



**ALLSEEN
ALLIANCE**

BRAND GUIDELINES

Released 11.10.14



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THE ALLSEEN ALLIANCE LOGO IS A SYMBOL OF CONNECTION, WITH DIFFERENT TRIANGLE PIECES COMING TOGETHER TO FORM A STRONG UNIT.



A right-angled triangle is the base shape used in the hexagonal logo.

The combination of the hexagonal logo and logotype form the most significant feature of the AllSeen Alliance corporate identity. This should be used on all aspects of branded communication and must not be altered, distorted or manipulated in any way.



HEXAGONAL LOGO

**ALLSEEN
ALLIANCE**

LOGOTYPE

THE FULL-COLOR VERSION OF THE ALLSEEN ALLIANCE LOGO IS THE PRIMARY EXPRESSION OF THE IDENTITY SYSTEM.

Across applications, every effort should be made to use the full-color AllSeen Alliance logo on a white background. Where reproduction constraints prevent the use of the full-color version, the one-color or knock-out version should be used.

PRIMARY LOCK-UP



HORIZONTAL LOCK-UP



The one-color version of the AllSeen Alliance logo should be used when only one color is available for printing. The hexagonal logo in this version is composed of various tints of black.

The knock-out version of the AllSeen Alliance logo should be used over black and colored backgrounds or low-contrast images. Here, the hexagonal logo uses opacity to achieve the different tones. Because of this, the triangles inside will have light tones of whatever color or image it is placed on.

ONE-COLOR



KNOCK-OUT



CLEAR SPACE IS THE MINIMUM “BREATHING ROOM” MAINTAINED AROUND THE ALLSEEN ALLIANCE LOGO.

The clear space for the primary lock-up is determined by the height of the “X” in the AllSeen Alliance logotype.

The clear space for the horizontal lock-up is also determined by the height of the “X” in the AllSeen Alliance logotype.

This area should be kept free of graphics, text and other marks. This space also defines the minimum distance from the logo to the edge of a border, page, screen, etc.



CLEAR SPACE IS THE MINIMUM “BREATHING ROOM” MAINTAINED AROUND THE ALLSEEN SUMMIT LOGO.

The clear space for the AllSeen Summit lock-up is determined by the height of “X” in the AllSeen Alliance logotype.

Spacing between the primary logo and the Summit secondary line is one-third the height of the “X” in the AllSeen Alliance logotype.

This area should be kept free of graphics, text and other marks. This space also defines the minimum distance from the logo to the edge of a border, page, screen, etc.



THE INTEGRITY OF THE ALLSEEN ALLIANCE LOGO MUST BE RESPECTED AT ALL TIMES. DO NOT ALTER, RECREATE OR DISTORT THE LOGO IN ANY WAY.

Please use approved electronic art when reproducing the AllSeen Alliance logo.



SCALE Do not play with the scale and perspective, or alter the proportions of the logo.



ORIENTATION Do not change the orientation of the logo by rotating it in any way.



PROPORTIONS Do not change the proportions of the logotype and the hexagonal logo.



COLOR Do not reverse, change, or add colors to the logo.



STROKE Do not add a stroke to the logo.



EFFECTS Do not add any effects such as a drop shadow to the logo.



CONTRAST Do not place the logo on backgrounds that have the same colors used in the logo. Use the appropriate knockout logo on page 5.



CONTRAST Do not place the logo on colored backgrounds that are low in contrast, compromising its visibility. Use the appropriate knockout logo on page 5.

