

ALLASSO CORPORATE IDENTITY USER GUIDLINES



Your Partner in Network Security

# ALLASSO CORPORATE IDENTITY



**Your Partner in Network Security**

Already a success in the short time we've been around, our goal is to continue to grow and prosper. This can only be achieved, however if we continue to improve our service to you in providing the best products, technical support, marketing and sales advice as well as offering our specialised expertise in the IT field.

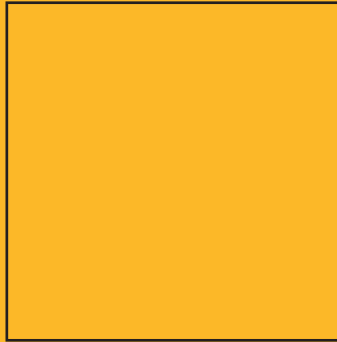
This manual has been produced as a guide on how you should implement the above visual elements that represent Allasso as a company, ensuring that they are used consistently through all media, building and strengthening the Allasso Brand.

The guidelines in this manual are to be followed precisely as shown. Other symbols representing the company or any part of it, even well meant variations, are not acceptable. If you have any questions about the guidelines or implementation please call Joanne Simpson, Marketing Communications Manager on +44 (0)118 923 5223.

# ALLASSO CORPORATE COLOURS



**White**



**Pantone 123**

**4 colour  
breakdown:**  
Cyan = 0%  
Magenta = 30%  
Yellow=100%  
Black= 0%



**Black**

**4 colour  
breakdown:**  
Cyan = 30%  
Magenta = 0%  
Yellow = 0%  
Black = 100%

## **Corporate Colours**

Our specified colours are Pantone 123, Black and White. These are standard colours for the majority of printers around the world. When using these specified colours for 4 colour (CMYK) reproduction please use the above 4 colour breakdown, never use the automatic colour separation in your computer program!

# ALLASSO COLOUR USAGE



## CMYK

**Allasso Yellow**  
30% magenta  
100% yellow

**Black**  
30% cyan  
100% black



## Spot colour

**Allasso Yellow**  
Pantone 123  
**and Black**

Only to be used when  
product is strictly 2 colour  
or 4 colour plus special



## Spot colour/CMYK on matching background

Allasso Yellow and Black  
when printed on Allasso  
Yellow



## Spot colour/CMYK on black background

Allasso Yellow and Black  
when printed on a black  
background



## Mono Black

Black on a white  
background



## Mono Black

Reversed when printed  
on a black background

## Corporate Colour Usage

The Allasso Logo may be printed in any of the variations shown above. No other colours are allowed. Please note that the colours may appear differently on different types of paper, therefore always use colour samples as a reference.

## Single Colour Usage

Black should be used for any single colour usage.

## Reversed Usage

The Allasso symbol can be reversed to white only when it is to be used for single colour usage (see above).

# ALLASSO EXCLUSION ZONE



## Example of clear space

"Clear Space" simply means keeping the area surrounding the logo and logotype free of visual distraction.

This minimum space must remain clear on all four sides of the logo.

There is no maximum clear space requirement.

# ALLASSO BRAND PROMISE

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**Guides for exclusion zone**  
Note: these should not be made visible on layout and are only in place as an aid

## Brand Promise Arrangement

The brand promise differentiates Allasso from its competitors in the customer's mind. In close relation to the Allasso logo, the brand promise strapline is restricted to the examples shown above.

## Colours

The brand promise can be printed in Allasso Yellow or Black. It can only be reversed out to white only when it is to be used for single colour usage on a black background.

## Clear Space Zone

The "Clear Space" zone rule also applies to the brand promise when using the brand promise with the Allasso Logo. (See above example).

Helvetica Neue 45 Light  
*Helvetica Neue 45 Light Italic*

Helvetica Neue Roman  
*Helvetica Neue Roman Italic*

**Helvetica Neue 75 Bold**  
***Helvetica Neue 75 Bold Italic***

**Helvetica Neue Black**  
***Helvetica Neue Black Italic***

### **Typography**

The use of Helvetica Neue Family has been designated as our "everyday" typestyle for datasheets, brochures and advertising copy (as shown above). The choice of typeface is important, but other elements of composition such as size, weight and spacing are also vital to the impact and consistency.

If for any reason Helvetica Neue can not be used then Helvetica can be substituted (in PC's Arial is the corresponding typeface to Helvetica).