

ALLEANZA

Brand Guidelines

Overview / Logotype / Typography / Brand colors / Imagery / References



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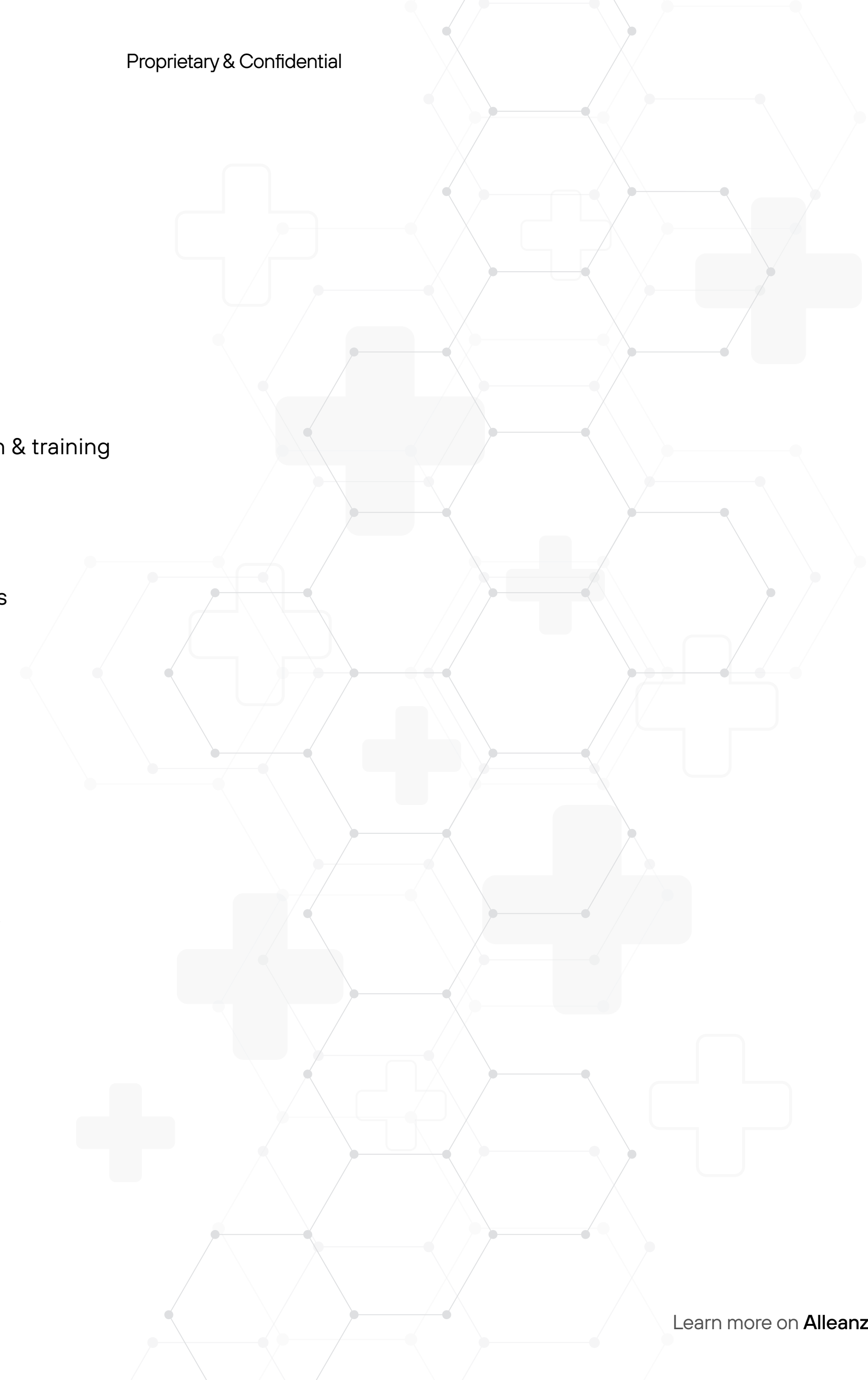
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ALLEANZA Overview

01

Who we are / What we do / Why we do it / Core values / How we do it / Our commitment

WHO WE ARE

Alleanza is an “alliance” of highly skilled, world-wise healthcare professionals, educators, and premier medical specialty practices

Page 4

Our team of innovative healthcare industry pioneers, with over 60 years of combined experience, work together to deliver holistic, customer-centric solutions to strengthen health care services globally.

With focused and efficient business, financial and investor strategies that leverage on economies of scale, Alleanza unlocks and builds value through competent asset and talent acquisition, improved operational efficiency, maximized revenue enhancements, and competitive expansion and market positioning.



WHAT WE DO

We innovate Healthcare by extensive range of specialty services to a wider global market

We create connections that innovate healthcare.

We provide the private and public sectors with a holistic and innovative approach to healthcare solutions in the areas of home care, occupational health services, training & education, and virtual health.

Alleanza offers individuals, various corporations, and government facilities unique medical service solutions. Our diversified service offering and complementary capabilities create synergies in a fragmented market to unlock hidden business value and opportunities for our clients.

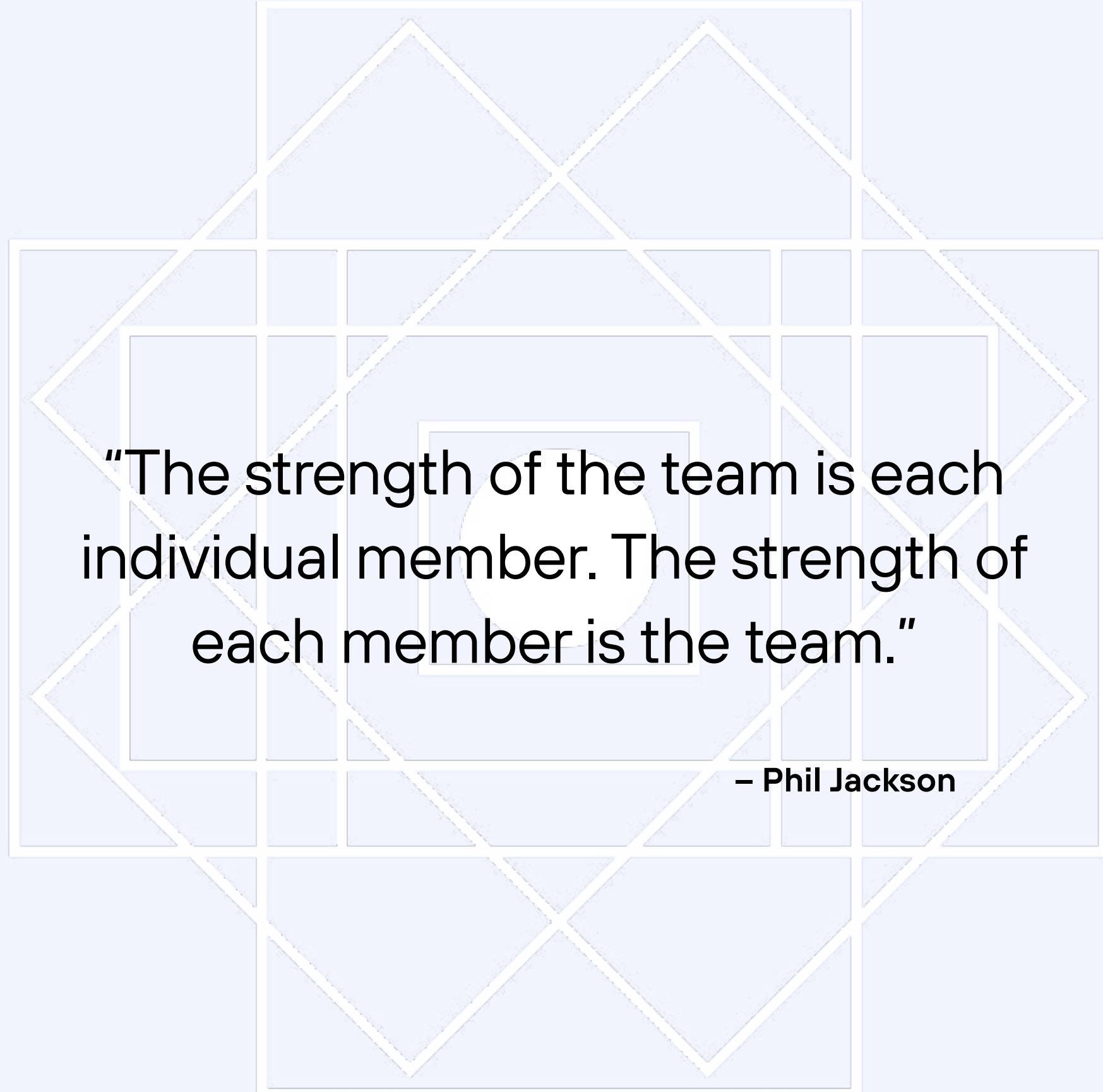


WHY WE DO IT

To improve the health and well-being of our customers and communities

Our goal is to be a trusted partner for all your medical, security, and technical staffing requirements.