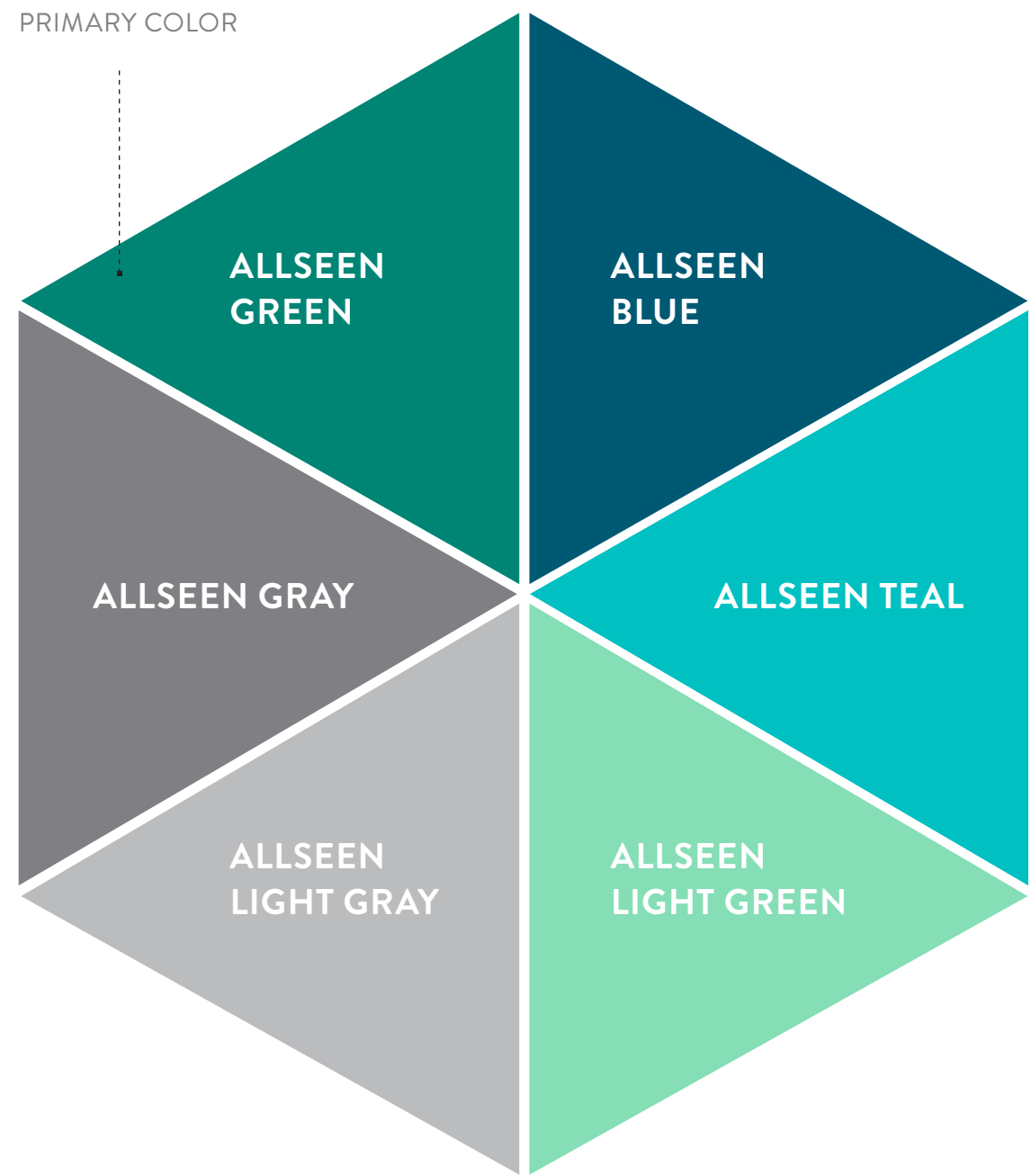


CONTRAST Do not place the logo on images that are too complex or too dark, compromising its visibility.

THE ALLSEEN ALLIANCE
COLOR PALETTE REPRESENTS
A VIBRANT, DYNAMIC AND
FORWARD-LOOKING BRAND.

The selected palette provides a foundation for color consistency across diverse types of layouts.

The AllSeen Green is intended to be the main signifying color for the brand. It should be used for all solid fill secondary graphics and colored typography.



