



التراث انترناسيونال
Altorath International

CORPORATE BRAND GUIDELINE

Version 1.0 / March 2015

Introduction

The AIC Brand reflects the qualities, activities & services we provide but just as importantly it represents quality, integrity and a commitment to excellence.

No matter where you are in the corporate offices, the same strong underlying values should be apparent.

To our clients, the AIC Brand is a wholly accurate reflection of how we ourselves think, look, feel and act.

Consistency is key.



Getting the Brand Basics right

The guidelines enclosed here demonstrate how best to apply our brand: our most valuable asset.

This manual offer guidelines that ensure consistent visual treatment for **AIC** services. You are as important to our brand as our landmark is, as you represent the future of our brand.

Please help us keep our brand consistent and safe wherever it is seen.

This document is work in progress and as such certain details may be subject to change. Please make every reasonable effort to keep this document confidential.

These should not be used by anyone outside **AIC** without the consent of the team.

“ Since the formation in 1989 Altorath International Engineering Consultants have become one of the largest and most respected providers of architectural, engineering design and project management services in the GCC region.”



1. Welcome to Altorath

Our Vision

AIC aspires to be a leading architectural, engineering and project management firm operating worldwide.

Our Mission

To consistently deliver innovative solutions reinforced by responsive client service and a commitment to quality and excellence.is.

Our Slogun

A World of
Excellence
Creating
Sustainable
Solutions.



What are these Guidelines for?

They are to help us ensure that the way we present AIC service is always:

Professional
Consistent
Distinctive

This Guidelines were developed for anyone producing AIC branded collateral.

These guidelines are 100% practical. If you read them carefully, then apply them consistently, all the materials you produce will reflect and reinforce the distinctive essence of AIC.

For all master artworks and for assistance, contact AAG Corporate Marketing Department.

Our Services

- Architecture Design
- Structural Design
- Urban & Master Planning
- Electrical & Mechanical
- Infrastructure
- Environmental
- Industrial Design
- Project Management
- Land Surveying
- Programme Management
- Interior Design
- Landscape Design

The Altorath Brand is the clearest in terms of our core values and perceptions our clients and others have of what we stand for.

The logos represents a full understanding of our firm and should be used in accordance with certain standards.

It is integrated and express the dynamism, insight, values and unique qualities of our global presence.



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Altorath International

When applying the AIC logo to any dark background (more than 50% black) it is necessary to use the AIC REVERSE LOGO.

A fully white logo is allowed only when the background will not allow the royal blue color to be seen.



Access to download the LOGOS files
available here link:
U:VAG_Companies\ALTORATH\LOGO



2. Full Legal Name Altorath Logos

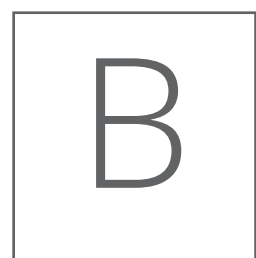
LOGO FOR LEGAL DOCUMENTS

Please use the above artwork for brand items requiring full legal name.
Do NOT Adjust spacing between the names and logo.



Standard Altorath Primary Logo





Standard Altorath Logo Sizes



Large Print Size

Print Dimensions :
82x25.5mm



Medium Print Size

Print Dimensions :
68x18.5mm



Small Print Size

Print Dimensions :
56.5x15.5mm



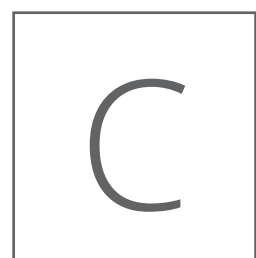
Minimum Size

Minimum Print Size Suggested:
33mmx9mm



Minimum Size

Minimum Print Size Suggested:
25x6.5mm

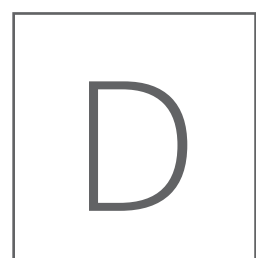


LOGO Treatment

LOGO Space Exclusion Zone

Space should be allowed for around the logo, for proper viewing

Approximate empty space dimension is the width of the half of the LOGO.



