AltaML

Brand Guidelines

LAST UPDATED AUGUST 2023

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 primary logo (the horizontal version) should be used wherever possible.

The secondary logo (the vertical version) should be used when it makes more sense visually or when there is limited horizontal space.

Whenever possible, the full-color version of the logo should be used. However, a reverse version of the logo is available for use on dark backgrounds to ensure legibility.

Main Logo (Horizontal)

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

Vertical Logo

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

Logo Clear Space

Maintaining adequate clear space around the AltaML logo is essential to ensure its visual integrity and impact. A minimum clear space equivalent to the width of the capital letter 'A' within the AltaML logo must be preserved to achieve this. This clear space prevents visual clutter, enhances legibility, and upholds the logo's recognizability.

Logo Integrity

Refrain from tampering with the logo in any way. This includes modifying color, cropping, warping, or any other form of distortion.

AltaML and Partner Logos

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

When showcasing the AltaML logo alongside a Partner logo, a separator is used to create a visual break between the two logos. When combining multiple logos, it is important to adhere to the clear space rules.

Use your best judgment when resizing logos, and maintain a visually balanced composition between the AltaML logo and any other logo. A good reference for the amount of space needed between the logos and the separator is the width of the AltaML emblem.

AltaML | KLEINFELDER Bright People. Right Solutions.

AltaML | ALPHALAYER

Questions About AltaML's Visual Brand?

CONTACT THE MARCOMM TEAM ›