

Our Logo

LOGO

Our logo represents a forward motion of progress and alignment. It has some reference to the previous mountain imagery, but repeats the line and shape in a diamond to form a more trustworthy, protected shield. There is a forward-progress arrow embedded on the right side of the mark that is aligned with the type and the interior diamond. The stroke weight is bold and strong, and mimics the weight of the logotype. The mark and logotype are both clear, bold and confident in small and large sizes, and flexible in a variety of applications.



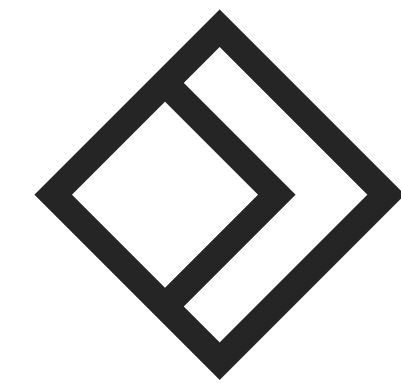
There are three variations of the A-lign logo that can be used relative to location and placement. Our primary lockup is used in all instances where there is enough clear space, and the logo can exist left-aligned. The vertical lockup places the symbol above the wordmark and should be used for narrower applications where center-aligned feels appropriate. The symbol may be used in a representative manner when the brand is less prominent or in an already recognized instance.