LOGO Vertical



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Altorath International
للإستشارات الهندسية Engineering Consultants



التراث انترناشونال
Altorath International
النقل والبنية التحتية Transport & Infrastructure



Primary Logo

Primary Logo



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Altorath International

Reverse Logo



التراث انترناشونال
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Black color Logo



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Altorath International



F

Primary LOGO Engineering Consultants

Secondary Logo



التراث انترناشونال
Altorath International
للإستشارات الهندسية Engineering Consultants

Reverse Logo



التراث انترناشونال
Altorath International
للإستشارات الهندسية Engineering Consultants

Black color Logo



التراث انترناشونال
Altorath International
للإستشارات الهندسية Engineering Consultants



G

Transport & Infrastructure

AITI Logo



التراث انترناسيونال
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Reverse Logo



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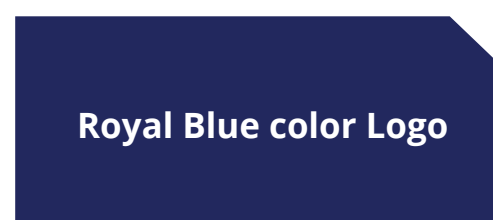
Black color Logo



التراث انترناسيونال
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النقل والبنية التحتية Transport & Infrastructure



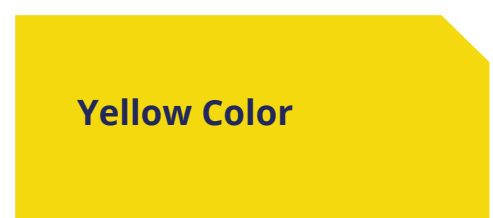
3. Colour & B &W Reproduction



CMYK Values
C 100
M 96
Y 32
K 24

RGB Values
R 36
G 41
B 95

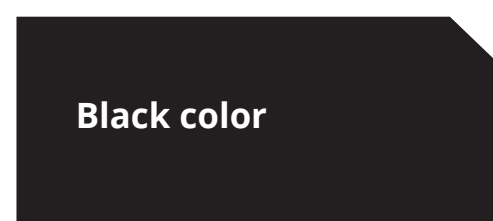
Web Values
#24295F



CMYK Values
C 5
M 9
Y 100
K 0

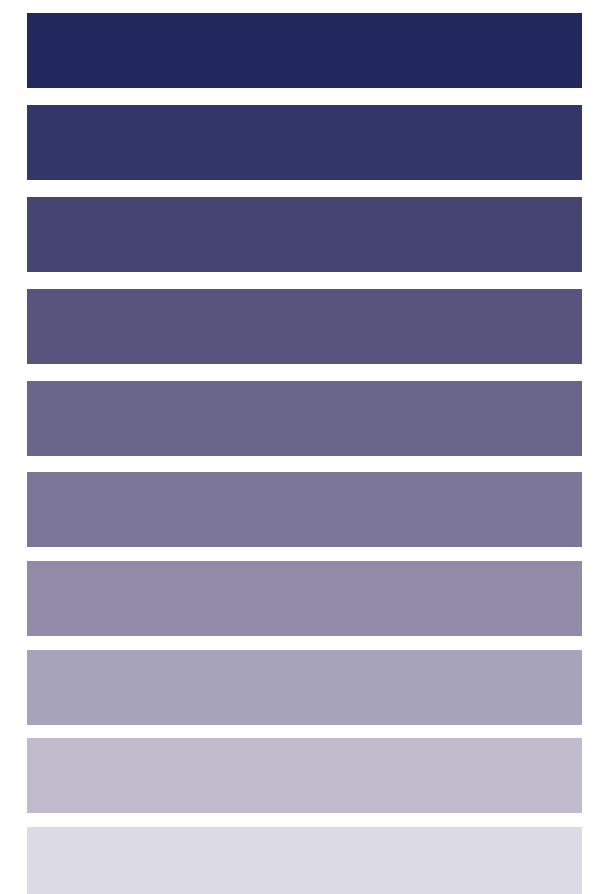
RGB Values
R 246
G 218
B 7

Web Values
#24295F



Pantone, coated Pantone,
uncoated 4- color
process(CMYK)
Screen colors (RGB)
Hexadecimal

