ALIANDO

Visual Identity
Guidelines

Version 1.0
April, 2025

01   Logo Design

Primary logo lockup

Our logo is made of two elements i.e. the logo mark and the logotype. The shapes in the icon combine soft and round edges, giving our logomark a sense of structure and precision, with round edges outside of the icon give our brand a more people friendly approach.

The wordmark spells the brand name in letters that feel structured and accessible, emphasizing both the power and simplicity of the product.

The Aliando logo is one of the key tools to communicate the story and values behind our brand.

Main Logo Lockup

Vertical logo lockup

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Vertical Logo Lockup

ALIANDO

Logo on a dark background

We can ensure a good readability through
using a white logo version against a dark
background.

Main Logo Lockup

ALIANDO

Logo elements & color

When using our logo or logomark, make sure to use the artwork files provided.
To maintain a consistent brand image, never attempt to redraw, recreate or modify the logo in any way.

Please refer to this slide when using our logo over our primary color palette.

NOTE: Prevent putting primary logo on dark blue background.

Color (Primary)
Over white and light color backgrounds.
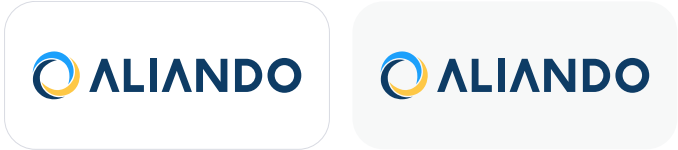
Inverted
Over black and dark color backgrounds.

White
Over Black and Dark color backgrounds.

Mono
Over light and vibrant secondary color backgrounds.

Black
Over black and white visuals.

Color (Primary)
Only for icon, over dark blue or white backgrounds.

Logo construction

To create a well balanced logo, we used the construction and proportional guides to make it happen and get the visual harmony, an organized aesthetic, and the purposeful logo mark.

We took the width of the logomark as the base point and then all other elements were sized according to this.

Logo Grid

9/5x   1/2x

1/2x

x

1/2x   1/2x

1/2x   x   1/5x

Aliando symbol

Our logo symbol represents the company's core services in a single mark made out of abstract, modern, and elite approach. This simple and precise icon put emphasis both on our industry, the services that Aliando provides.

This is one of our key tools to communicate out story and values behind our brand.
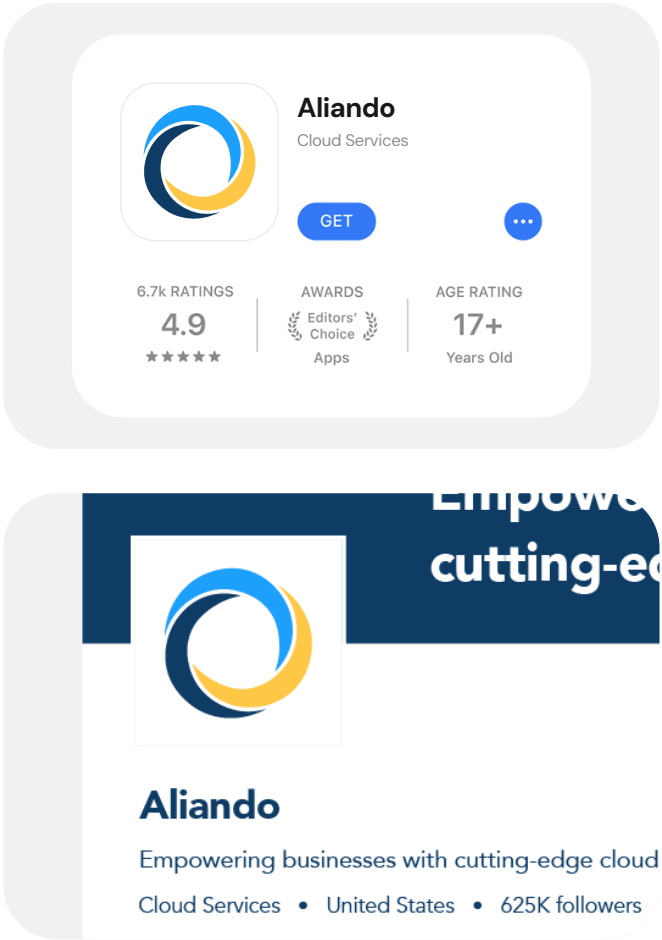
Color Version

