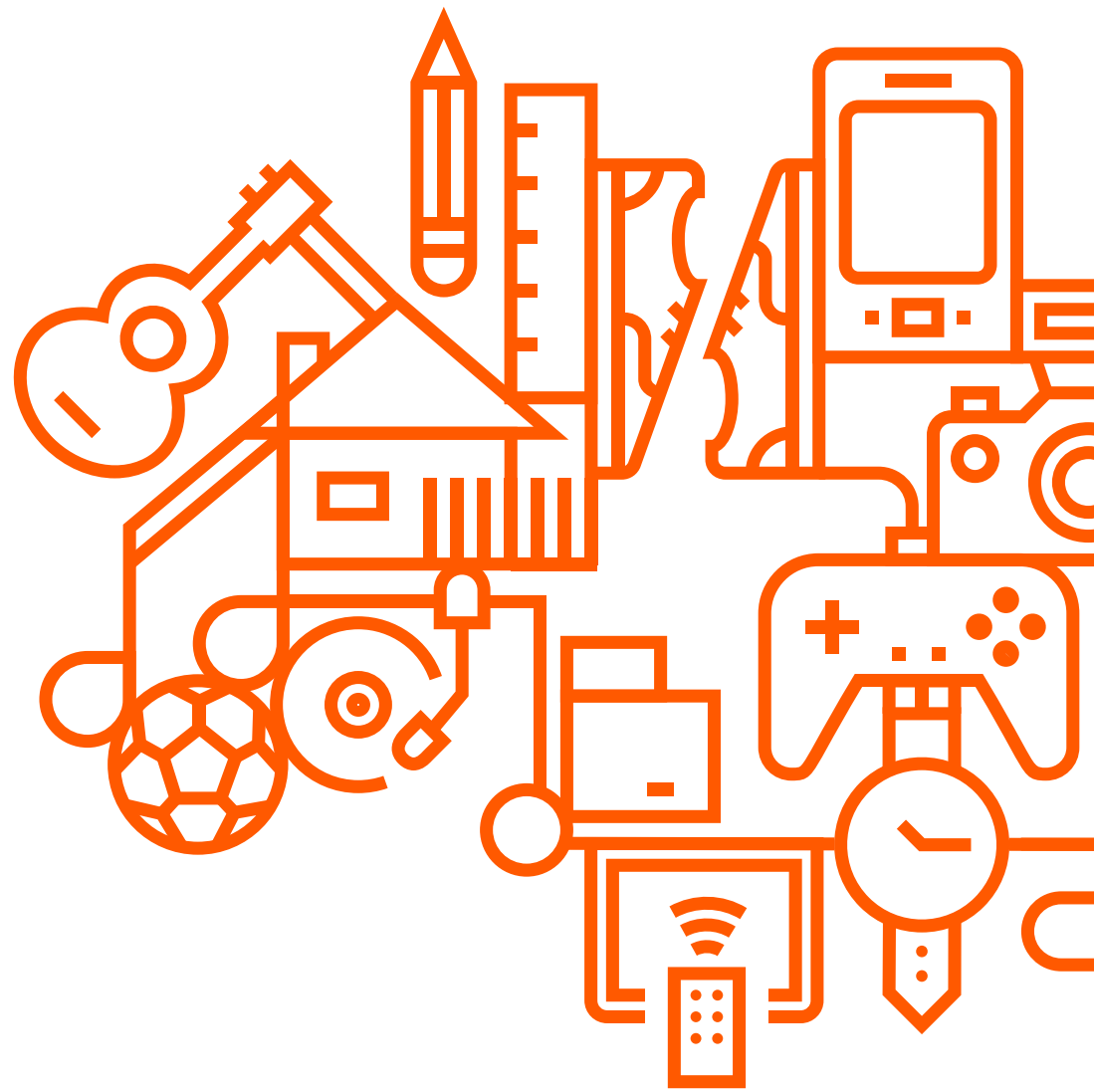


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allegro



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A1. Basic logotype.

Allegro logo is a logotype, i.e., a unique text-only typographic treatment of the name of a company. The use of a modern typeface emphasizes its modern and friendly character. The logotype is one of two basic elements identifying the brand, with the other being the orange filling color.



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A2. Variants.

The Allegro logotype is available in two basic variants: A) Positive display – an orange logotype on a white background or B) Negative display – a white logotype on an orange background. Both variants are superior, and their use depends on the background. The orange logotype can be used on a white background. Apart from a superior orange background, the white logotype can be used on different backgrounds.



