ALINA

LOGO GUIDE

May 2022 V1

Meet **ALINA**, the Smart Solar Reflector.

ALINA is the new way to introduce the restorative power of natural sunlight into homes and offices. Not a lamp, but an autonomous self-powering solar reflector, she uses unique algorithms to track the sun through the day and bring natural light simply, effortlessly, and elegantly into life.

Her brand personality is uplifting, bright, straightforward, helpful, and lightly scientific.

She brings energy, happiness and wellbeing. Hence her name – ALINA
derives from the Ancient Greek Goddess ‘Helena’ meaning, light, truth and brilliance.

Main **ALINA** Logo



File : Alina_Main_Logo.eps
File : Alina_Main_Logo.png
File : Alina_Main_Logo.jpg

Main **ALINA** Logo with URL



File : Alina_URL_Logo.eps
File : Alina_URL_Logo.png
File : Alina_URL_Logo.jpg

ALINA Icon



File : Alina_Icon.eps
File : Alina_Icon.png
File : Alina_Icon.jpg

Alina URL Strap

ALINA . SOLAR

File : Alina_URL_Strap.eps
File : Alina_URL_Strap.png
File : Alina_URL_Strap.jpg

ALINA Logo – Second Colour



File : Alina_Logo_Col2.eps
File : Alina_Logo_Col2.png
File : Alina_Logo_Col2.jpg

ALINA Logo – Third Colour



File : Alina_Logo_Col3.eps
File : Alina_Logo_Col3.png
File : Alina_Logo_Col3.jpg

Colour Palettes

BRAND TEAL

PMS 2223U

C 73
M 35
Y 31
K 13

R 73
G 35
B 31

467E92

MID TONE

PMS 7542U

C 36
M 16
Y 18
K 1

R 175
G 195
B 203

AFC3CB

POP YELLOW

PMS 106U

C 0
M 5
Y 69
K 0

R 255
G 234
B 103

FFEA67

ALINA Logo Usage



Providing the right amount of clear space around the logo reinforces the importance of the Alina identity.

Clear space is the minimum amount of “breathing room” maintained around our logo. Keep it free of graphics, text, and other marks. Clear space also defines the minimum distance from the logo to the edge of a printed piece.

We use 1/4 of the “O” in Alina determines the minimum amount of clear space required to ensure visibility and legibility.

ALINA Logo Usage





The minimum print size of the logo is 30 mm wide.

The minimum screen size of the logo is 90 pixels wide.

ALINA Logo Usage



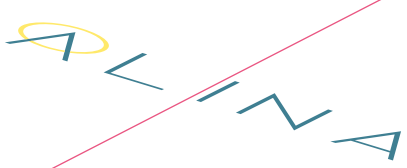
Don't remove circles



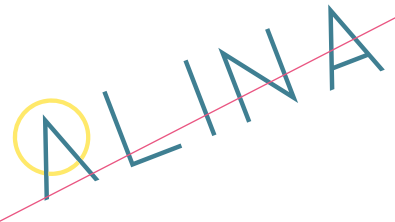
Don't place on backgrounds with poor contrast



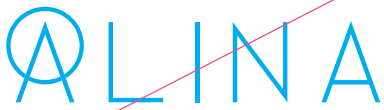
Don't place on photos with poor contrast



Don't distort or skew



Don't rotate



Don't alter colours



Don't add effects



Don't use other typefaces

ALINA Logo Usage





We only use the black & white version of Alina for engraving and
when our brand colours conflict with back ground colours.

ALINA Font Usage

POPPINS MEDIUM - INTRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ?!#£@

POPPINS LIGHT - BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ?!#£@

POPPINS BOLD ITALIC - QUOTE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ?!#£@

Colour Use

When we are using text on a white background we should always use Black.

When we are using our brand colour Teal 2223 U as our background, we then switch the font colour to white or Mid Tone 7542 U. Example below.

You can download the Poppins font from https://fonts.google.com/specimen/Poppins?category=Sans+Serifs

Example of using our brand colour as a background with text using mid tone 7542 U.

If you want your copy to stand out more use white instead of 7542 U