White Version

App icon

Our logo symbol represents the company's core services in a single mark made out of abstract, modern, and elite approach. This simple and precise icon put emphasis both on our industry, the services that Aliando provides.
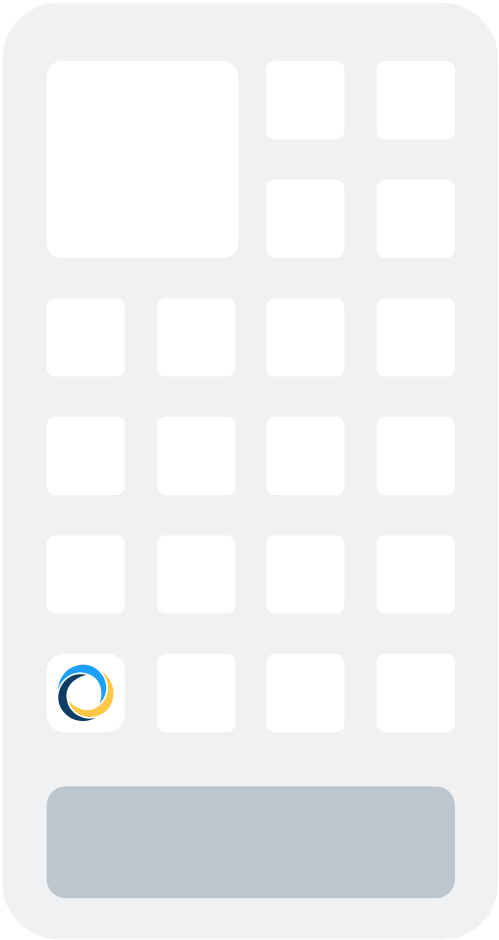
This is one of our key tools to communicate out story and values behind our brand.

The logomark can be used interchangeably with the main logotype or for creative purposes within our communication or in the app icon.

Icon Grid

App Icon

Aliando
Cloud Services

GET

···

6.7k RATINGS
4.9
★★★★★

AWARDS
Editors'
Choice
Apps

AGE RATING
17+
Years Old

Empowe
cutting-ed

Aliando

Empowering businesses with cutting-edge cloud

Cloud Services • United States • 625K followers

Clear space

To make sure our logo always remains prominent and legible, we have defined an area 'x' of clear space equivalent to the height of our logo symbol. This area should be kept free from text, busy patterns and backgrounds, other logos or other visual distractions.

Please note that this page indicates the absolute minimum clear space. Where possible, more should be used.

x   x

x   x

2x

x   x

x   x
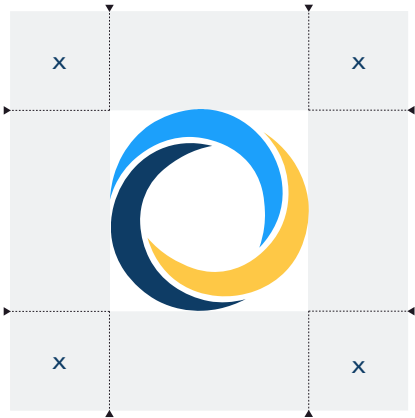
Minimum scale

As well as defining a clear space, we can also keep our logo legible by ensuring it is never reproduced smaller than the minimum sizes outlined opposite.

Note that these are absolute minimum sizes and that it is recommended to use the logo bigger.

24px / 4mm

96px / 16mm

But you can go as large as you want!

Logo on backgrounds

Our logo in primary brand colors is used on white and dark blue backgrounds and the white logo against colored backgrounds. Opposite are the examples of the logo usage showcase how our logo should be treated on the secondary color palette.

Sufficient contrast between the background and the 'Aliando' branding is required.

What not to do

To preserve the integrity of the logo, the following examples illustrate how it should never be used. The success of the brand depends on our logo maintaining a consistence appearance in all communications.

Do not enlarge the logo symbol

Do not rotate the alpha logo symbol

Do not use shadows in the logo

Do not use gradient in the logo or symbol

Do not compress the logo in any case

Do not elongate the logo or symbol

02   Color Palette

Primary Colors

A memorable but also functional color palette is an essential part of our brand system. We choose modern blues, and golden color scheme to keep clearance and sophistication.

