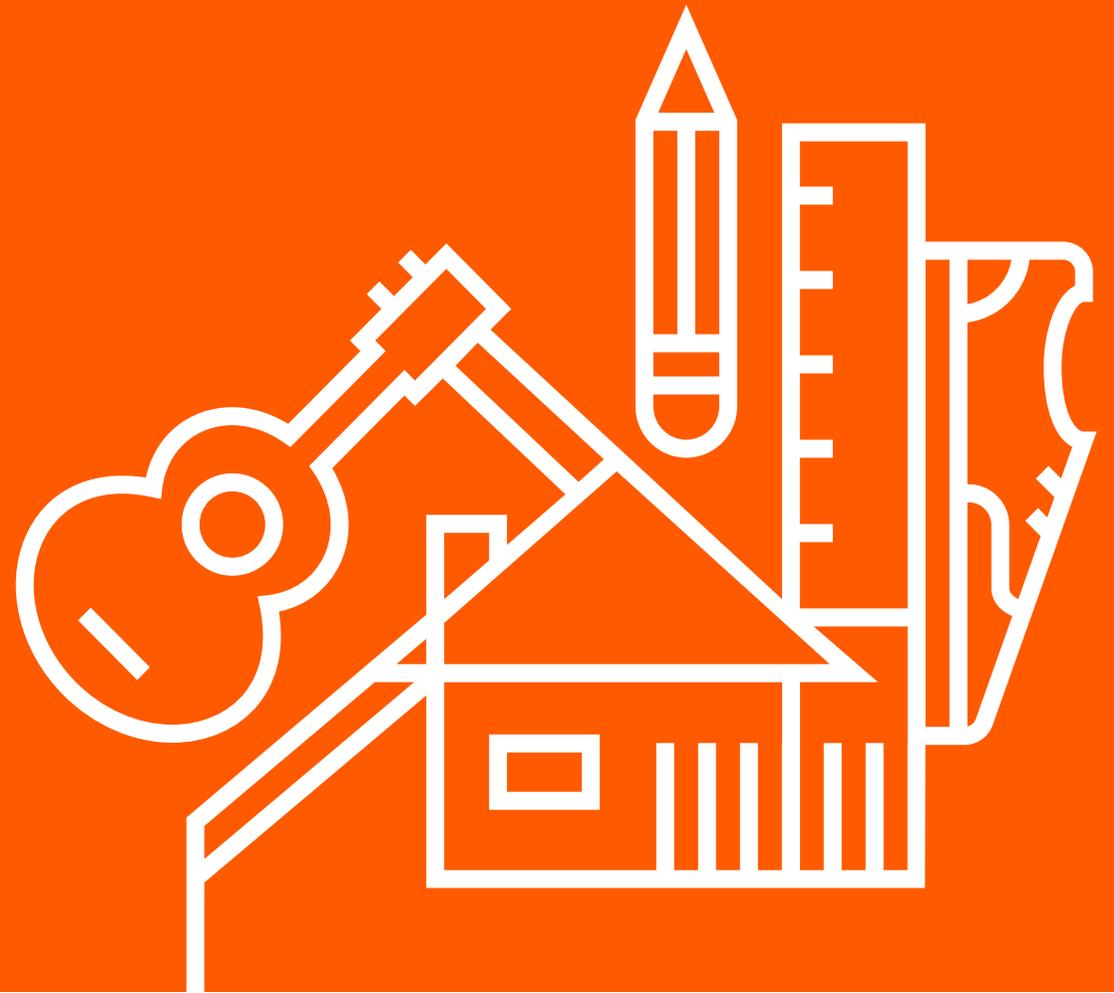


Brand book |

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A. Logotype

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A1. The basic logotype.

The Allegro logotype is a unique lettering of the company's name. The use of a modern typeface expresses the contemporary and friendly nature of the brand. The logotype is one of the two basic elements that identify Allegro as a brand. The other key aspect is the distinctive orange color, also visible in the logotype.



