

BRAND GUIDELINES

01

LOGOS WORDMARK ICONS & PATTERNS

THE LOGO SUITE

The Logo Suite contains the approved artwork for all final branding elements that shall be used in the marketing of the Maison Alvarado brand.

Any deviation from using these elements must be carefully considered and pre-approved by Upper Leadership.

1 FULL CREST



2 PRIMARY LOGO



3 LOGOMARK



4 WORDMARK



5 SUBMARK



6 ICONS



THE PRIMARY LOGOS

1. The Maison Alvarado Primary Logo

The primary logo consists of two elements: the logomark and a modified version of the wordmark. It’s an instantly recognisable brand element and should be represented consistently throughout our product and marketing efforts. In no way should the logo be modified, distorted, or redrawn.

2. The Maison Alvarado Logomark

For smaller sizes we have removed the wordmark underneath the logomark to increase legibility.

3. The Maison Alvarado Wordmark

We prefer to use our logo with our logomark included, however, some use cases will steer you towards the sole use of the wordmark. For example, the website header or if the logomark is used somewhere else in the design.

4. The Small Maison Alvarado Wordmark

For smaller sizes we have optimized the kerning to increase legibility.

1 THE MAISON ALVARADO PRIMARY LOGO



2 THE MAISON ALVARADO LOGOMARK



3 THE MAISON ALVARADO WORDMARK



4 THE SMALL MAISON ALVARADO WORDMARK



LOGO CLEAR SPACE

To ensure the right amount of breathing space around the Maison Alvarado logo the following process should be applied:

Step 1
Select the letter “O” in the respective mark

Step 2
Rotate it 90 degrees

Step 3
Duplicate it



x/2



PLACEMENT:
PARTNERS &
SPONSORS

When combining the Maison Alvarado logo with other logos, it's important to make sure there is enough space between the logos.

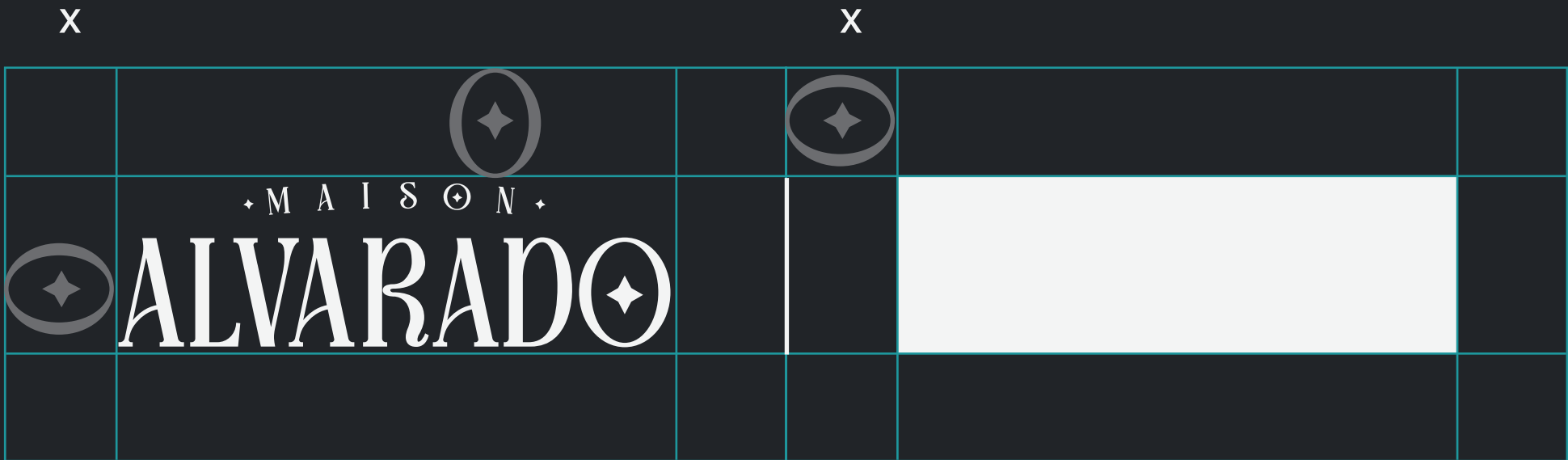
The logos should be seperated by a 2px white stroke.

