ALAMEDA
.institute

01

BRAND GUIDELINES

OUTLINE
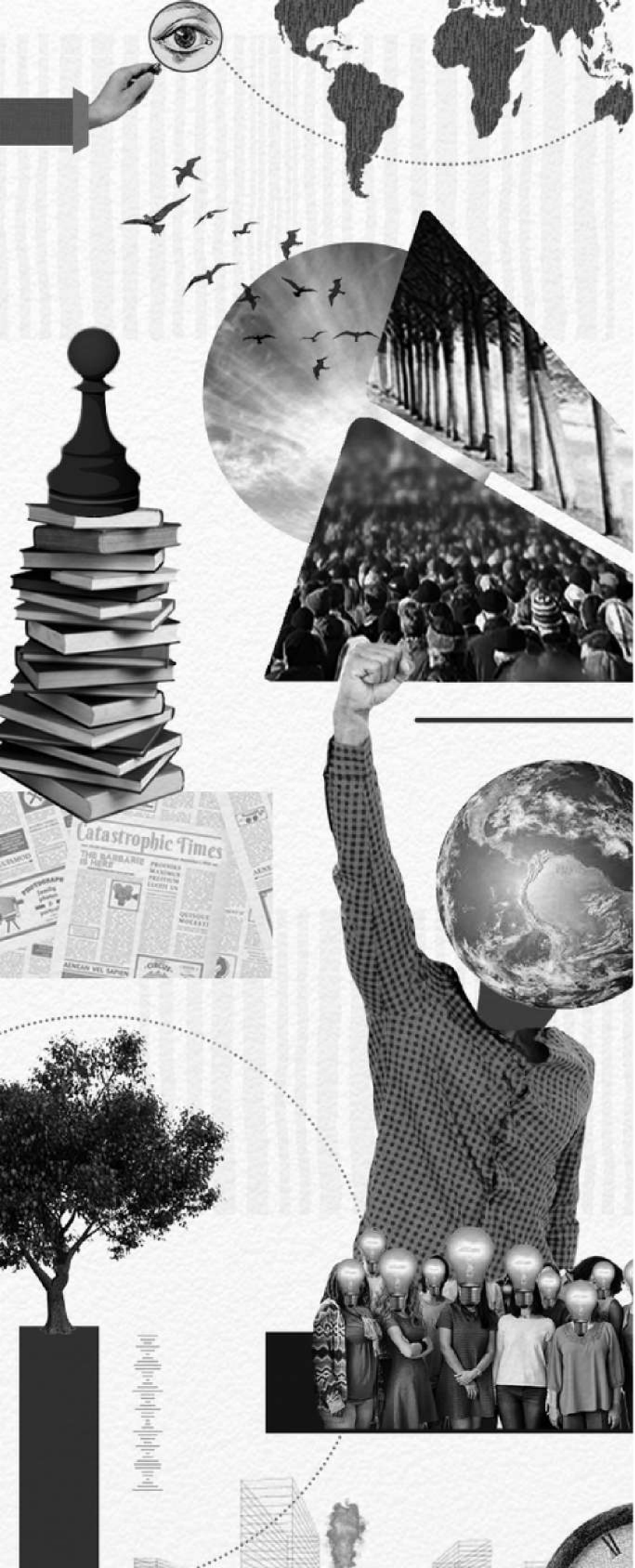
INTRODUCTION

Alameda is an international institute for collective research rooted in contemporary social struggles.

By providing opportunities for research funding, publication, and shared learning, Alameda seeks to enable intellectual production capable of steering political and theoretical debates on the critical challenges of our time.

The Alameda brand guideline is intended for all partners who will use our brand in their materials, whether they are invitations, reports, publications, or presentations.

