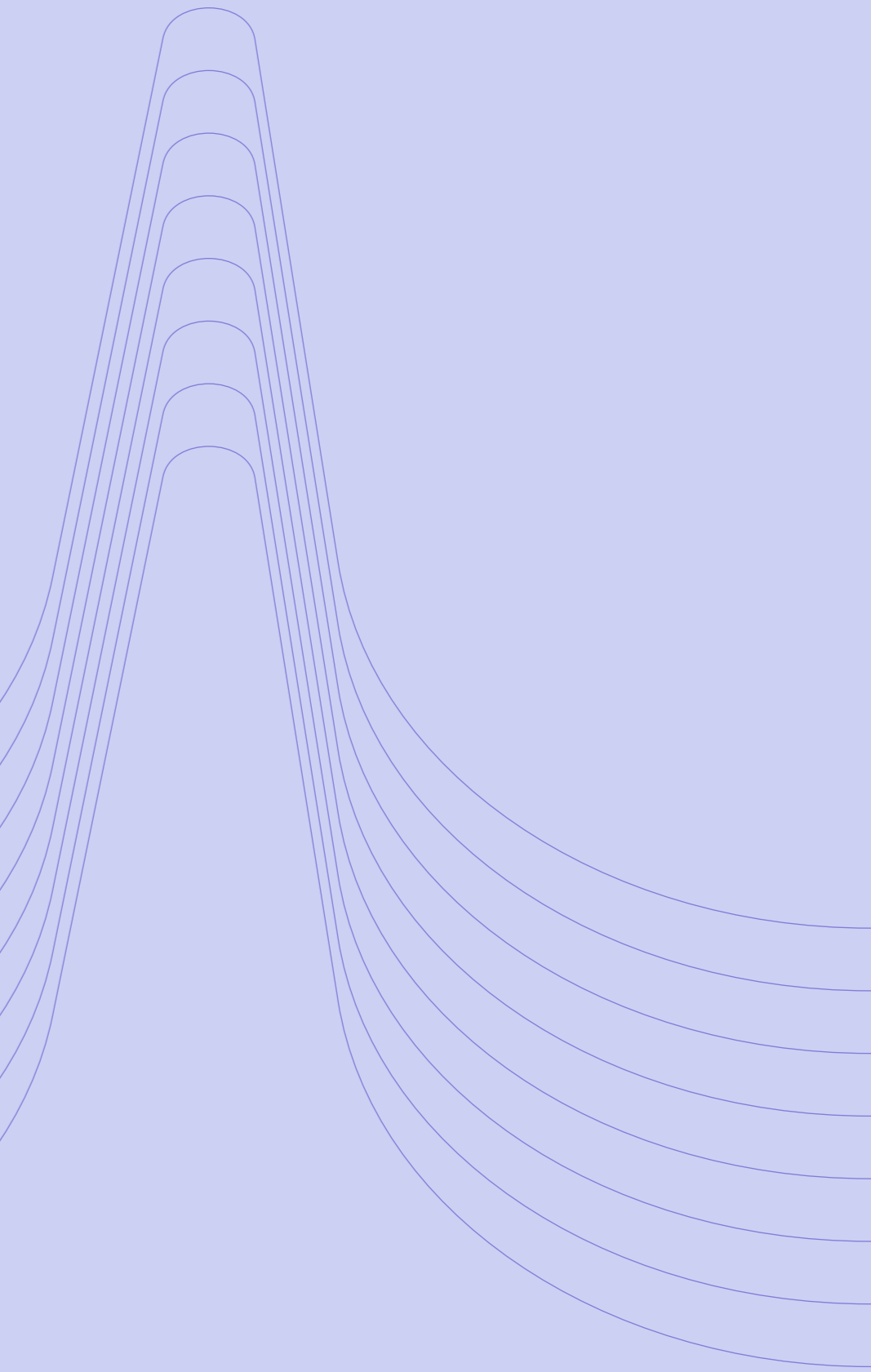


Brand identity manual

Brand guidelines

These brand guidelines serve as the definitive guide for anyone utilizing the Alitheo brand identity. They outline the proper usage, constants, and variables necessary to maintain consistency across all channels and applications throughout the company's growth.



