



Global Brand Guidelines 2013



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#### **DISCLAIMER**

Brand guidelines should be followed precisely. However, there may be circumstances when elements may have to be altered. Always contact the Marketing Department for approval before deviating from the guidelines.

## **GLOBAL BRAND GUIDELINES**

The essence of a brand is the cornerstone of a company. All successful, global brands have steadfastly nurtured their persona to become industry leaders, even cultural icons.

The reason for the success of these brands is due in great part to the strict adherence to their style guidelines. Any deviations from these well-established rules may cause irreparable harm to the brand's hard-fought image and impede future goals.

Alignable created these Global Brand Guidelines to maintain the integrity of its brand by providing clear and easily understood guidelines when using the Alignable name, logo, colors, imagery, etc. This ensures one consistent look and message across the marketing spectrum.



Alignable is the place where local businesses come to grow and market their businesses together. By connecting with other businesses in their neighborhood, they use their collective customer reach to market events, promote, learn from one another, and even plan and execute events and promotion together. Alignable's patent-pending matching technology makes finding the right local businesses to market with fun and easy. Alignable makes "The power of local" real for businesses across the nation. Learn more at [www.alignable.com](http://www.alignable.com).



## VISION

We believe that the collective power of local business builds stronger businesses and stronger communities.

## MISSION

Alignable shifts the power to local businesses by giving them a place to come together, network, co-market, learn, grown, and support their community.

## BRAND ESSENCE

“The power of local”

## BRAND TONE

The brand voice is personal, warm, helpful, trustworthy, smart, familiar and polished-casual (not playful). We are not funny, arrogant, techy, jargony or too enterprise-like. We speak in plain, clear terms. Users do not have to be an expert marketer to understand Alignable. We speak to them in the first person whenever we can.

## CULTURAL PRIORITIES

We take the livelihood of local business owners seriously; we have a sense of purpose, passion, and optimism in how we are helping them to grow and market; we fit into their neighborhood—we are not outsiders; we advocate for supporting the local movement through empowerment not charity; we believe in the value of keeping revenue in market and helping communities grow stronger together.

## BUSINESS OBJECTIVES

Develop strong and valuable networks within geographies; open new markets with care and precision; expand swiftly but carefully; and continually enhance and add value to the site.



FOLLOWING STANDARDS

On this page, you will find the acceptable set-up and coloration of the Alignable corporate logo. Consistent use of the logo helps maintain its integrity and helps ensure brand recognition. It is important that the logo always be used properly in all communication, such as print, broadcast, and web applications. The Alignable logo must always be highly visible and unmistakable.

There are three components to the Alignable logo: the icon, logotype, and tagline. The icon is represented by two connected links that form the letter “A” within a circle [see Symbolic Meaning below]. The logotype consists of the name, Alignable. The tagline, “The power of local”, should always accompany the logotype [see exceptions in Application Size on page 8].

SYMBOLIC MEANING

The Alignable icon depicts two connected links within a circle. Aside from being a distinguishing mark, the icon symbolizes local businesses coming together to become stronger and more successful through the powerful, lasting connections made using Alignable. The two links connect to form the letter “A” and represent the company name. The circular shape represents endless opportunities and connections within a network of local businesses.

PREFERRED LOGO SET-UP

- 1

**Logo**

The approved set-up for the logo in its entirety, consisting of the icon, logotype, and tagline next to one another in their standard color configuration. The standard configuration is the preferred logo set-up, but alternate versions may be used if necessary [see Additional Approved Logo Set-ups on page 7].



- 2

**Icon**

Graphic of two connected links within a circle.

The standard configuration appears with the links in white, and the background in purple (PMS 2607).

The icon may be used independently and can appear alone when placed on promotional products and company merchandise. It should never be altered in any way.

- 3

**Logotype**

Consists of the name Alignable, in the style shown, in black. The logotype always appears with the icon and should never be altered in any way.

- 4

**Tagline**

Consists of the phrase “The power of local” in the position and style shown. A service mark symbol (SM) must appear after the tagline in superscript as shown.

The standard configuration appears with the word “power” in purple (PMS 2635) and all other words in gray (PMS 7540).

The tagline should never be altered in any way.

## ADDITIONAL APPROVED LOGO SET-UPS

### Full color

The preferred set-up for the logo in its entirety, consisting of the icon, logotype, and tagline next to one another in their standard color configuration.



### Logo without tagline

The icon and logotype may be used without the tagline when the size of the logo is reduced to a point at which the tagline becomes illegible [see rules in Application Size on page 8].



### Stacked configuration

This version should be used when the available horizontal space prevents the legible use of the preferred logo.



### Black

The black version can be used with or without the tagline or in a stacked configuration, as shown below.



### White

The white version can be used with or without the tagline or in a stacked configuration, as shown below.



## LOGO USAGE GUIDELINES

- The logo may be scaled proportionately to fit pieces of varying sizes. The logo should never be stretched, skewed, or altered in any way [see Logo Misuses on page 9].
- In all marketing communications when Alignable and/or the tagline are used in text, do not use the logo. Set Alignable with an initial capital "A" in the same face as the rest of the copy. Set the tagline with an initial capital "T" in the same face as the rest of the copy between double quotation marks, i.e., "The power of local".

## APPLICATION SIZE

When the size of the logo is reduced there is a point at which the tagline becomes illegible. The minimum application size for the Alignable logo with tagline is 0.375" (0.95cm) in height. The height is determined from the baseline of the artwork to the top.

