

BRAND GUIDELINE



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INTRODUCTION

Alameda is an international institute that responds to threats of catastrophe through research connected to 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



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



HEX CODE: #F64226 | CMYK: 0 34 85 4 | RGB: 246 162 38

THE LOGO

CIRCLE

Collectiveness
Connected
Ecosystem
Hope

ORGANIC LINES

Tree-lines
Collectiveness
People
Nature

TRIANGLE

Professional
Direction
Trustworthy
Strong
Sharp



LOGO: PROPER USE



DO NOT change the colour.
Use colours in the palette.



DO NOT
rotate the logo.



DO NOT
crop the logo.



DO NOT
use tint or opacity.

BLACK & WHITE LOGOS



LOGO: 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

Primary Logo

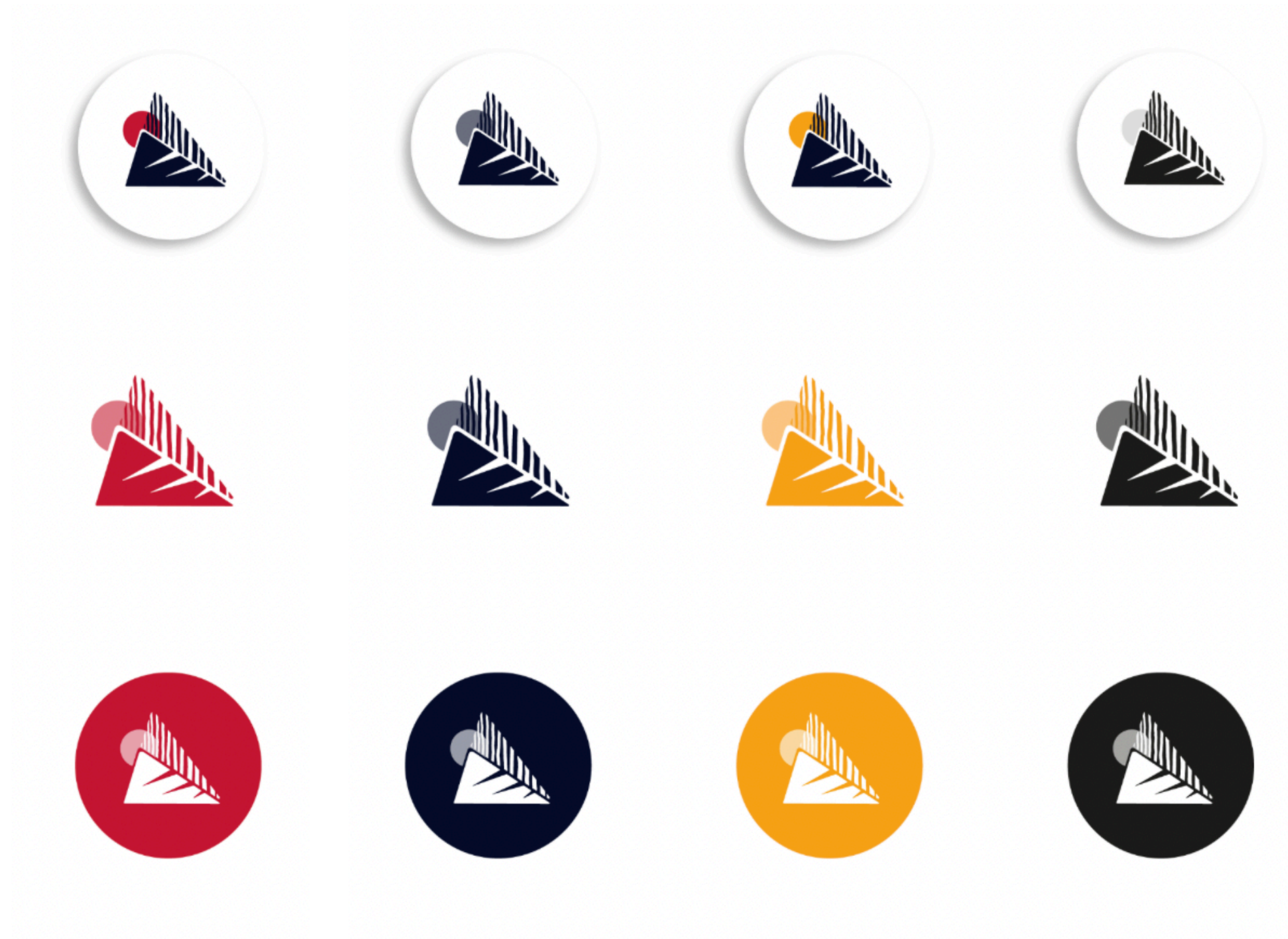


Icon



[download here](#)