For any inquiries regarding Alameda's Branding Guidelines, please contact us at comms@alameda.institute

BRANDING

STRATEGIC RESEARCH

FOR CATASTROPHIC TIMES

THE BRAND

PERSONALITY

innovative

aesthetic

welcoming / accessible

social / collaborative

professional

intellectual / sharp

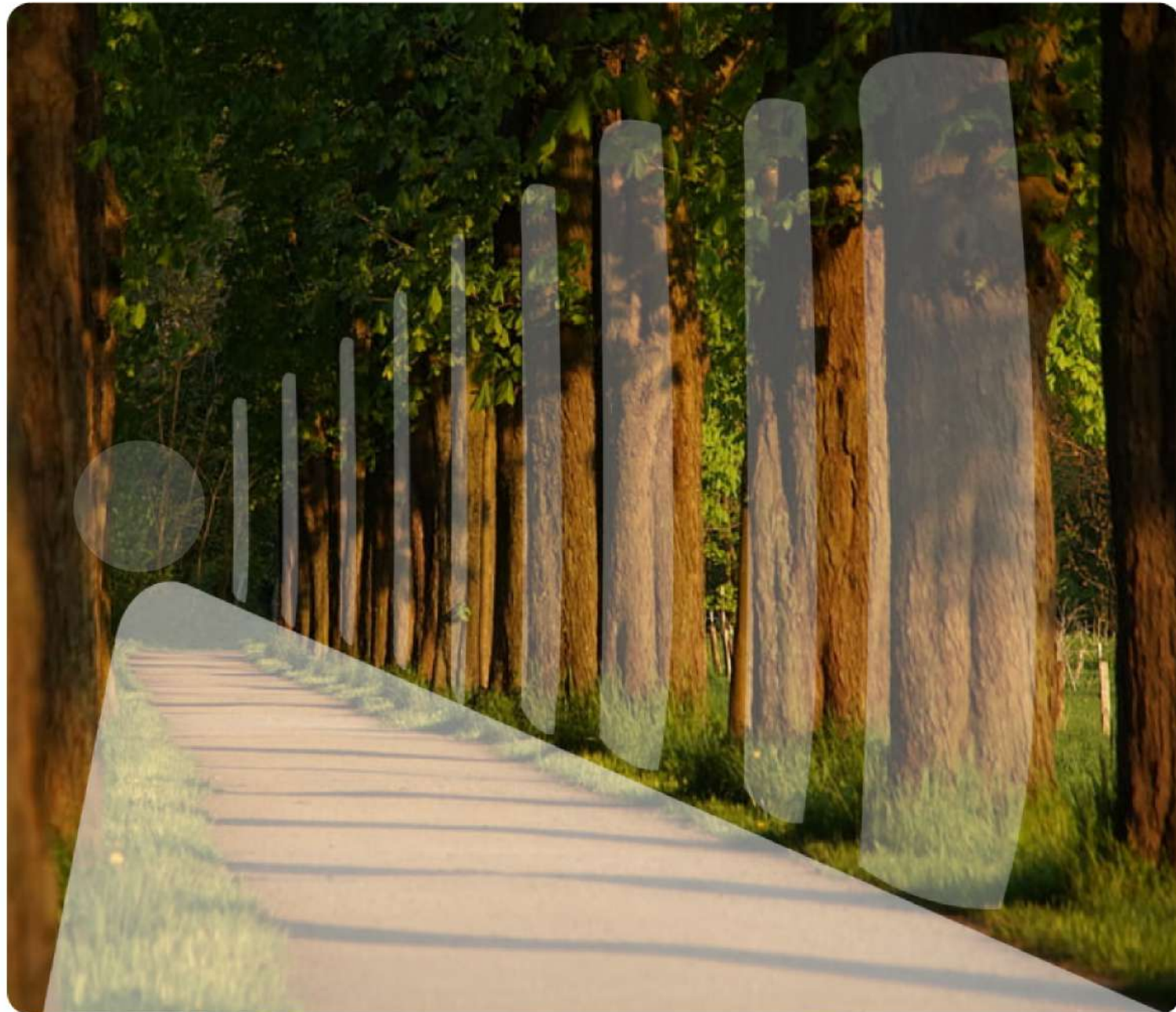international

diverse

connected

FEELING

breezy / bright

trustworthy

respectful

safe space

purpose

TONE / VOICE

Welcoming but academic

Sense of urgency

Pronouns: "We" "Us"

CORE ELEMENTS

ALAMEDA

> a straight path with a line of trees running along each side.

