

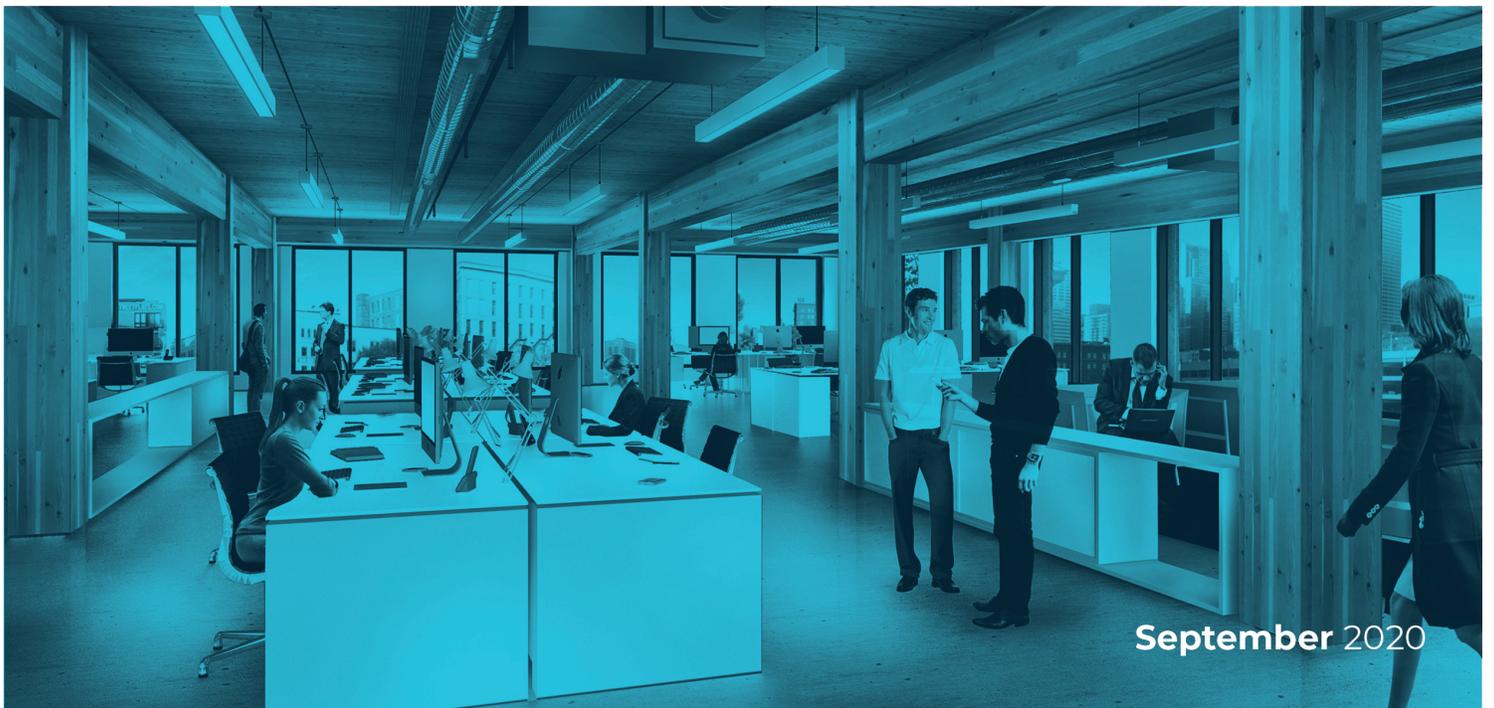


BRAND GUIDELINE

Prepared By

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www.alocity.com



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LOGO TYPE

Alocity's primary logo is to be used for all main marketing tools, website, official corporate material and more. The alternate logo or abstract "A" mark is to be used for smaller promo items, icons, mobile apps, social media identity and other necessary promotional print.

Primary Logo v1



Alternate/Abstract Logo v1



Color Variation



TYPO GRAPHY

Typography is a key visual signifier for Alocity's brand. In order to create a more identifiable and consistent look and feel, we have chosen the **Montserrat** typeface as the primary typeface and **Source Sans Pro** as the secondary option to be used exclusively for Alocity.



Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

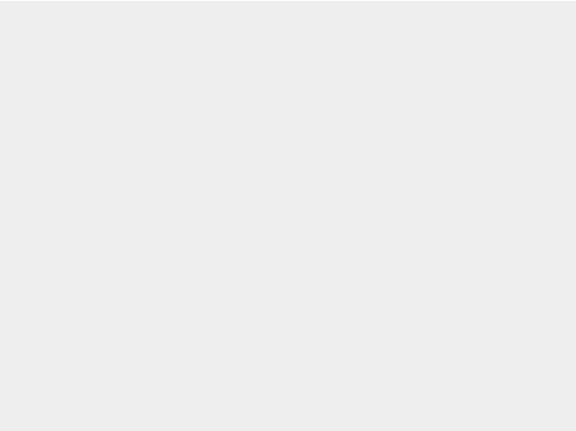
Light Regular **Semi Bold** **Bold** **Extra Bold**

Source Sans Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

Light Regular **Semi Bold** **Bold** **Black**

CORPORATE MATERIALS




- 3133 Commerce Pkwy
Miramar, FL 33025
- (954) 893-2693
- www.alocity.com

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet.

Consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet.

gni dolores eos qui ratione



Size : 8.5 x 11
 Mode : CMYK Color
 Type : Print




3133 Commerce Pkwy,
Miramar, FL 33025

