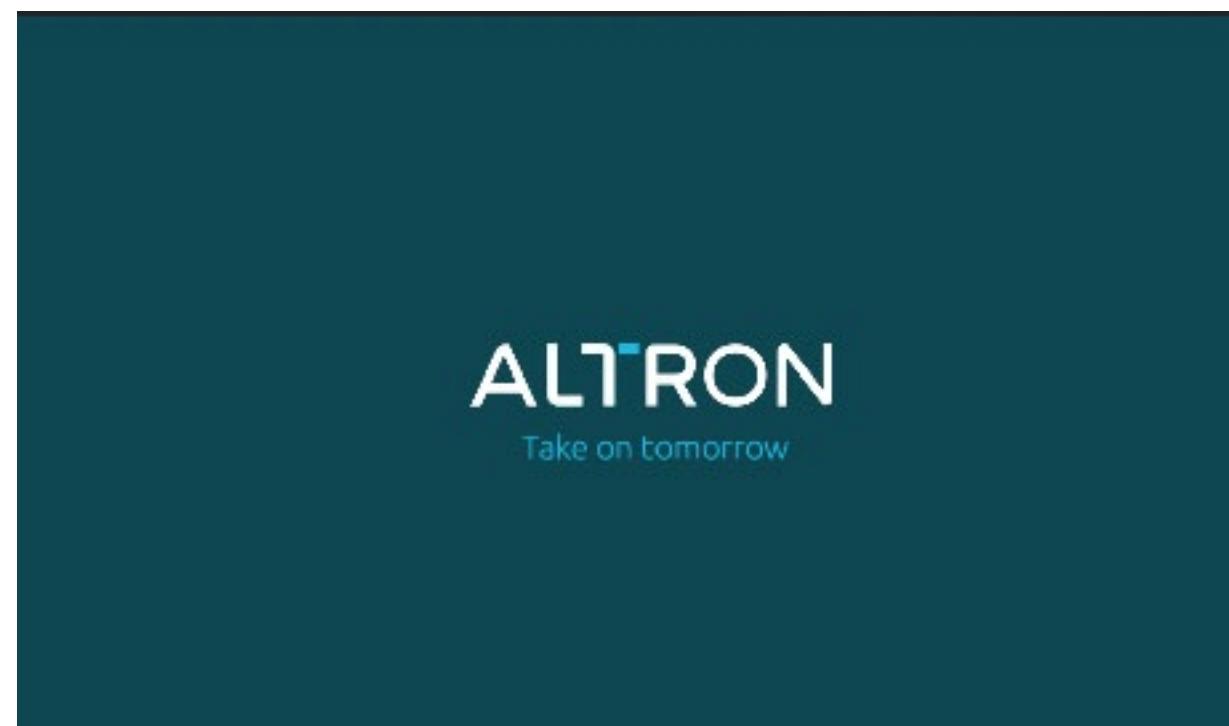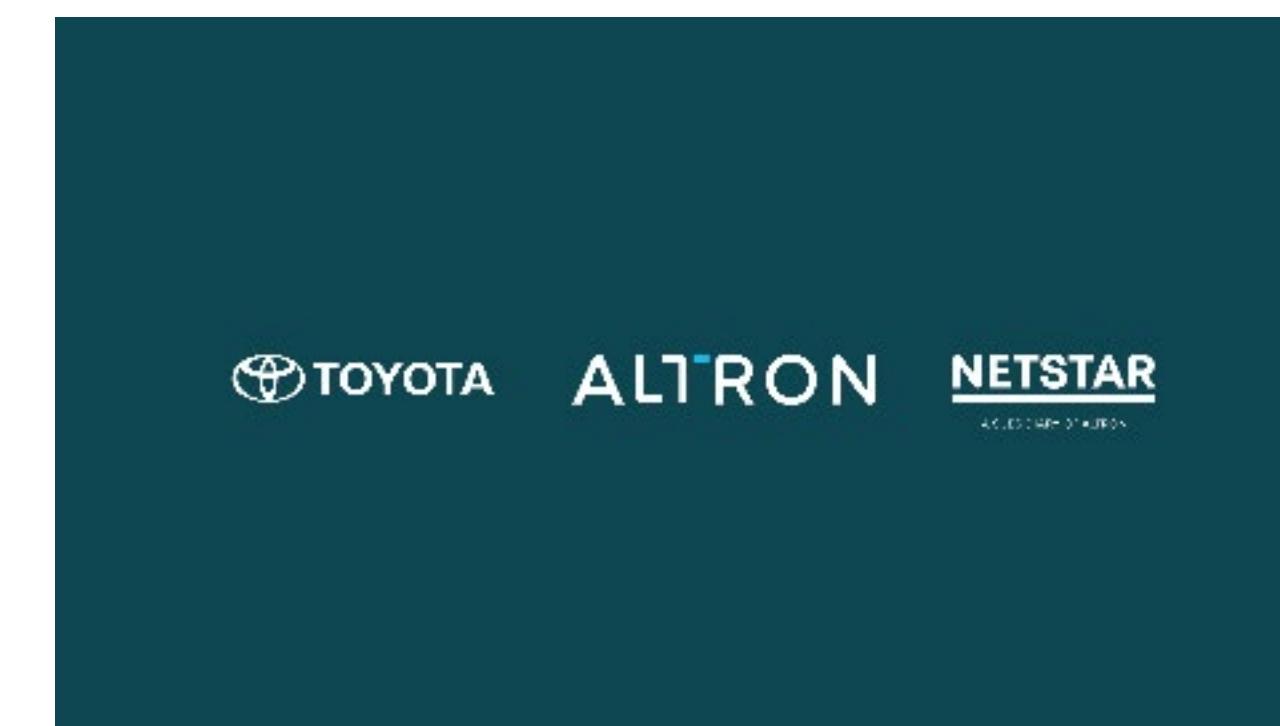
Video endboard

We use our logo endboard in different ways – our brand endboard which is preferred and our dual-branded partner endboard. Our brand enboard is an expression of our identity, and should always be used at the end of all Altron videos.

Master endboard

Multi-brand endboard

✅ **Correct video elements**

- Always use our logo endboards at the end of our videos.

- Allow our viewfinder element to overlap to run 1-2 seconds before the endboard transitions.

- Always ensure that our tagline "Take on tomorrow" animates under our company logo.

❌ **Incorrect use of video elements**

- Never use logo endboards to open a video.

- Don't speed up a logo endboard.

- Endboards can't be combined or used as transitions within a video.

Download Motion elements ↗