Logo

The Alithea logo is composed of an isotype, which is the letter 'A,' and the Bricolage Grotesque typography.

Depending on the placement context, either the horizontal or vertical version of the logo will be employed.

The isotype serves as the smallest application and is suitable for use on social media and as a favicon.



Horizontal and web variable



Vertical variable



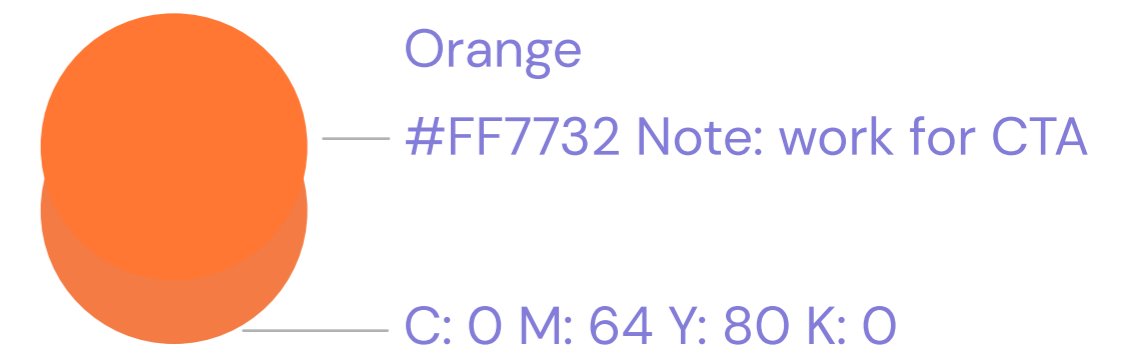
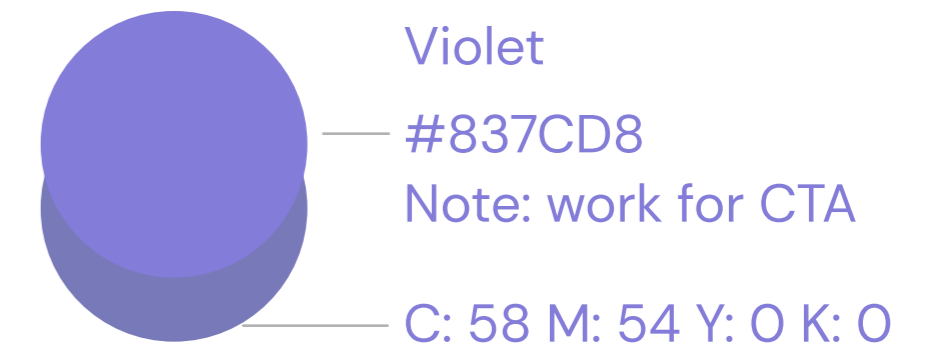
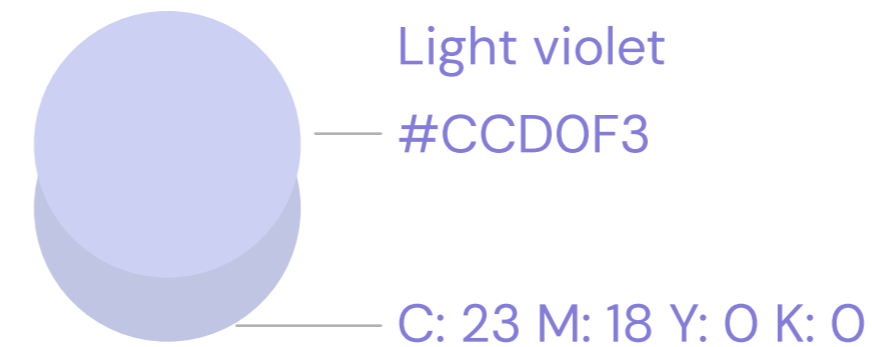
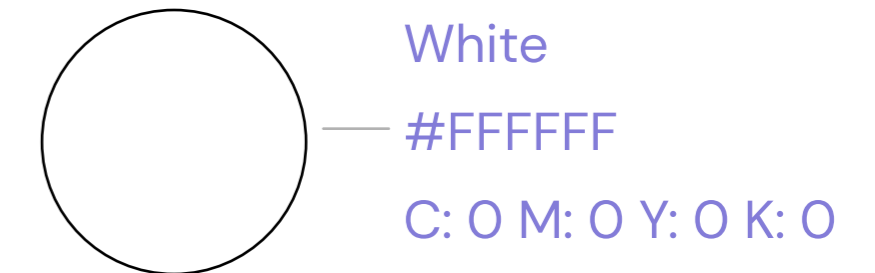
Favicon

Palette color

The brand's color palette consists of Black, White, Light Violet, Violet, Light Blue, and Orange.