PRIMARY / HORIZONTAL LOCKUP

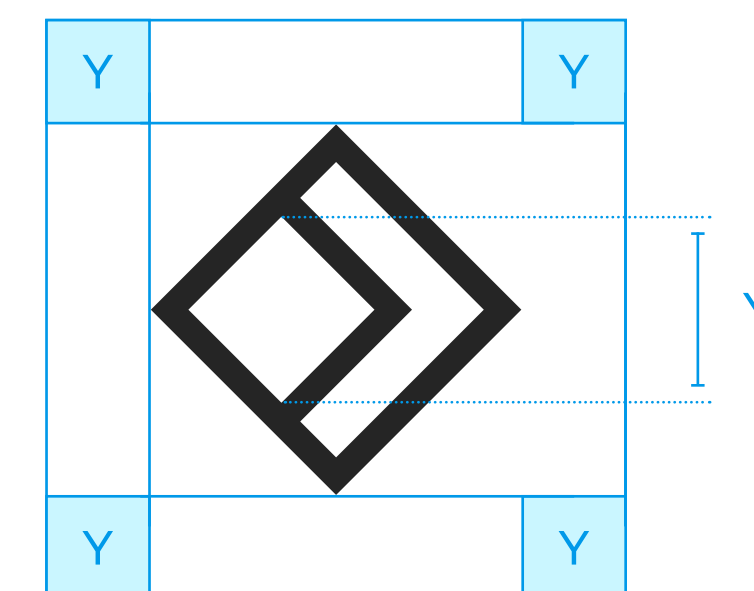
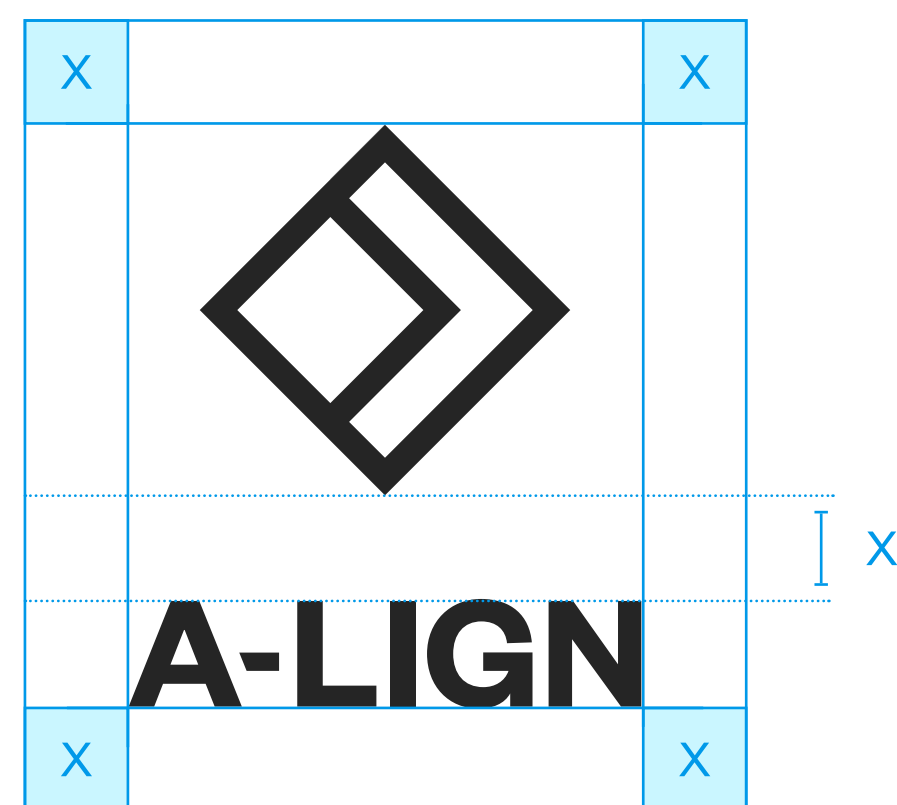
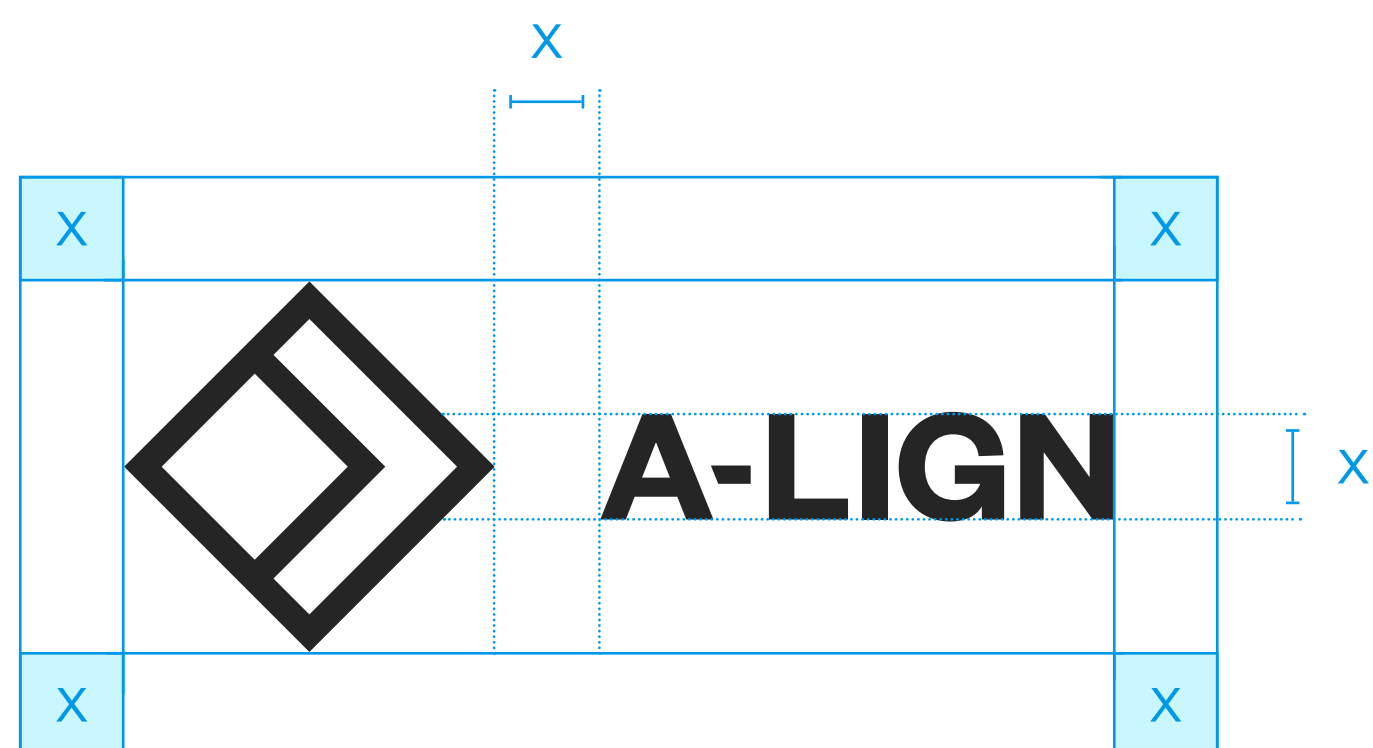


