ALTEN
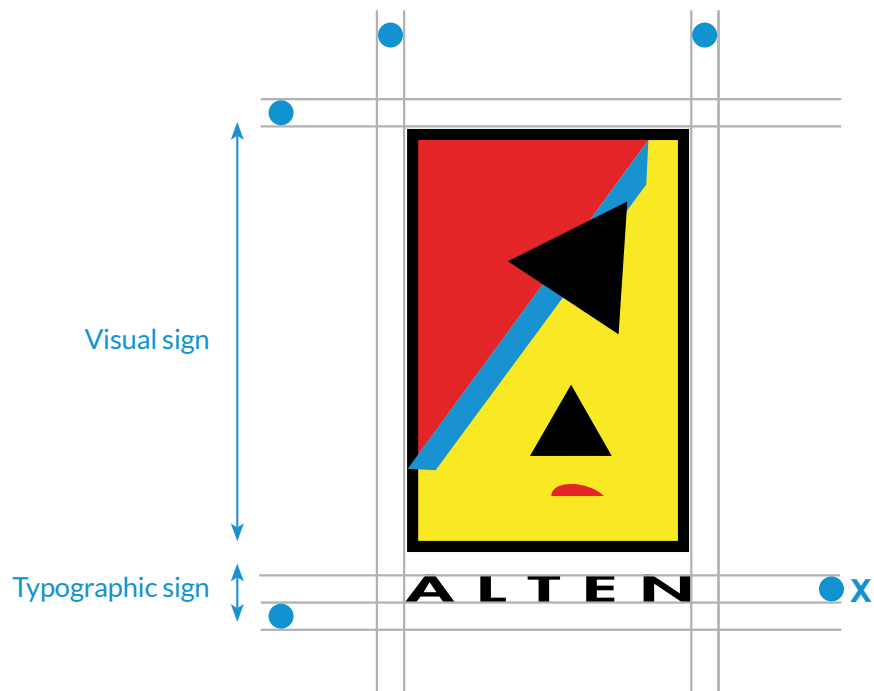## GUIDELINES
LOGO & COLORS

OUR VISUAL IDENTITY

The word «logotype» designates all graphic elements characterising the company. ALTEN logo is the mix of two kinds of signs: Visual sign and Typographic sign.

Only the combination of both elements can form the ALTEN logo. Basically, both signs are inseparable.

A minimum amount of clear space should surround the logo, separating it from other graphic design elements. This protected area preserves the legibility and visual impact of the logo.

The standard minimum clear space on all sides of the logo «X» is equal to the height of the letters ALTEN.

Visual sign

Typographic sign

X

COLOR VERSION
BLACK LETTERS

The ALTEN logo must be used in quadricolor.
However, according to the operating constraints related to the support, or if the readability of these items is not guaranteed (ex: web banner, goodies...), a variation of the logo can be used, subject to validation by the Communication Dept.

COLOR VERSION
WHITE LETTERS

The version of the logo with the letters ALTEN in white should be used over a dark or coloured background.

The logo can be downloaded:
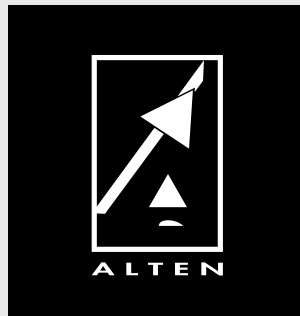www.alten.com/newsroom/#media-library

EXCEPTIONALLY USAGES

Depending on technical or environmental constraints, the original version of logo may be not adapted. In these specific cases exclusively, you are allowed to use the other versions below.

The ALTEN direction has decided with our agreement to use this b&w version. Only they are allowed to do so.

The logo in text version can be used as a discreet and repetitive visual marker at the bottom of the page or only if avalaible surface is reduced (like for pens...).