> is used, as its Latin source venire ("to come") indicates, to emphasize the "coming to," or arrival.

> represents the path to be navigated until arrival

THE LOGO

THE LOGO

CIRCLE
collaboration
connected
ecosystem
hope

ORGANIC LINES
tree-lined path
collectiveness
people
nature

TRIANGLE
professional
direction
trustworthy
strong
sharp

ALAMEDA
.institute

TYPOGRAPHY

JOST

- open source
- humanist
- multi-script
- multi-language
- google DB

DOWNLOAD IT HERE

THIS IS A HEADING

This is a subheading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOUR PALLETE

HEX CODE
#2D3039

CMYK:
21 16 0 78

RGB:
45 48 57

HEX CODE
#C51533

CMYK:
0 89 74 23

RGB:
197 21 51

HEX CODE
#5D0135

HEX CODE
#9AB30F

HEX CODE
#F6A226

HEX CODE
#00000

HEX CODE
#DAE4ED

PROPER USE

DO NOT change the color.
Use colors in the palette.

DO NOT rotate
the logo.

DO NOT crop the
logo.

DO NOT use tint
or opacity.

BLACK AND WHITE

EXCLUSION ZONES

These lines represent the space required to use the logo, to say that nothing can enter the striped space.

When in doubt, use the circle in the logo as a reference for the limits set on the four sides of the logo.
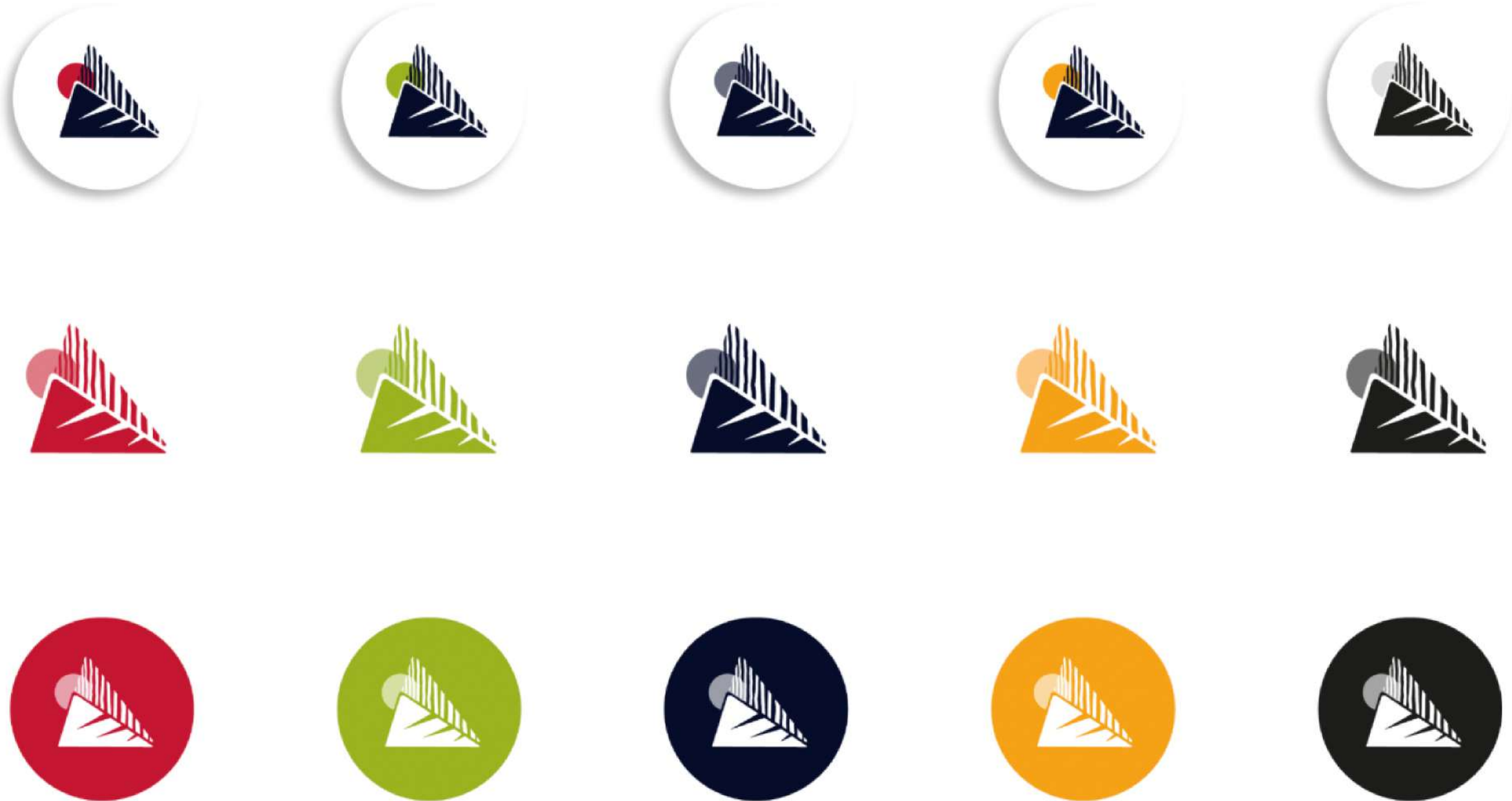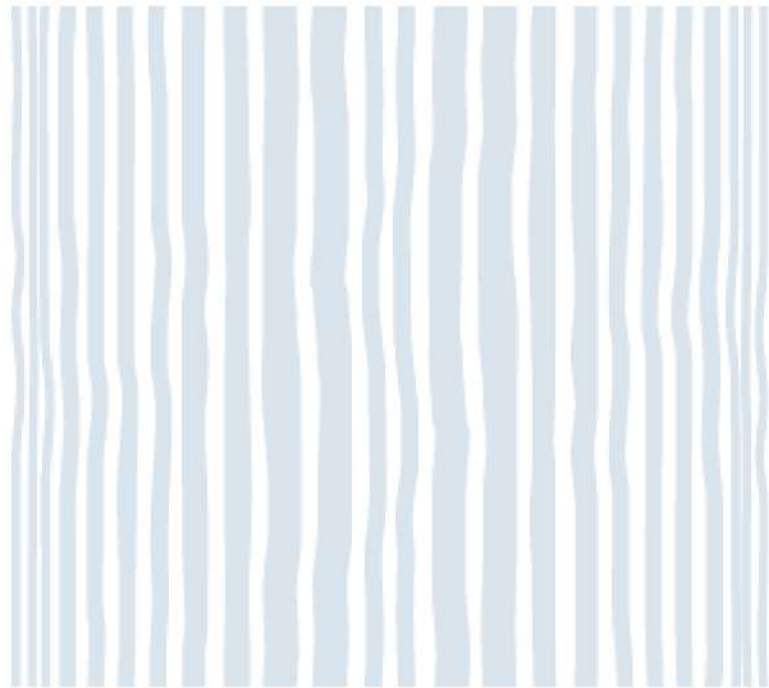
LOGO VARIATIONS