Minimum size with tagline [actual size shown]



If a smaller size logo is required, then use the version without the tagline. The minimum size for the logo without the tagline is 0.1875" (0.48cm) in height. The height is determined from the baseline of the artwork to the top.

Minimum size without tagline [actual size shown]

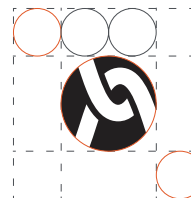


## CLEAR SPACE

The Alignable logo should occupy its own space to ensure its prominence on the page. This requires a "safe" area, equal to the height of the icon, on all sides of the logo.



When the icon is used alone it requires a "safe" area, equal to the half the height of the icon, on all sides of the icon.





## LOGO MISUSES

Never attempt to create your own Alignable logo or reproduce the approved logo in non-approved colors. Never alter or stretch the logo proportions or attach anything to the logo. Never use the logo as part of a sentence or phrase and do not alter its horizontal orientation. Refer to the examples shown for specific demonstrations of what not to do.

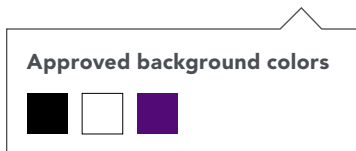


## BACKGROUND CONTROL

The Alignable logo can only appear against select background colors. When an application calls for a solid background, one of the three approved Alignable background colors must be used.



The Alignable logo against one of the three approved background colors



Never place the Alignable logo against another color other than the three approved background colors



Never place the Alignable logo against a background featuring several different solid colors



Never place the Alignable logo on a photographic background

COLOR PALETTE

We have selected a palette of colors that complement each other to create a unified signature look. Below outlines the color palette with corresponding Pantone Matching System®, CMYK, RGB and web safe hex color values.

NOTE: Colors are presented for documentation purposes only and should not be used to check the accuracy of colors in final printed pieces. Colors may vary across printing methods and only Pantone Color Matching swatches should be used for that purpose.

Logo colors

Purple



PMS 2607  
C82 M100 Y18 K12  
R81 G12 B118  
#510c76

Gray



PMS 7540  
C70 M60 Y52 K33  
R75 G80 B85  
#4a4f55



PMS 2655  
C46 M57 Y0 K0  
R151 G120 B211  
#9579d3

Accent colors

Green



PMS 364  
C754 M32 Y100 K19  
R73 G118 B41  
#497629

Blue



PMS 7686  
C98 M77 Y14 K2  
R25 G79 B144  
#194f90

Orange



PMS 7579  
C70 M60 Y52 K33  
R75 G80 B85  
#e0592b

Deep



PMS 423  
C50 M40 Y40 K3  
R136 G140 B141  
#898c8d



PMS 7489  
C61 M14 Y93 K1  
R114 G169 B78  
#72a951



PMS 279  
C72 M37 Y0 K0  
R71 G139 B202  
#3b8ede



PMS 1575  
C0 M63 Y91 K0  
R253 G126 B45  
#ff8030

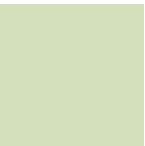
Base



PMS 2635  
C20 M29 Y0 K0  
R199 G180 B227  
#c6b4e3



PMS 427  
C17 M12 Y12 K0  
R208 G211 B213  
#d0d3d4



PMS 7485  
C18 M4 Y31 K0  
R209 G221 B186  
#d0debc



PMS 277  
C31 M13 Y0 K0  
R171 G200 B232  
#acc9e8



PMS 155  
C3 M18 Y41 K0  
R245 G208 B158  
#f2d1a0

Soft

FONT USAGE

There are specific font families that have been allotted for usage with the Alignable brand image. The following are guidelines as to which fonts are acceptable and how to use each in context.

The Avenir font family is to be used exclusively for print materials. The Proxima font family is to be used exclusively for digital media.

	Print		Digital
Avenir 55 Roman	The quick brown fox jumps over the lazy dog. 1 2 3 4 5 6 7 8 9 0	Proxima Nova Regular	The quick brown fox jumps over the lazy dog. 1 2 3 4 5 6 7 8 9 0
Avenir 35 Light	The quick brown fox jumps over the lazy dog. 1 2 3 4 5 6 7 8 9 0	Proxima Nova Semibold	<b>The quick brown fox jumps over the lazy dog.</b> <b>1 2 3 4 5 6 7 8 9 0</b>
Avenir 85 Heavy	<b>The quick brown fox jumps over the lazy dog.</b> <b>1 2 3 4 5 6 7 8 9 0</b>	Proxima Nova Bold	<b>The quick brown fox jumps over the lazy dog.</b> <b>1 2 3 4 5 6 7 8 9 0</b>



## IMAGERY STYLE

Despite being primarily an online enterprise, Alignable members are real people in real communities, and the brand imagery needs to reflect that. Photography should portray the small business owner as honest, open, and successful – a hero of their local community.

Photography should be bright, people-focused, and convey a sense of pride. The subject(s) should look directly into at the camera in order to achieve this.



## PUTTING IT ALL TOGETHER

All marketing and corporate identity materials should feature layout components and design features that reflect the Alignable brand.

# Discover “The power of local” with Alignable.



Are you a local business?  
Do you want to expand  
your customer reach? Make  
more connections in your  
neighborhood? Boost  
attendance for your events?

Join us for an exciting event  
and learn how you can  
connect with other businesses  
in your neighborhood and  
use your collective customer  
reach to market events,  
promote, learn from one  
another, and even plan  
and execute events and  
promotions together.

LEARN MORE AT  
[WWW.ALIGNABLE.COM](http://WWW.ALIGNABLE.COM)

 **Alignable**  
The power of local™