White

HEX	FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0

Aliando Blue

HEX	1CA0FB
RGB	28, 160, 251
CMYK	28, 29, 0, 0

Dark Blue

HEX	0E3C65
RGB	14, 60, 101
CMYK	100, 80, 35, 23

Secondary Colors

Sky Blue

HEX	1CD2FF
RGB	28, 210, 255
CMYK	60, 0, 1, 0

HEX   D1F4FF

HEX   ECFAFF

Gold

HEX	FEC846
RGB	254, 200, 70
CMYK	0, 22, 83, 0

HEX   FFF0D4

HEX   FEF9ED

Orange

HEX	FF7E00
RGB	255, 126, 0
CMYK	0, 62, 100, 0

HEX   FFE0C9

HEX   FFF3E9

Gray Color Palette

Gray 100

HEX   BDC6CD
RGB   189, 198, 205
CMYK   26, 16, 14, 0

Gray 90

HEX   C2CBD2
RGB   194, 203, 210
CMYK   23, 14, 12, 0

Gray 80

HEX   CAD1D7
RGB   202, 209, 215
CMYK   20, 12, 10, 0

Gray 70

HEX   D0D7DB
RGB   85, 215, 219
CMYK   17, 10, 10, 0

Gray 60

HEX   D7DDE0
RGB   215, 221, 224
CMYK   14, 8, 8, 0

Gray 50

HEX   DEE2E5
RGB   222, 226, 229
CMYK   12, 7, 6, 0

Gray 40
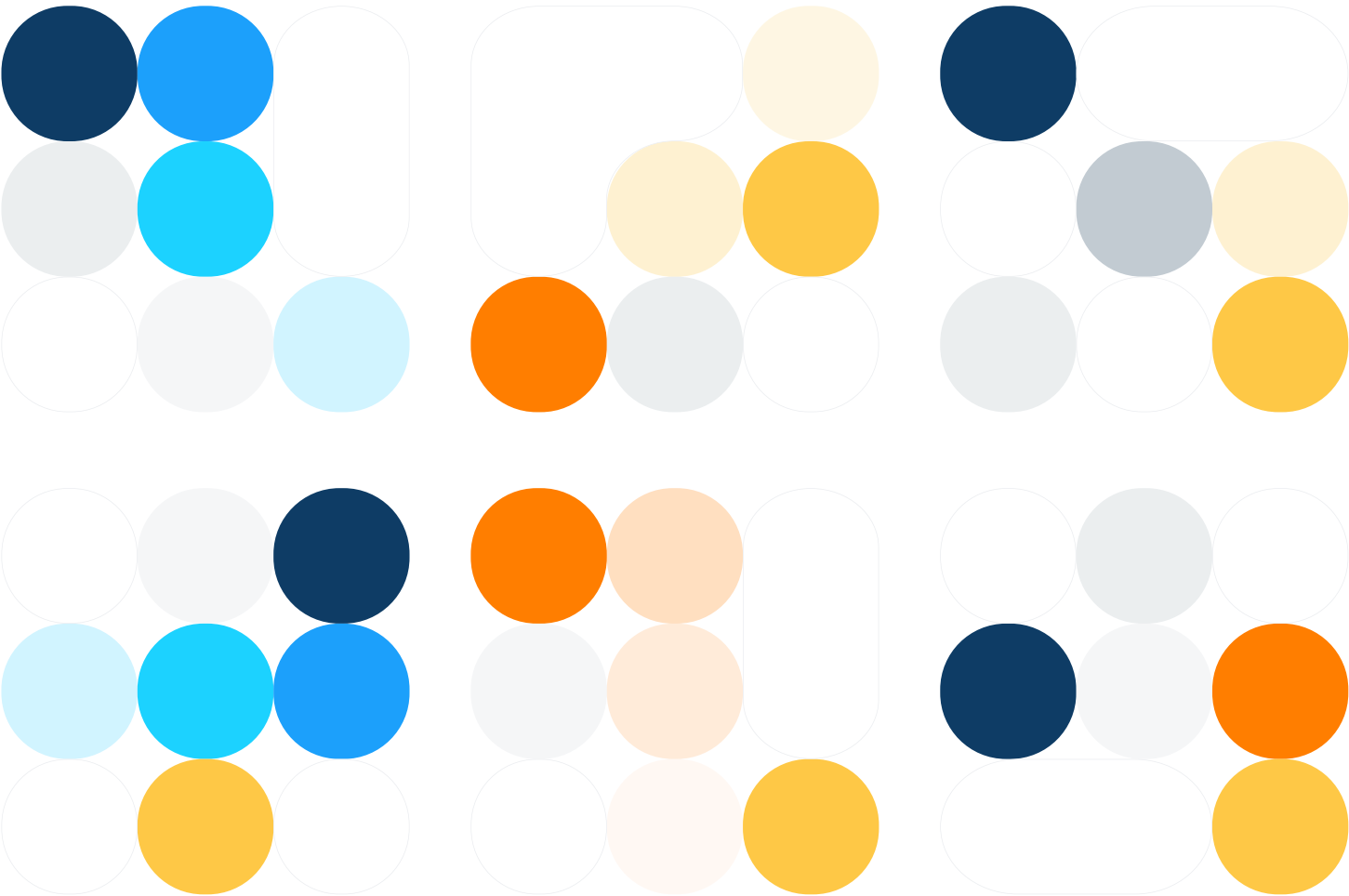
HEX   E4E8EB
RGB   228, 232, 235
CMYK   9, 5, 5, 0

Gray 30

HEX   EBEDF0
RGB   235, 237, 240
CMYK   6, 4, 3, 0

Color combinations

We have defined shapes-to-follow colour pairing guide that depicts which colours to use on various backgrounds to maintain consistency across all touchpoints.