- Black is employed for text on light backgrounds and brand elements.
- White serves as the background color.
- Light Violet and Light Blue are intended for backgrounds, gradients, and brand elements.
- Violet and Orange function as accents for text, graphic elements, and gradients.

These carefully selected colors ensure brand consistency and visual appeal across all brand materials and contexts. Please refer to the following slides for practical examples of color application.



Palette color

Alithea incorporates various graphics and statistics.

We recommend utilizing the brand colors (those with a dot) for these visuals.

If additional colors are required, we suggest using variations of the brand colors with both higher and lower saturations to ensure a harmonious visual presentation.



Typography

The 'Bricolage Grotesque' font in the 'Medium' variant will be used as the primary typography for titles, while the 'DM Sans' font family serves as the secondary typography.

Establishing a clear visual hierarchy is crucial. This can be achieved by employing different text attributes such as colors, sizes, or weights to distinguish various elements. This approach ensures that important information is prominently displayed and maintains a balanced and visually appealing design across diverse materials.

(HIGHLIGHTS)

[Link font](#)

Bricolage Grotesque (Medium)

Variable Light

Variable Regular

Variable Medium

Variable SemiBold

Variable Bold

(BODY TEXTS)

[Link font](#)

DM Sans

Variable Regular

Variable Medium

Variable Medium italic


Variable Italic

Variable Bold

Variable Bold Italic

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Typography

 Alithea bio

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Highlights H1: 36pt

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consectetur adipiscing elit.**

Highlights H2: 16pt

Lorem ipsum dolor sit amet

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Body text: 14pt

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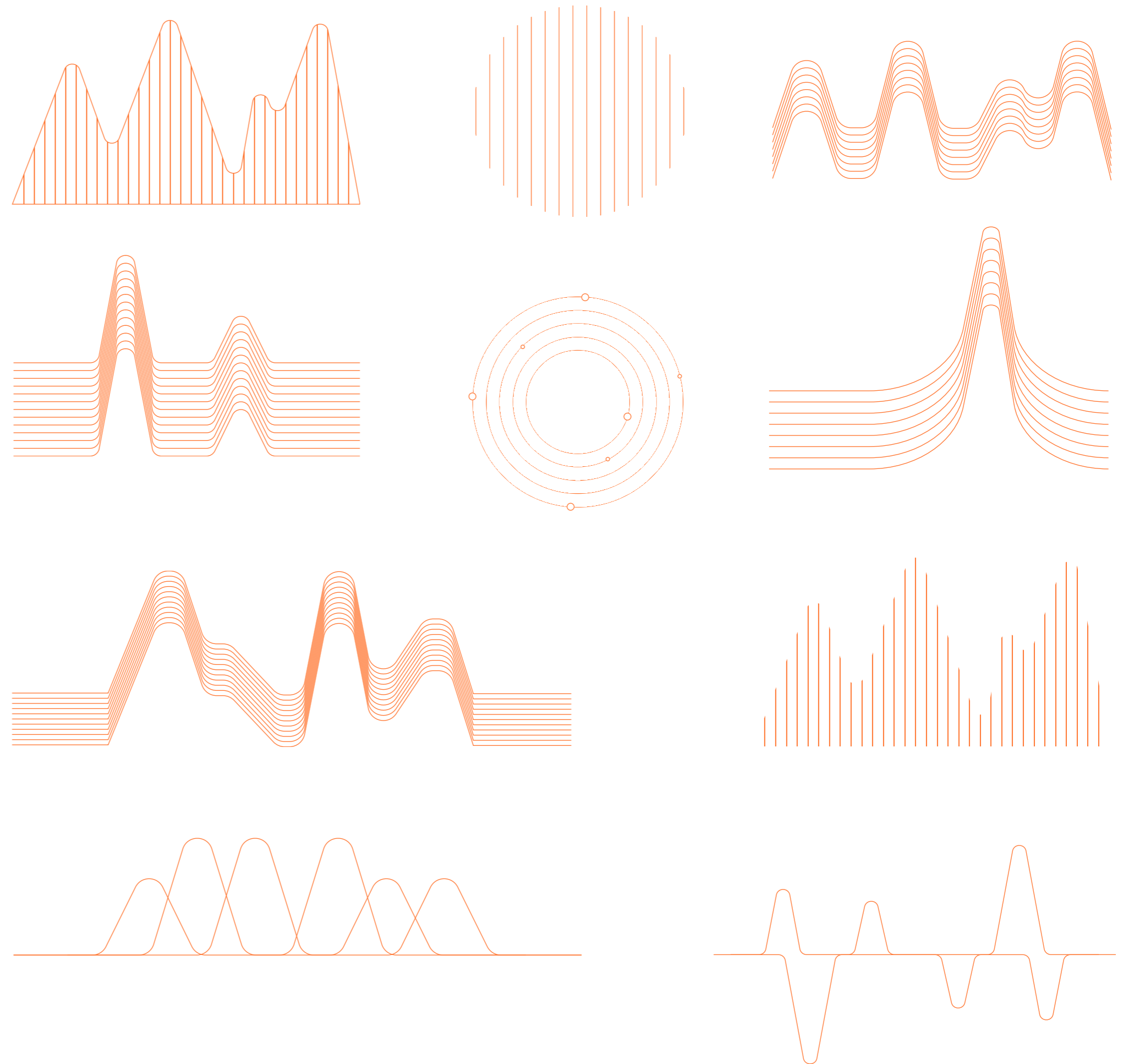
Highlighted text: 10pt



