



AltaML

# Brand Guidelines

Upholding the authenticity of the AltaML brand is a collective effort. Adhering to these brand guidelines helps drive consistency for end users while maintaining brand integrity.

# Logo

AltaML's primary branding element is the AltaML logo. The logo is the most recognizable part of the brand and is represented throughout educational and promotional materials.

## [Download AltaML Logos](#)

### The AltaML Logo

The horizontal variant of the AltaML logo is the primary logo for the organization and should be used whenever possible to ensure consistent and effective brand representation. This full-color horizontal logo is the most recognizable and widely used version.

In certain use cases, such as space constraints or design requirements, the vertical logo and emblem may be utilized. However, these should be considered secondary options and used sparingly to maintain brand consistency.

### Logo Clear Space

The logo requires a defined area around it to "breathe" correctly. This area, known as the clear space, should remain free of any other graphic or typographic elements.

The clear space is calculated based on measurements from within the logo itself and represents the minimum distance between the logo and other elements. Because the clear space is derived from the logo, it scales proportionally with the logo's size.

The primary measurement for the clear space is defined by the height of the letter "A" in the logo. This distance is then applied to determine the surrounding clear space.

### Logo Integrity

To maintain brand integrity, any form of tampering with the AltaML logo is strictly prohibited. Refrain from tampering with the logo in any way. This includes modifying color, cropping, warping, or any other form of distortion.

#### Main Logo (Horizontal)

Digital: 140px min. width  
Print: 1.25" min. width



#### Vertical Logo

Digital: 100px min. width  
Print: 0.8" min. width



## AltaML and Partner Logos

AltaML and partner logos may be used (with permission) to promote partnerships, sponsorships, events, and announcements.

When displaying the AltaML logo alongside a partner logo:

- Include a separator to create a clear visual distinction between the two logos.
- Follow clear space rules to ensure proper spacing between logos.

When resizing logos, aim to maintain a visually balanced composition between the AltaML logo and the partner logo. As a reference, the space between the logos and the separator should be approximately equal to the width of the AltaML emblem.

## GovLab Logo Lockups

The GovLab logo is typically displayed as a lockup with the phrase "Powered by AltaML."

To accommodate various space and size requirements, several lockup options are available. The default choice is the Horizontal Stacked lockup, as it offers legibility and versatility for most applications.

## Permissions

The AltaML logomark is a registered trademark of AltaML Inc., encompassing not only the AltaML name and logo but also the emblem, and any word, phrase, or image associated with AltaML products or ventures. The company name, "AltaML," is written as a single word with no spaces, with both the "A" and "ML" capitalized, except when used in the website domain "altaml.com."

The use of an AltaML trademark as your own is prohibited. Additionally, incorporating AltaML into the name of another product, company, venture, or service is not permitted.

### Space Between Elements



### Space Above and Below the AltaML Logo



### Scale and Position of Partner Logo



GovLab —●— ai

Powered By  AltaML

Questions About AltaML's Visual Brand?

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