



# Algo Brand Guidelines

January 2021

**ALGO**

## ABOUT ALGO

ALGO exists to solve complex communication challenges with innovative and reliable solutions. We design and build voice paging, intercom, and notification technology that integrates with leading communication platforms.

With over 50 years of telecom expertise and strategic partnerships involving some of the world's largest communication companies. Algo is a trusted supplier to organizations looking for dependability, proven capability, ease of deployment and optimal user experience.



LOGO

**ALGO**

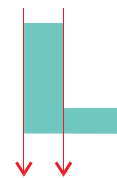
## Logo typeface

ALGO logo is customized typeface.

**ALGO**

## Exclusion zone

Our logotype should be used as shown below for print and digital use with an equal padding on all sides. In case of reverse use of the logo the clear space is not applicable.



CLEAR SPACE FOR  
PRINT & DIGITAL



## Acceptable Uses



**Main Use:**  
Dark blue on white



**Secondary Use:**  
Reverse against primary color



**Alternate Use A:**  
Black and white



**Alternate Use B:**  
Reversed against black



**Favicon:**  
Dark blue on white

## Unacceptable Uses

ALGO logo should not be altered, modified, or distorted in any way.



No outlines



No circles, or any other round shape behind the logo



The logo should not be distorted, rearranged, or subtracted from in any way.



The logo should not be used directly against the image.



# COLOR

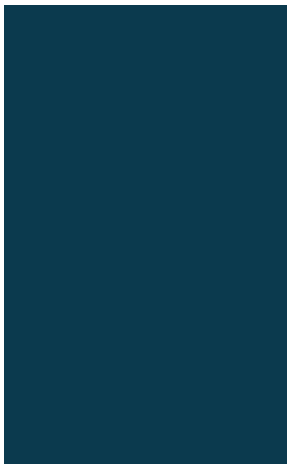
**ALGO**

## COLOR PALETTE

Our primary color is Dark Blue. Secondary color is Medium Turquoise which can be used as a supportive element of any design or adaptation. For typography on print or digital, Dark Grey color is recommended. Orange will be used as a tertiary color in order to add more color options.

\*Lighter variations of primary and secondary colors, only apply as a background in solid or transparency effect.

Primary Color  
Dark Blue



CMYK : C26 M8 Y0 K69  
RGB : R11 G58 B78  
Pantone : 548 C  
HEX : #0B3A4E

Secondary Color  
Medium Turquoise



CMYK : C35 M0 Y3 K23  
RGB : R108 G196 B189  
Pantone : 570 C  
HEX : #6CC4BD

Secondary Color  
Dark Grey



CMYK : C2 M1 Y0 K71  
RGB : R69 G72 B74  
Pantone : 2336 C  
HEX : #45484A

Tertiary Color  
Orange























CMYK : C0 M48 Y87 K2  
RGB : R250 G128 B28  
Pantone : 1495 C  
HEX : #FA801C



# Color Palette

Our primary color is Indigo Dye. Secondary color is Medium Turquoise which can be used as a supportive element of any design or adaptation. For typography on print or digital, Onyx color is recommended. Princeton Orange will be used as tertiary 1 and tertiary 2.

\*Lighter variations of primary and secondary colors, only apply as a background in solid or transparency effect.

	White text #FFFFFF Aa	Orange text #FA801C Aa	Dark Grey text #45484A Aa	Medium Turquoise text #6CC4BD Aa	Dark Blue text #0B3A4E Aa
 Dark Blue background #0B3A4E					
 Medium Turquoise background #6CC4BD					
 Dark Grey background #45484A					
 Orange background #FA801C					
 White background #FFFFFF					



# TYPOGRAPHY

**ALGO**

# Typography “Acumin Pro”

**Marketing Communications Font:** Acumin Pro is chosen because of its modern and bold look and feel while able to retain a high legibility on both print and web formats. Acumin Pro is available in three weights and will be used on marketing assets, website, product guides, etc.



Acumin Pro Download

**Internal Documentation Font:** Arial will be used as a complimentary font when using PowerPoint, email, and stationary. Acumin pro is not a standard font and we want to ensure our brand is consistent across all platforms.

Use for main headings.

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890**

**Acumin Pro Bold**

Use for subheadings.

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890**

**Acumin Pro Medium**

Use for text

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890**

**Acumin Pro Light**