ICONOGRAPHY



[download all logos here](#)

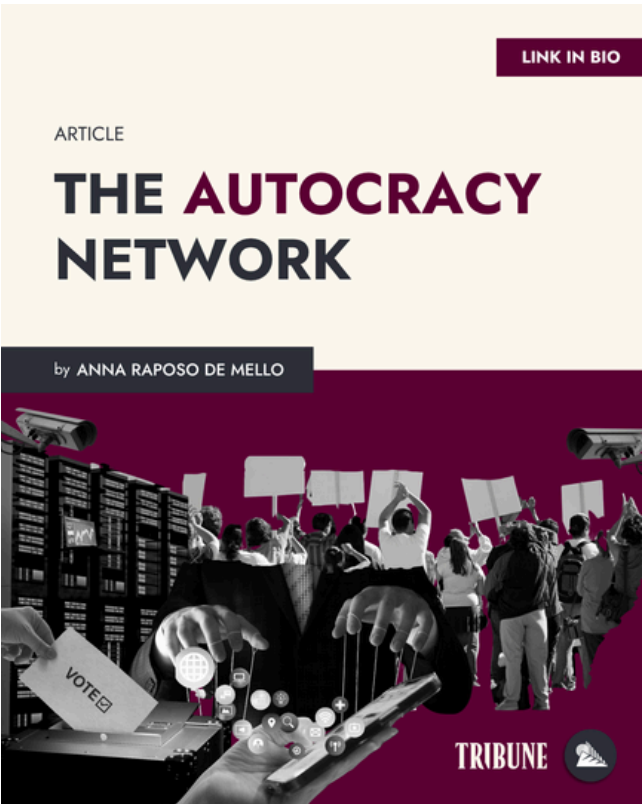
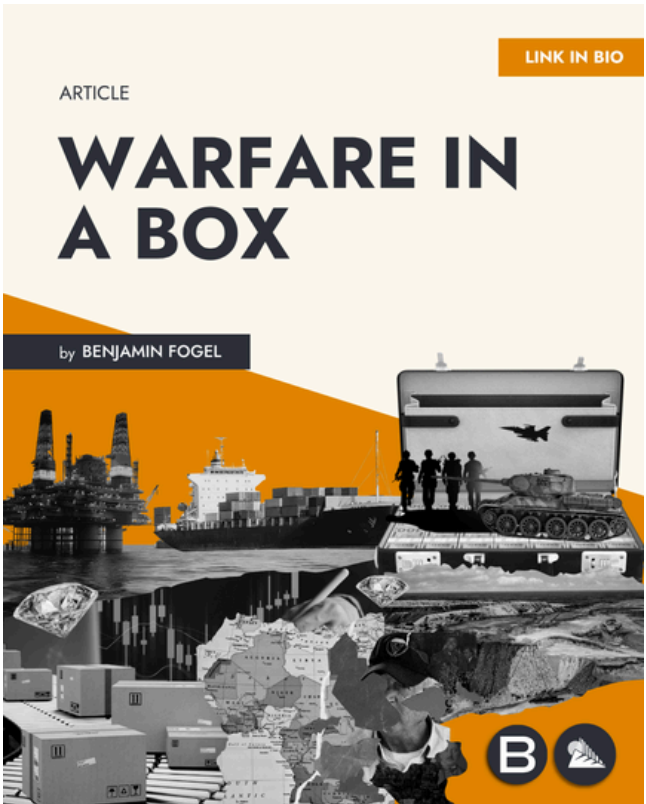
CO-BRANDING

When displayed alongside partner logos, ensure all logos are presented at a consistent size. Our logo should remain clearly visible and must not be distorted, cropped, or visually overshadowed.

Approved colour variations of our logo and partner logos may be used where appropriate, in accordance with each brand's guidelines.