We do this by taking a consultative approach to understanding your requirements and developing the right solution set for you.



CORE VALUES

Discover what matters to our company the most.

- **Collaboration:**
Working in partnership to improve outcomes for patients.
- **Innovation:**
Investing in research and development and new ways to transform and deliver services.
- **Efficiency:**
A well managed process of delivery, getting it right first time.
- **Trusted:**
Reliable, confident, safe pair of hands.



How we do it

Global Medical Services

01 Concierge Medical Advisory Service

Alleanza™ has partnered with Six Kind, a US-based personal health advisory group, to provide operational support for this program.

02 International Practice Alliance

Alleanza™ creates strong operational relationships between select Western medical specialty practices and leading international healthcare facilities.

03 International Patient Referral

When our international patients require additional treatment or consultation beyond their borders, the Alleanza™ team will provide unbiased guidance and health navigation support.

04 Healthcare Facility Development

Alleanza™ uses our own vetted personnel and international network connections in the US, the MENA Region, Europe, and Africa to create the processes and individual clinical and administrative components necessary to establish an economically viable and clinically superior medical facility.

Austere Environment Medicine

01 DoD Compliant Medical Evaluations

DoD Compliant Medical Evaluations. We utilize both Static and Mobile clinics to conduct these evals in both urban and remote environments.

02 Mini Mobile Point-of-Care Clinic

Mini Mobile Mission Specific (M3S) Clinics: Deployed and operated by one qualified practitioner to provide healthcare in the most austere setting.

03 Turnkey Remote Clinics

Alleanza™ personnel work closely with our global partners, serving as either a prime contractor or as a subcontractor to another prime, to rapidly build, equip, staff, and manage turnkey remote clinic operations

04 Specialized Training

We provide multiple training programs specifically designed for organizations and individuals working in high risk, austere and/or remote regions.

Medical Education & Training

01 Certification Courses

Alleanza's Komodo Korps™ conducts a range of internationally recognized certification training programs in support of our academic, corporate and governmental partners.

02 Continuing Medical Education Courses

Our courses are conducted worldwide. Many are co-developed in close cooperation with our education partners, various US academic institutions, and specialized training organizations.

03 Academic Medical Programs

Alleanza™ works closely with academic institutions worldwide to develop or augment medical, physician extender, nursing, and other allied health programs.

04 Specialized Training Programs

Alleanza's Komodo Korps™ has developed a series of unique programs designed to assist public and private organizations' employees and students living, working, studying or traveling through austere, high risk, and/or potentially hostile areas

OUR COMMITMENT

We are committed to doing the right thing.

01 High-quality communications.

Communicate a compelling external marketing message promoting our expertise and brand values to existing and new customers. foundation.

02 Every day to work better than it was yesterday.

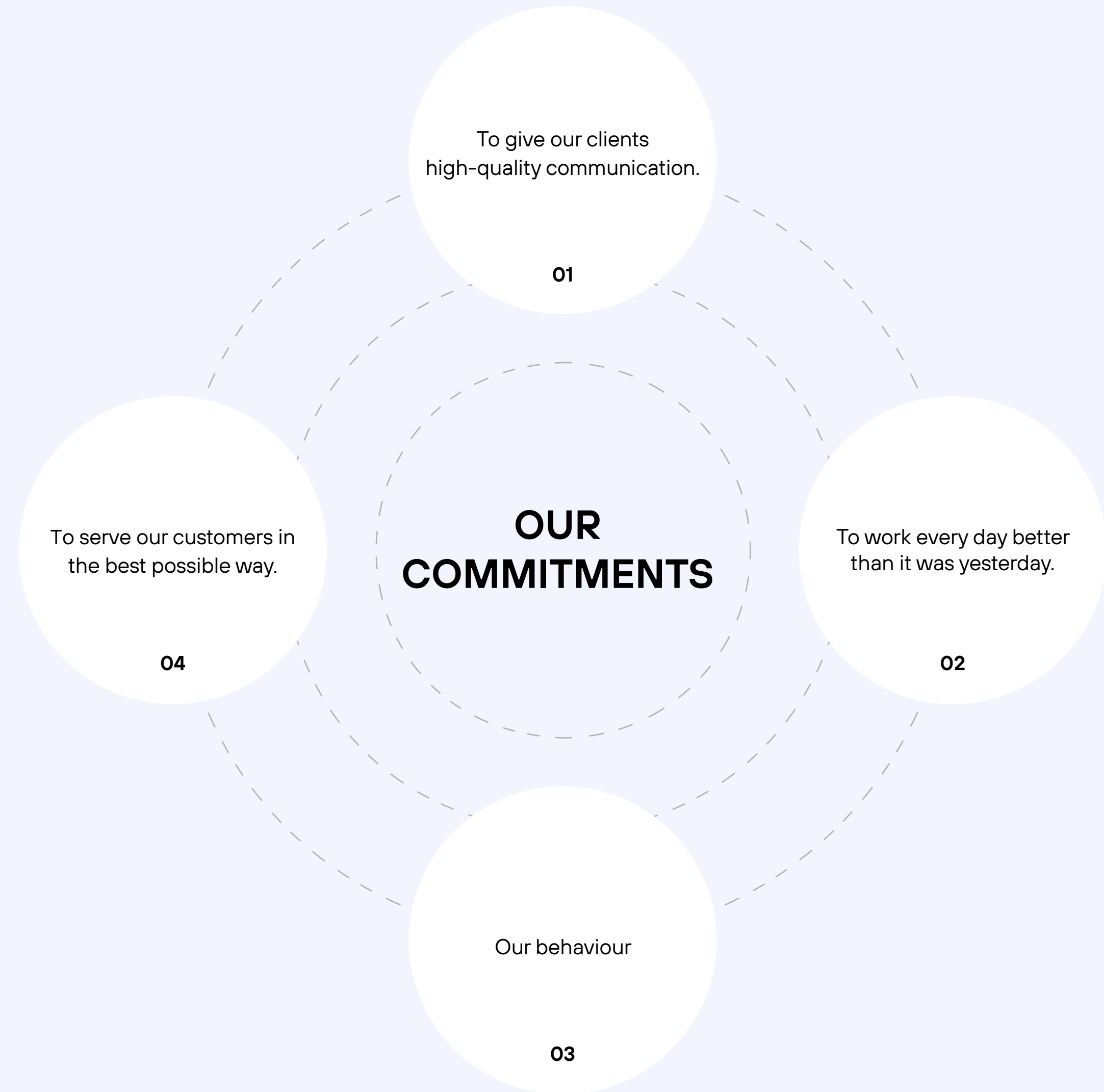
Companies grow when they innovate and apply new principles and technologies to their daily work. We believe every day we must work better.

03 Our behaviour

Develop training, development and discoveries – demonstrates across the organisation that innovation is taken seriously.

04 To serve our customers in the best possible way.

Everything we do - we do for our customers. We are obsessed with delivering the best possible experience to serve our customers better and faster.



GOLDEN RULES

to protect the Alleanza trademark

01 Never invent your logotypes/symbols

Don't create new Alleanza logotypes or logo-like symbols, e.g., products, services, projects, teams, or departments. Use only approved logotypes following the Alleanza Identity Guidelines.

02 Write Alleanza correctly

It's Alleanza with a capital A. Always. Never play around with the word, and never use it in the plural form or as a verb. Don't use the Alleanza logotype in running text.

03 Use the official Alleanza logotypes only

Don't copy and paste the logo from third-party websites or social media pages. It low quality and the whole look. Use only the official logo downloaded from our package.

04 All merchandise must be approved

The team must approve all merchandise branded with the Alleanza brand. Use only official merchandise or contact Alleanza Communications for support.

05 Report suspected infringements

Alert your market communication representative at Alleanza immediately. Do not take any action against the infringer yourself, but inform the person responsible for this.

06 Use the full name of Alleanza only

Do not use other versions of the brand name without the written consent of the Brand management department at Alleanza. Do not use any non-approved abbreviations.

RELY ON THESE CRITICAL POINTS TO PROTECT THE INTEGRITY OF THE ALLEANZA TRADEMARK IN YOUR DAILY WORK.

HOW WE SPEAK TO
CUSTOMERS?

Tone of voice

Mision and Vision / Personality and expression / Abbreviations

02

Our Mission and Vision

Our Mission

Applying our passion for learning and clinical collaboration to everything we do enables us to provide the private and public sectors with a holistic and innovative approach to healthcare solutions in the areas of homecare, occupational health services, training, education, and virtual health.

