

The logo for ALTARO features the word "ALTARO" in a bold, orange, sans-serif typeface. The letter "A" is stylized with a blue triangle at its base and a yellow triangle at its top, creating a colorful, geometric effect.

ALTARO

Design & brand guidelines

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Visual identity

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Altaro logo & brand identifier

LOGO INTRODUCTION

Our logo is the key building block of our identity, the primary visual element that identifies us. It is a combination of the the symbol itself and our company name - they have a fixed relationship that should never be changed in any way.

THE LOGOTYPE

The logo type is a modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface that inspired this logo is Avenir LT Pro.

The corporate logo is presented through the use of colour as well as shape and form. The three corporate colours are Orange, Sky Blue and Dark Gold; while Dark Grey is the background colour choice. It is a fresh and appealing blend of colours chosen for their strong and combination.



General logo



THE GENERAL LOGO

The main logo is used on a white or light colored background.

THE ALL WHITE LOGO

This logo is to be used for darker backgrounds as an alternative to the general logo.

All white logo



Recommended formats available:

.eps | .ai | .png | .svg | .pdf

Attention:

Use of any stylized, animated, hand drawn or other versions of the logo is not permitted.

This undermines the logo system and brand consistency.

Don'ts & incorrect logo applications

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.

✗ Do not place the Identifier along with the full logo



✗ Do not flip horizontally the identifier



✗ Do not alter the wording of the logo



✗ Do not alter the colour of the logo and identifier



✗ Do not stretch, squeeze, rotate, skew or distort the logo



✗ Do not underline the logo



Background colours & applications

You should always try to use the general version of the logo. However, depending on the background, you can use the all-white version. Avoid using the all-white logo on a plain light background. If this cannot be avoided, please ensure legibility.



IDENTIFIER

The identifier or "A" is a smaller representation of the brand and a unique symbol of the company. It supports public identification and recognition. It should complement but not replace the logo.



Do not use filters that can obfuscate the look of the identifier.



Do not remove design details.



Do not outline.

Altaro Backup logos

ALTARO BACKUP

ALTARO BACKUP LOGOS

In addition to the primary Altaro logo-type, we also have an extended set of three logos that tell the audience what the company does in a short, practical and memorable way to remember.

The one-colour wording fits easily next to or underneath the Altaro logo without detracting attention.

The different compositions and variations will help with the placement of these logos in various scenarios.

ALTARO BACKUP

HYPER-V | VMWARE | PHYSICAL | ENDPOINT | OFFICE 365

ALTARO BACKUP FOR MSPs

HYPER-V | VMWARE | PHYSICAL | ENDPOINT | OFFICE 365

A stacked version is available for use in vertical or square spaces.

Depending on the situation, the Altaro Backup logos can be displayed as stand-alone (without the product names).

The logo consists of the word "ALTARO" in a bold, orange, sans-serif font. The letter "A" is stylized with a blue triangle on its left side. Below "ALTARO" is the word "BACKUP" in a bold, dark grey, sans-serif font.

ALTARO
BACKUP

The logo consists of the word "ALTARO" in a bold, orange, sans-serif font. The letter "A" is stylized with a blue triangle on its left side. Below "ALTARO" is the word "BACKUP" in a bold, dark grey, sans-serif font.

ALTARO
BACKUP

HYPER-V | VMWARE | PHYSICAL
ENDPOINT | OFFICE 365

Product logos & identifiers

PRODUCT LOGOS

As of 2020, Altaro has introduced iconography (or identifiers) that in tandem with typography, represent each Altaro product.

These icons represent the initials of the product names and reflect the essence of the Altaro brand down to its core three colors.

The icons are easily distinguishable; however, they need to be supported by the product name to increase their efficacy.

The stacked variation should be used when the space on print or web do not accommodate the primary logo.

Primary



Primary stacked



Sub mark (product name only)



Sub mark (product name only) stacked



The Sub mark (or product-only versions) are the condensed variation of our logo products and they're made up of two key elements: the identifier and the product name. For product placement, these two elements are meant to complement each other and cannot not be split or displayed individually.

Sub mark (or product-only versions) can only be used if the Altaro or Altaro Backup logo is present within the same artwork, web page, printout or publication.