03 Typography

Brand Typeface

A suitable and readable but also functional typeface is an essential part of our brand system. We choose Microsoft's Avenir Next LT Pro as our brand typeface.

Say hello to Avenir Next LT Pro

Our brand typeface is **Avenir Next LT Pro**, a widely-used and versatile sans-serif typeface designed by Adrian Frutiger in collaboration with Monotype Type Director Akira Kobayashi. This open-sourced geometric sans-serif typeface has been immensely popular for an extensive range of different applications. Legible and eminently flexible, designers the world over have embraced the Avenir Next face for a wide variety of different projects.

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Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+=;'<>,.?*

Avenir Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+=;'<>,.?*

Secondary Typeface

Montenna is our secondary typeface. It will be just used for large titles on website, or some one pagers or documents.

NOTE: MONTENNA TYPEFACE WILL ONLY BE USED IN ALL CAPS

MONTENNA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@ •$%^&*()_+=;'<>,.?*

MONTENNA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@ #$%^&*()_+=;'<>,.?*

Typography Example

Our clients are busy people, so it's important that information is presented with structure and clarity. Opposite you'll find a diagram explaining how to use the different weights of our brand typeface in a simple layout.

As a common rule of thumb, Headings should be 2.5 times the size of the Body Copy, while Sub-headings and Intros 1.25 times the size of the Body Copy. Similar details like factors, folios or legal information should be 0.75 times the Body Copy.

Folio
Avenir Light
Line Height 100%
Letter Spacing 0%

Header
Avenir Medium
Line Height 100%
Letter Spacing -1%

Sub Header
Avenir Regular
Line Height 120%
Letter Spacing 0%

Body Copy
Avenir Regular
Line Height 140%
Letter Spacing 0%

April 2025

Empowering businesses with cutting-edge cloud technologies and exceptional services.

We empower businesses with cutting-edge cloud technologies and exceptional service, ensuring seamless digital transformation & cloud operations.

At Aliando, we empower businesses with cutting-edge cloud technologies and exceptional service, ensuring seamless digital transformation and optimized cloud operations.
Empower businesses with cutting-edge cloud technologies and exceptional service, ensuring seamless digital transformation and optimized cloud operations.

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H1	
48px	
H2	
16px	
Body	
48px	
H3	
16px	
Body	
48px	
Link	

Great Professionals

Technology Solutions Partner

Empower businesses with cutting-edge cloud technologies and exceptional service, ensuring seamless digital transformation.

Our Mission

At Aliando, we empower businesses with cutting-edge cloud technologies and exceptional service, ensuring seamless digital transformation and optimized cloud operations. We make sure to provide seamless digital transformation and optimized cloud operations.

[View more info](#)

04 Graphic Elements

Brand patterns

To add a more human approach to our marketing material and brand communication, we've icorporated a series of visuals representing our brand into a seamless pattern. Our patterns are inspired by key areas of the services provided.

We use them as a:

1. Background element in our communications
2. An ornamental feature in our printed material like packaging
3. A photography enhancements
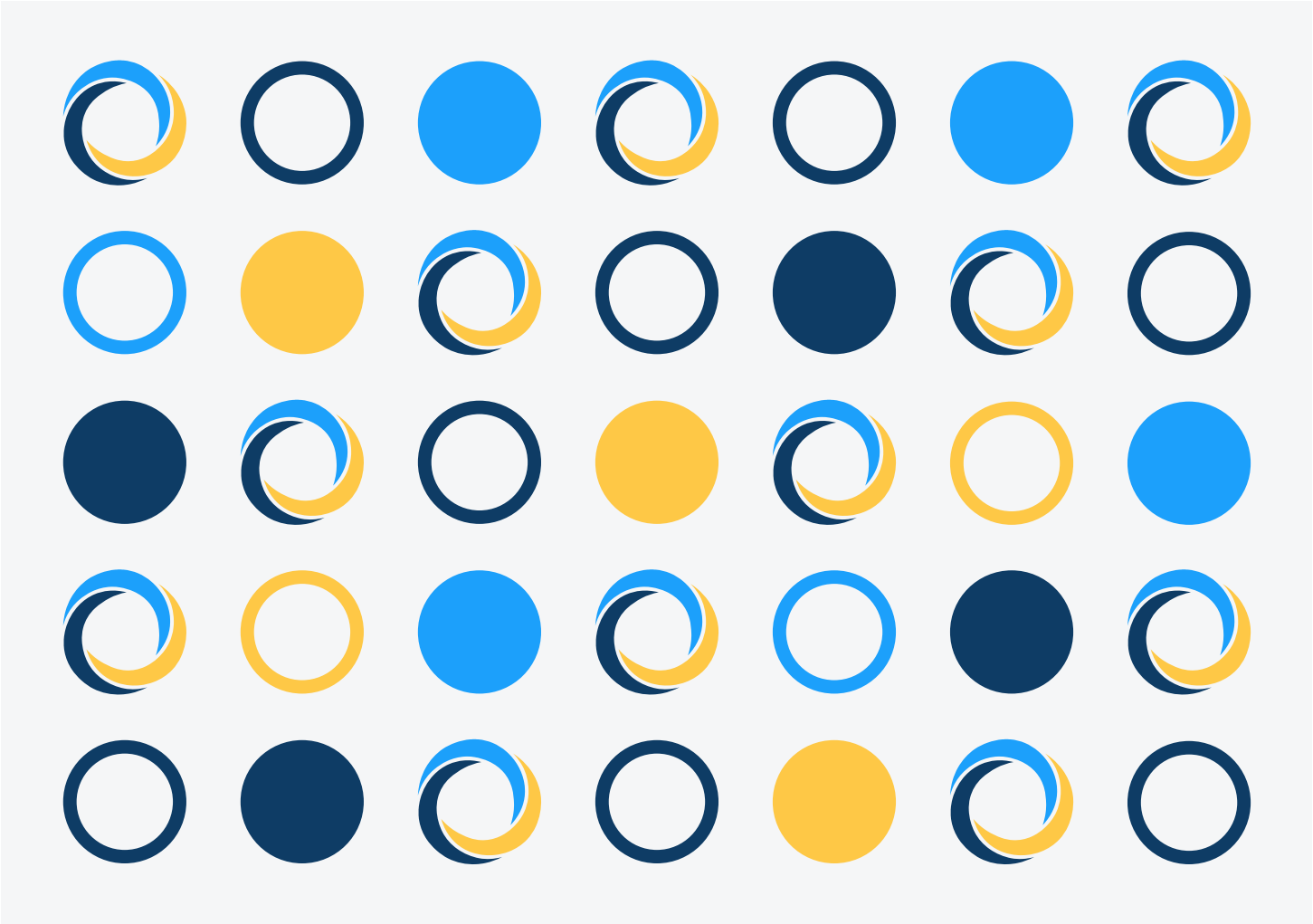
How to use them

Use our graphic elements boldly by placing them large enough so they are cropped by at least two or three edges of our frames. Make sure to have enough space for displaying our copy clearly.

Empowering businesses with cutting-edge cloud technologies and exceptional services.

Empowering businesses with cutting-edge cloud technologies and exceptional services.

www.aliando.com

Professional Partners.

www.aliando.com

Empowering businesses with cutting-edge cloud technologies and exceptional services.

05 Photography

Photography

Photography plays a vital role in visually communicating our brand's mission. The imagery we use must feel aspirational yet grounded, reflecting both the cutting-edge cloud technologies and operational nature of the Aliando.

Key Attributes of Brand Photography:

- Authentic and Human-Centric
- Professional and Polished
- Color Palette and Mood
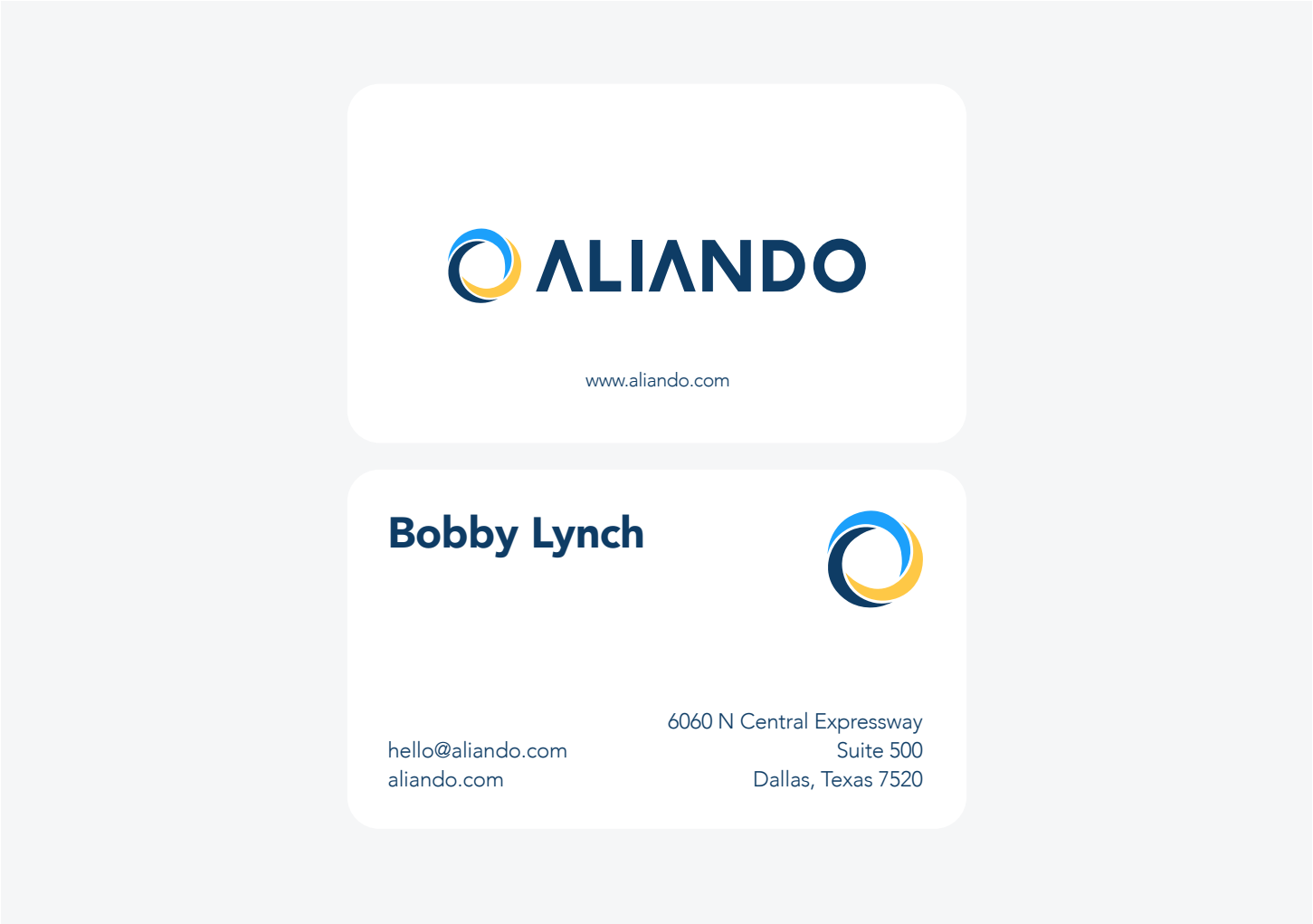- Diverse and Inclusive
- Focus on Partnerships

06 Applications

Business card

Here's an example of our business card design.

Please use 3.5" x 2" horizontal layout.

www.aliando.com

Bobby Lynch

hello@aliando.com
aliando.com

6060 N Central Expressway
Suite 500
Dallas, Texas 7520

Letterhead

Here's an example of our letterhead design.

ALIANDO

April 05, 2025

Bobby Lynch

hello@aliando.com
aliando.com

Dear Bobby,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

hello@aliando.com

aliando.com

ALIANDO

www.aliando.com

Bobby Lynch

hello@aliando.com
aliando.com

6060 N Central Expressway
Suite 500
Dallas, Texas 7520

Tshirt

Here's an example of our t-shirt design.

Tote bag

Here's an example of our tote-bag design.