Process Black Process
Black C:0, M:0, Y:0, K:100
R:0, G:0, B:0 000000

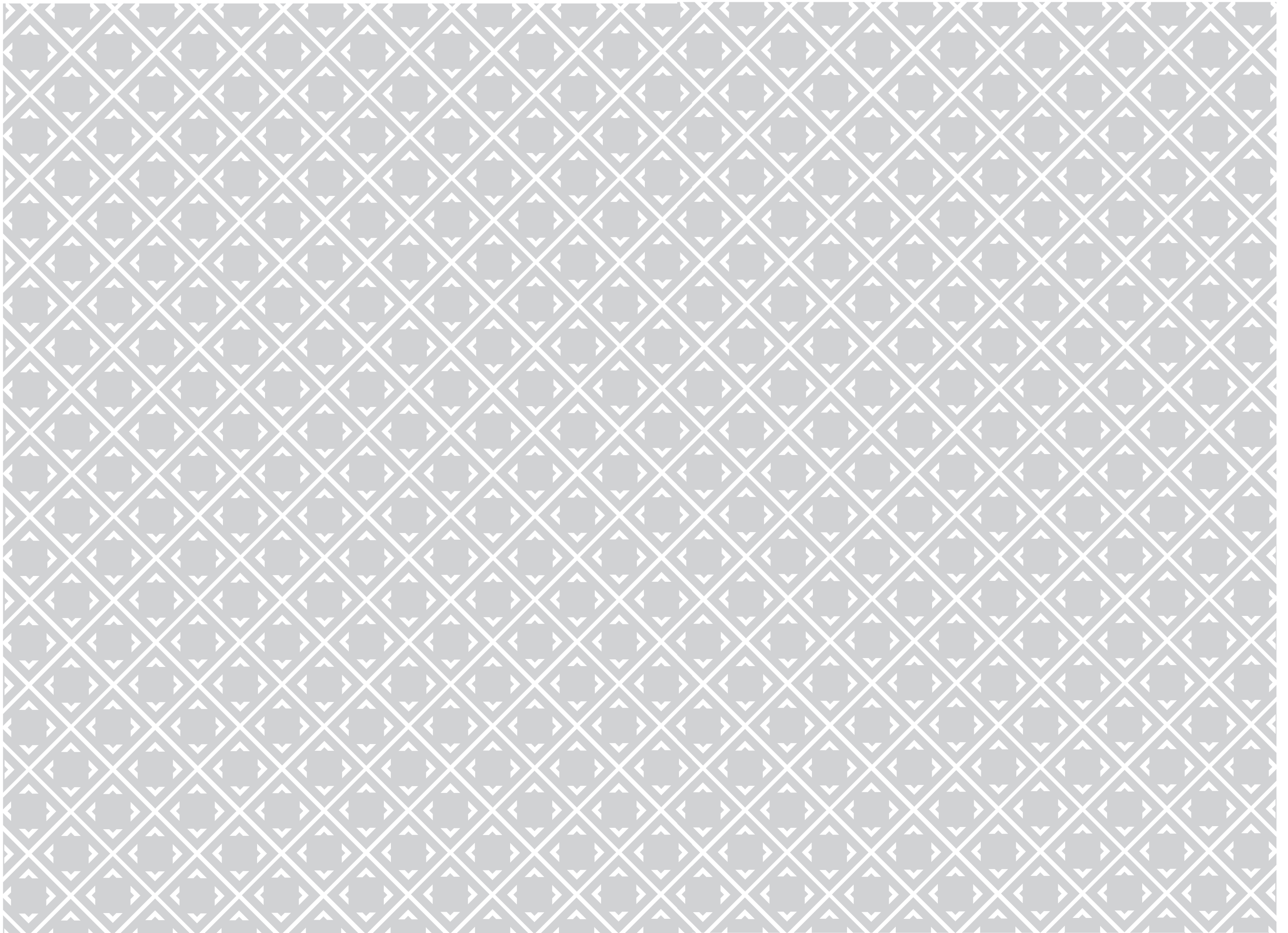


Minimum Size Warning!

This document has been printed digitally and therefore the colours on these pages may not be an accurate representation.
Please use the swatches at the back for colour matching.



4. The Key Elements





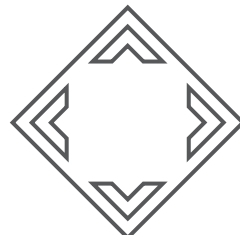
6. Typography

Altorath visual identity has six key elements. when applied consistently and in the correct way, they will create a powerful and distinctive look for AIC.