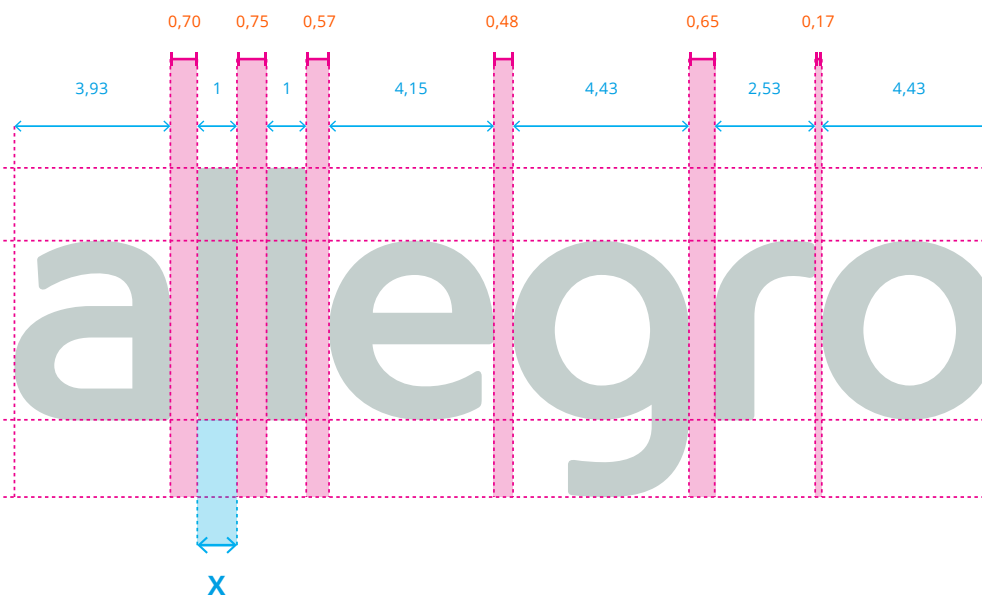
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A3. Proportion.

The Allegro logotype design is determined by the size of its particular elements. A unit adopted to determine the proportion is the width of the letter "l" (see X). It is forbidden to modify the proportion.



A4.1. Recommended exclusion zone

An exclusion zone is a clear space around the logotype that cannot be covered by any other graphic form (another logotype, graphic element, etc.). A recommended exclusion zone around the Allegro is set by double height and width of the letter "a". It is used by default in the case of all carriers to present the Allegro logotype in a positive way.



A4.2. Minimum exclusion zone

A minimum exclusion zone is minimal clear space around the logotype that cannot be covered by any other graphic form (another logotype, graphic element, etc.). The minimum exclusion zone around the Allegro logotype, in both variants, is set by the height and width of the letter "a". The minimum exclusion zone should always be kept and used in the case of carriers where the recommended exclusion zone does not fit.



A5. Closed form.

In special cases, it is allowed to use closed forms of both Allegro logotype variants. The closed form matches the recommended and, in justified cases, minimum exclusion zone.

This particular logotype variant is used in the case of backgrounds other than the standard ones.



A6.1. Background.

Uniformed color.

The Allegro logotype is available in two basic variants: A) Positive display and B) Negative display. It is acceptable to use the Positive display variant in special cases, i.e., an orange logotype on a black background. However, if it is necessary to use the logotype on background colors other than the standard ones, we recommend using an achromatic variant.

A



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B



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C



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D



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A Basic variant: **Positive display**  Orange logotype  White background

B Basic variant: **Negative display**  White logotype  Orange background

C Alternative variant: **Positive display**  Orange logotype  Black background

D **Achromatic variant:**  White logotype  Black background

A6.2. Background. Non-uniform.

This Brand book stipulates rules for using a logotype on non-uniform backgrounds. An orange logotype is used on light and dark backgrounds. However, in the case of orange or non-standard backgrounds (e.g., another color image), we recommend using a white logotype. Anytime you use a non-uniform background, make sure the Allegro logotype is legible regardless of the background.



- A** Image White background Opacity: 85% Orange logotype
- B** Image Black background Opacity: 75% Orange logotype

- C** Image Orange background Opacity: 80% White logotype
- D** Image Opacity: 100% White logotype

A7. Minimum size.

The minimum size of the Allegro logotype to be used in an electronic or printed form has been established based on character legibility and cannot be amended. A smaller size will affect legibility and the quality of character representation.

Print:



Electronic use:



A8. Incorrect form.

This page illustrates the errors associated with the reproduction and use of brand logos.



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Do not add extraneous graphic forms



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Do not use an outline



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Do not manipulate brand colors



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Do not rotate or tilt



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Do not use shadow effect



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Do not mechanically distort
(do not pull or stretch)



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Do not use perspective



alle
gro

Do not rearrange or
manipulate letter sizes



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Do not use writing in the form
of a web address

A9. Typography. Basic font.

Open Sans is a sans-serif typeface designed by Steve Matteson. The character repertoire contains 897 glyphs covering the ISO Latin1, Latin CE, Greek and Cyrillic alphabets. Open Sans was designed to express a friendly character with a neutral form and adjusted to be used online, in mobile apps, interfaces and print. Open Sans has the Apache License available in the Google Fonts library.

Open Sans

Aa Bb Cc 1 2 3

Open Sans Light, 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Open Sans Semibold, 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Open Sans Regular, 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Open Sans Bold, 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Open Sans Extrabold, 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Open Sans Italic, 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^()*

A10. **Typography.**
Systemic font.

In the case of media offering a limited range of fonts (e.g., presentations, Word documents, email footers, etc.), it is acceptable to use a systemic font, Arial.

Arial

AaBb 12

Arial Regular, 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Arial Italic, 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&()*

Arial Bold, 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Arial Bold Italic, 10 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

A11. Basic color palette

The leading Allegro color is orange, defined according to the template as Pantone Orange 021. A neutral color that complements the basic orange in the visual identity space is black, which contrasts the basic orange color scheme. We use the white variant Pantone 11-0601 TCX Bright White 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® Black 6 C

CMYK: 0/0/0/100

RGB: 0/0/0

HEX: #000000

RAL: 9017

Pantone® 11-0601 TCX Bright White

CMYK: 0/0/0/0

RGB: 255/255/255

HEX: #ffffff

RAL: 9003



Thank you.