

Logo & Branding Design

Alumia

Logo & Branding Design

ALUMIA®

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Logotype

ALUMIA®

Logomark







ALUMIA
GLASS

ALUMIA
LIVING

ALUMIA
SKY

ALUMIA
DRIVE







To ensure consistency in visual identity, it is recommended to use strictly defined colors.

Porcelain

#F9F7F3

Cool Steel

#9FB1BC

Dusty Olive

#556E4E

Copper

#B57F50

Blue Slate

#606E85

Shadow Grey

#262730

Typography

To ensure consistency in visual identity, it is recommended to use strictly defined fonts.

Headline - Mozaic

Lorem Ipsum

Regular / Medium / Semibold / Bold

AaBbCcDdEe
012345

AaBbCcDdEe
012345

AaBbCcDdEe
012345

AaBbCcDdEe
012345

Text - Mozaic

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Protective space

The protective space of the logo is the minimum area within which no other graphic element can interfere with the logo. This area is defined by the height of the letter "A" found in the logotype. The emblem and text are separated by a distance equal to the width of the letter "A".



Logo variants

If necessary, it is permissible to use the emblem alone as an icon or the name "Alumia" by itself as a minimalist version of the logo.



vertical logo



logo mark



logotype



Scaling and minimum size of the logo

The logo must be scaled proportionally as a whole, without separating individual elements, taking its protective zone into account. This ensures that all aesthetic qualities are preserved. Only proportional scaling of the logo is allowed. It is not recommended to use the logo in sizes smaller than specified in this document, as it may lose its legibility.



Internet

100px

Print

20mm

Logo protection

Logo deformation is not permitted.

Disproportionate scaling (stretching) of the logo or its elements is not allowed.

It is forbidden to change the size or position of individual elements of the logo.

Altering the size of the name in relation to the emblem is prohibited.

Changing the color scheme of the entire logo or any of its elements is not permitted.



Key Visual



Key Visual



Key Visual



Key Visual



Key Visual



Key Visual



Key Visual





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Logo Concept
Design Example



voluptate velit



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Logo Concept
Design Example



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ALUMIA
DRIVE

Lorem ipsum dolor sit amet,
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ALUMIA
SKY

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