



VISUAL IDENTITY GUIDELINES

VERSION 1.0

PDF

BY AREA 17

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VISUAL IDENTITY

The goal of this document is dual: it is meant to inspire and to define guidelines for the use of ALLI's visual identity when designing applications for the brand.

Throughout all mediums—publications, websites, advertising, signage, products, letterhead, or business cards—layout, color and typography should be orchestrated to impart a unified “signature”.

This publication includes a description of the new logo and guidelines for its use including official colors and typefaces.

Attention to detail is an essential element of ALLI's visual identity – it is a mark of professionalism befitting a modern-day governing body.

In the secondary position the ALLI visual identity maintains its strength through consistent use of black and white in contrast to the heavily branded landscape in which it lives, and should be more likely to rest on the solidity of a background shape.

The primary typeface, Avenir Black is meant to be used at large point sizes for headlines in contrast with the lighter subtitle and copy text.

B0

The essence of the ALLI visual identity is to use the elements to take a strong graphic position. Clear, consistent use of the logotype and bold contrasts in the use of color and typography are essential for the expression of this idea.

The ALLI visual identity rests firmly on the shoulders of the sports themselves through large, full-bleed photography. Simplicity is its strength and embellishments such as additional graphic symbols and iconography should be used sparingly or not at all.

LOGOTYPE

B1

The core elements of the ALLI visual identity are:

1. The logotype
2. The tagline
3. The mark

Versions of the logotype have been created specifically for screen usage to display perfectly on the pixel grid. Please use these logos without scaling them when designing for the screen.

You can find logotypes designed for screen application in [screen_logos.eps](#)

The image shows the word 'Alli' in a very large, bold, black, sans-serif font. The 'A' is stylized with a thick, rounded shape. The 'i' has a dot. The letters are closely spaced.