Our Vision

Forming an alliance of highly-skilled healthcare professionals, based all around the world, to alter practice standards, and ultimately improve patient outcomes. We seek to champion change, to always put the customer first, and be nimble in our efforts to drive operational excellence.



Personality and expression

How we talk to our clients

Do

01 Be confident.

Make sure you write confidently to show clients that they can trust us and that we are professionals. Avoid using ambiguity and uncertainty.

02 Keep it formal

We are a giant healthcare company. Don't act like a comedian or a startup. Keep it formal and use the appropriate style of communication.

03 Use professional language

Avoid using technical jargon and abbreviations. Clients might be confused. Make sure that everyone understands what you are trying to convey.

04 Be positive

Being professional and confident doesn't mean being boring and pessimistic. Communicate optimistically, with a good spirit.

Don't

01 Don't be arrogant.

Make sure you write confidently to show clients that they can trust us and that we are professionals. Avoid using ambiguity and uncertainty.

02 Don't use slang.

As a healthcare company, don't use slang in communication. Make sure that everyone clearly understands what you are saying.

03 Don't act like a comedian.

Many firms choose the humorous style to evoke joy and positivity. Be reserved, neutral, and credible. Talk professionally.

04 Don't be mean or sloppy.

As a healthcare company, be strict and trustworthy. Make sure that everyone understands everything you say in the same way.

CLIENTS ARE NATURALLY DRAWN TO A BRAND WITH A GREAT PERSONALITY. OUR COPYRIGHT STYLE SHOULD BE INTELLIGENT, CONFIDENT, AND DIRECT.

WORKING WITH THE LOGO

Logotype

Lockups / Alternatives / Social / Colors / Sizes / Clear space / Partners / Guidelines

03

Logo - horizontal

Choosing the orientation of the logo

The optical kerning, beautiful typeface, refined weight, defined clear space, and two lockups help to make the logo instantly recognizable at all sizes and in all contexts. It is aesthetically appealing and has a modern and medical vibe, hinting that it is a service-based company that works at the intersection of training, education and healthcare.

Never alter the kerning when using the horizontal lockup.



Alternatives

Choosing the orientation of the logo

Page 16

The optical kerning, beautiful typeface, refined weight, defined clear space, and two lockups help to make the logo instantly recognizable at all sizes and in all contexts. It is aesthetically appealing and has a modern and medical vibe, hinting that it is a service-based company that works at the intersection of training, education and healthcare.

Only use the simplified lockup when you don't have enough space.



ALG

Alternatives

An icon as the official version of the corporate logo

The Alleanza brand secondary logos are used where the primary logotypes' legibility is compromised. The single-color, vertical version of the logo is most appropriate for situations that require a clean, subtle treatment, such as watermarking a graphic or when printing restrictions need a single color. You should use the single-color, line version of the logotype minimally and never in conjunction with the wordmark.

Only use the icon instead of a full-scale logo when you don't have enough space.

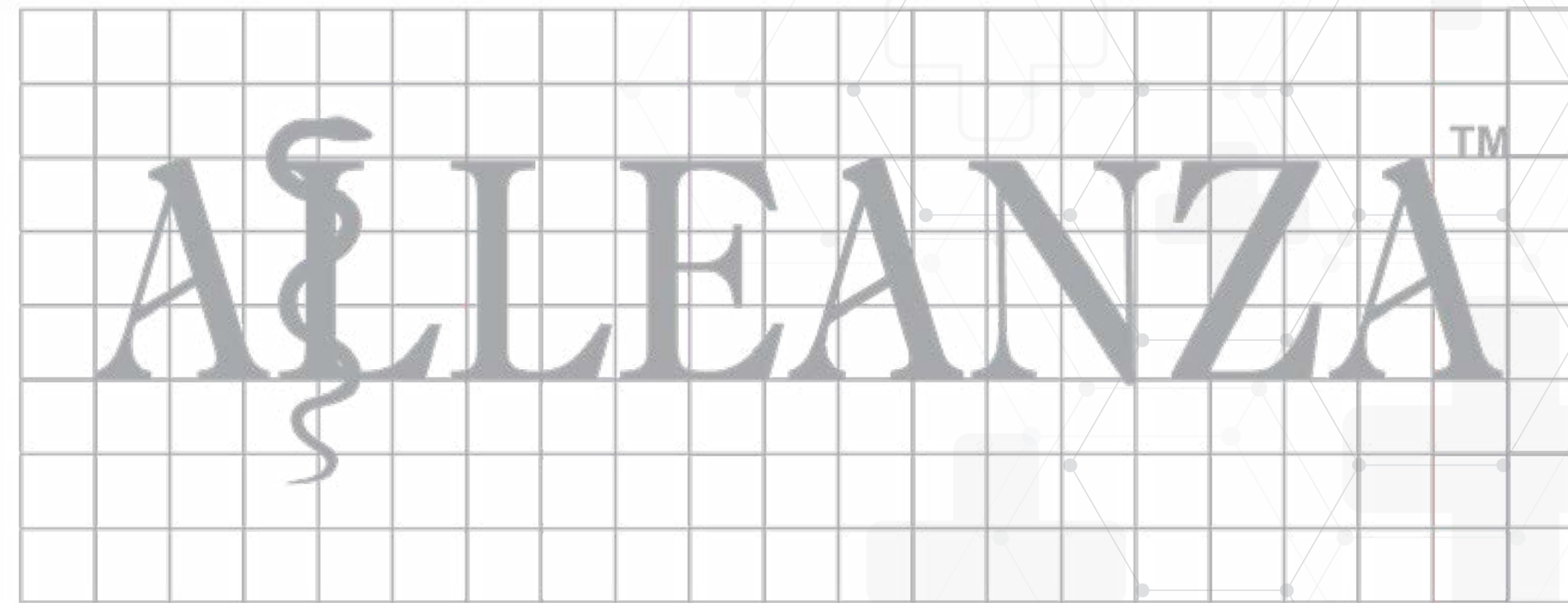
WE USE A SLIGHTLY DIFFERENT VERSION OF THE LOGO FOR AN ICON, WHICH IS CUT OUT FROM THE FULL-SCALE LOGO.

Grid Logo

Logo elements

The Alleanza logo combines three elements: the Alleanza typography, color for letter L and the “Caduceus” that become the symbol of the US marine medical corp graphical element. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the Alleanza logo elements, are predetermined and should not be altered. Used consistently, they will reinforce public awareness of the company.

Use the official icon for Instagram since the full-scale logo will be illegible as an icon there.