Monochrome
Clear background

Monochrome
Dark background

Text Monochrome
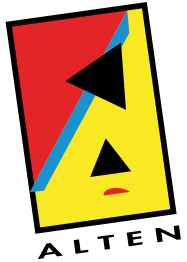Clear background

Text Monochrome
Dark background

The logo can be downloaded:
www.alten.com/newsroom/#media-library

Horizontal logo version (text on the right) with the name of the country under the typography «ALTEN» is allowed, **only for web use** to facilitate readability and respect web constraints (height of header, responsive...).

ALTEN™ BELGIUM

ALTEN™ CANADA

ALTEN™ CHINA

ALTEN™ FINLAND

ALTEN™ FRANCE

ALTEN™ INDIA

ALTEN™ ITALIA

ALTEN™ MAROC

ALTEN™ NEDERLAND

ALTEN™ POLAND

ALTEN™ PORTUGAL

ALTEN™ ROMANIA

ALTEN™ SPAIN

ALTEN™ SWEDEN

ALTEN™ SWITZERLAND

ALTEN™ UK

ALTEN™ USA

✕ Don't rotate

✕ Don't transform or deform
The logo must be homothetic

✕ Don't apply
any effects

✕ Don't place the logo over
a background color which
avoid readability

✕ Don't remove
a part

✕ Don't change
the logo's colors
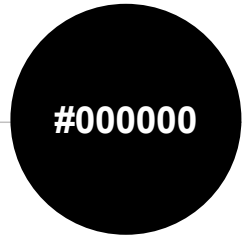
✕ Don't add text

CMYK
For print

RGB
For digital and web

✓ Choose color calibration
according the needs

⬇ The logo can be downloaded:
www.alten.com/newsroom/#media-library

LOGO COLORS

#000000

Pantone
Process
Black C

C	0	R	0
M	0	G	0
Y	0	B	100
K	100		

#008BD2

Pantone
Process
Blue C

C	100	R	0
M	20	G	139
Y	0	B	210
K	0		

#E30513

Pantone
1795 C

C	0	R	227
M	100	G	6
Y	100	B	19
K	0		

#FFED00

Pantone
Process
Yellow C

C	0	R	255
M	0	G	237
Y	100	B	0
K	0		

USUAL COLORS

#043962

Pantone
534 C

C	100	R	4
M	78	G	57
Y	36	B	98
K	26		

#008BD2

Pantone
Process
Blue C

C	100	R	0
M	20	G	139
Y	0	B	210
K	0		
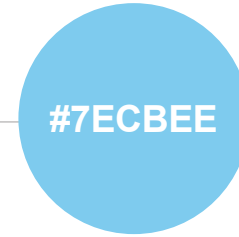
#7ECBEE

Pantone
Blue
0821 C

C	52	R	126
M	2	G	203
Y	3	B	238
K	0		

#FFBA00

Pantone
116 C

C	0	R	255
M	31	G	186
Y	93	B	0
K	0		

SHADES OF GREY

#484848

Pantone
447 C

C	63	R	72
M	54	G	72
Y	51	B	72
K	51		

#8C8C9A

Pantone
Cool
Gray 7 C

C	45	R	140
M	38	G	140
Y	22	B	154
K	1		
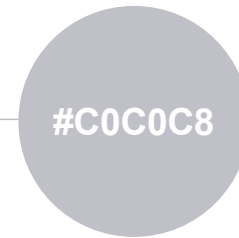
#C0C0C8

Pantone
427 C

C	23	R	192
M	17	G	192
Y	10	B	200
K	0		

#E6E6E9

Pantone
656 C

C	8	R	230
M	6	G	230
Y	3	B	233
K	0		

MAIN BLUES

#043962 **#008BD2** **#7ECBEE** **#2F80F3**

SHADES OF BLUE

These shades are intended to create a visual contrast (such as graphs with a lot of data).

#0070C0 **#166E97** **#00B0F0** **#0C5CCE**

#67B7F6 **#6CC2EA** **#B2E0F5** **#82B3F8**

#B3DBFB **#6CC2EA** **#CBEAF8** **#D5E6FD**

ALTEN