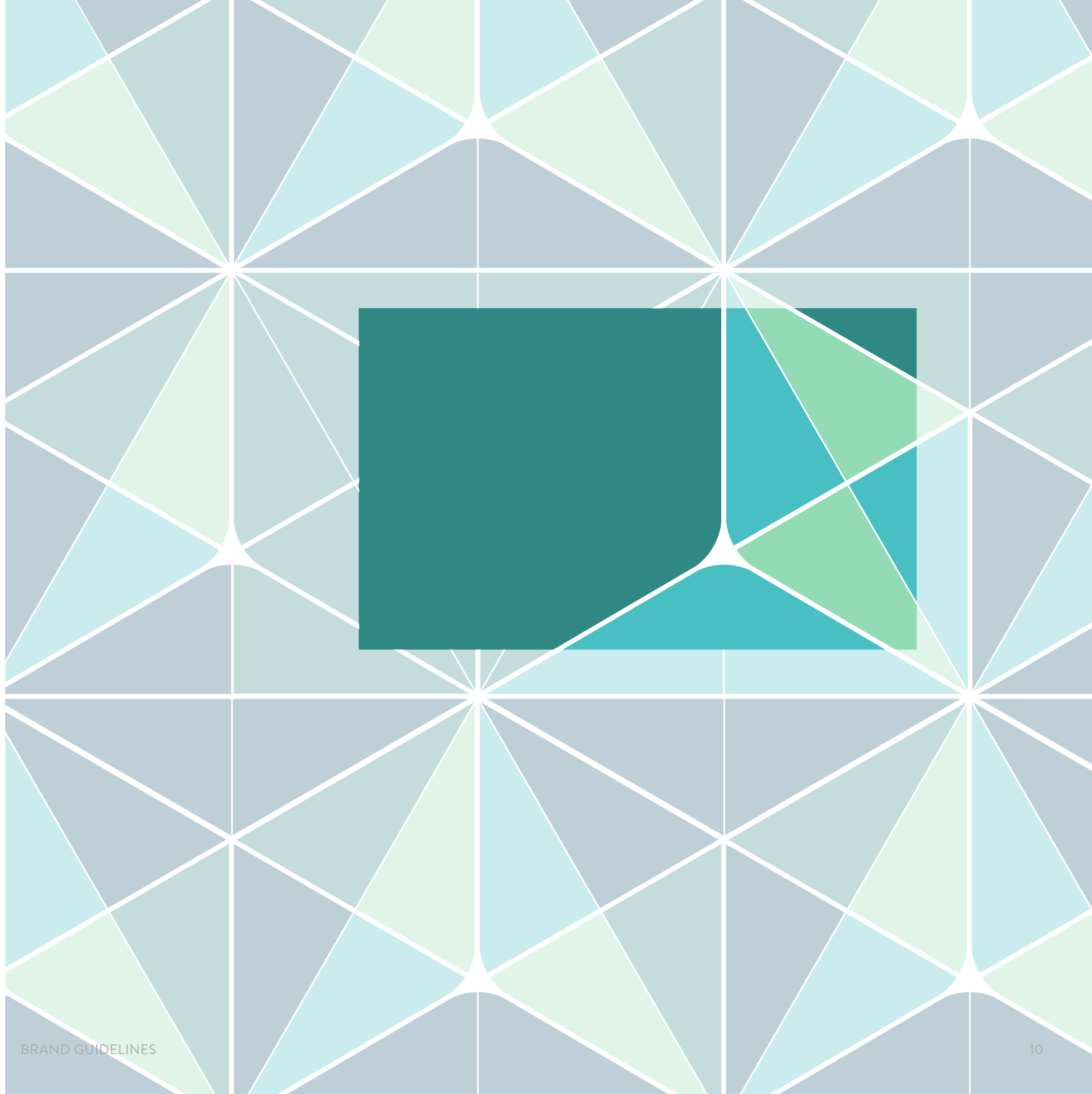
| | |
|--|---|
| | ALLSEEN GREEN PANTONE® 562 C C85 M0 Y50 K31 R0 G133 B118 HEX#008576 |
| | ALLSEEN BLUE PANTONE® 7693 C C98 M69 Y35 K19 R0 G88 B114 HEX#005972 |
| | ALLSEEN TEAL PANTONE® 7711 C C71 M0 Y30 K00 R0 G192 B194 HEX#00C0C1 |
| | ALLSEEN LIGHT GREEN PANTONE® 3258 C C45 M0 Y39 K0 R133 G221 B181 HEX#84DDB5 |
| | ALLSEEN GRAY PANTONE® COOL GRAY 10 C C0 M2 Y0 K60 R128 G127 B131 HEX# 807E82 |
| | ALLSEEN LIGHT GRAY PANTONE® COOL GRAY 6 C C0 M0 Y0 K31 R186 G188 B190 HEX#B9BBBD |

05 COLORED TILES

THE COLORED TILES ARE DERIVED FROM PORTIONS OF THE ALLSEEN ALLIANCE HEXAGONAL LOGO.