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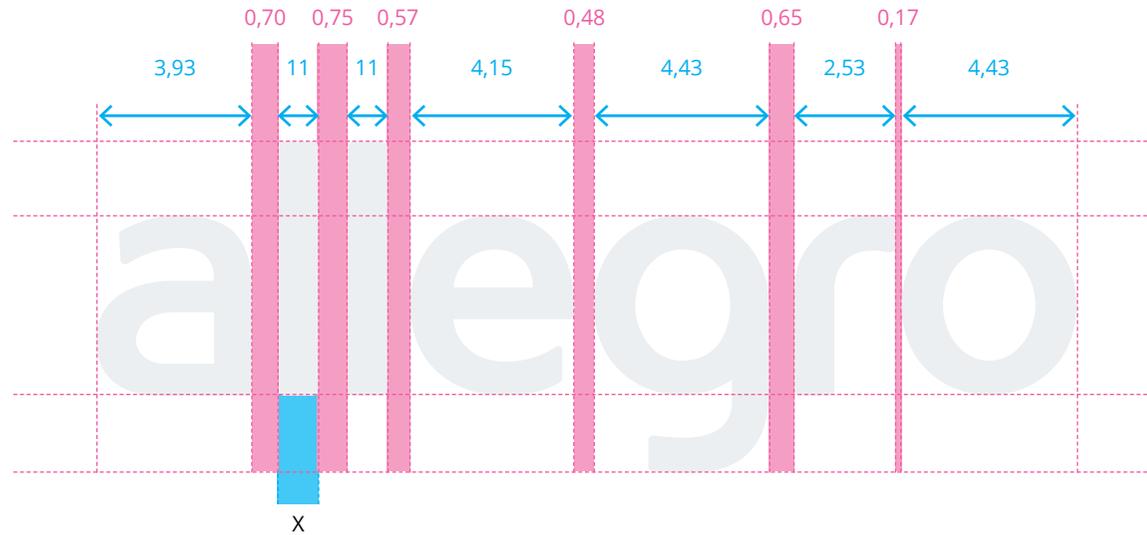
A2. Variants.

The Allegro logotype is available in two basic variants: A) Positive — orange logotype on a white background, or B) Negative — white logotype on an orange background. Both variants are primary elements of the Allegro visual identity. Their use is determined by the background on which they are placed. The orange logotype is allowed on a white background. In contrast, the white logotype, in addition to the primary orange background, can also appear on other backgrounds.

The word "allegro" is written in a bold, lowercase, sans-serif font in orange color on a white background.The word "allegro" is written in a bold, lowercase, sans-serif font in white color on a solid orange background.

A3. Proportions.

The Allegro logotype was designed with appropriate proportions, determined by the elements' dimensions. The unit of proportion is the width of the letter "l" (see X in the figure). Any modification of the proportions shown is not allowed.



A4. Minimum clearspace.

Minimum clearspace is an agreed, minimal space around the symbol with which other external symbols may not interfere (another logotype, graphics, etc.). The minimum clearspace for the Allegro logotype, in both variants, is determined by the height and width of the letter "A". The minimum clearspace should always be maintained and preserved wherever the preferred clearspace does not fit the format.



A5. Enclosed form.

In exceptional cases, enclosed forms may be used for both variants of the Allegro logotype. The enclosed form coincides with the preferred and, if justified, the minimum clearspace. This variant of the logotype has its use on nonstandard backgrounds.



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A6.1. Background.

The Allegro logotype has two basic variants: A) Positive or B) Negative. In addition to these variants, Positive — an orange logotype on a black background — is allowed in exceptional situations. On the other hand, in cases where we need to use the logotype on nonstandard backgrounds or there are production limitations, the achromatic variant is recommended.

A Basic variant: Positive.



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B Basic variant: Negative.



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C Alternative variant: Positive.



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D Achromatic variant



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A6.2. Background.

The Allegro Brandbook also provides specific rules for logotypes on non-uniform backgrounds. We use the orange logotype on light and dark backgrounds. On the other hand, we use the white logotype on an orange background and nonstandard backgrounds (e.g., another color, image). When using non-uniform backgrounds, pay attention to the legibility of the Allegro logotype in relation to the background on which it appears.

A Transparency 90%



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B Transparency 85%



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C Transparency 70%



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D Transparency 100%



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A7. Minimum logotype sizes.

The presented minimum sizes for the Allegro logotype in print and digital formats have been established based on the logo's legibility and should not be exceeded. The scaling of these values will result in lost legibility and reduced quality of sign reproduction.

Print



Digital



A8. Improper use.

