



 **ALLEGRA**[®]
WE CAN ONLY DO **EVERYTHING.**

BRANDINGSTANDARDS

REVISED APRIL 22, 2010

TABLE OF CONTENTS

 **LOGO USAGE** PAGE 3

 **FONT USAGE** PAGE 6

 **COLOR USAGE** PAGE 7

The purpose of this document is to ensure the consistent and effective communication and reinforcement of the Allegra brand across all media. Any deviation or amendments to these guidelines must first be approved by the Allegra Creative Director or President.

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ALLEGRA LOGO USAGE GUIDELINES

LOGO

APPROVED ORIENTATION I

Tag is centered vertically between top and bottom of Allegra logo



LOGO

APPROVED ORIENTATION I - WITH SUBTAG



Sub-tag (when used) font size is 50% that of the tag. Sub-tag is centered underneath main tag. Items must always remain in the order shown above.

LOGO

APPROVED ORIENTATION I - REVERSED AGAINST COLOR



ALLEGRA LOGO USAGE GUIDELINES CONTINUED



Space between Allegra logo and tagline is equal to the height of the 'A' in Allegra rotated 90°

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Size of tag line equals height of the words "Allegra"

LOGO

APPROVED ORIENTATION 2 - WITH SUBTAG



Space between tag and sub-tag is equal to the height of the capital letters in the sub-tag.

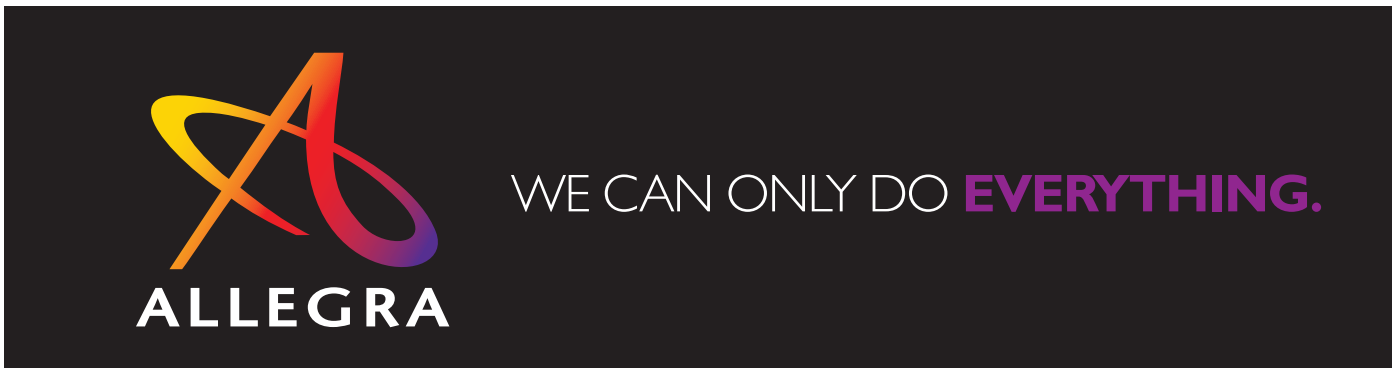
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Bullets are always the same color as the word "Everything."

LOGO

APPROVED ORIENTATION 2 - REVERSED AGAINST COLOR



ALLEGRA LOGO USAGE GUIDELINES CONTINUED

LOGO

APPROVED ORIENTATION 3



Tagline extends the width and is centered under of the word 'Allegra'

LOGO

APPROVED ORIENTATION 3 - WITH SUBTAG



Sub-tag (when used) font size is 50% that of the tag. Line is centered underneath main tag. Items must always remain in the order shown above.

LOGO

APPROVED ORIENTATION 3 - REVERSED AGAINST COLOR



ALLEGRA FONT USAGE GUIDELINES

FONT

SAN SERIF FONT

Gill Sans Std is the main font used in all Allegra materials. It is versatile and used for both headline and body copy. The 'Light' style of Gill Sans Std is the preferred choice for most treatments, with the regular and bold styles only used in cases where differentiation or call-outs of specific words or concepts is required. Due to distortions in certain characters at heavier styles, Gill Sans Std Extra Bold and Ultra Bold are never to be used. It may be kerned down to condensed -30 but not past 0. It may also be scaled horizontally to 80%, but not expanded past 100%. Vertical scaling is not permitted.