Primary



Primary stacked



Sub mark (product name only)



Sub mark (product name only) stacked



Primary



Primary stacked



Sub mark (product name only)



Sub mark (product name only) stacked



Primary



Primary stacked



Sub mark (product name only)



Sub mark (product name only) stacked



Primary



Primary stacked



Sub mark (product name only)



Sub mark (product name only) stacked



Primary



Primary stacked



Sub mark (product name only)



Sub mark (product name only) stacked



Primary



Primary stacked



Sub mark (product name only)



Sub mark (product name only) stacked

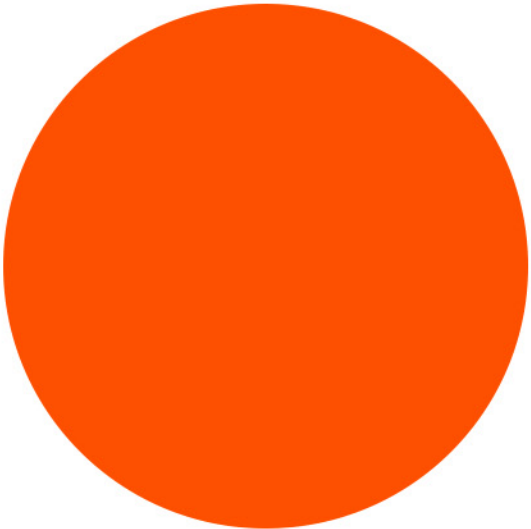


Colour palette & hierarchy

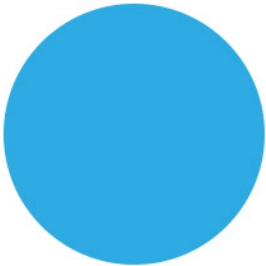
COLOUR PALETTE

Colour plays an important role in the Altaro corporate identity. These colours are recommendations for various media. Consistent use of these colours will contribute to the cohesive and harmonious look of the Altaro brand identity across all relevant media. Check with your designer or printer when using the corporate colors to ensure consistency.

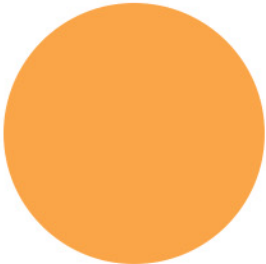
The secondary colours are complementary to our official colours, but are not recognizable identifiers for Altaro. These are meant to be used in a low percentage of an artwork and their aim is to support the primary orange colour.



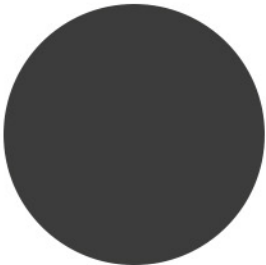
CMYK : C0 M74 Y100 K0
Pantone : Orange 021 C
RGB : R254 G80 B0
Web : #fe5000



Pantone : 298C
CMYK : C69, M15, Y0, K0
RGB : R45, G171, B226
Web : #2DABE2



Pantone : 804C
CMYK : C0, M41, Y80, K0
RGB : R250, G165, B72
Web : #FAA548



Pantone : BLACK 7C
CMYK : C68, M61, Y61, K50
RGB : R60, G60, B59
Web : #3C3C3B

Typography

AVENIR

NEXT LT PRO

Typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces personality and ensures clarity.

Avenir Next LT Pro is the primary text font.

The Avenir Next LT Pro family can be used in the following weights: Regular, Demi and Bold. It solves hierarchy issues and highlights specific content in an easy way.

Regular

A B C D E F G
H I J K L M N O
P Q R S T U V W
X Y Z a b c d e
f g h i j k l m n
o p q r s t u v w
x y z 1 2 3 4 5
6 7 8 9 0 ! & ?

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcde
fghijklmnopqrstuvwxyz1234567890!&?

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcde
fghijklmnopqrstuvwxyz1234567890!&?*

Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcd
efghijklmnopqrstuvwxyz1234567890!&?**

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcd
efghijklmnopqrstuvwxyz1234567890!&?**

MONTSERRAT

The Montserrat font is primarily used in our Altaro Backup, Altaro Software and product logos in the following weights: SemiBold & Regular. It is also the secondary choice when applying a heading, subheading and body type of content.

This Google font takes a different style direction from the Avenir font family, thus giving typography contrast to our products, when used next to the distinguished Altaro logo.

This font offers a wide choice of alternative weights and is the ideal choice to pair with Avenir Next LT Pro.

Regular

A B C D E F G
H I J K L M N O
P Q R S T U V W
X Y Z a b c d e f g
h i j k l m n o p q r
t u v w x y z 1 2 3 4
5 6 7 8 9 0 ! & ?

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c
d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! & ?

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c
d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! & ?

SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d
e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! & ?

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d
e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! & ?