HORIZONTAL

ICON

ICONOGRAPHY
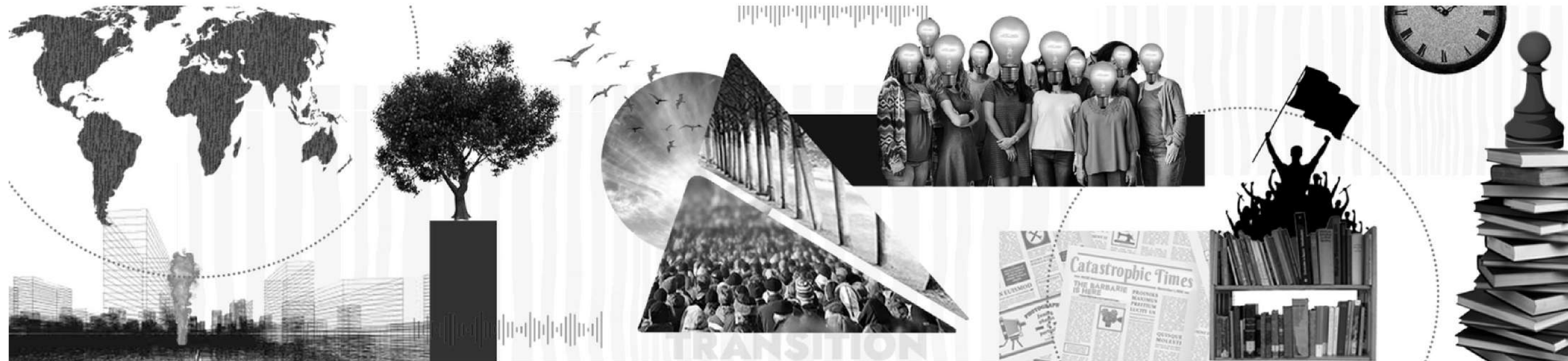
BRAND EXTRA ELEMENTS

PATTERN

COLOUR VARIATION

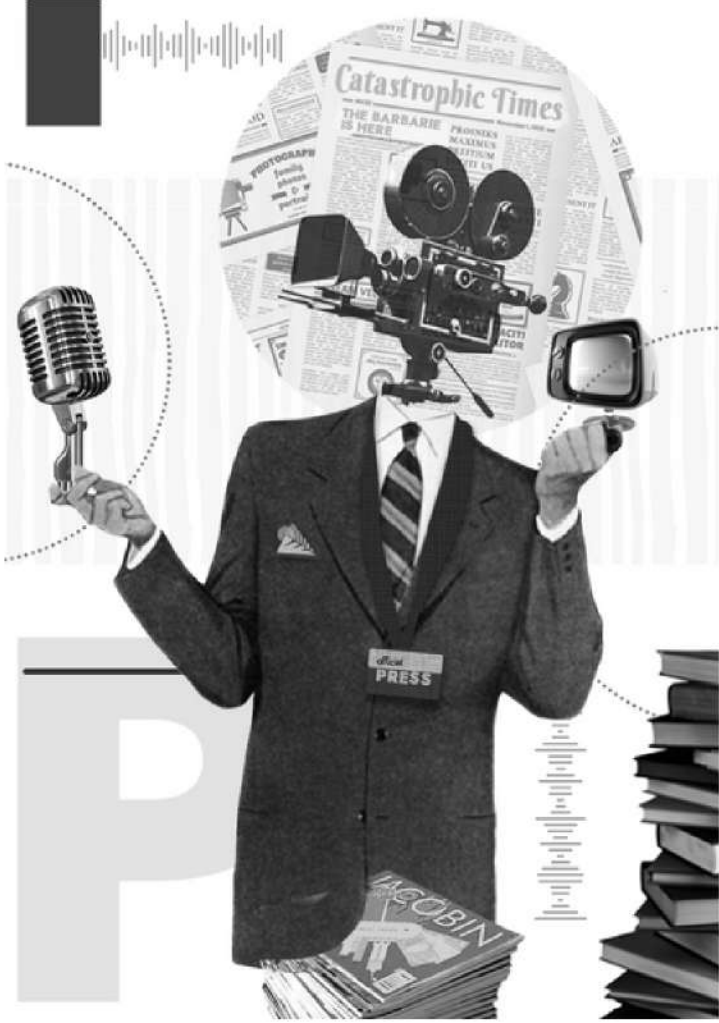

PLEASE CHECK OUR WRITING GUIDELINES HERE

IMAGERY

All illustrative images will be used in black and white, if possible as collages.

With the exception of people's profile pictures, which can be coloured.

IMAGERY / COLLAGES

IMAGERY / COLLAGES

Download the Resources

www.alameda.institute/publishing/brand-guidelines