ENSURE THE ICON HAS SPACE ON BOTH SIDES

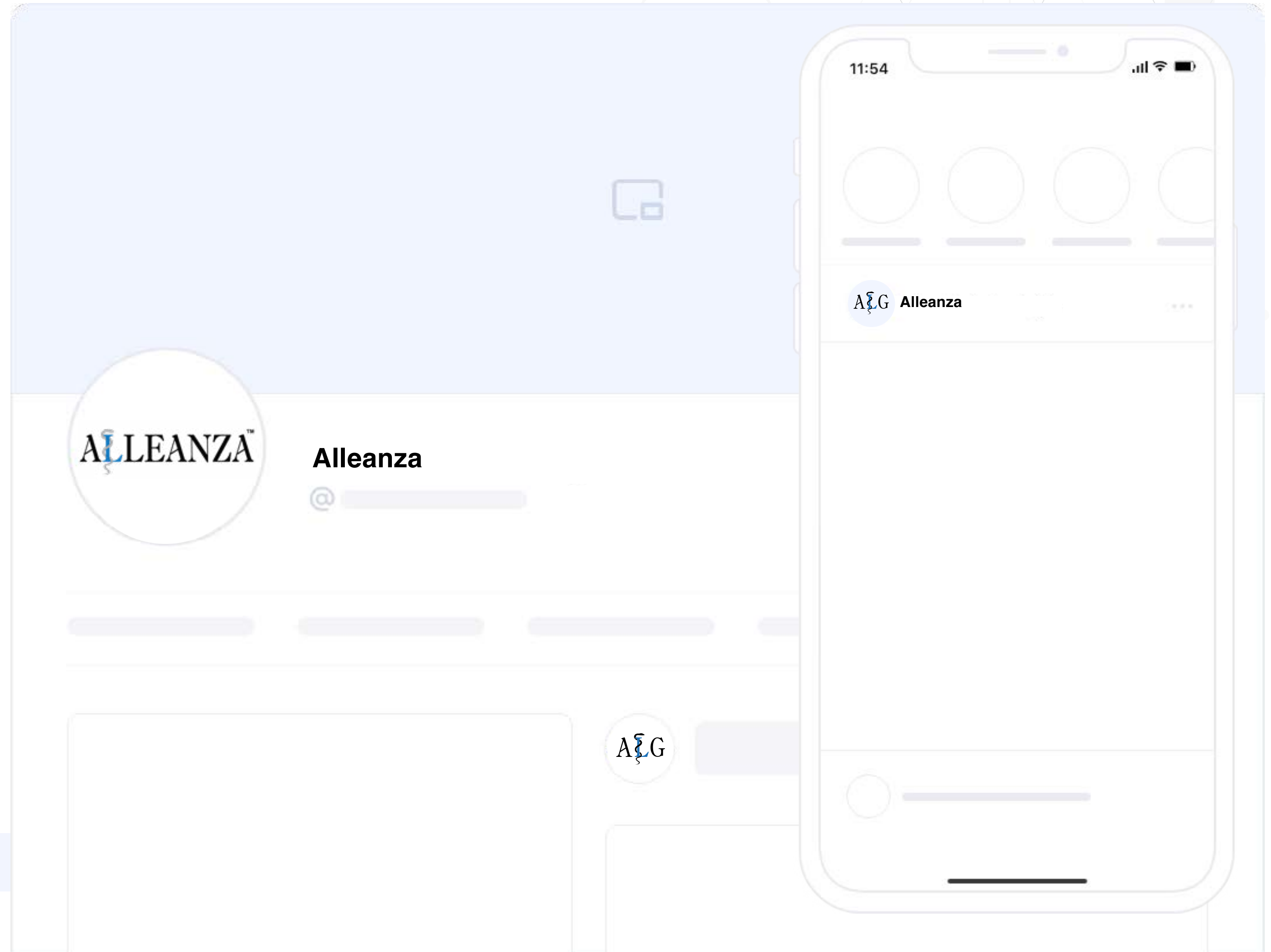
Social media facebook and instagram

Placing the logo on Social Media - Facebook & Instagram

The official logo can replace the wordmark in some applications, such as placing the logo as an avatar on Facebook, where the Alleanza logotype is legible.

Facebook allows placing the full-scale logotype. We recommend not using the icon in this case.

ENSURE THE ICON HAS SPACE ON BOTH SIDES.



Colors

Black and White execution of the logotype

Legibility is a priority. Black is the default color of Alleanza. Use the white version on darker backgrounds and images to provide contrast and clarity.

In specialty use cases where you have background images, place the logo depending on the style of the picture. If the background is light, place the black logo. If the background is dark - the white one.

Never forget about contrast.



Colors - black version

The black version for monotone applications

For monotone applications, the black version of the logo must be used if positioned on a white background.

When placing the logo on top of a photo, make sure the image has a light background. Also, choose the logo that will give the highest level of contrast. Remember to pay attention to the clear space rules to avoid placing the logo over cluttered areas of the photo and avoid placing the logo over cluttered areas of the image.

01. Vertical lock-up

Black logo on white background



02. Vertical lock-up

Black logo on light blue background



03. Vertical lock-up

Black logo placed over light tone photography



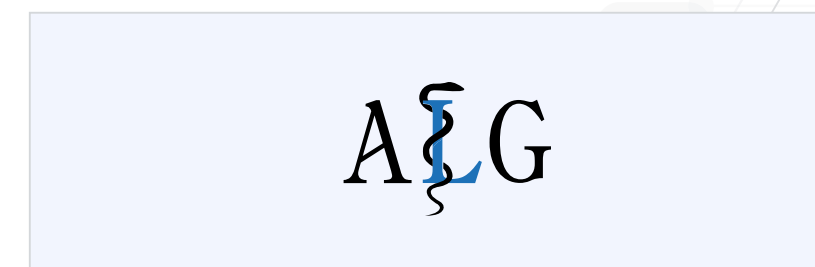
01. Icon lock-up

Black logo on white background



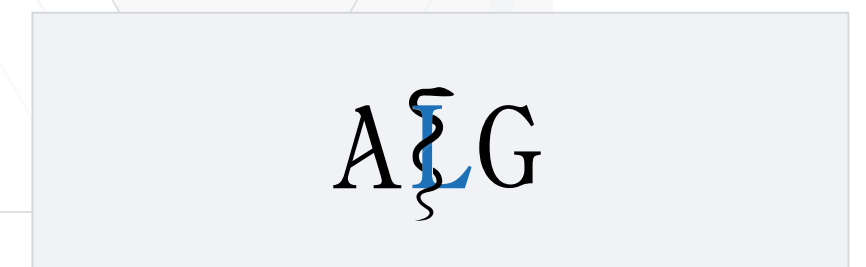
02. Icon lock-up

Black logo on light blue background



03. Icon lock-up

Black logo placed over light tone photography



Colors - white version

The white version for monotone applications

For monotone applications, the white version of the logo must be used if positioned on a black or dark background.

When placing the logo on top of a photo, make sure the image has a dark background. Remember to pay attention to the clear space rules to avoid placing the logo over cluttered areas of the photo. Also, choose the logo that will give the highest level of contrast.

01. Vertical lock-up

White logo on black background



02. Vertical lock-up

White logo on blue background



03. Vertical lock-up

White logo placed over dark tone photography



01. Icon lock-up

White logo on black background



02. Icon lock-up

White logo on blue background



03. Icon lock-up

White logo placed over dark tone photography



Sizes

The white version for monotone applications

For monotone applications, the white version of the logo must be used if positioned on a black or dark background.

When placing the logo on top of a photo, make sure the image has a dark background. Remember to pay attention to the clear space rules to avoid placing the logo over cluttered areas of the photo. Also, choose the logo that will give the highest level of contrast.



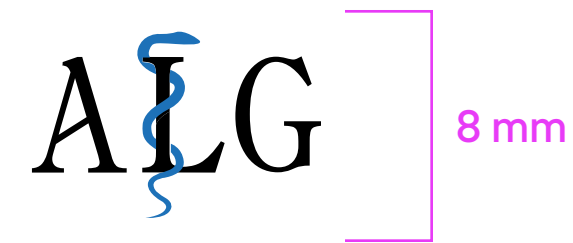
Vertical lock-up minimum size

Print



Icon lock-up minimum size

Print



Digital



Digital



Clear space

Defining the "safe" zone of the logotype

An area of clear space must be left around each edge of the logo.

It allows the logo to breathe and makes it easier to recognize. Don't place other visual elements within this exclusion zone. The clear space is equal to 0.5x, or half the height of the master brand.

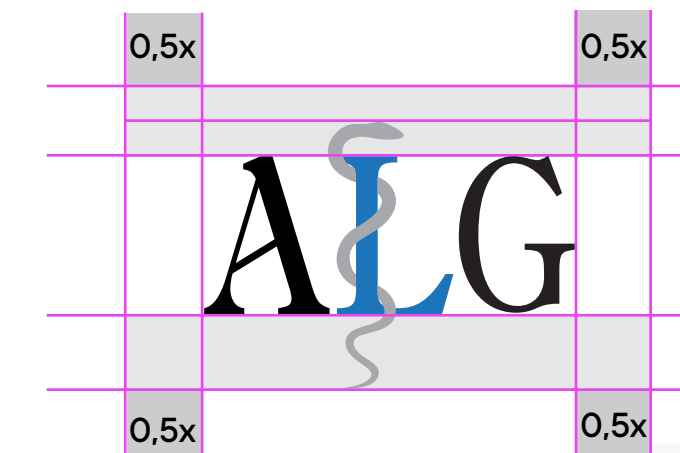
Vertical lock-up

Scale ratios

x = height of masterbrand logo



Icon lock-up



Partners

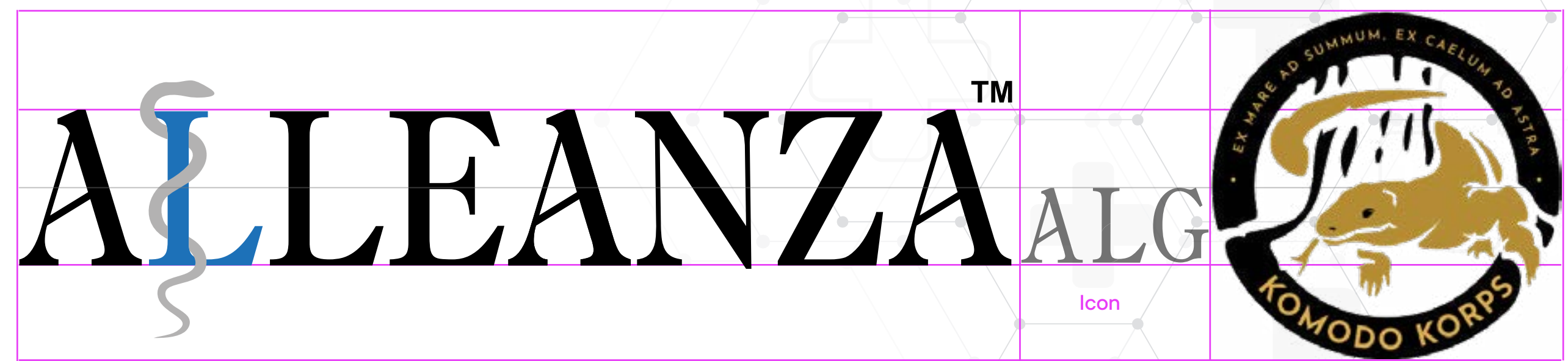
Defining the space when placing next to the partner

Partner logos should always appear the same size as the Alleanza logo.