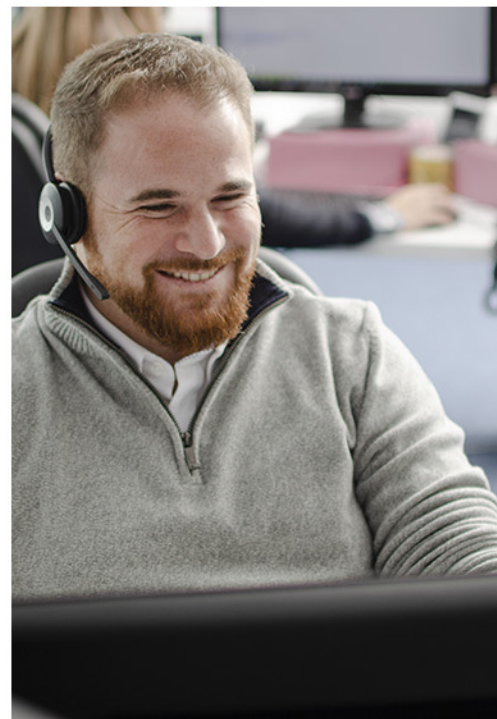
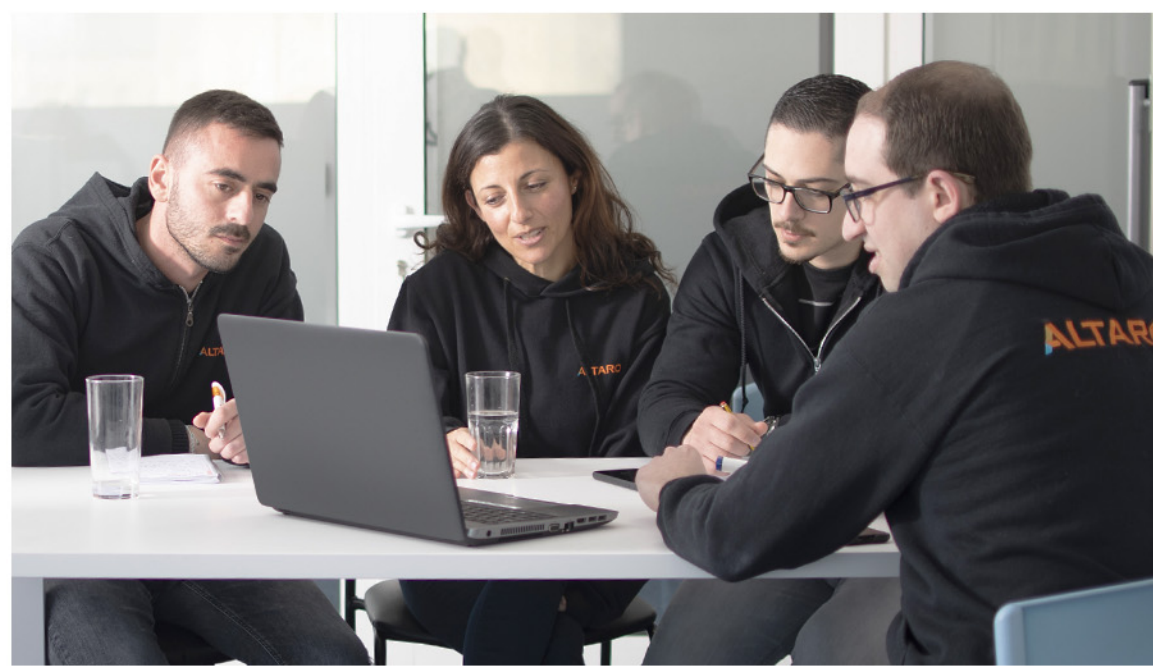
Photography

Values are the cornerstone of Altaro's brand and they reflect a meaningful connection with its target audience.

For this reason, Altaro's brand photography is created within its office environments, in order to tell a story of the team behind the brand, while differentiating from competitors.

It's crucial for the online audience to see that they're doing business with a respectful, honest and passionate group of people.

These visuals help us to build an additional layer of trust and translate our personality into something more recognisable.



Iconography

A large, colorful illustration of a triangle composed of various icons representing technology, business, and innovation. The icons include a globe, gear, rocket, cloud, server, and many others, all connected by plus signs. The triangle is formed by a collection of these icons, with the largest ones at the top and smaller ones towards the bottom. The icons are in shades of blue, orange, and red. The background is white. The overall shape is a large triangle pointing upwards. The icons are scattered throughout the triangle, with some at the vertices and others along the edges. The plus signs are also scattered throughout the triangle, connecting the icons. The icons represent various concepts such as technology (cloud, server, laptop, smartphone), business (gear, rocket, award, people), and innovation (globe, plus signs). The overall theme is growth and progress.

ALTARO

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