

GRAPHIC GUIDELINES



1. Logo



Logo

The logo consists of the ALM Partners test logo and a graphic symbol.

The colored logo is primarily used, although there are also other variations (more information on page 5).



Other variations of the logo.

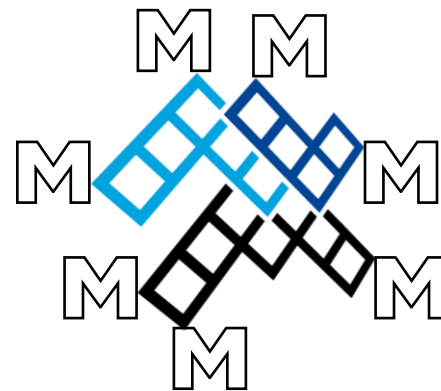


Protected area

The protected area defines the minimum distance of the symbol from other elements.

The protected area for ALM Partners logo should be at least the width of the letter M in the text symbol on each side. The size and area scales with the logo.

The same rule also applies to a purely graphic sign.



Using logo on top of background



Colored logo on a white background.



White logo on dark background.



Just the graphic sign on a picture, if the logo is not clearly visible otherwise.

Misuse of the logo



Changing the dimensions is prohibited.



Changing the colors contrary to instructions is prohibited.



Dark logo on a dark image or otherwise poor visibility or placement.



All stretching, outlines and effects are prohibited.

Official product logos



2. Typography

Arial
As a working
font

Aa

Titles - Arial Bold

Body text - Arial
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXx
YyZzÅåÄäÖö

0123456789

?!€@=+”#-<>|*

Arial as an official communication font

Arial font is used as the official font of ALM Partners communication.

For headlines, it is used in large size and in bold, body text is written smaller and without bolding.

The text can also be written in white on a blue background.

Use Arial for all internal documents, all presentations, and general communication. Its simplicity and wide availability ensure consistency and readability across various platforms.

Arial
As a font

Aa

Helvetica Now Pro is a web & event font

We use Helvetica Now Pro as the primary font for the website and event materials since 2025. Its modern and versatile design reflects ALM Partners' brand's professional identity.

Helvetica Now Pro is better for the web than Arial due to its modernized design, improved legibility, and optimized letterforms for digital screens.

Titles – Helvetica Now Display

Body text – Helvetica Now Text
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXx
YyZzÅåÄäÖö

0123456789

?!€@=+”#-<>|*

Aa

3. Colors

Primary Colors

Main colors are primarily used in the visual elements of the company and in presentation materials.



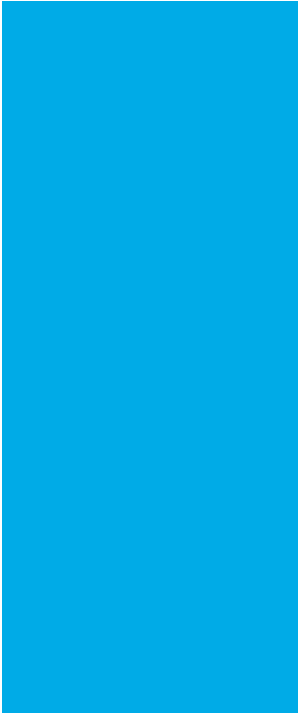
ALM Partners
Dark blue

Hex #004494
RGB: 0, 68, 148
CMYK: 100, 80, 0, 0



ALM Partners
Light blue

Hex #003FDE
RGB: 0, 163, 222
CMYK: 86, 8, 0, 0



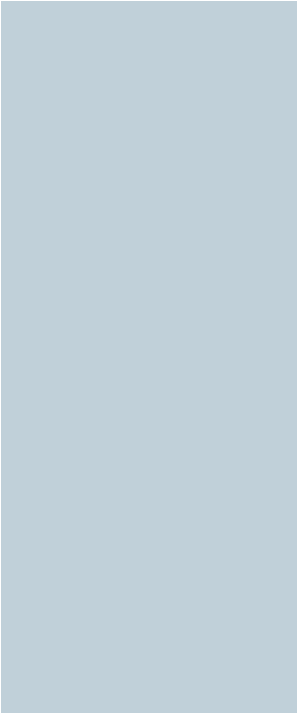
ALM Partners
Black

Hex #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 0



ALM Partners
Grey

Hex #CDD8DF
RGB: 205, 216, 223
CMYK: 10, 0, 0, 17



Gradients

Gradients made from main colors.
Used in website and marketing
materials.



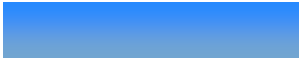
ALM Partners
Dark blue

Hex
#1A3D56+
#020203



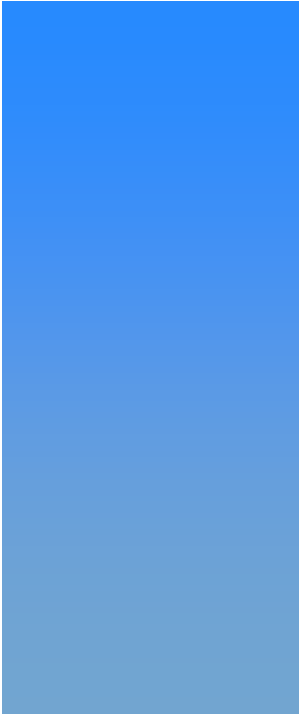
ALM Partners
Blue

Hex
#004494+
#0074B9



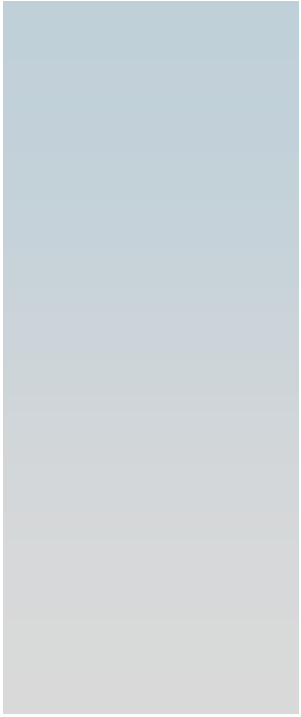
ALM Partners
Light blue

Hex
#268AFE+
#72A5D0



ALM Partners
Grey

Hex
#CDD8DF+
#D9D9D9



Additional Colors

Additional colors are used secondarily to create contrast and enhance the visual appearance.

Green color works as a positive effect color, red as a negative color.



Hex #5289C2
RGB: 82, 137, 194
CMYK: 70, 40, 0,0



Hex #47579F
RGB: 71, 87, 159
CMYK: 80, 70, 0, 15



Hex #2E2F79
RGB: 46, 47, 121
CMYK: 90, 90, 0, 20



Hex #A5B3BB
RGB: 165, 179, 187
CMYK: 15, 0, 0, 35



Hex #97BF0D
RGB: 151, 191, 13
CMYK: 50, 0, 100, 0



Hex #E43117
RGB: 228, 49, 23
CMYK:0, 90,100, 0

The use of colors in ALM materials.



White for empty space,
background, texts on blue.

Dark blue for background,
main color.

Light blue for
giving contrast.

Black for
texts.

Additional
colors, use if
needed.

The use of colors in ALM materials.



4. Values

5. Illustration



Personal photos can be separated from the background and used in the presentation material to emphasize and enliven the message.



In communication, high-quality images of events and spaces are used, as well as portraits that convey professionalism and respect.



The images are cropped in a way that limbs or heads are not cut off due to cropping. Unnecessary editing and the use of filters are aimed to be avoided.

6. Social media

Social media channels



@almpartners