Aligning partnership logos should follow Clearspace rules. Use the official "ALG" icon in the half logo size as an object for defining the space between logos.

Vertical lock-up

The partner must be placed logo placed to the right of the Alleanza Logo at the half height as the icon alleanza logo.



Guidelines

What to avoid when using the logo



Do not squash the logotype



Do not add any visual effects to the logotype



Do not add any business description or tagline to any of the logotypes.



Do not place any objects in the clear zone of the logotype



Do not stretch the logotype



Do not change color of the logotype



Do not rotate the logotype



Do not crop the logotype



Do not tilt the logotype



Do not reproduce the logotype in outline

WORKING WITH TYPE

Typography

Type philosophy / Second Typeface / Guidelines

04

Logo Typeface

Typography defines our brand

What does typography mean to us?

Typography design serves many purposes for Alleanza, from making words legible to evoking emotion to creating a consistent brand identity. We believe that a brand that incorporates good typographic elements can result in consumers viewing the brand positively. Effective typography should hold viewers' attention without becoming a distraction.

Page 28

When we were choosing the suitable typeface for our brand, we considered several different factors:

- It transmits uniformity and powerful
- It contributes consistency of Alleanza image
- It looks modern and confident

Logo typography name **AGInnerstar**

H 100% | ALLEANZA

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

Logo typography / Weight: Regular / H Size: 100% of Cap Height / Leading: 100% / Kerning: Metric

Second Typeface

Typography consistent brand

Our corporate typeface

Graphik is our corporate typeface, it should be used in all instances where typography is required. It is a simple, clean and legible typeface.

We use all weights of Graphik. Arial and Helvetica can be used as a substitute for Graphik on digital applications such as websites and email.

Page 29

It is important to adhere to the leading, tracking and text arrangement specified in this document to help achieve brand consistency throughout.

When we were choosing the suitable typeface for our brand, we considered several different factors:

- **It contributes consistency of Alleanza image;**
- **It looks modern and legible;**
- **It supports several languages;**

GRAPHIK SUPPORTS THE FOLLOWING LANGUAGES: LATIN, GREEK AND CYRILLIC.

A Short Headlines A Short Headlines

¹ **Headline** / Weight: Bold or Light / H Size: 100% of Cap Height / Leading: 100% / Kerning: Metric

² Large statement or pull out quote uptae
pliquod ut et modist, et dolu-ptam ea
vent harum quae provit dolut et

² **Sub-headline (optional)** / Weight: Regular or Light / H Size: 60% / Leading: 100% / Kerning: Metric

³ Aximuscidunt quibusam, sus, con rem rerio. Uptus vendes ad maxim nem sundandi cullibu sapediciis dis ulparib usdae. To est esciaes doluptatibus plab ipsam vent et laut adiosa volum laccull essinum latur, quodi cus, cum a id est et endi ut et quiam quatatustem adiscit, ium etur sunt endit, is con et as dolest occus, sus, imagnimpel labo.

³ **Body text (paragraph)** / Weight: Regular / H Size: 25% / Leading: 140% / Kerning: Metric

Guidelines

What to avoid when using the second type

Innovative healthcare
Solutions

Don't change the typeface

Innovative healthcare
solutions

Don't apply a gradient to type

**Innovative healthcare
solutions**

Don't put pictures or patterns in
type

Innovative healthcare
solutions

Don't lead too much, refer to the
type system

Page 30

Innovative healthcare
solutions

Don't lead too little, refer to type
system

Innovative healthcare
solutions

Don't tightly track type

Innovative healthcare
solutions

Don't loosely track type

**Innovative healthcare
solutions**

Don't apply drop shadows or
other effects

Innovative healthcare solutions

Don't stretch, skew, or distort text

INNOVATIVE HEALTHCARE
SOLUTIONS

Don't set headlines in all caps

innovative healthcare
solutions

Don't set headlines all lowercase

Title
Body text

Don't use type sizes that are close
in value

WORKING WITH
COLOR
Brand Colors

Color palette / Accent colors / Corporate color / Functional colors / Guidelines

05

Color palette

How to use the corporate colors

Alleanza is a company that is split into two companies which one is located in USA and the partner is in UAE. In the parent company (USA) we have blue and yellow as corporate colors and in the partner company (UAE) we have red.

Page 32

Alleanza Yellow is used only for some products with dark background and for some Alleanza elements according to defined guidelines.

To compliment Alleanza Blue, we use additional Alleanza corporate colors. These should be used to position the brand online, brochures, and product guides. On images and colored backgrounds, we use text in white or black.

You can use all primary colors for text on a white background. You should use the extended color palette as supporting colors to highlight details and should never dominate a layout.

Alleanza Blue



CMYK 85 / 50 / 0 / 0
RGB (29, 113, 184)
HEX# 1D71B8

Corporate colors (Parent company)



Alleanza Blue

CMYK 85 / 50 / 0 / 0
RGB (29, 113, 184)
HEX# 1D71B8



Alleanza Yellow

CMYK 4 / 13 / 80 / 0
RGB (250, 215, 67)
HEX# FAD743

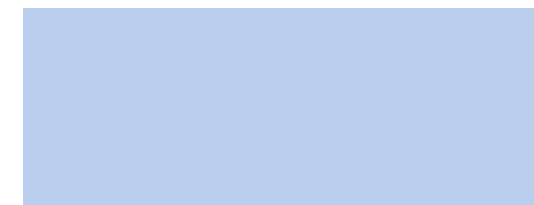
Corporate colors (Partnet company)



Red

CMYK 0 / 100 / 100 / 0
RGB (227, 6, 19)
HEX# e30613

Accent colors



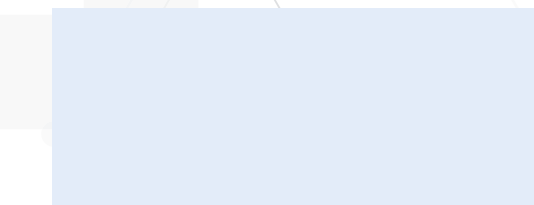
Stratton Paludine

CMYK 0 / 0 / 7 / 29
RGB (182, 182, 163)
HEX# BACFED



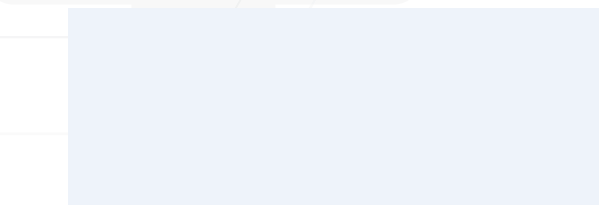
Paludine Green

CMYK 0 / 0 / 10 / 35
RGB (165, 164, 140)
HEX# D1DCF7



Paludine Dark

CMYK 2 / 0 / 8 / 56
RGB (108, 112, 92)
HEX# E4EAF9



Stratton Dark Green

CMYK 9 / 0 / 4 / 70
RGB (54, 77, 66)
HEX# F1F5FF

Functional colors

Alleanza functional colors

There are many complementary colors to compliment Alleanza brand identity. These should be used for each services, brochures, product guides, illustrations, and other art forms.

You should use the extended color palette as supporting colors to highlight details.

Global medical services



Green
 CMYK 65 / 0 / 42 / 0
 RGB (68, 196, 171)
 HEX# 44C5AB



Blue one
 CMYK 87 / 61 / 0 / 0
 RGB (21, 98, 205)
 HEX# 1662CD



Blue two
 CMYK 75 / 26 / 0 / 0
 RGB (30, 154, 223)
 HEX# 1E9ADF



Gray
 CMYK 51 / 40 / 40 / 23
 RGB (122, 122, 122)
 HEX# 7a7a7a

Austere environment medicine



Green
 CMYK 92 / 42 / 98 / 48
 RGB (5, 75, 37)
 HEX# 054B25



Blue
 CMYK 100 / 71 / 42 / 40
 RGB (6, 56, 82)
 HEX# 063852



Red
 CMYK 25 / 100 / 100 / 25
 RGB (155, 2, 2)
 HEX# 9B0202



Black
 CMYK 0 / 0 / 0 / 100
 RGB (0, 0, 0)
 HEX# 000000

Medical education and training



Blue
 CMYK 86 / 43 / 31 / 15
 RGB (22, 107, 135)
 HEX# 166B87



Green
 CMYK 65 / 0 / 42 / 0
 RGB (68, 196, 171)
 HEX# 44C5AB



Yellow
 CMYK 4 / 13 / 80 / 0
 RGB (250, 215, 67)
 HEX# FAD743



Gray light
 CMYK 12 / 8 / 9 / 0
 RGB (229, 229, 229)
 HEX# e5e5e5

Functional colors Global Medical Services colors

To compliment Alleanza Blue, we use additional Alleanza colors for each services. These should be used to position the brand online, brochures, and product guides. On images and colored backgrounds, we use text in white or black.