Logotype

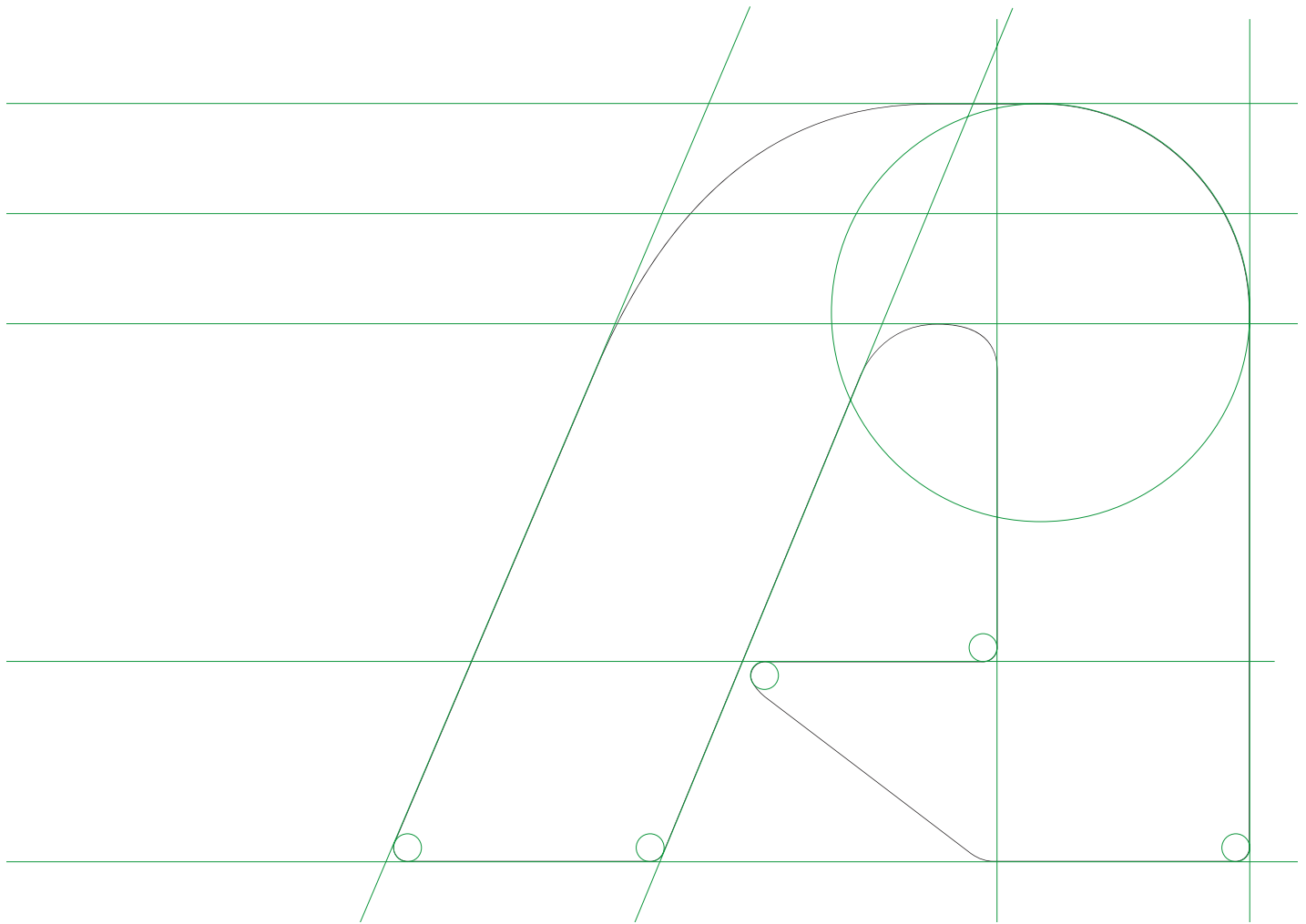
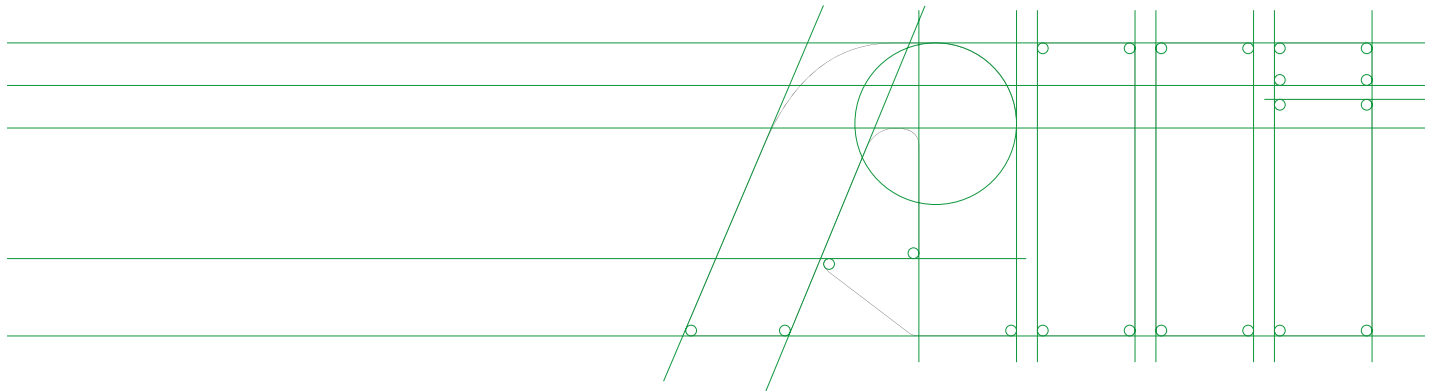
The image shows the word 'Alli' in a bold, black, sans-serif font. Below it, the tagline 'ALLIANCE OF ACTION SPORTS' is written in a smaller, all-caps, black, sans-serif font.