/01

Brand elements

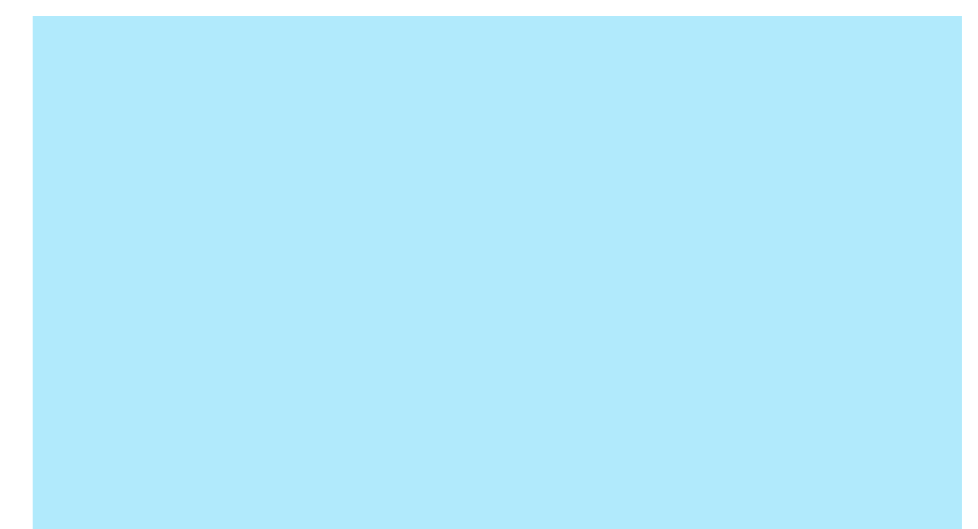
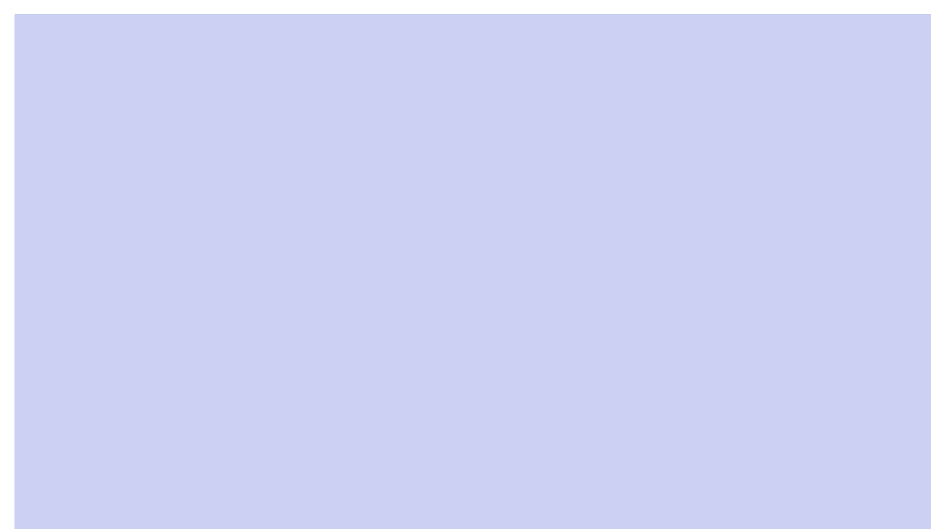
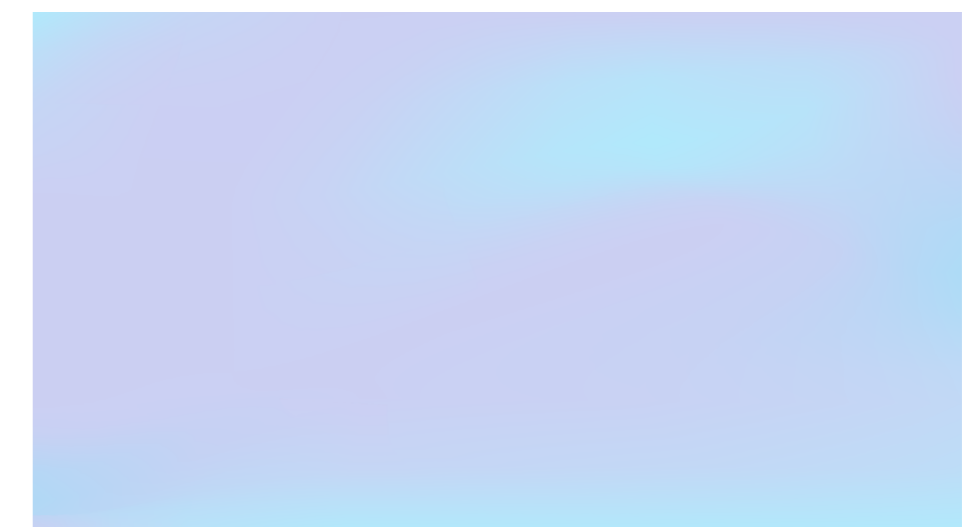
The brand's graphic elements draw inspiration from the statistics provided by Alitheo, presented in an abstract manner. In the brand applications, you will find examples illustrating the proper use of these elements.



Brand Backgrounds

These are the brand backgrounds. Depending on the type of application or slide we are creating, we can choose either option. Some are more vibrant and dynamic, recommended for presentation covers or important statements. The subdued backgrounds are suitable for use behind extensive text. The key is to always maintain balance.

You can find an example of their usage in the presentation application.



Applications examples

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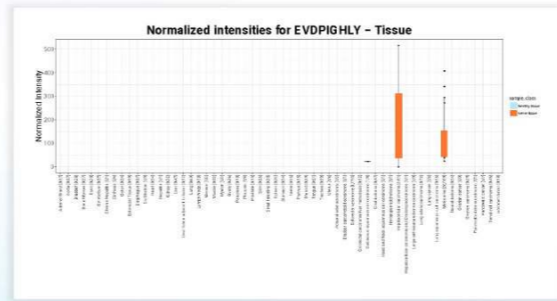