Page 34

Green is the color of nature and health, and represents growth and safely. Blue is popular among large corporations, hospitals and airlines. The low saturation green/ blue are cool calming colors that show trust and intelligence.

You can use the color of the service. You should use the extended color palette as supporting colors to highlight details and should never dominate a layout.

Alleanza Services



Global medical services colors



Green
CMYK 65 / 0 / 42 / 0
RGB (68, 196, 171)
HEX# 44C5AB



Blue one
CMYK 87 / 61 / 0 / 0
RGB (21, 98, 205)
HEX# 1562cc



Blue two
CMYK 75 / 26 / 0 / 0
RGB (30, 154, 223)
HEX# 1E9ADF



Gray
CMYK 51 / 40 / 40 / 23
RGB (122, 122, 122)
HEX# 7a7a7a



Gradients



Functional colors

Austere environment

Medicine

To compliment Alleanza Blue, we use additional Alleanza colors for each services. These should be used to position the brand online, brochures, and product guides. On images and colored backgrounds, we use text in white or black.

Page 35

High saturation of green and blue represents strength and selflessness. It has been chosen as the color of choice for law enforcement officers worldwide because it is associated with trust and dependability.

The idea behind blue color is that blue should convey an authoritative yet calm and confident presence, just like the color itself.

You can use the color of the service. You should use the extended color palette as supporting colors to highlight details and should never dominate a layout.

Alleanza Services



Austere environments



Green

CMYK 92 / 42 / 98 / 48
RGB (5, 75, 37)
HEX# 054B25



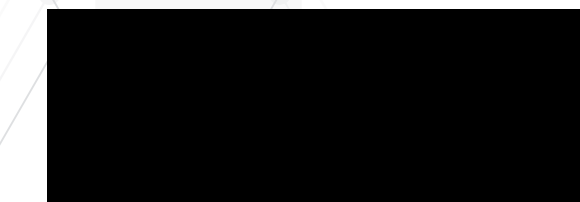
Blue

CMYK 100 / 71 / 42 / 40
RGB (6, 56, 82)
HEX# 063852



Red

CMYK 25 / 100 / 100 / 25
RGB (155, 2, 2)
HEX# 9B0202



Black

CMYK 0 / 0 / 0 / 100
RGB (0, 0, 0)
HEX# 000000



Gradients



Functional colors

Medical education & training

To compliment Alleanza Blue, we use additional Alleanza colors for each different services. These should be used to position the brand online, brochures, and product guides. On images and colored backgrounds, we use text in white or black.

Page 36

Bright sun is associated with wisdom and higher intuitive understanding as well as maintaining attention and increasing joy.

The idea behind greens and blues is for high contrast as well as being associated with improving the concentration and focus of people. They reduce fatigue and relieve stress. With this combination you have contrast, balance, and pattern in presentations and print materials for training.

You can use the color of the service. You should use the extended color palette as supporting colors to highlight details and should never dominate a layout.

Alleanza Services



Medical education and training



Blue

CMYK 86 / 43 / 31 / 15
 RGB (22, 107, 135)
 HEX# 166B87



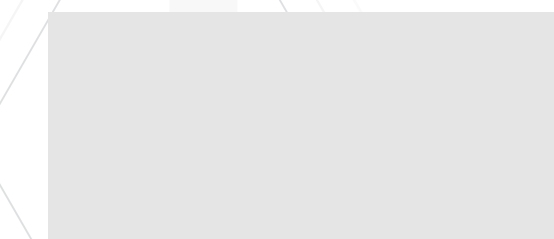
Green

CMYK 65 / 0 / 42 / 0
 RGB (68, 196, 171)
 HEX# 44C5AB



Yellow

CMYK 4 / 13 / 80 / 0
 RGB (250, 215, 67)
 HEX# FAD743



Gray light

CMYK 12 / 8 / 9 / 0
 RGB (229, 229, 229)
 HEX# e5e5e5



Gradients



166B87

44C5AB



44C5AB

1FAD743

Corporate color

The official color of Alleanza

Our new Alleanza Blue manifests cool calming colors that show trust and intelligence and is used in large hospitals and medicare. The yellow color is often used to in new ideas and dynamic energy. It portrays Alleanza in more colorful and humanistic light.

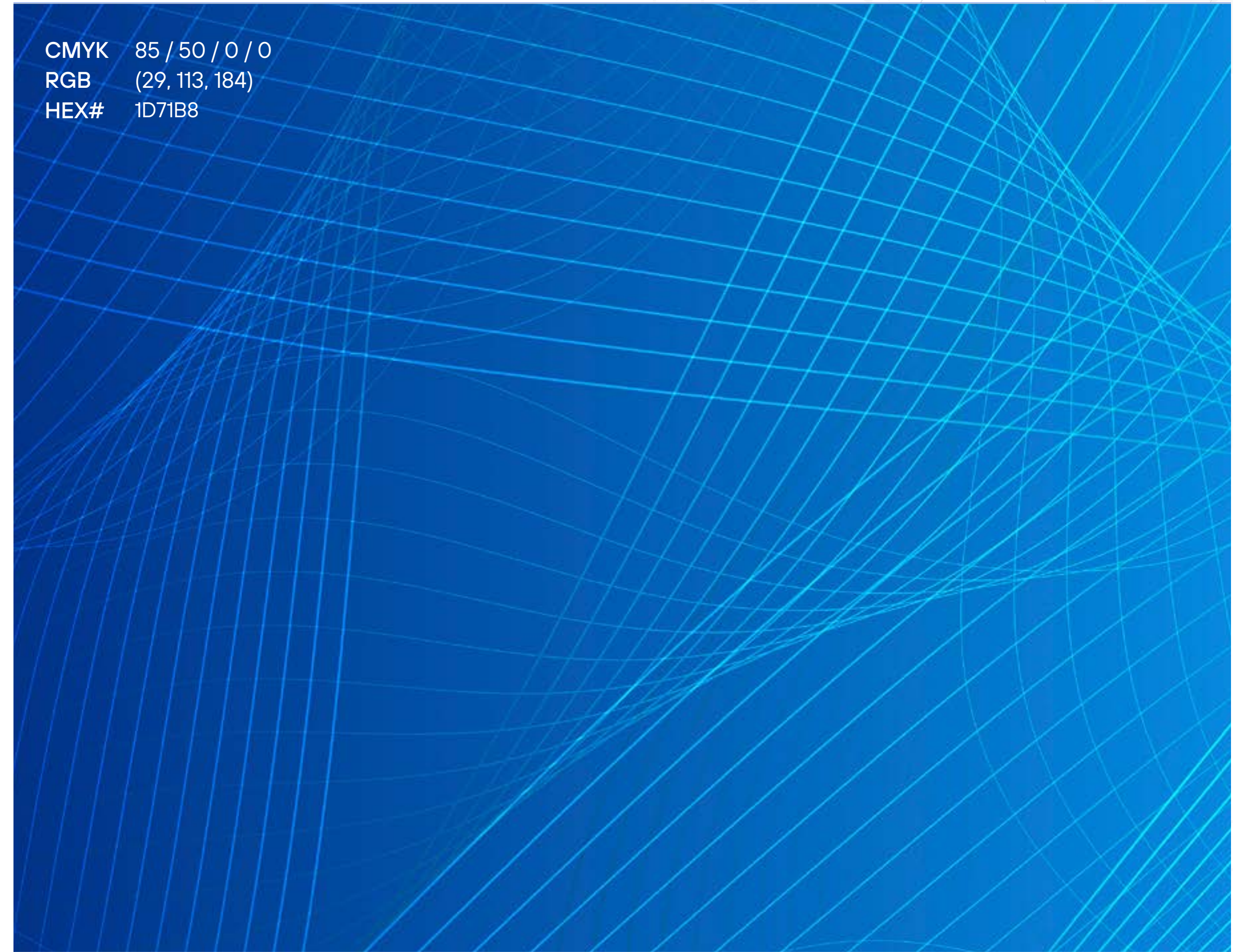
Blue is a powerful player in marketing and design. In the marketing world, Yellow is often used to portray being bold. Yellow is usually seen as healthy, energizing, and attention-grabbing.