- 1. Primary logo partnership lockup
- 2. Wordmark partnership lockup

1



2



PATTERNS

Patterns can provide a fun, yet professional element to any branding materials, however, should not be overused.

Patterns make a great addition to packing and / or product materials, but when used in design can become visually overwhelming.

Take special consideration to not overwhelm a flyer or banner with edge-to-edge patterns.



02

BRAND COLORS

BRAND COLOR PALETTE

The brand colors are used to create consistency and increase brand recognition.

The Navy and Off-White are foundation elements that will be used in most marketing messages to add levels of sophistication, while the Teal and Purple will be used to add touches of whimsical youth.

Navy

R=0 G=44 B=84
CMYK 100, 86, 39, 36
RGB 0, 44, 84
#002c54

Off-White

R=229 G=229 B=229
CMYK 9, 7, 7, 0
RGB 229, 229, 229
#e5e5e5

Teal

R=8 G=151 B=157
CMYK 81, 22, 39, 1
RGB 8, 151, 157
#08979d

Purple

R=67 G=76 B=137
CMYK 86, 79, 18, 4
RGB 67, 76, 137
#434c89

USAGE:
COLOR
COMBINATIONS

The default version of the Maison Alvarado logo uses our primary brand color Navy; however, the logos can exist in other approved colors.

Note: Unless absolutely necessary, the logo should not be used in its white and black iterations. Our principal brand colors (Navy + Off-White) carry enough contrast and should be used whenever possible.



USAGE:
UNSUCCESSFUL
LOGO EXAMPLES

Feeling spontaneous? Let’s save it for an impulse purchase on our website, but please don’t mess with our logo. Avoid the common examples below and always stick to the guidelines.

1. Don’t go crazy with the colors

There are more details and color pairing guidelines in the following pages.

2. Don’t apply effects

Outer glows, drop shadows, gradients, etc. are a big no-no.

3. Don’t rotate or stretch the logo

Use the provided files and always scaled proportionately.

4. Don’t mix or combine elements

Don’t try and create a design that isn’t in the approved Logo Suite...we promise we’ve already tried them all.