Logotype + Tagline



Mark

CONSTRUCTION B1-1



VARIATIONS

B1-2

These are the approved variations of the Alli logo and tagline. The 'A' mark on it's own should not be used with a tagline but reserved for use with the website URL or on it's own in consumer brand applications.

You can find logotypes variations in logos_variations.eps



CLEARANCE ZONE

B1-3

The width of the 'L' is used to define the minimum clearance zone for the logo and all variations.



INCORRECT USAGE

B1-4

Avoid these and other incorrect usages of the ALLI logo. The correct variations of the ALLI logo are supplied in the official brand files.

Use exclusively the logo variations provided in logos_variations.eps

Use plain color only
(no gradient nor half-tone color)



Do not cut off any part of the mark



Do not apply an effect on the logo
(such as a drop shadow)



Do not change the proportions of any part of the logo
in relation to the other parts



Never bend or distort the logo in any way



COLOR

B2

Black and white have been chosen to form the core of the ALLI visual identity for the bold simplicity the combination conveys. Yellow has been selected for its ability to deliver a positive, high-energy graphic punch within the sparse palette of the visual identity. Yellow should be used either sparingly as a graphic accent or liberally as in a full color background – avoiding the middle ground.

In the secondary position the ALLI visual identity maintains its strength through consistent use of black and white in contrast to the heavily branded landscape in which it lives, and should be more likely to rest on the solidity of a background shape.



Pantone Process Black



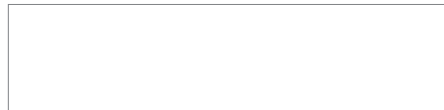
White



Pantone 102



CMYK 00 00 00 100



CMYK 00 00 00 00



CMYK 03 00 93 00



RGB 00 00 00 #000000



RGB 255 255 255 #FFFFFF



RGB 255 241 10 #FFF10A

BLACK

WHITE

YELLOW

COLOR ON A BACKGROUND

B2-1



Primary



Primary



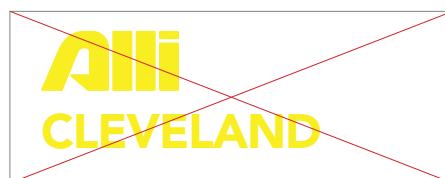
Primary



Secondary



Avoid using this color scheme



Avoid using this color scheme

COLOR ON PICTURE

B2-2

When used on a picture, it is preferred for the Alli logo and tagline to be placed directly on a uniform area of the image itself. This connects the brand directly to the action.

Use the appropriate color scheme for optimum visibility.

Logo directly on an image



COLOR ON PICTURE

If the logo will sit on a complex image background, the version of the logo on a background can be used to provide the necessary contrast.

B2-3

When used in the secondary position, the ALLI logo is more likely to rest on the solidity of a background shape.

Logo on a background shape



TYPOGRAPHY

B3

Within the ALLI visual identity typography is meant to be used boldly, for graphic impact without the need for additional elements within a layout or design. The primary typeface, Avenir Black, should be used at large point sizes for headlines, in contrast to the lighter subtitle and copy text paragraph styles.

PRIMARY TYPEFACE

B3-1

AVENIR

Designer: Adrian Frutiger, 1988

Avenir™ is the official typeface for all headlines, it is also the typeface used for the logo tagline. It must always be used in UPPERCASE format.

Tracking should be negative - in the Adobe Creative Suite™ tracking is set to -25.

Headlines: Avenir Black
Sub-Headlines: Avenir Light

A2P

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

SECONDARY TYPEFACE

B3-2

SWISS 721

Designer: Max Miedinger, 1982

Swiss 721™ is used for body text in all documents from ALLI. Helvetica™ and Arial™ are two typefaces that can be used in replacement of Swiss 721™ if it is not available.

