STYLE GUIDE 2017

FOR INTERNAL USE ONLY

Alexandria®

LOGO

Alexandria®

The Alexandria logo should never appear without the gold infinity (#FEBC26), and the letters should never appear as any other color except #394156.

When the logomark appears on its own, the only color it should ever be is gold, unless being used in monochrome or whiteout.

LOGO

Monochrome

Alexandria ®

When monochrome is used, all elements are to be 100% black. This form of the logo must only be used against background colors light enough to hold contrast to maintain legibility.

Whiteout

Alexandria ®

Alexandria ®

When white out is used, the logomark and text are inverted to white. This form of the logo must only be used against background colors strong and dark enough to hold enough contrast to maintain legibility.

If there is a dark background, but white out is not required, the white logo should appear with the gold infinity.
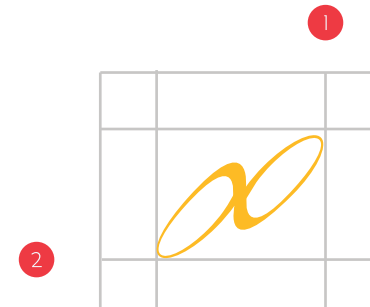
All rules of monochrome and whiteout apply when logomark is used alone.

LOGO

The logo is the brand summed up into one package. With that said, the logo should be legible at all times, without obstructions.

A minimum breathing area of 5mm or 10px must surround the logo or logomark at all times.

1   Vertical Hangline

2   Horizontal Hangline

WEB TYPOGRAPHY

H1 Weekly Pro 48pt #3B3738

H2 Weekly Pro 30pt #5F51A2

H3 Weekly Pro 28pt #3B3738

H4 Weekly Pro 24pt #3B3738

H5 Karu 20pt #3B3738

H6 Karu 18pt #3B3738

B Karu 18pt #3A3335

PRINT TYPOGRAPHY

Header

KARU MEDIUM 18PT #3B3738

Subheader

Weekly Pro Medium Medium 14pt #5F51A2

Weekly Pro Medium Medium 14pt #EF3C45
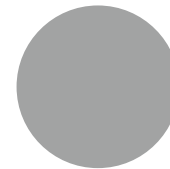
Body

Karu Regular 11pt #3B3738

COLOR PALETTE

Primary
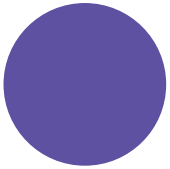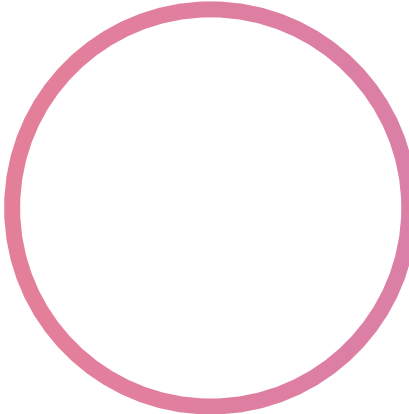
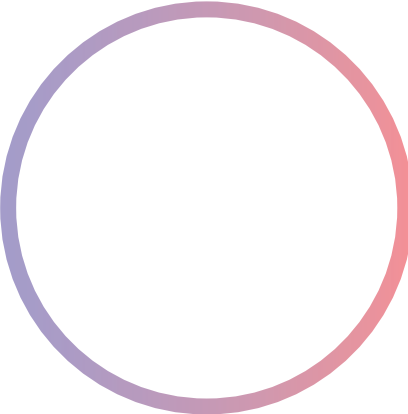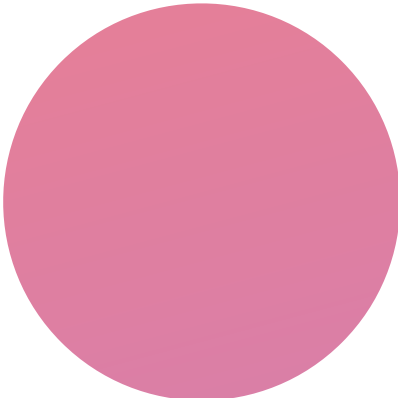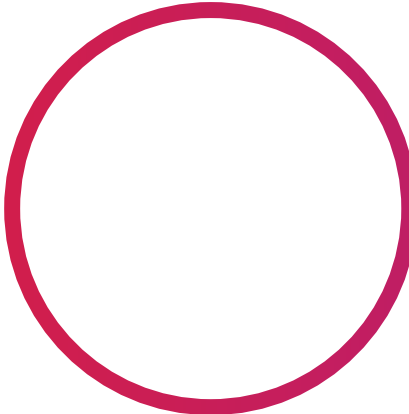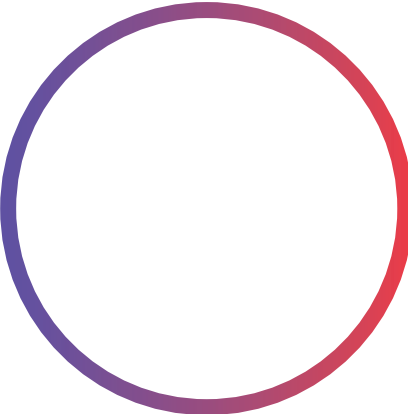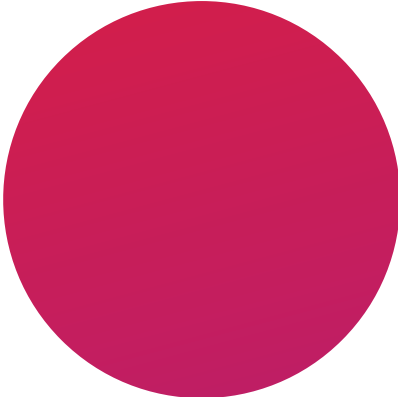#5F51A2
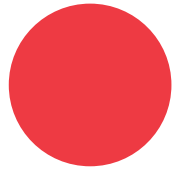
#EF3C45

#F1F6FC
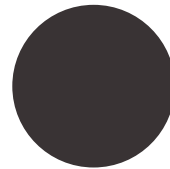
#3B3738

#A3A2A3

Gradient

Secondary

#FEBC26
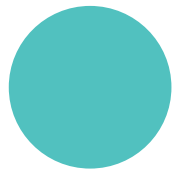
#4FC2C1

DESIGN ELEMENTS

ICONS