Poster

Here's an example of our poster design.
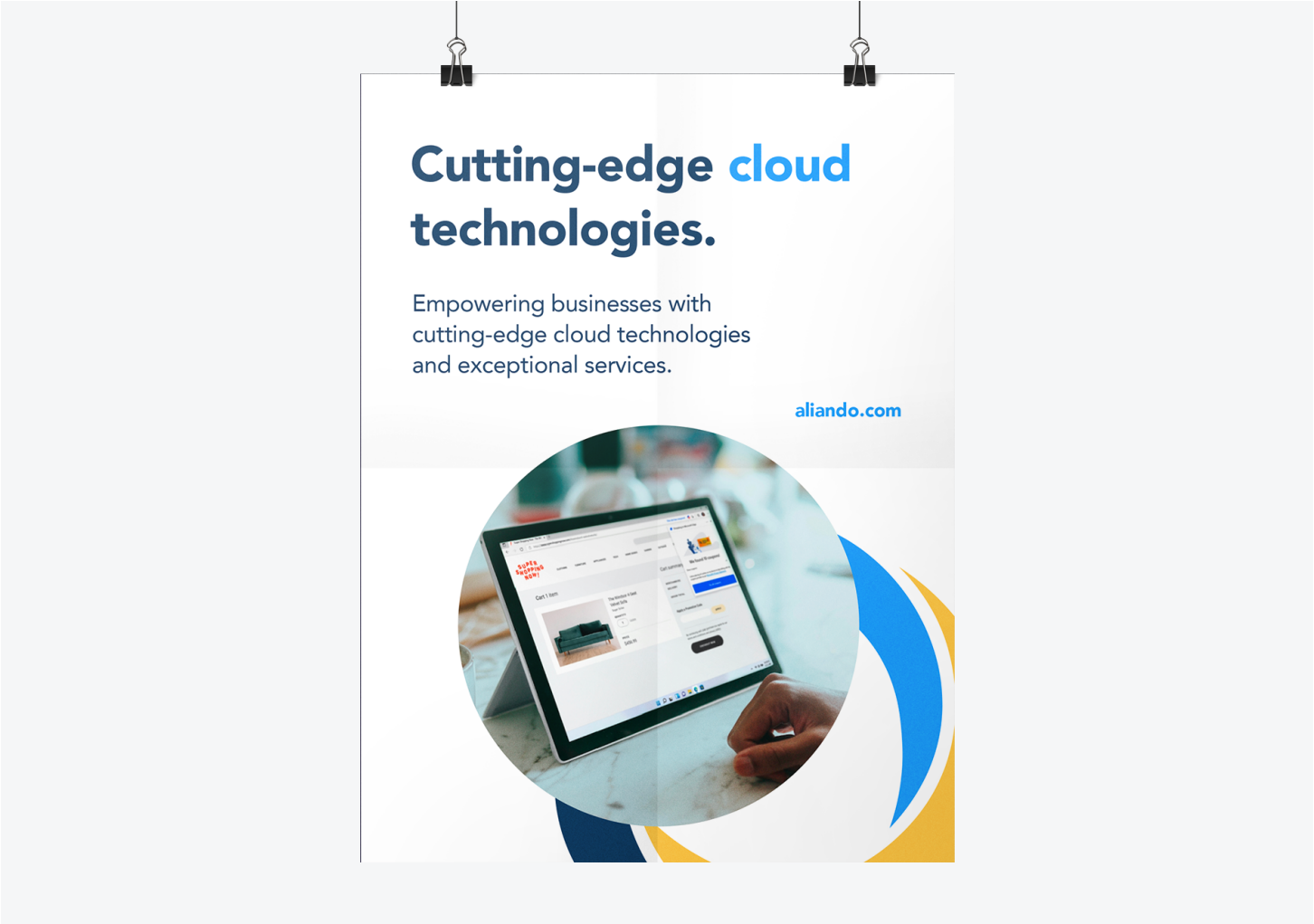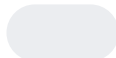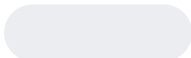
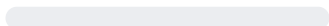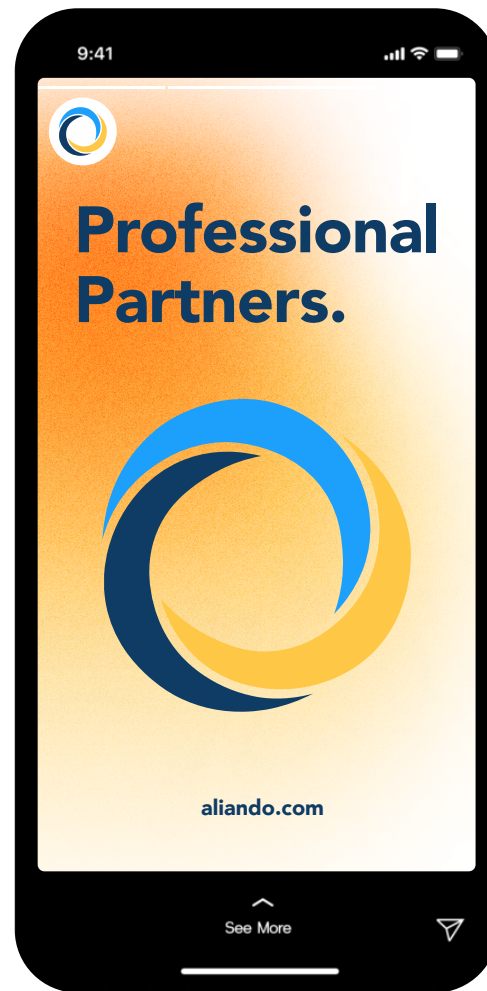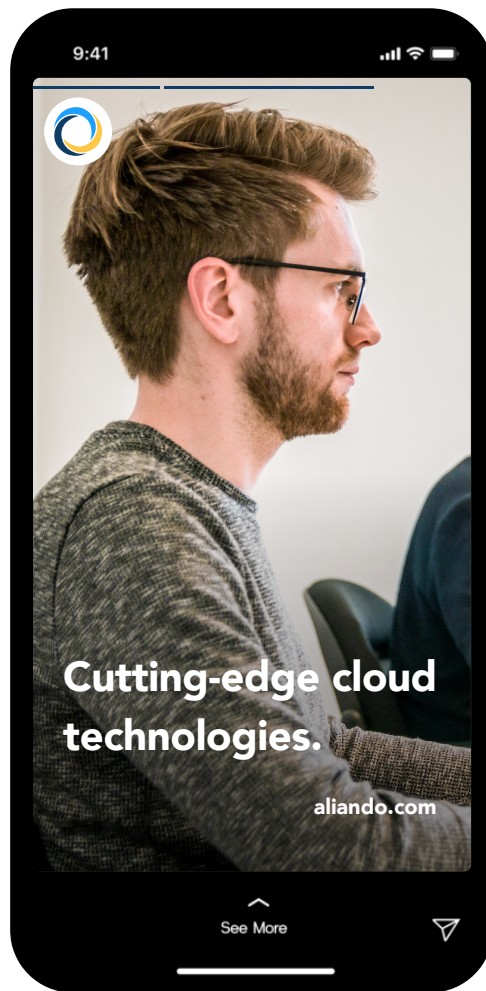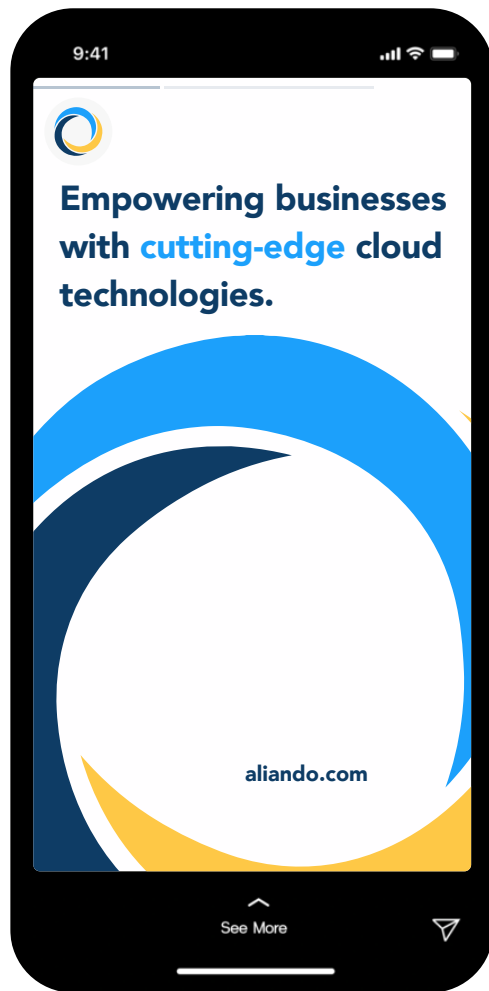# Empowering businesses with cutting-edge cloud technologies.

Aliando

Empowering businesses with cutting-edge cloud technologies.

Cloud Services • United States • 625K followers

Cutting-edge cloud technologies.

Empowering businesses with cutting-edge cloud technologies and exceptional services.

Learn more info

aliando.com

Follow

Aliando
@aliando

Helping renewable energy projects get funding & increase their value on the energy markets.

567 Following   **42.7K** Followers

🔗 **aliando.com**

ALIANDO

aliando.com

Empowering businesses wit cutting-edge cloud technol and exceptional services.

Empowering businesses with cutting-edge cloud technologies.

Talk to an Expert

Active

Cloud Technology

Talk to an Expert

For more info
www.aliando.com

Empowering businesses with cutting-edge cloud technologies and exceptional services.

Your Professional Partners.   **www.aliando.com**