The essence of this graphic element is the merging of various triangles on the same grid of repeated hexagonal logos.

The colored tiles can be used as a colored background element or it can be multiplied over a photograph.



TO ENSURE CONSISTENCY ACROSS COMMUNICATION MATERIALS, THE ALLSEEN ALLIANCE FONTS HAVE BEEN REDUCED TO BRANDON GROTESQUE AND ARIAL.

Brandon Grotesque is the primary font and should be used for all AllSeen Alliance communications when possible.

When the use of the primary font is not possible, use the Arial font family as an alternative. PowerPoint and web are examples of these instances.

LINKS TO FONT AND WEBFONT

<http://www.myfonts.com/fonts/hvdfonts/brandon-grotesque/>

<https://typekit.com/fonts/brandon-grotesque>

PRIMARY FONT: Brandon Grotesque Light

AaBbCc123

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

SYSTEM FONT: Arial

AaBbCc123

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

AaBbCc0123
Brandon Grotesque Light Italic

AaBbCc0123
Brandon Grotesque Regular

AaBbCc0123
Brandon Grotesque Regular Italic

AaBbCc0123
Brandon Grotesque Medium

AaBbCc0123
Brandon Grotesque Medium Italic

AaBbCc0123
Brandon Grotesque Bold

AaBbCc0123
Brandon Grotesque Black

AaBbCc0123
Arial Italic

AaBbCc0123
Arial Bold

AaBbCc0123
Arial Bold Italic

OVERALL TYPE HIERARCHY
ENHANCES COMMUNICATION
WHILE STRENGTHENING THE
VISUAL IDENTITY.

Use the typography guide to set headlines
and body copy in your layout. Adhering to
these styles will ensure a consistent style
across all AllSeen Alliance communications.

HEADER: Brandon Grotesque Bold in All Caps

LOREM IPSUM IS SIMPLY DUMMY TEXT.
LOREM IPSUM IS SIMPLY DUMMY TEXT.

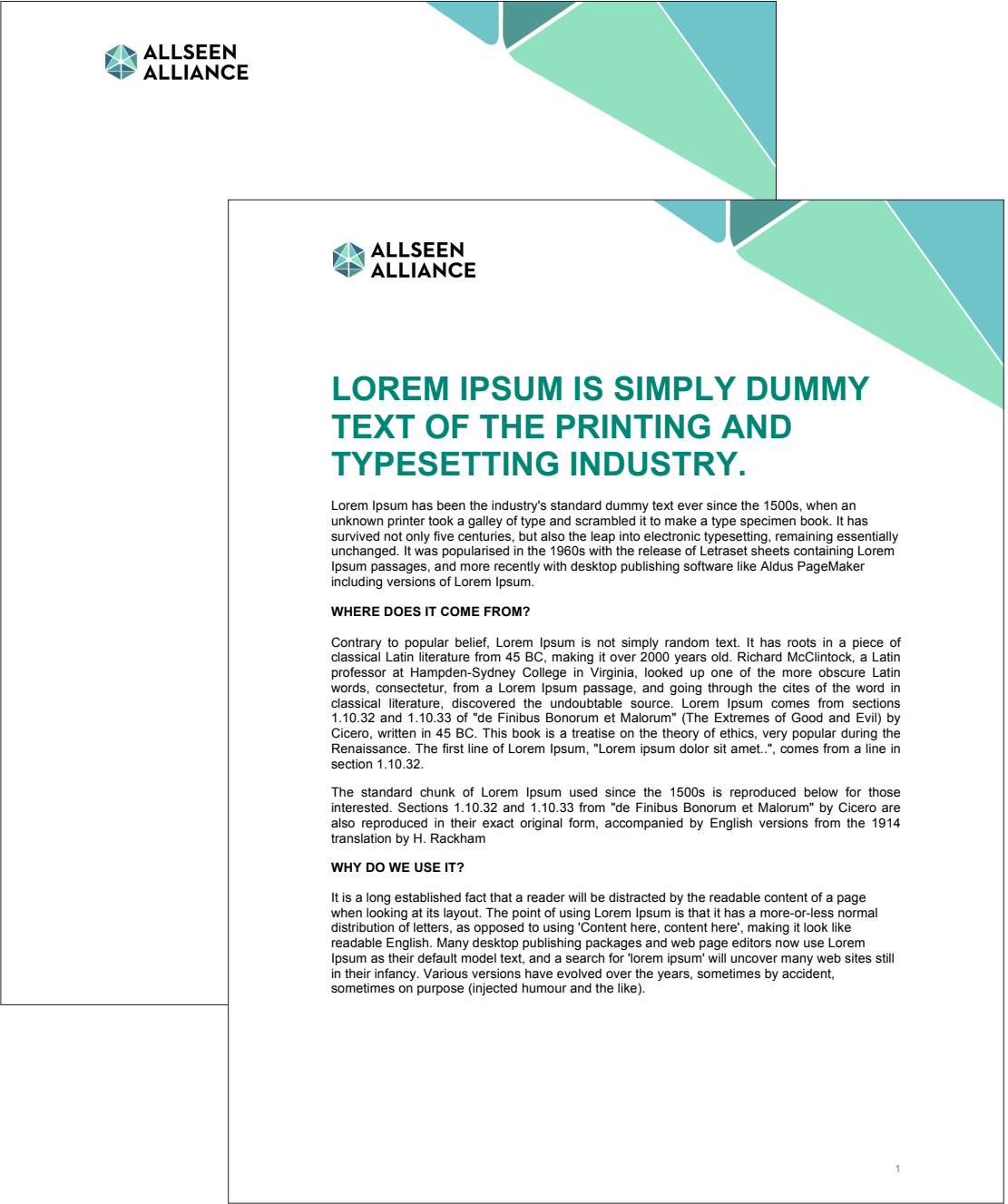
SUB-HEAD: Brandon Grotesque Regular in All Caps