This page presents errors associated with the reproduction and use of the brand's logotypes.



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Do not add nonstandard graphic forms.



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Do not outline the logotype.



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Do not alter the brand colors.



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Do not turn or tilt the logotype.



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Do not apply the shadow effect.



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Do not deform mechanically (pull or stretch) the logotype



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Do not use perspective.



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gro

Do not rearrange or alter letter sizes



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Do not write as a website address.

A9.1. Typography. Basic font.

Open Sans is a modern sans serif font designed by Steve Matteson. It contains a full set of 897 characters, including ISO Latin 1 standards, CE Latin, Greek, and Cyrillic alphabets. Open Sans was designed to preserve its friendly character while maintaining a neutral form. It has been optimized to function on the web, in mobile apps, interfaces, or print. Open Sans has an Apache License and is available in the Google Fonts library

Open Sans

Aa Bb Cc

Open Sans Light 9 pt.

AȦBCĆDEĚFGHIJKŁLMNOÓPRSŚTUWYZŹŻ
aȦbcćdeęfghijklłmnoóprsstuwyzźź
123456789.,;:?!

Open Sans Regular 9 pt.

AȦBCĆDEĚFGHIJKŁLMNOÓPRSŚTUWYZŹŻ
aȦbcćdeęfghijklłmnoóprsstuwyzźź
123456789.,;:?!

Open Sans Italic 9 pt.

*AȦBCĆDEĚFGHIJKŁLMNOÓPRSŚTUWYZŹŻ
aȦbcćdeęfghijklłmnoóprsstuwyzźź
123456789.,;:?!*

Open Sans Semi Bold 9 pt.

**AȦBCĆDEĚFGHIJKŁLMNOÓPRSŚTUWYZŹŻ
aȦbcćdeęfghijklłmnoóprsstuwyzźź
123456789.,;:?!**

Open Sans Bold 9 pt.

**AȦBCĆDEĚFGHIJKŁLMNOÓPRSŚTUWYZŹŻ
aȦbcćdeęfghijklłmnoóprsstuwyzźź
123456789.,;:?!**

Open Sans Extra Bold 9 pt.

**AȦBCĆDEĚFGHIJKŁLMNOÓPRSŚTUWYZŹŻ
aȦbcćdeęfghijklłmnoóprsstuwyzźź
123456789.,;:?!**

A9.2. Typography. System font.

For media with limited font selection (e.g., Power Point presentation, Word documents, email footer), it is acceptable to use the Arial system font.

Arial

Aa Bb Cc

Arial Regular 9 pt.

AĄBCĆDEĘFGHIJKŁŁMNOÓPRSŚTUWYZZŹ
aąbcćdeęfghijklłmnoóprsstuwyzź
123456789.,;:?!

Arial Italic 9 pt.

AĄBCĆDEĘFGHIJKŁŁMNOÓPRSŚTUWYZZŹ
aąbcćdeęfghijklłmnoóprsstuwyzź
123456789.,;:?!

Arial Bold 9 pt.

**AĄBCĆDEĘFGHIJKŁŁMNOÓPRSŚTUWYZZŹ
aąbcćdeęfghijklłmnoóprsstuwyzź
123456789.,;:?!**

Arial Bold Italic 9 pt.

***AĄBCĆDEĘFGHIJKŁŁMNOÓPRSŚTUWYZZŹ
aąbcćdeęfghijklłmnoóprsstuwyzź
123456789.,;:?!***

A10. Basic color palette.

Allegro's primary color is orange, defined as Pantone® Orange 021. A neutral color that complements the basic orange in the visual identity space is Pantone® 11-0601 TCX Bright White, which contrasts the basic orange color scheme. We use the black variant Pantone® Black 6 C to counterbalance the above colors. Below are descriptions of colors in the basic, most commonly used standards.

Pantone® Orange 021C/U

CMYK: 0/70/100/0

RGB: 255/90/0

HEX: #ff5a00

RAL: 2004

Pantone® 11-0601 TCX Bright White

CMYK: 0/0/0/0

RGB: 255/255/255

HEX: #ffffff

RAL: 9003

Pantone® Black 6 C

CMYK: 0/0/0/100

RGB: 0/0/0

HEX: #000000

RAL: 9017

Thank you! |

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