The color has steadily progressed up the ladder of consumer preferences, so there's a greater appreciation of the color.

You can express the color without limitation in any field.

Alleanza Blue

CMYK 85 / 50 / 0 / 0
RGB (29, 113, 184)
HEX# 1D71B8



Guidelines

What to avoid when working with colors



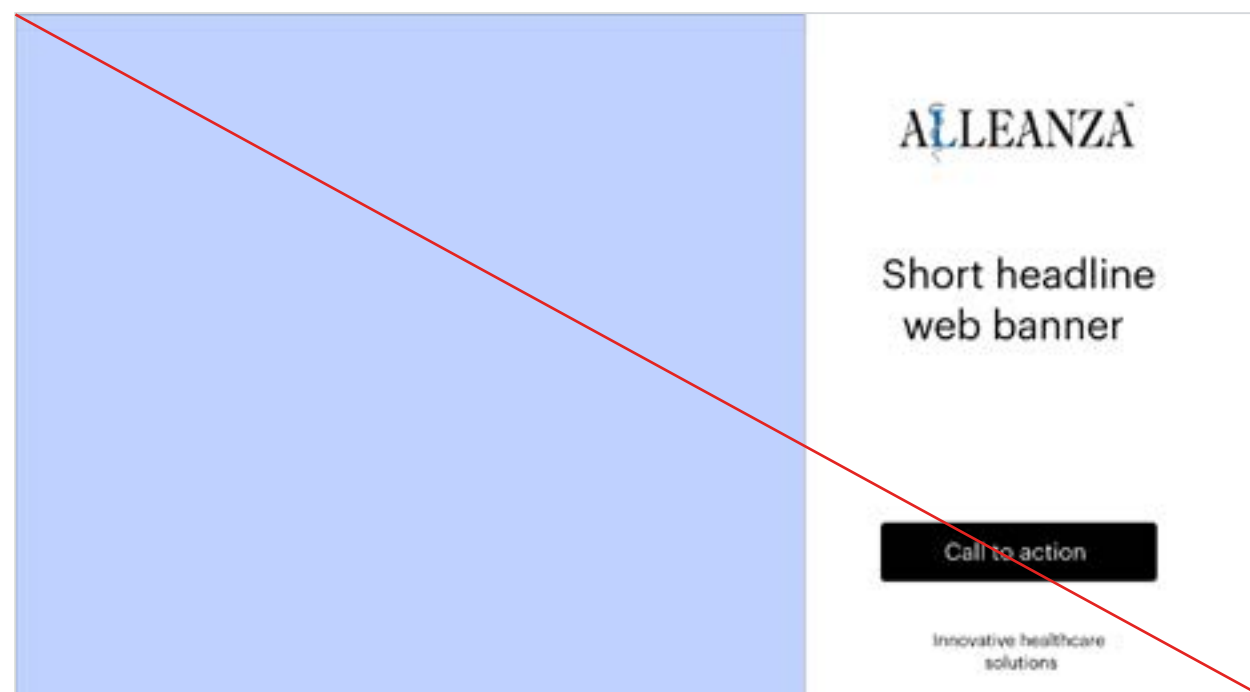
Do not combine colors that could compromise visibility. Make sure the text is legible and clear.



Place only white or black text on images. Do not use accent colors on images for better contrast.



Don't add new colors to the brand identity. Use only colors that are defined in this guidebook



Alleanza accent colors shouldn't dominate in a layout

CREATING ADS
FOR GOOGLE

Google ads

Horizontal banners / Vertical banners



Horizontal banners

Principles of creating banners for Google Ads

Your headline is the most prominent part of your ads, and it has a significant impact on the first impression that your ad makes. Be sure to state what your business does and highlights your product or service.

Page 40

Include two lines that detail what Alleanza offers and why customers should visit our website.

Use our brand colors and a clear CTA button.

Use these types of banners on web pages

Alleanza Ads



Vertical banners

Principles of creating banners for Google Ads

Your headline is the most prominent part of your ads, and it has a significant impact on the first impression that your ad makes. Be sure to state what your business does and highlights your product or service.

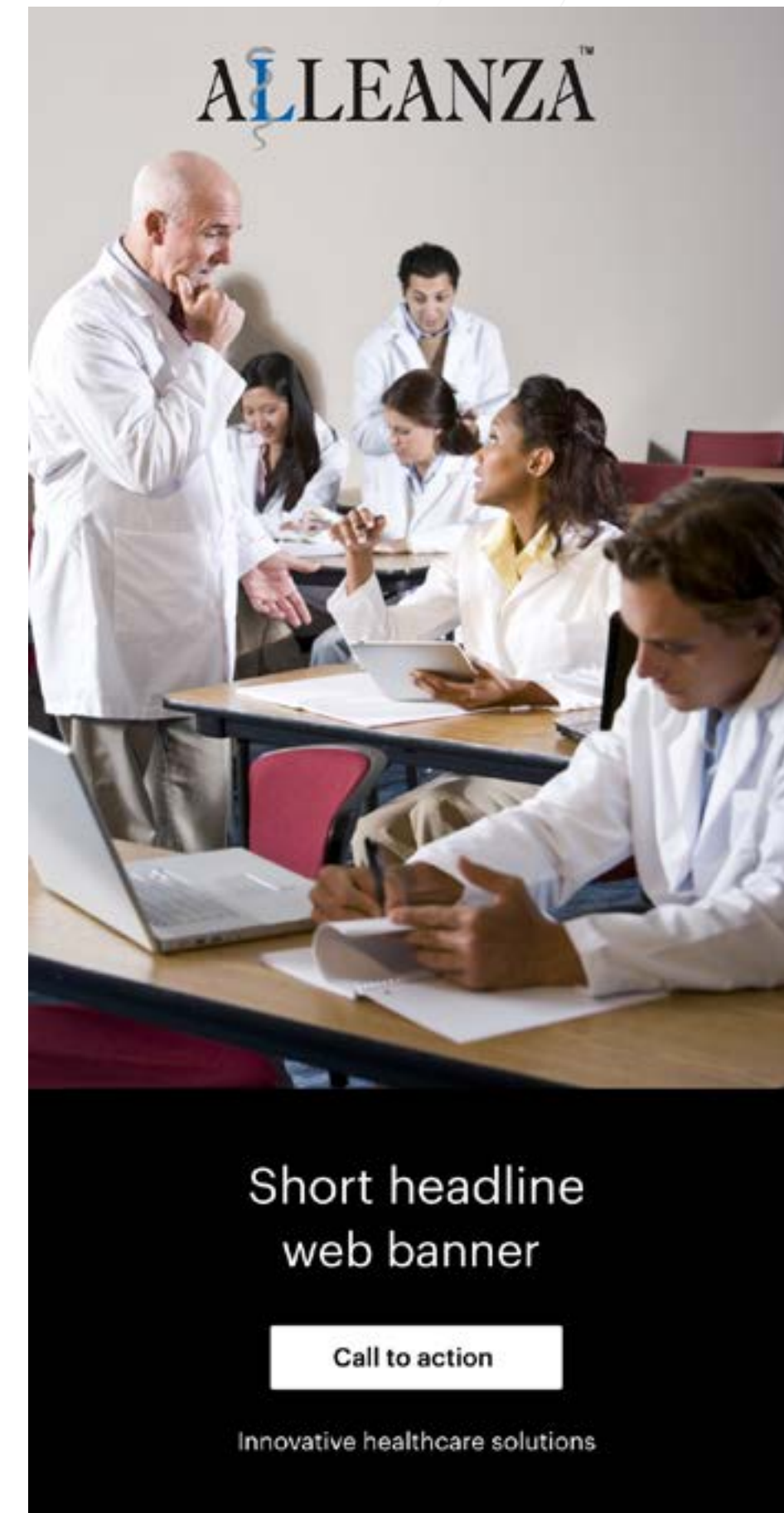
Page 41

Include two lines that detail what Alleanza offers and why customers should visit our website.

Use our brand colors and a clear CTA button.

Use these types of banners on web pages

Alleanza Ads



WORKING WITH PHOTOS
Imagery

Basic principles / Guidelines

07

Basic principles

Principles of creating images

Create images that tell a story, highlighting the firm dynamically and emotionally. Compose settings that explain why we are unique and what we are proud of. When showing service, use dynamic imagery that captures the client's experience.

The following guidelines apply to stock photo purchases and arranging your photography session.