	 TRIBUNE
 THE NEW STATESMAN	 EL PAÍS
JACOBIN 	 piauí

Application Examples



TYPOGRAPHY

JOST

- open source
- geometric sans-serif
- modern and minimalist
- multi-language support
- multi-script
- google fonts

[download here](#)

Jost SemiBold (600) – Main headings

Jost Light (300) – Subheadings

Jost ExtraLight (200) – Secondary body text

Jost Regular (400) – Body text

Jost Bold (700) – Emphasis

Jost Italic (400 Italic) – Emphasis and quotations

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

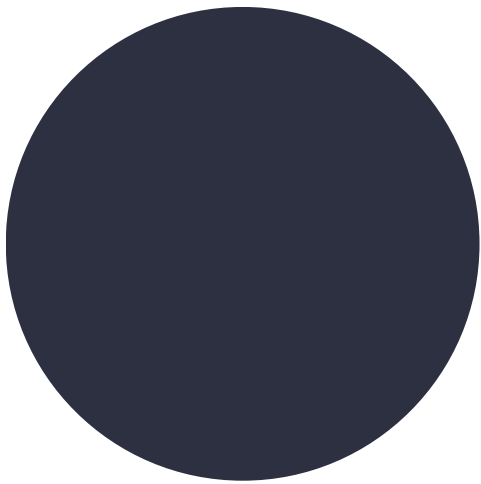
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

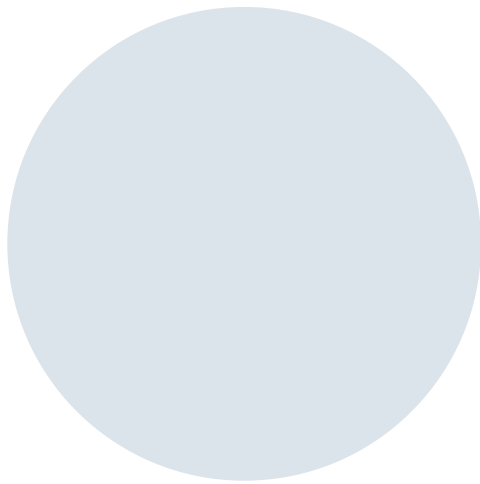
COLOUR PALETTE

(most used)

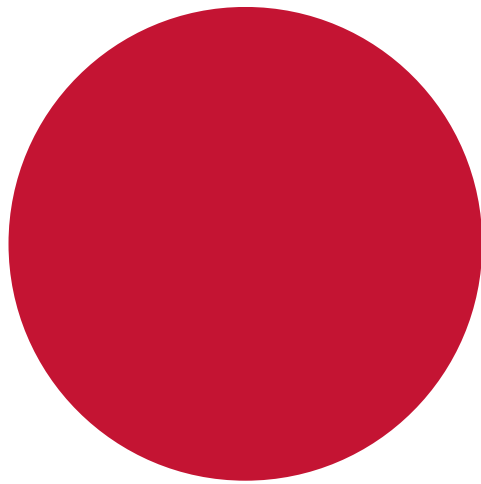
A new colour can be introduced, for example, in a new Dossier.



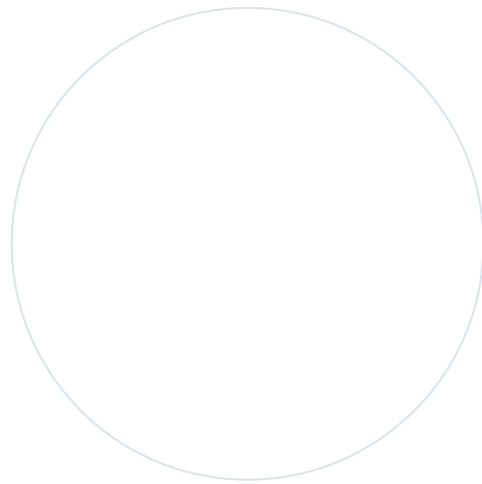
HEX CODE #2D3040
CMYK: 30 25 0 75
RGB: 45 48 64