SECONDARY / VERTICAL LOCKUP



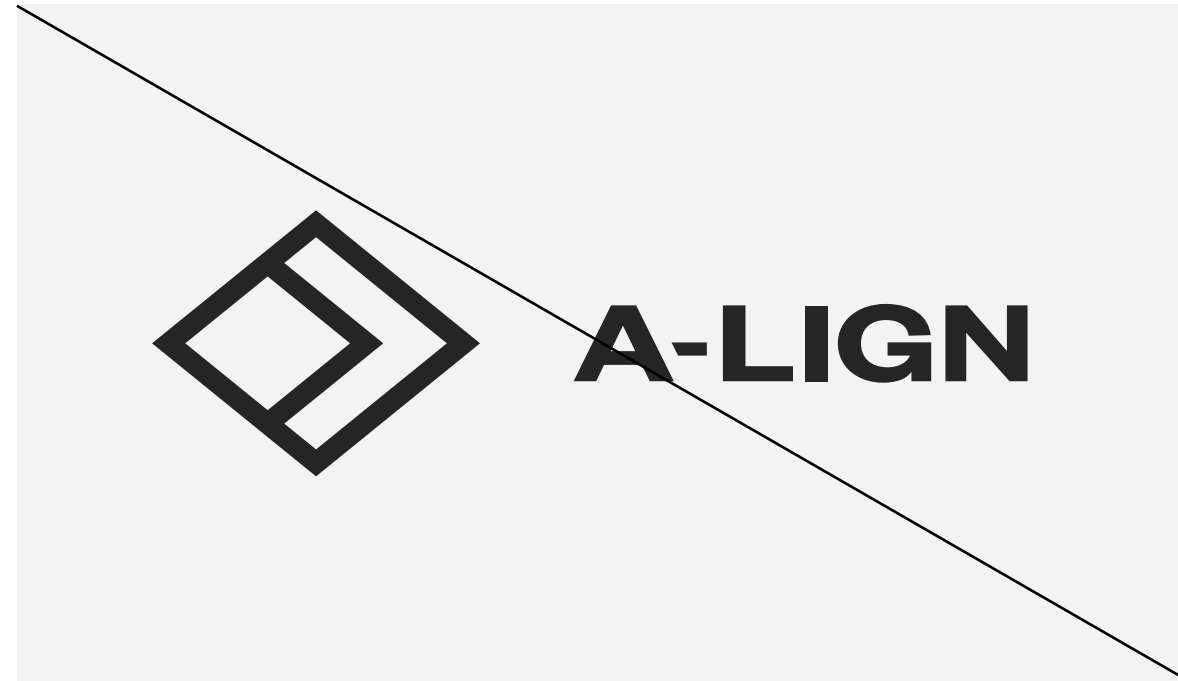
LOGOMARK

To ensure our logo's legibility and impact, it is essential to leave enough breathing room around it. The necessary clear space is relative to the cap height of the letters of the logo (x), and should be greater than or equal to that dimension on all sides. For our symbol, we use the inner diamond to determine the breathing room around it (y).



The logo can be applied in dark or light versions, on color, and photographic backgrounds with sufficient contrast for legibility.