LOREM IPSUM IS SIMPLY DUMMY TEXT.
LOREM IPSUM IS SIMPLY DUMMY TEXT.

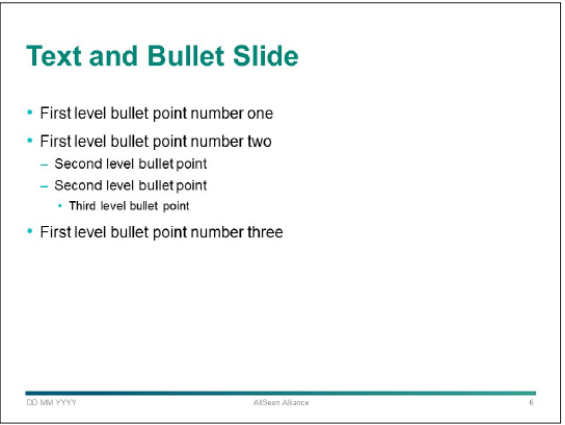
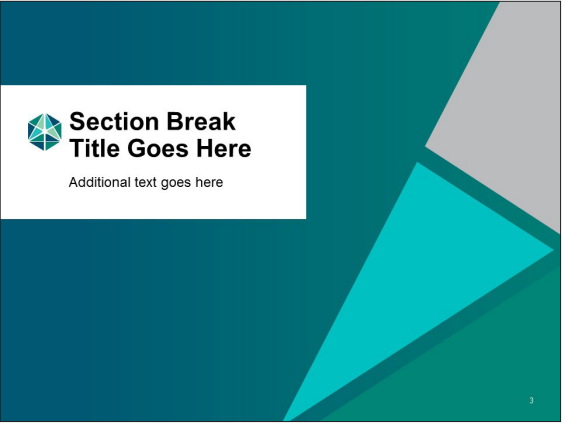
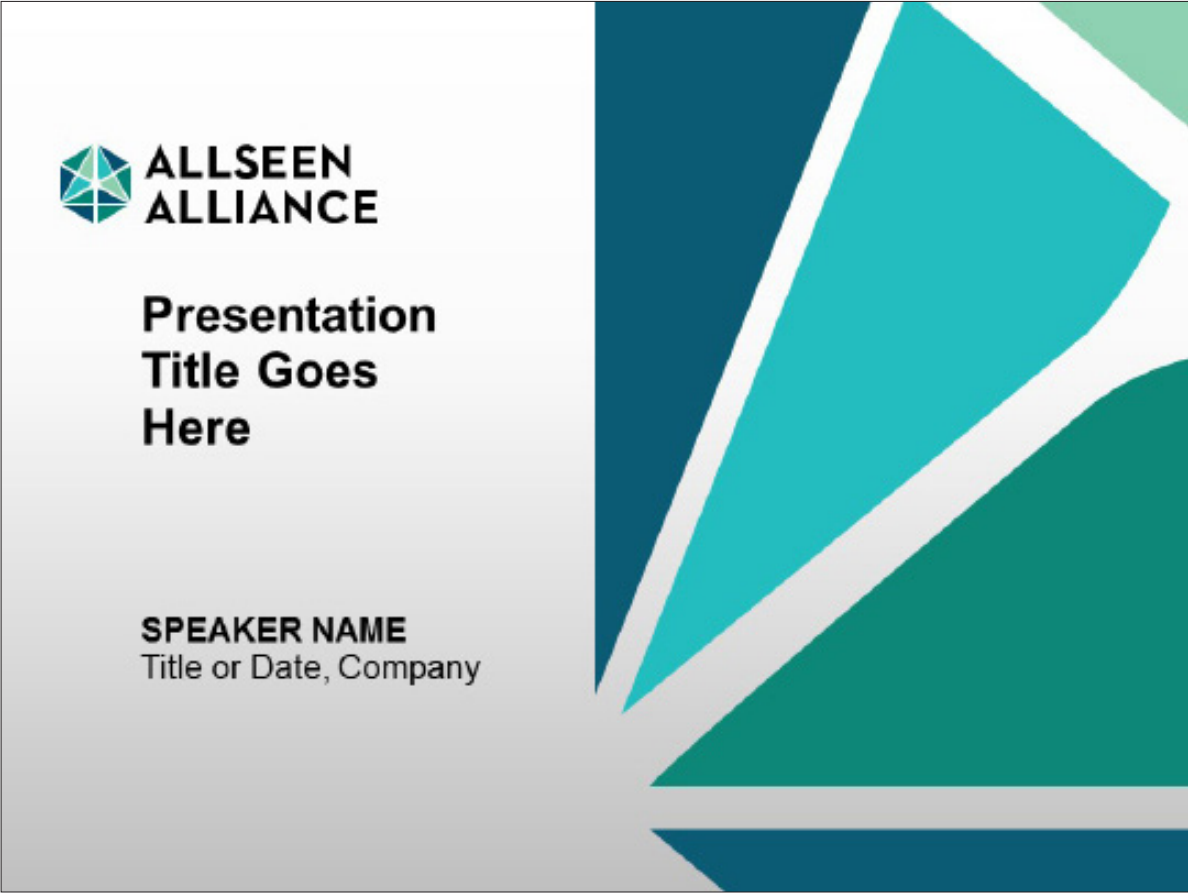
BODY COPY: Brandon Grotesque Light

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

PLEASE USE THE APPROVED
ALLSEEN ALLIANCE WORD
TEMPLATE AT ALL TIMES.



PLEASE USE THE APPROVED
ALLSEEN ALLIANCE
POWERPOINT TEMPLATE.



THESE ICONS CAN BE
UTILIZED WITHIN ALLSEEN
ALLIANCE MARKETING AND
COMMUNICATION DESIGNS
AND PRESENTATIONS.

Icon Library as of August 28, 2014



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ALLIANCE MARKETING AND
COMMUNICATION DESIGNS
AND PRESENTATIONS.

Icon Library as of August 28, 2014



THESE BADGES ARE AVAILABLE TO THE MEMBERS OF THE ALLSEEN ALLIANCE TO UTILIZIE WITHIN THEIR OWN MARKETING COLLATERAL.



CLEAR SPACE IS THE MINIMUM “BREATHING ROOM” MAINTAINED AROUND THE ALLSEEN MEMBER BADGE.

The clear space for the AllSeen Member Badge lock-up is determined by the height of “X” in the AllSeen Alliance logotype.

Spacing between the primary logo and the secondary member line is one-half the height of the “X” in the AllSeen Alliance logotype.

This area should be kept free of graphics, text and other marks. This space also defines the minimum distance from the logo to the edge of a border, page, screen, etc.





**ALLSEEN
ALLIANCE**

THANK YOU