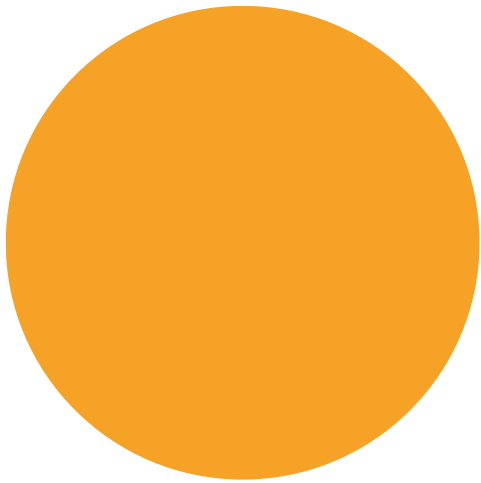
HEX CODE #DBE3EB
CMYK: 7 3 0 8
RGB: 219 227 235



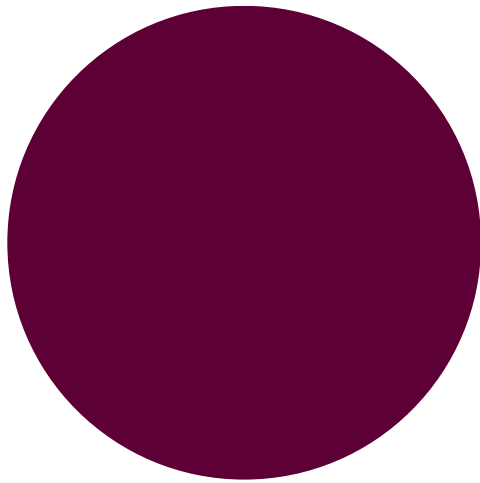
HEX CODE #C41433
CMYK: 0 90 74 23
RGB: 196 20 5



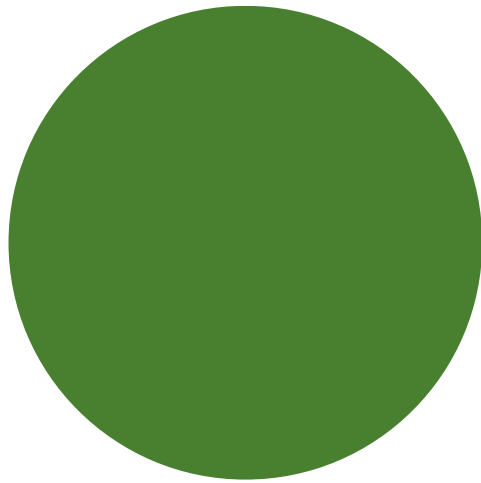
HEX CODE #FFFFFF
CMYK: 0 0 0 0
RGB: 255 255 255



HEX CODE #F6A226
CMYK: 0 34 85 4
RGB: 246 162 38



HEX CODE #5C0036
CMYK: 0 100 41 64
RGB: 92 0 54



HEX CODE #488030
CMYK: 44 0 63 50
RGB: 72 128 48



HEX CODE #FEF9ED
CMYK: 0 2 7 0
RGB: 254 249 237

BRAND EXTRA ELEMENTS

Pattern



IMAGERY/COLLAGES

All illustrative images were designed by our team.

Maintain the colours.

Ensure images remain high resolution and are not distorted or stretched.

Website



[download here](#)

IMAGERY/COLLAGES

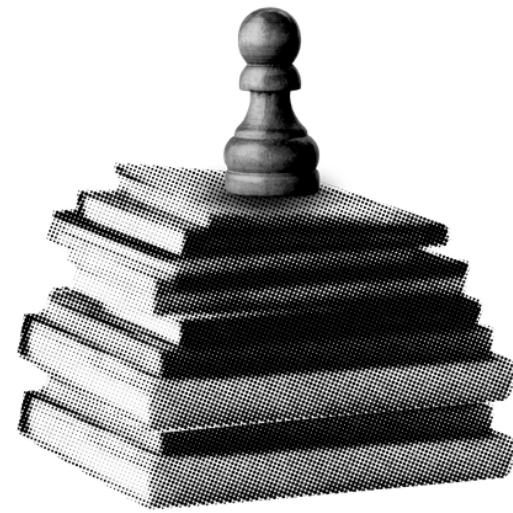
Website:



[download here](#)

