



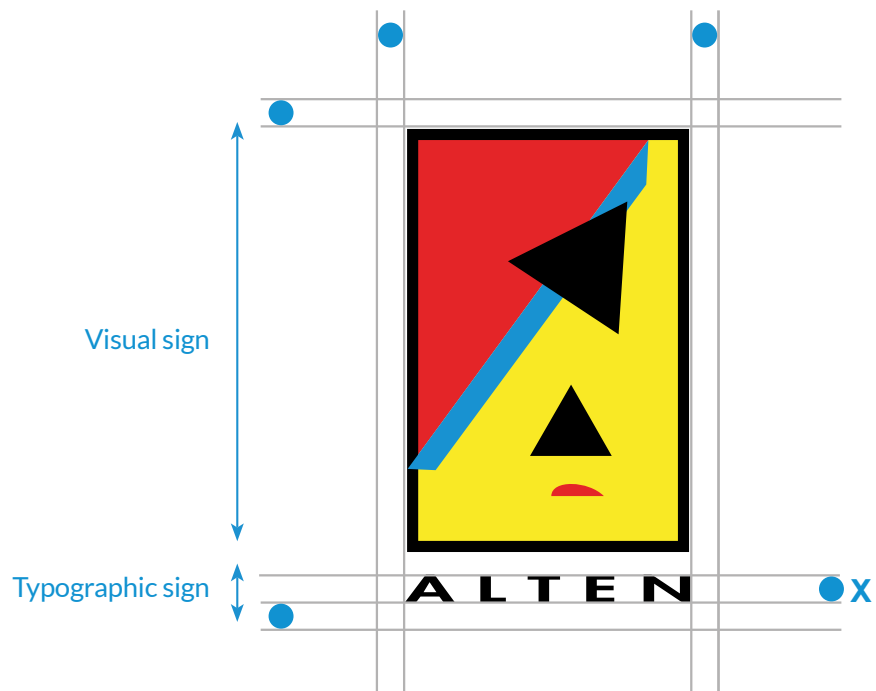
AL TEN
GUIDELINES
LOGO & COLORS



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.



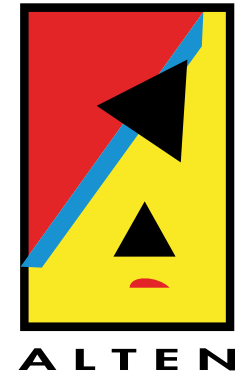
A minimum amount of clear space should surround the logo, separating it from other graphic design elements. This protected area preserves the legibility and visual impact of the logo.

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



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

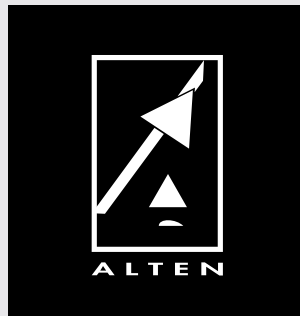
Depending on technical or environmental constraints, the original version of logo may be not adapted. In these specific cases exclusively, you are allowed to use the other versions below.

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 available surface is reduced (like for pens...).



Monochrome
Clear background



Monochrome
Dark background



Text Monochrome
Clear background



Text Monochrome
Dark background



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www.alten.com/newsroom/#media-library

EXCEPTIONALLY USAGES | COUNTRY

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...).



INCORRECT USE



✗ 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

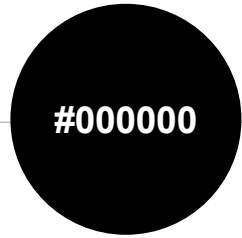


RGB
For digital and web

✓ Choose color calibration
according the needs

MAIN COLOR

LOGO
COLORS



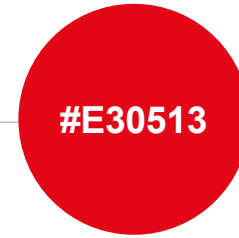
#000000

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



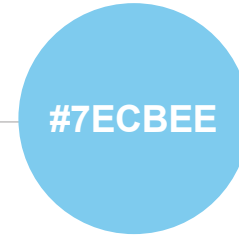
#043962

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



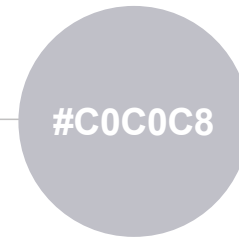
#484848

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

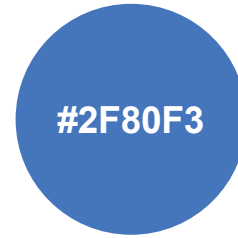
Pantone 427 C	C 23	R 192
	M 17	G 192
	Y 10	B 200
	K 0	



#E6E6E9

Pantone 656 C	C 8	R 230
	M 6	G 230
	Y 3	B 233
	K 0	

MAIN BLUES



SHADES OF BLUE

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

