ALUPROF

ALUMINIUM SYSTEMS

BRAND BOOK - LOGO

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/ THE FUNDAMENTAL FORM OF THE SYMBOL

The ALUPROF brand logo is a lettered symbol which forms the company's full name. The powerful lettering symbolises the company's stability. The angled elements underscore the dynamism of the company's operations and, in conjunction with the bar of the letter 'A', which has been shifted to the right, they reflect the ALUPROF's future-oriented, visionary nature.

/ THE STRUCTURE OF THE SYMBOL

/ The structure and proportions of the logo are precisely defined.

/ THE LOGO. SYMBOL + BRAND CLAIM

/ The logo can be used with the ‘ALUMNIUM SYSTEMS’ brand claim or one of the ‘LET’S BUILD...’ claims.

/ THE LOGO. SYMBOL + BRAND CLAIM

The logo can be used with the ‘ALUMNIUM SYSTEMS’ brand claim or one of the ‘LET’S BUILD...’ claims.

/ THE LOGO. SYMBOL + BRAND CLAIM

The letters of the brand claim are a quarter the height of the letters forming the symbol. The ‘ALUMINIUM SYSTEMS’ brand claim is justified to the right, while the ‘LET’S BIULD...’ brand claims are written across the entire width of the symbol.

/ THE COLOUR SCHEME

The ALUPROF logo has a strictly defined colour scheme. Set against a white background, the primary colour is Pantone 275 C and the orange accent is Pantone 144C. However, Pantone 276C is used for the background.

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Pantone 275 C
C-100, M-100, Y-40, K-40
R-32, G-23, B-71
RAL - 5013
Oracal - 537

Pantone 144 C
C-0, M-50, Y-100, K-0
R-243, G-146, B-0
RAL - 1006
Oracal - 255

Pantone 276 C
C-92, M-90, Y-45, K-60
R-34, G-28, B-53
RAL - 5022
Oracal - 562

/ THE COLOUR SCHEME

/ Monochromatic versions.

Pantone BLACK C
C-0, M-0, Y-0, K-100
R-29, G-29, B-29
RAL - 9011
Oracal - 070

C-0, M-0, Y-0, K-0
R-255, G-255, B-255
RAL - 9003
Oracal - 010

Pantone BLACK C
C-0, M-0, Y-0, K-100
R-29, G-29, B-29
RAL - 9011
Oracal - 070

C-0, M-50, Y-100, K-0
R-255, G-255, B-255
RAL - 9003
Oracal - 010

/ THE COLOUR SCHEME

Using Pantone 276 C as the colour of the logo is permissible when it is set against a background of Pantone 144 C. When the logo is set against a background of Pantone 276 C, it can be created in Pantone 144 C.

Pantone 276 C
C-92, M-90, Y-45, K-60
R-34, G-28, B-53
RAL - 5022
Oracal - 562

Pantone 144 C
C-0, M-50, Y-100, K-0
R-243, G-146, B-0
RAL - 1006
Oracal - 255

Pantone 276 C
C-92, M-90, Y-45, K-60
R-34, G-28, B-53
RAL - 5022
Oracal - 562

Pantone 144 C
C-0, M-50, Y-100, K-0
R-243, G-146, B-0
RAL - 1006
Oracal - 255

/ THE COLOUR SCHEME

When the logo in Pantone 276 C is set against a black background, the brand mark can be enhanced with the orange accent in Pantone 144 C.

Pantone BLACK C
C-0, M-0, Y-0, K-100
R-29, G-29, B-29
RAL - 9011
Oracal - 070

Pantone 144 C
C-0, M-50, Y-100, K-0
R-243, G-146, B-0
RAL - 1006
Oracal - 255

Pantone 276 C
C-92, M-90, Y-45, K-60
R-34, G-28, B-53
RAL - 5022
Oracal - 562

Pantone 144 C
C-0, M-50, Y-100, K-0
R-243, G-146, B-0
RAL - 1006
Oracal - 255

/ THE COLOUR SCHEME

Using Pantone 276 C as the colour of the logo is permissible when the clear space forms a solid background against a larger background of Pantone 276 C.

Pantone 276 C
C-92, M-90, Y-45, K-60
R-34, G-28, B-53
RAL - 5022
Oracal - 562

/ THE CLEAR SPACE

The size of the clear space is dictated by the size of the brand mark.
No other visual images or wording may appear in that space.

/ TYPOGRAPHY

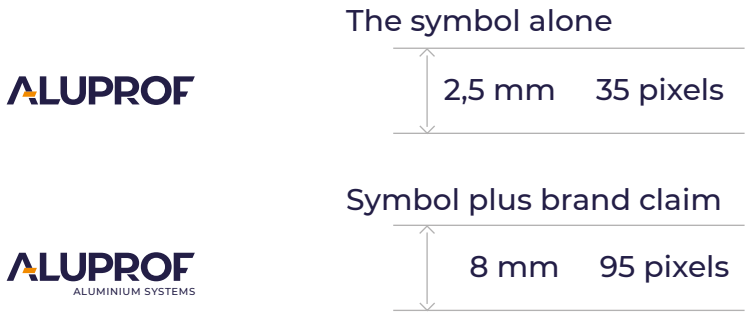
/ The Montserrat Medium typeface is used for the brand claims.

Montserrat Medium

a ą b c ć d e ę f g h i j k l ł m n ń o ó p r s ś t u w y z ź ż
A Ą B C Ć D E Ę F G H I J K L Ł M N Ń O Ó P R S Ś T U W Y Z Ź Ż
1 2 3 4 5 6 7 8 9 0

/ RESIZING AND MINIMUM DIMENSIONS

Resizing the logo is only permissible if the proportions are maintained.
Using it in sizes any smaller than the minimum values provided below should be avoided.



/ USE AGAINST VARIOUS BACKGROUNDS

/ Examples of correct use against various backgrounds.

When the logo is being used against backgrounds which differ from the AUPROF company colours, the clear space should be used to form a solid background.

If the main background is uniform and does not disrupt the clarity of the message, then using one of the monochromatic versions of the logo is permissible.

UNACCEPTABLE USE OF THE LOGO AGAINST VARIOUS BACKGROUNDS

Examples of incorrect use against various backgrounds.

The logo is set against a solid background which is smaller than the clear space.

The logo is set against a background which is too varied.

A two-colour version of the logo is set directly onto the photo.

The logo is set against a background which is too varied.

/ UNACCEPTABLE MODIFICATIONS TO THE LOGO

/ Examples of unacceptable modifications.

Additional wording in the clear space.

Added visual effects.

Changes to the proportions or layout of elements of the logo.

Changes to the colour scheme.

Changes to the proportions of the logo.

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