1



2



3

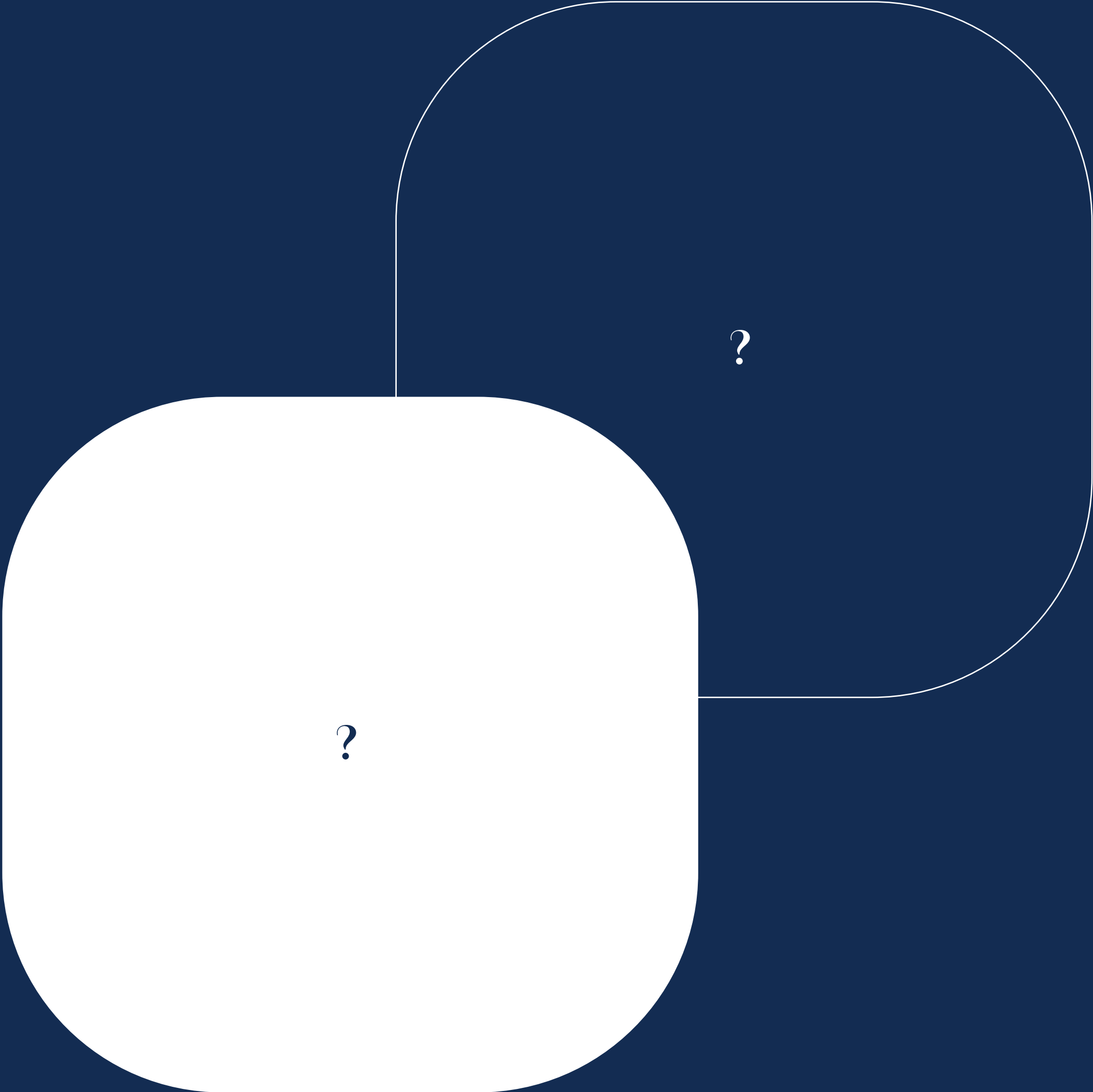


4



USAGE:
APPLYING COLORS

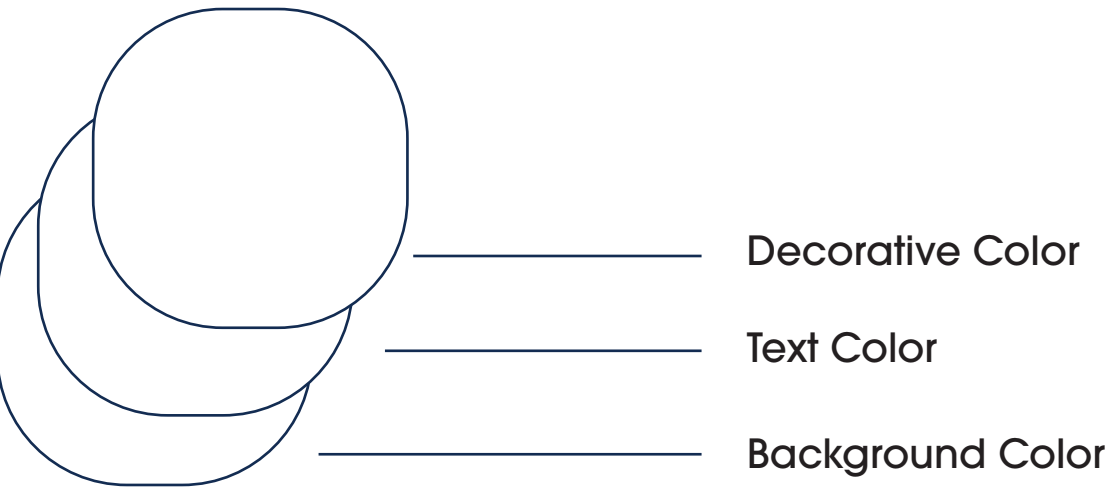
Pairing colors is a tricky task, and there are colors that work better together than others.