Brand Mark



Simbol



Typograhpy Font - Open Sans

ABCdefghi
ABCdefghi

Tone of Voice

**Inspired
by you**

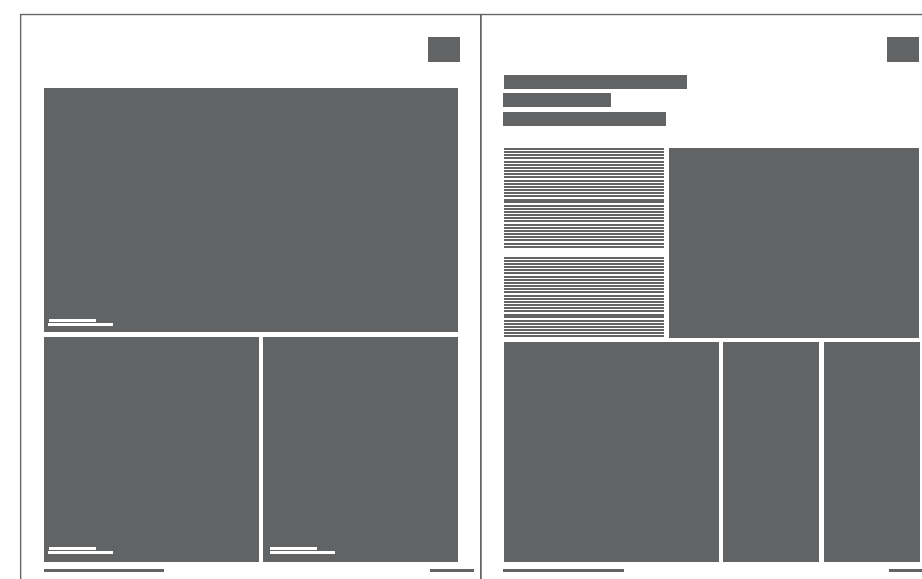
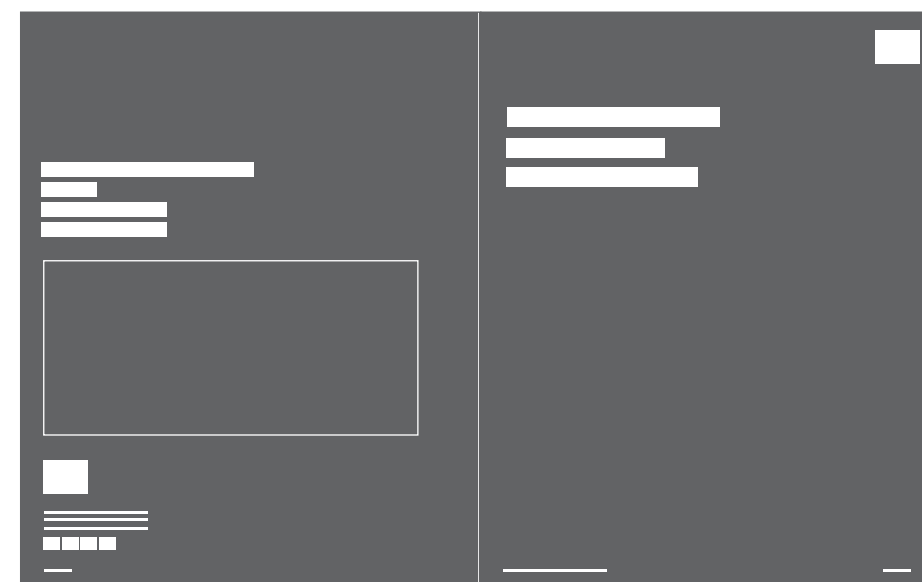
Title Font- Bebas Neue

INSPIRED
BY YOU

Title Font- Bebas Neue Bold

**INSPIRED
BY YOU**


Imagery Style





Each Brand has its own typefaces, which must be used throughout all of our communications. The Open Sans Family is the primary Latin typeface. These should not be combined with other typefaces.

ONLINE USAGE
Where possible, standard usage guidelines should be followed, but often in online spaces this isn't the case. When producing internal items, e.g PowerPoint, email signatures and website design, use Arial as Latin typeface.

 **Warning!**
Never allow the Xquisit typefaces to be used at a size and/or colour which restricts the legibility of the message.

LATIN TYPOGRAPHY / HEADLINES

Open Sans Bold ABCDEFG0987654321
 abcdefghijkl#\$\$%/[?!*]

LATIN TYPOGRAPHY / SUB-HEADINGS

Open Sans Regular ABCDEFG0987654321
 abcdefghijkl#\$\$%/[?!*]

LATIN TYPOGRAPHY / BODY COPY

Open Sans Light ABCDEFG0987654321
 abcdefghijkl#\$\$%/[?!*]

MsOffice Font

Arial ABCDEFG0987654321
 abcdefghijkl#\$\$%/[?!*]



Access to download the Fonts files
available here link:
U:\AAG_Companies\ALTORATH\Altorath Fonts



Prohibited Brandmark usage

The Altorath brandmark should never be altered, changed or locked-up to a third party logo.

Ensure you avoid any of these mistakes to keep our brand consistent and recognisable.

There are some general rules that should be observed when using the Altorath brandmark. They are:



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Do not stretch or skew the brandmark in any way



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Do not use a box in any borders behind the brandmark



Do not use different colour combinations defined by this Brand Guidelines



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Do not rearrange elements or change the brandmark proportions



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Do not change the colour of the brandmark from those specified on Section 5



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Do not crop the brandmark or hide any part of the brandmark



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Do not use the brandmark in any colour off the brand colour palette



Do not place the brandmark in inappropriate photographic background





www.altorath.ae