IMAGERY/COLLAGES

Used in **videos**:



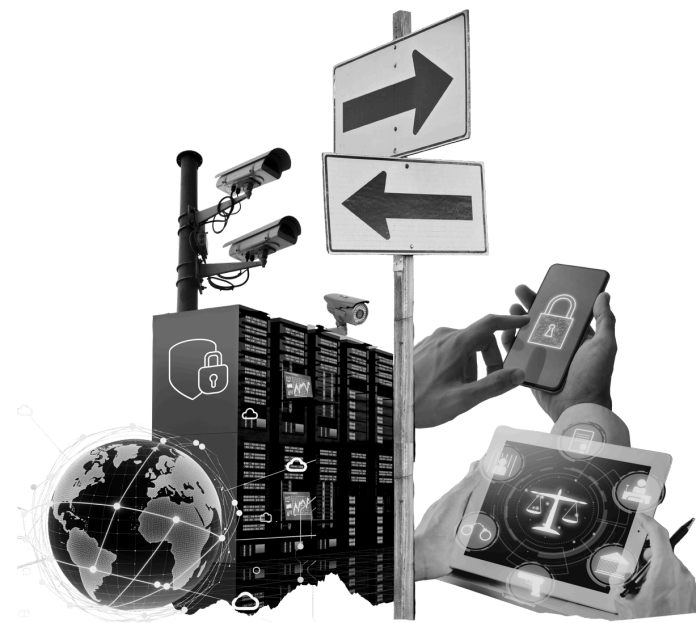
[download here](#)

IMAGERY/COLLAGES

After Order and its substreams:



1. Sovereignty Beyond Neoliberalism



2. Digital Sovereignties



3. Fragmented Sovereignties
and the Politics of Disorder



4. New Popular Sovereignties

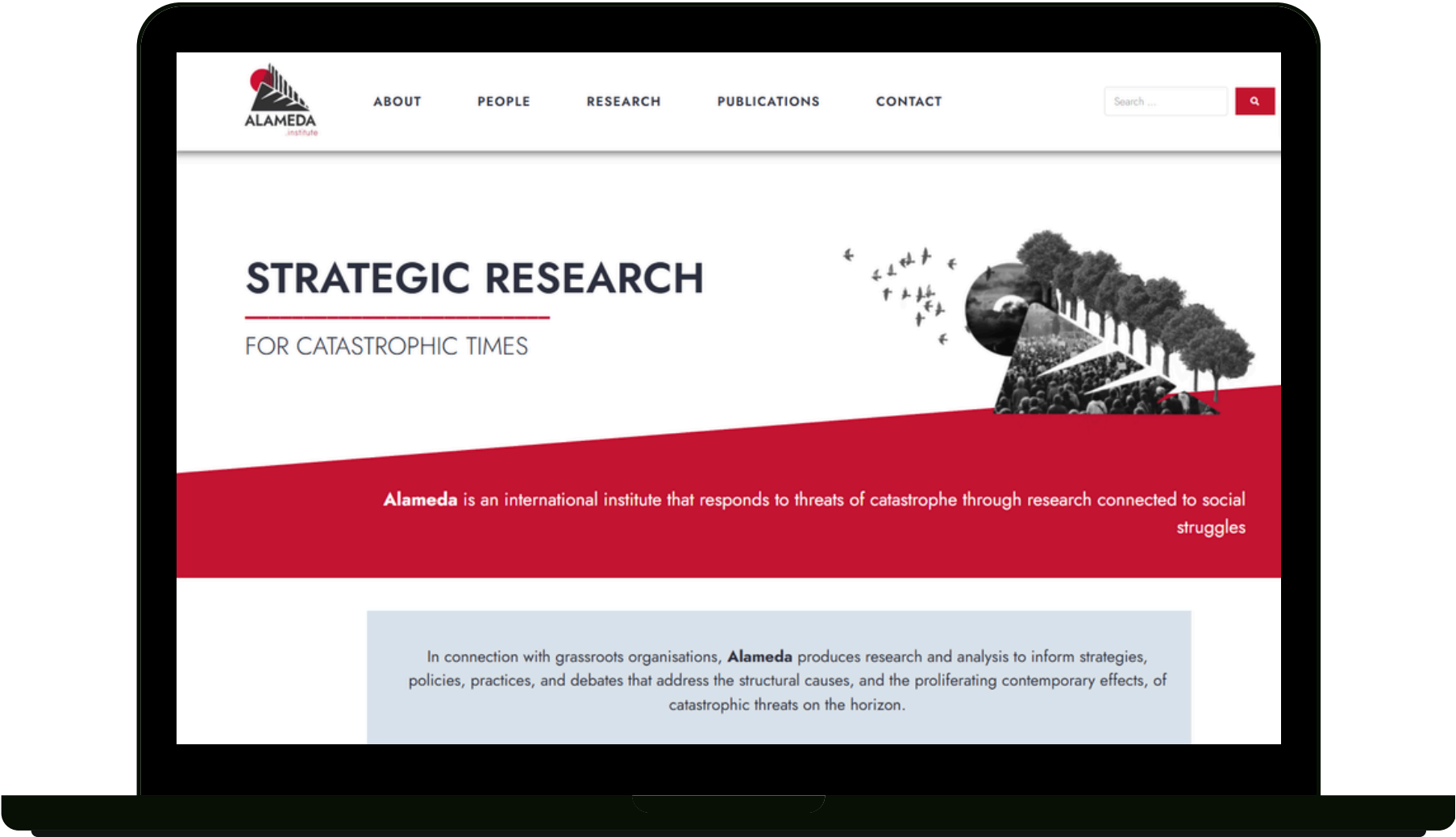


5. Non-Sovereign States
and Peoples

[download here](#)