COLOR SCHEME USAGE & PAIRINGS

The top row of colors are examples of color pairings to avoid.

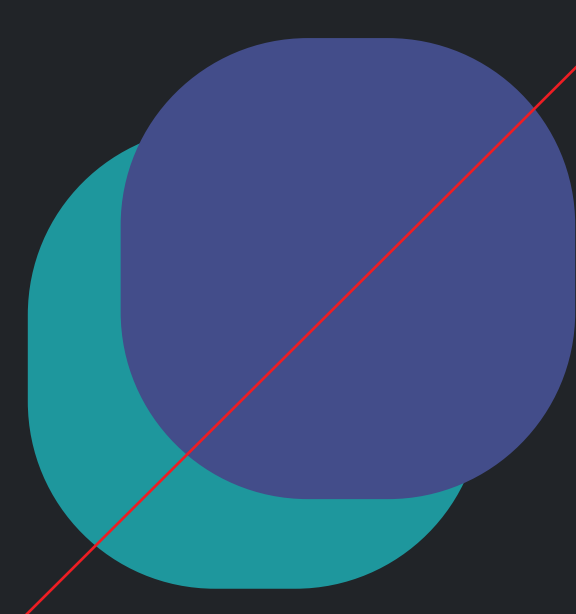
The bottom row are recommendations of color pairings that work well together when following the guide below.



Navy + Purple

DON'T USE

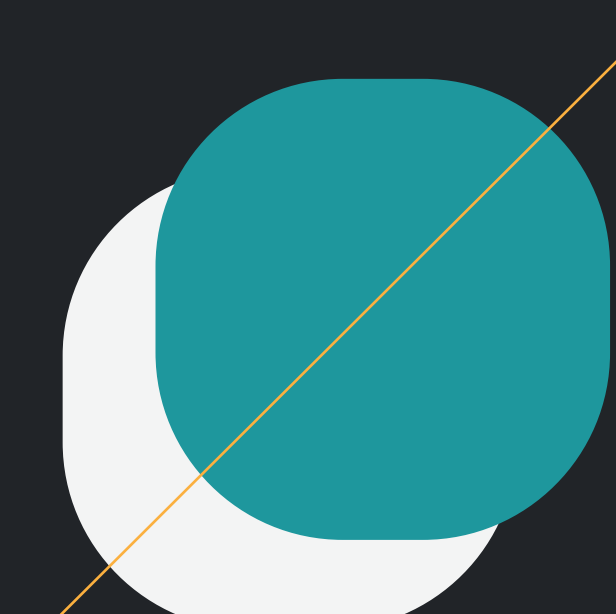
These colors are too similar when combined and don't create enough contrast.



Teal + Purple

DON'T USE

Avoid using this combination when using large amounts of text as they are both vibrant and can create an uncomfortable reading experience.



Off-White + Teal

CAUTION

In large amounts this combination can become very vibrant and become too hard to read.



Navy + Off-White + Teal



Teal + Off-White + Navy



Purple + Off-White + Teal

03

TYPOGRAPHY

03 TYPOGRAPHY

TYPESTYLES

Our typestyles consist of Headline styles and a Paragraph style.

Headlines

We always use PF Marlet Display as our headline style in uppercase, and can be applied as Ultra or Primary titles.

Ultra Headline

Font: PF Marlet Display
Font Weight: Black

Primary Headline

Font: PF Marlet Display
Font Weight: Medium

Paragraphs

For our paragraph style we always use ITC Avant Garde Pro to achieve the best legibility. This also applies to supporting text.