Vaccines



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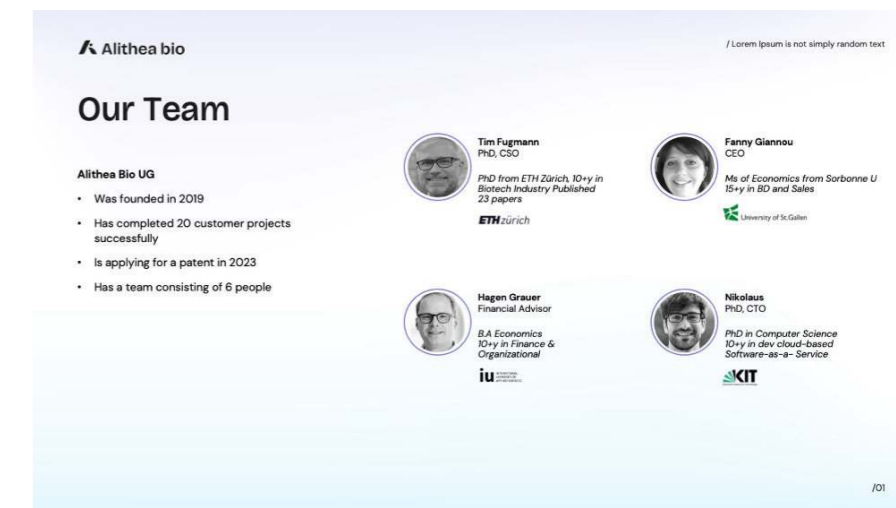


Alitheo bio / Lorem ipsum is not simply random text

Our Team

Alitheo Bio UG

- Was founded in 2019
- Has completed 20 customer projects successfully
- Is applying for a patent in 2023
- Has a team consisting of 6 people



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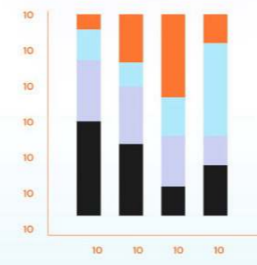
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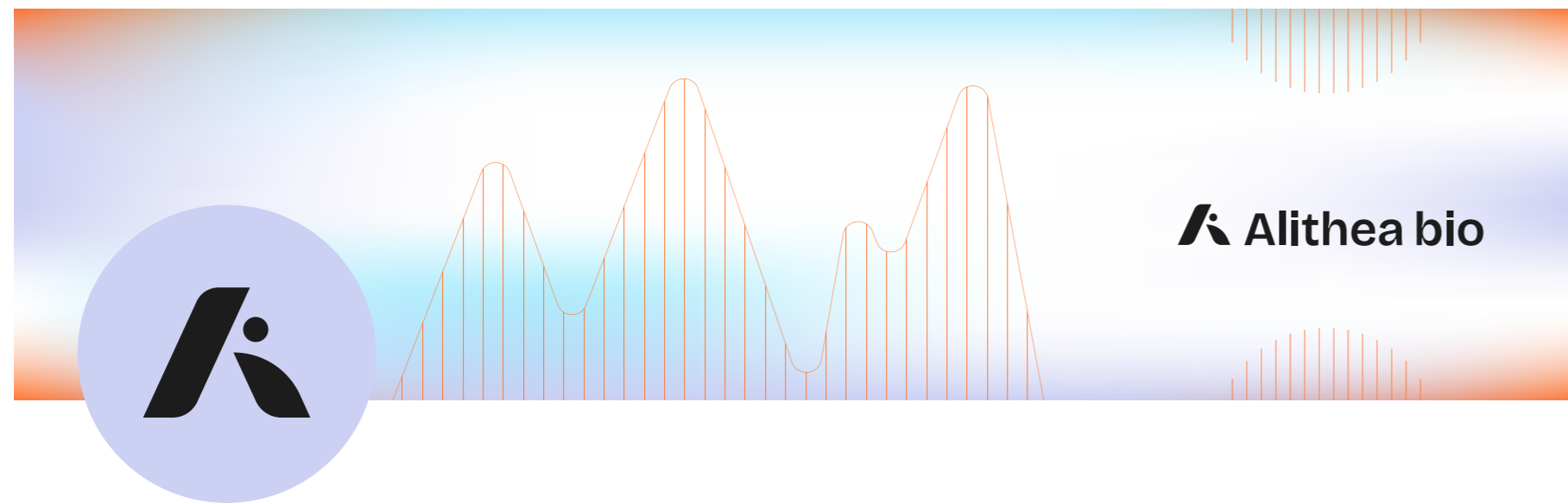
Thank you.

alitheo-bio.com email@alitheobio.com

Address 09890, 098 09901 444 5678



Applications examples





 **Alitheo bio**



designed by tukunastudio.com