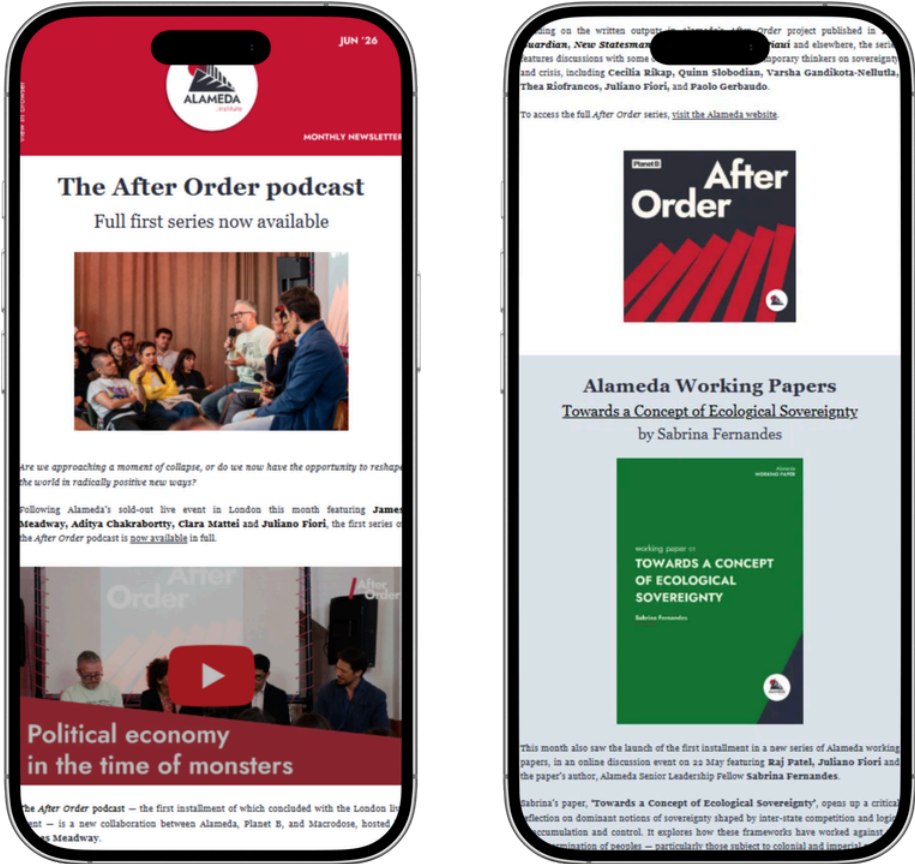
DIGITAL APPLICATIONS

Website



alameda.institute

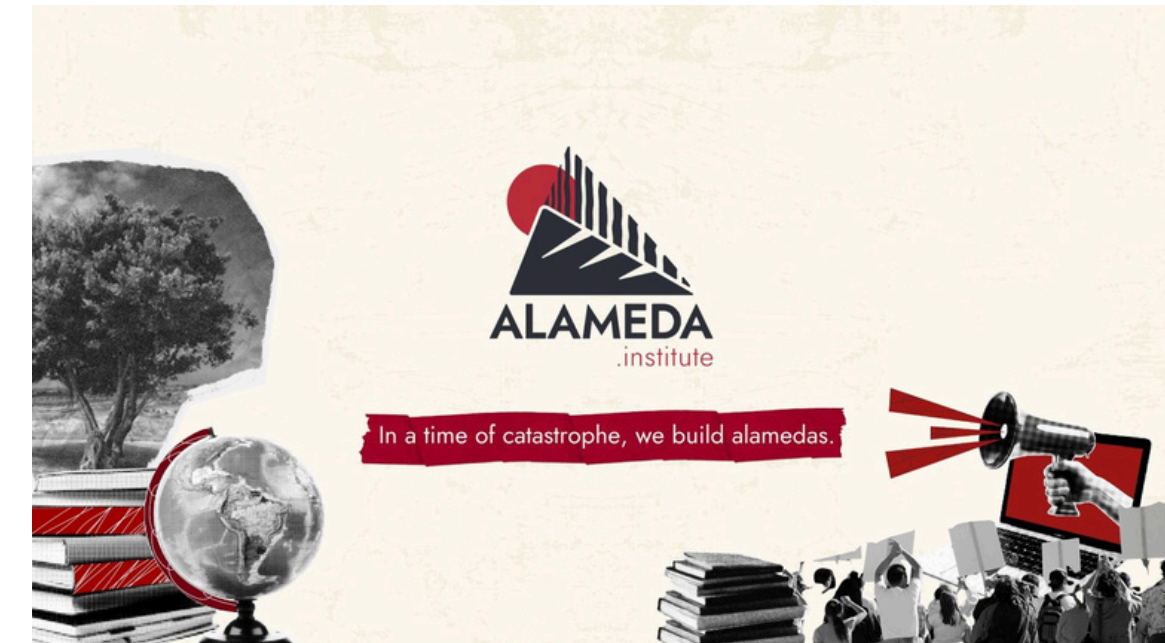
Newsletter



DIGITAL APPLICATIONS

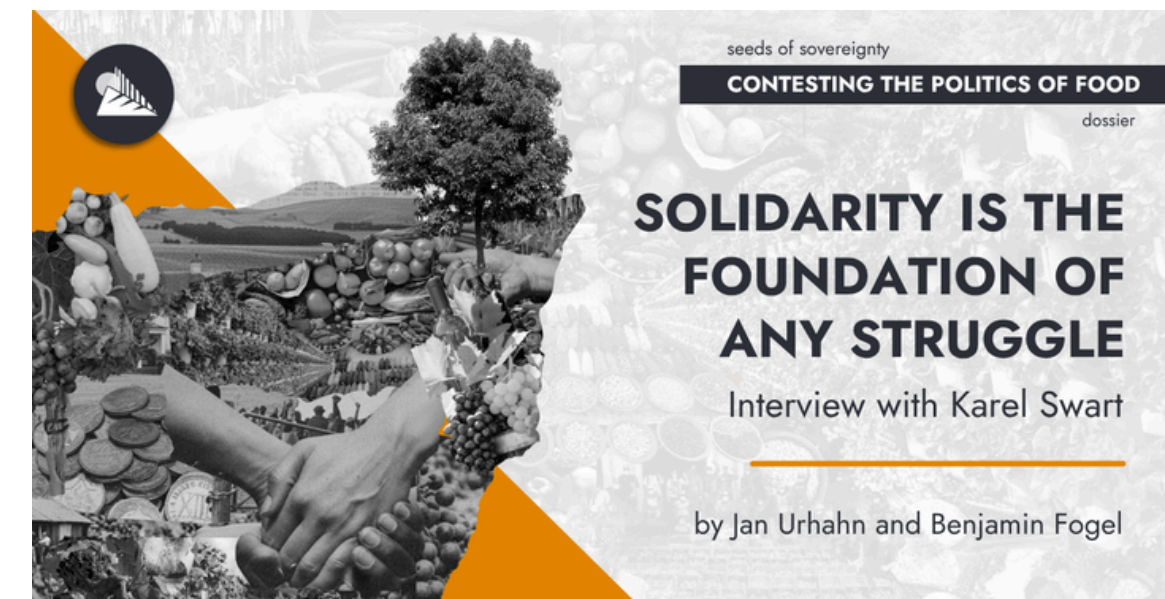
Youtube Thumbs

Size: 1280 px x 720 px