Body text: Swiss 721 Roman

A2P

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

PARAGRAPH STYLES

B3-3

HEADLINE

H1

Avenir Black UPPERCASE
Tracking -25 (Adobe)
30/25

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.
Etiam vitae ligula.
In consectetuer facilisis tellus.

Big Paragraph

Swiss 721 Roman
12/12

SUB-HEADLINE

H2

Avenir Light UPPERCASE
Default tracking (0)
18/16

Lorem ipsum dolor sit amet, consect-
etuer adipiscing elit. Etiam vitae ligula.
In consectetuer facilisis tellus. Sed diam.
Nullam accumsan bibendum lacus.

Copy

Swiss 721 Roman
9/11

Copy Title

H3

Swiss 721 Bold
9/11

Lorem ipsum dolor sit amet, consectetuer adipiscing
elit. Etiam vitae ligula. In consectetuer facilisis tellus.
Sed diam. Nullam accumsan bibendum lacus.

Small Paragraph

Swiss 721 Roman
7/11

PHOTOGRAPHY B4

For many applications, premium, full-bleed action sports photography is the foundation upon which the ALLI visual identity rests.



APPLICATIONS

C0

The following are some initial explorations toward the use of the ALLI visual identity for various applications.

LETTERHEAD

C1



ALLI
190 North 10th Street / Suite 312
Brooklyn, NY 11211

Tel.
646-277-7112
Fax
646-277-7115

REQUEST FOR PROPOSAL

New York

September 28, 2008

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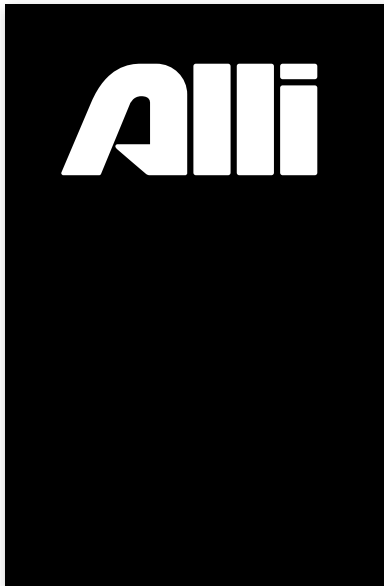
Gait alisisit alis augue te magnim dolore conummolore minised ex eleasedem dunt la feugait prat. Ed minim volobor sumsan volore veniam vel ex et vel iril essequi psummy nulla facip ea feu facidunt alit ad dolor sum zzriliquat utat. Summodolore ming er sum quat lut at. Ed doloboreet lam velit utatin essequisim ipismolobor

Sed sit amet elit id lorem pretium tincidunt. Duis in est. Nam in tortor. Vivamus mi. Praesent feugiat. Nam dolor ante, faucibus nec, malesuada sit amet, congue non, risus. Maecenas sed enim nec massa dignissim rhoncus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Proin nec magna a justo pretium commodo. Vestibulum ut lectus. Donec nunc orci, tincidunt et, commodo vel, dignissim non, diam. Quisque sem orci, varius a, mattis ac, ullamcorper placerat, nunc. Sed laoreet sem nec dolor. Curabitur purus massa, malesuada at, malesuada quis, euismod eu, nulla. Pellentesque id massa id sapien lobortis porttitor. Duis tincidunt consetetuer purus.

Fusce turpis nisl, porta non, blandit eu, eleifend eget, erat. Morbi venenatis vulputate eros. Aliquam sollicitudin faucibus felis. Suspendisse vel tortor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Donec at libero. Donec id dolor. Ut mattis, neque a sagittis pharetra, felis mauris semper ante, et varius lorem ipsum ac eros. Aliquam sem. Ut vulputate lacus non magna. Proin in diam. Donec blandit.

BUSINESS CARD

C2



JOHN DOE

Executive Director

Email

john@allisports.com

190 North 10th Street / Suite 312
Brooklyn, NY 11211

Tel.

646-277-7112

Fax

646-277-7115

ENVELOPE

C3