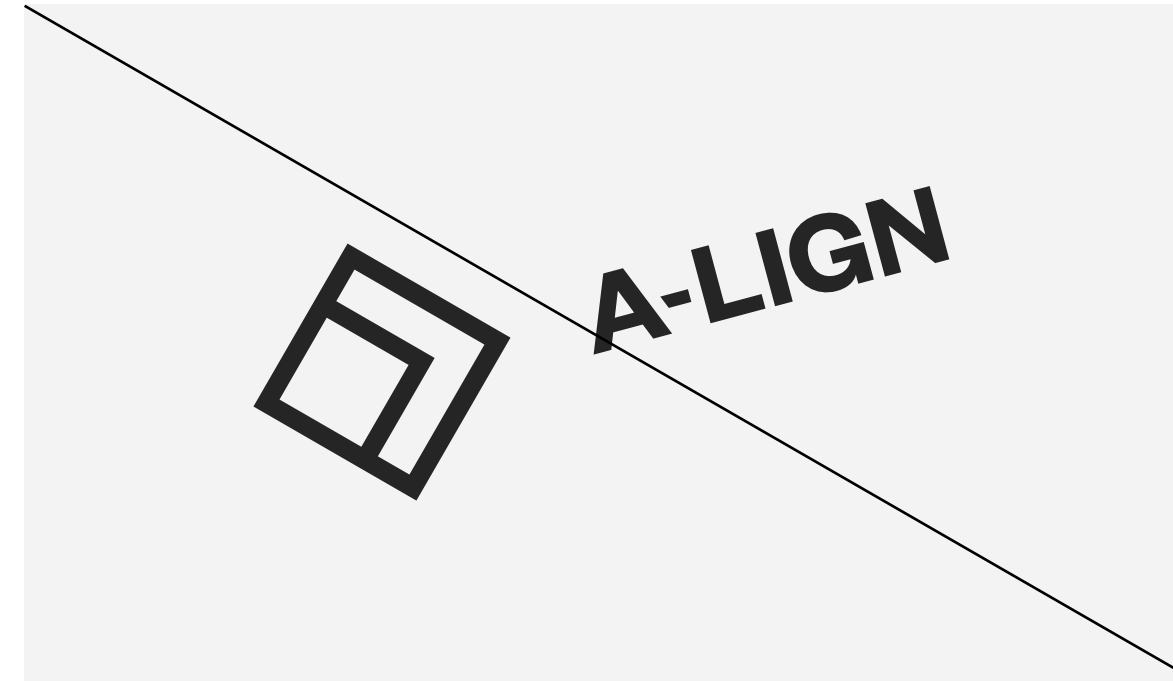




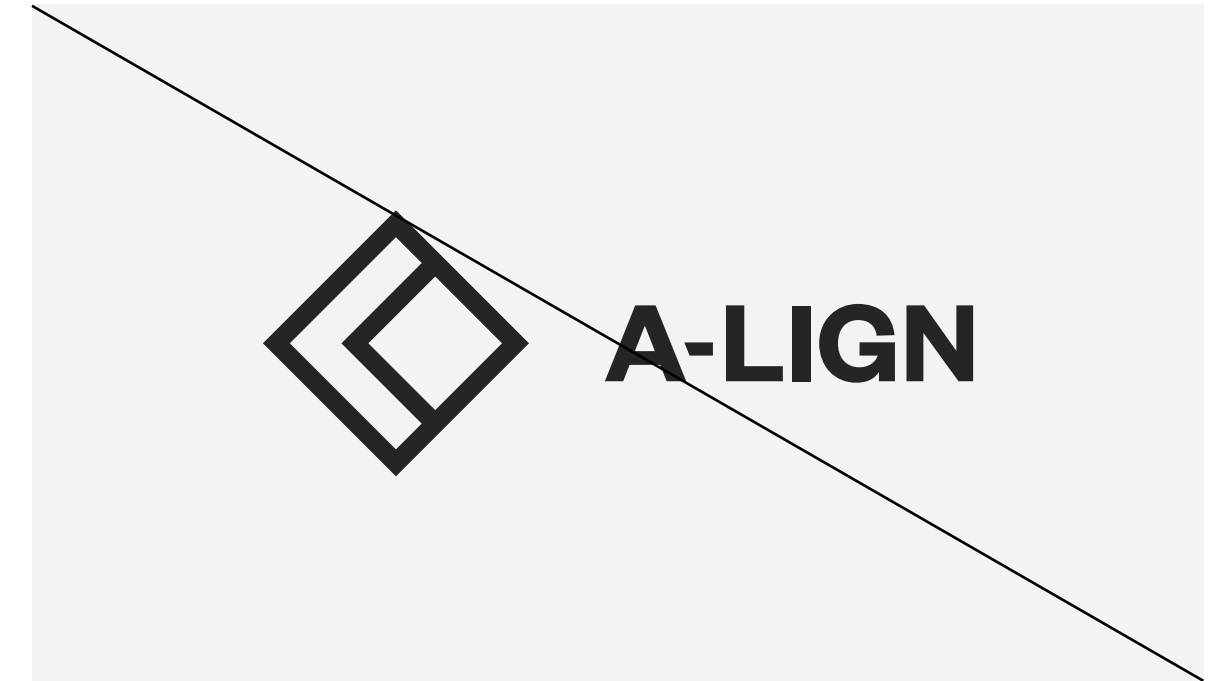
Do not stretch or squash the logo.



Do not apply special effects or treatments like drop shadows, glows or patterns.



Do not tilt our logo on any angle.



Do not change the direction of our logo.



Do not use our logo over any color that's not included in our primary color palette.



Do not crop or cover the logo.



Don't add any other elements to the logo such as a URL or symbol.



Do not change the proportions of our logo.