Gill Sans Std Light
Gill Sans Std Light Italic

Gill Sans Std Regular
Gill Sans Std Regular Italic

Gill Sans Std Bold
Gill Sans Std Bold Italic

FONT

SERIF FONT

Adobe Garamond Pro is acceptable for use in body copy situations when the Gill Sans Light Std font is undesirable and an increased contrast in typeface is preferred. The 'Regular' style of Adobe Garamond Pro is the preferred choice with the semi-bold and bold styles only used in cases where differentiation or call-outs of specific words or concepts is required. It may be kerned down to condensed -20, but not expanded past 0. It may not be scaled horizontally or vertically.

Adobe Garamond Pro Regular
Adobe Garamond Pro Regular Italic

Adobe Garamond Pro Semibold
Adobe Garamond Pro Semibold Italic

Adobe Garamond Pro Bold
Adobe Garamond Pro Bold Italic

FONT

HEADLINE FONT

Trajan Pro is acceptable for use in headline situations when the Gill Sans Light Std font is undesirable and an increased contrast in typeface is preferred. Trajan Pro Bold is the preferred choice for headlines, though the regular style is also acceptable. It may be kerned down to condensed -60, but not expanded past 0. Trajan Pro may be horizontally scaled down to 85%, but not expanded past 100%.

Due to the ALL CAPS nature of the font, it is not to be used for body copy. It is not recommended to use the SMALL CAPS version of the font, where the first letter of each word is a larger capital and all subsequent characters.

TRAJAN PRO REGULAR

TRAJAN PRO BOLD

ALLEGRA COLOR USAGE GUIDELINES

SOLID COLOR

Allegra has a set of standard colors suitable for use in promotional materials. Purple is Allegra's primary color. Each solid color has a preferred secondary, or accent color which may be used to complement the presentation of collateral



PURPLE
C:50 M:100 Y:0 K:0



GOLD
C:0 M:25 Y:100 K:0



GREEN
C:25 M:0 Y:100 K:0



BLUE
C:100 M:35 Y:0 K:0



RED
C:0 M:100 Y:100 K:0



RICH BLACK
C:95 M:85 Y:85 K:85

GRADIENT COLOR

Allegra also has a set of approved gradients suitable for use in advertising materials (lightest color listed first).



PURPLE
C:50 M:100 Y:0 K:0
C:50 M:100 Y:0 K:35



GOLD
C:0 M:25 Y:100 K:0
C:0 M:65 Y:100 K:0



GREEN
C:25 M:0 Y:100 K:0
C:25 M:0 Y:100 K:25



BLUE
C:100 M:0 Y:0 K:0
C:100 M:35 Y:0 K:0



RED
C:0 M:100 Y:100 K:0
C:0 M:100 Y:100 K:35



BLACK
C:0 M:0 Y:0 K:50
C:0 M:0 Y:0 K:100

EFFECT COLOR

Allegra uses a common effect of counter-screening gradient elements to produce a shaded effect. It is preferred, but not required that the background gradient start dark at the top and finish with the lighter color at the bottom. Counter elements start light at top and finish with the darker color at the bottom.



PURPLE
C:50 M:100 Y:0 K:0
C:50 M:100 Y:0 K:35



GOLD
C:0 M:25 Y:100 K:0
C:0 M:65 Y:100 K:0



GREEN
C:25 M:0 Y:100 K:0
C:25 M:0 Y:100 K:25



BLUE
C:100 M:0 Y:0 K:0
C:100 M:35 Y:0 K:0



RED
C:0 M:100 Y:100 K:0
C:0 M:100 Y:100 K:35



BLACK
C:0 M:0 Y:0 K:50
C:0 M:0 Y:0 K:100