Website Post Thumbs

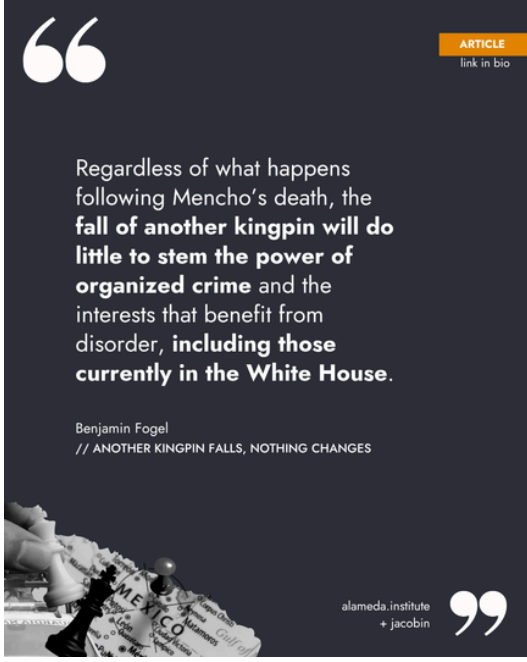
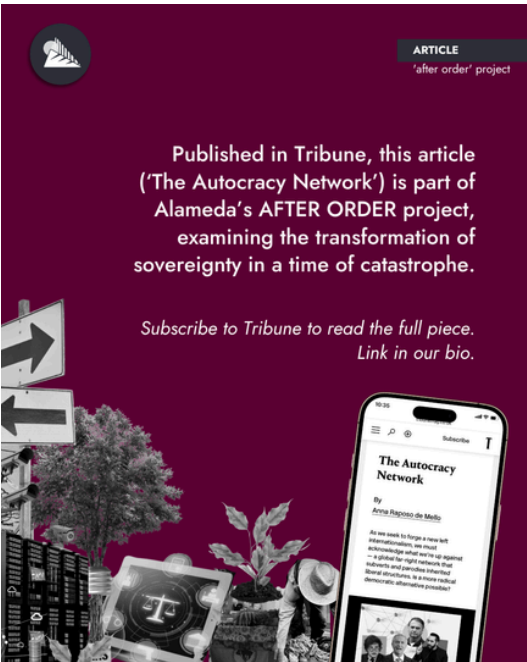
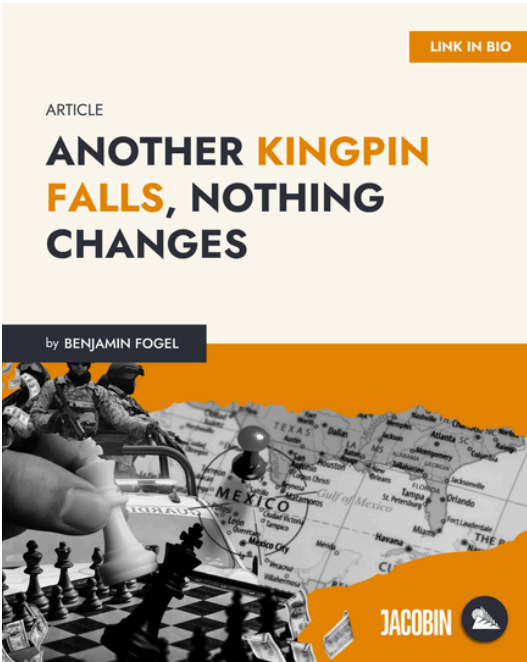
Size: 1200 px x 628 px



DIGITAL APPLICATIONS

Instagram Posts

Size: 1080 px x 1350 px



Alameda Instagram