PF MARLET
DISPLAY BLACK

Ultra Headline | Example: 90pt / Line-height 80% with some copy, 95% with a bit more copy / Letter-spacing 0%

PF MARLET DISPLAY MEDIUM
[] () { }.x:\$? 0123456789

Primary Headline | Example: 50pt / Line-height 90% with some copy, 110% with a bit more copy / Letter-spacing 0%

ITC Avant Garde Gothic Pro - Bold, Medium - 0123456789 - ()(){}.\$!?

Enim ut sem viverra aliquet eget sit amet tellus cras. Sagittis vitae et leo
duis ut diam quam nulla porttitor. Tristique et egestas quis ipsum sus-
pendisse ultrices gravida dictum fusce. Senectus et netus et malesuada.
Tortor vitae purus faucibus ornare suspendisse. Turpis egestas integer eget
aliquet nibh praesent tristique magna sit. A cras semper auctor neque
vitae tempus quam pellentesque nec. Fermentum odio eu feugiat pre-
tium nibh ipsum. Urna dui convallis convallis tellus id interdum velit
laoreet. Massa tincidunt nunc ultrices.

Paragraph Text | Example: 15pt / Line-height 130% / Letter-spacing 0%

USAGE:
LINE HEIGHTS
& RULES FOR
HEADLINES

Our headlines look best with less than 100% line heights, however the right amount is all dependent on the length of the copy.

The following rules should be applied.

1. Ultra Headline - Short Copy

PF Marlet Display Black / 80% Line Height

2. Ultra Headline - Longer Copy

PF Marlet Display Black / 95% Line Height

3. Primary Headline - Short Copy

PF Marlet Display Medium / 90% Line Height

4. Primary Headline - Longer Copy

PF Marlet Display Medium / 110% Line Height

1

LOREM
IPSUM

2

LOREM
IPSUM
DOLOR SIT
ALOR SI.

3

LOREM IPSUM
DOLOR SIT ALOR
AMET CONSECTETUR
ADIPISCING ELIT.

4

OREM IPSUM DOLOR
SIT AMET CONSECT
ETUR ADIPISCING ELIT.
ALIQUAM CONSEC
TETUR ODIO QUIS
MAGNA PLACERAT.

USAGE:
TEXT LOCKUPS

A few examples on how to combine our headline styles and paragraph styles:

- 1. Ultra, primary headline, paragraph
- 2. Ultra (adjusted line height), paragraph
- 3. Secondary headline, paragraph
- 4. Ultra, secondary headline

1

LOREM
IPSUM

ARCU CURSUS VITAE
CONGUE MAURIS AENEAN.

Massa massa ultricies mi quis hendrerit dolor. Sem intger vitae justo eget magna fermentum iaculis eu. Morbi non arcu risus quis varius quam quisque. Facilisi nullam vehicula ipsum a arcu. Massa placerat dui ultricies lacus sed turpis tincidunt id. Tincidunt dui ut ornare lectus sit. Mi proin sed libero enim.

2

LOREM IPSUM
DOLOR SIT
ALOR SI.

Massa massa ultricies mi quis hendrerit dolor. Sem intger vitae justo eget magna fermentum iaculis eu. Morbi non arcu risus quis varius quam quisque. Facilisi nullam vehicula ipsum a arcu. Massa placerat dui ultricies lacus sed turpis tincidunt id. Tincidunt dui ut ornare lectus sit. Mi proin sed libero enim.

3

LOREM IPSUM
DOLOR SIT ALOR
AMET CONSECTETUR
ADIPISCING ELIT.

Massa massa ultricies mi quis hendrerit dolor. Sem intger vitae justo eget magna fermentum iaculis eu. Morbi non arcu risus quis varius quam quisque. Facilisi nullam vehicula ipsum a arcu. Massa placerat dui ultricies lacus sed turpis tincidunt id. Tincidunt dui ut ornare lectus sit. Mi proin sed libero enim.

4

LOREM
IPSUM

OREM IPSUM DOLOR SIT AMET CONSECTETUR
ADIPISCING ELIT. ALIQUAM CONSECTETUR ODIO QUIS
MAGNAPLACERAT ULLAM CORPER UT EU DOLOR.

• M A I S O N •
ALVARADO◊