Austere environment medicine



Education and training



Consulting



Global medical services



Guidelines

What to avoid when working with images



Don't use images with too much retouching and dark compositions



Don't use poor resolution images



Don't use overly staged images like a handshake



People need to have a natural mission, not posing



Don't use images that are not related to our business

PRODUCTS ASSETS

Assets

Stationery / Uniforms / Office accessories / Accessories



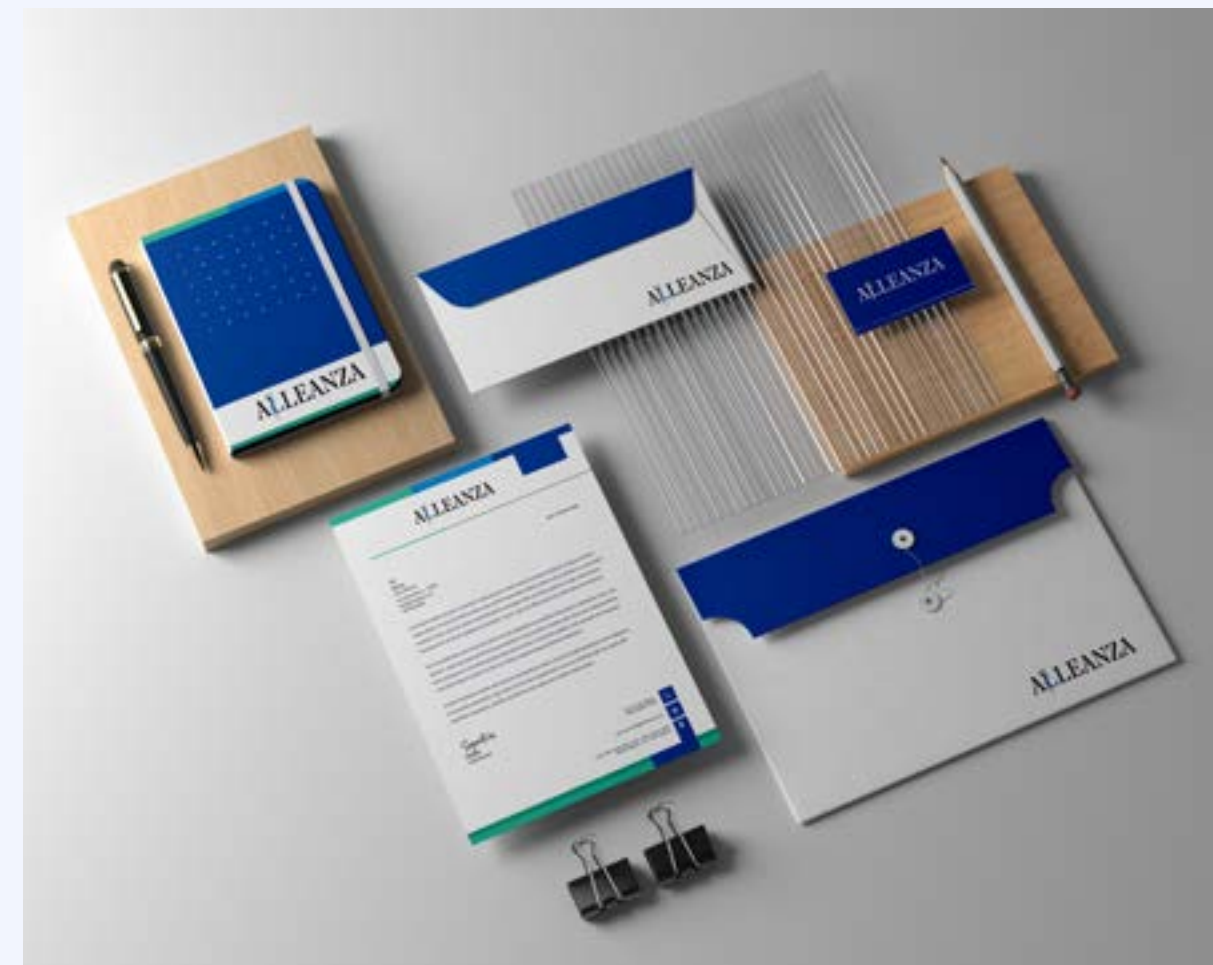
Stationery

Visual layouts of our stationery

Page 46

Alleanza stationery set utilizes the brand color blue special print finishes such as foiling of the logo and duplexing of the business card are recommended.

Keep it simple



Uniforms Applications

The examples are some examples of how Alleanza branded uniforms can look.

The icon works great for swag with limited space requirements like a cap or badge.

Applications

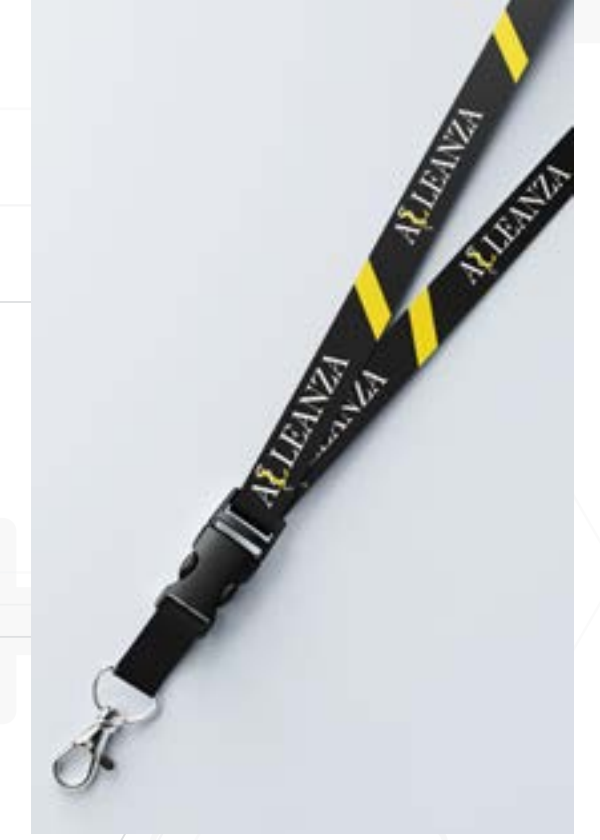
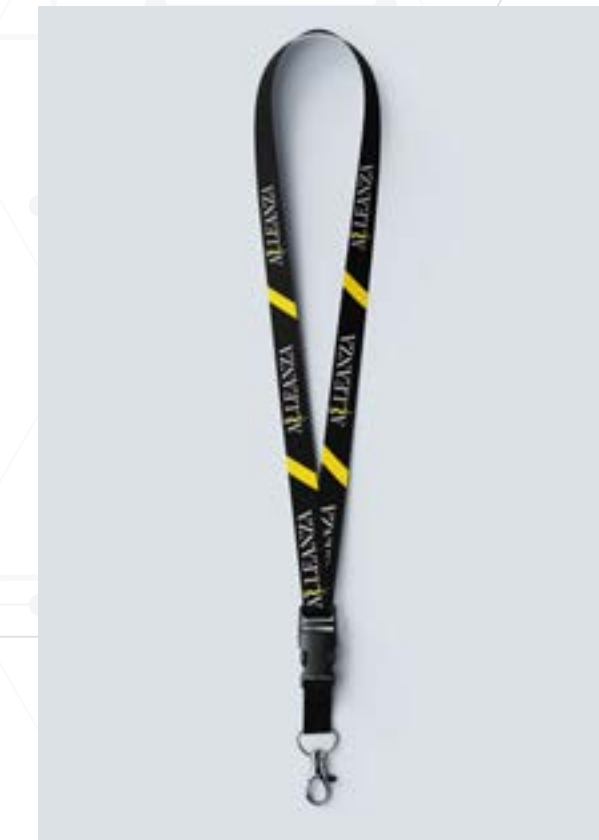


Office accessories

Environmental and office applications

Office signs serve several essential functions for Stratton: draw attention, spark interest, claim the location, claim the place, and some advertising icons

Environmental and office icons



Accessories Applications

The example shows some applications that incorporates both the logotype and the icon separately from one another.

These accessories are the perfect option for any austere and military service.

Austere accessories



IMPORTANT INFORMATION

References

[Legal references](#) / [Contacts](#)



Visit Alleanza.us for more information

Clients choose brands.

Not just products.

Our sermon:

Clients are no longer making decisions based solely on product selection or price; they're assessing what a brand says, what it does, and what it stands for.

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Brands have become community property and are no longer the sole domain of the companies that invested in shaping, growing, and monetizing them. They support companies whose brand purpose aligns with their beliefs. And they reject those that don't. It would help if you cared about the brand we created.

And when you do so, you will notice that clients care about Alleanza.

Don't store any documents on your computer – always access the latest version online.



♥ Thank you!

Intello Technologies Identity Guidelines

Proprietary & Confidential

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BRAND GUIDELINES

Thank you!



Learn more on [Alleanza.us](https://www.alleanza.us)