BRAND **GUIDELINE**

ALAMEDA
.institute

Last updated on 23 July 2026

CONTENTS

01. Introduction
04. The Brand
05. Core Elements
06. The Logo
08. Logo: Proper Use
09. Black & White Logos
10. Logo: Exclusion Zones
11. Logo Variations
12. Iconography
13. Co-Branding
14. Typography
15. Colour Palette
16. Brand Extra Elements
17. Imagery/Collages
21. Digital Applications



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



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.

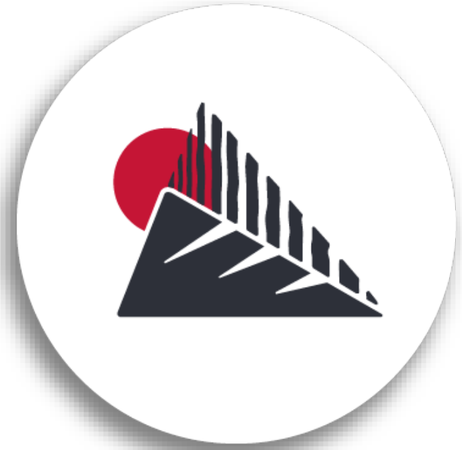
When in doubt, use the circle in the logo as a reference for the limits set on the four sides of the logo.

LOGO VARIATIONS

Primary Logo

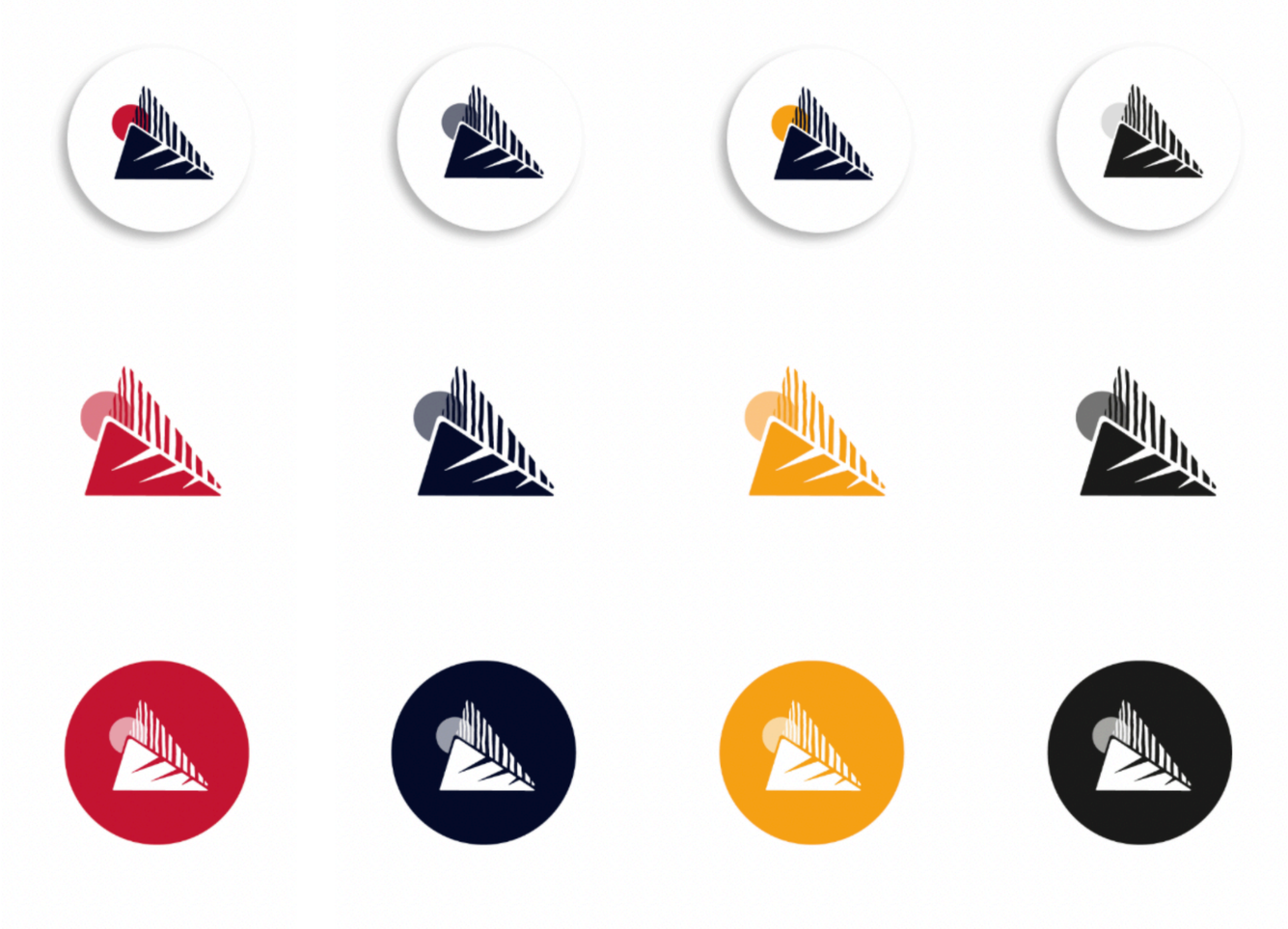
ALAMEDA
.institute

Icon



download here

ICONOGRAPHY



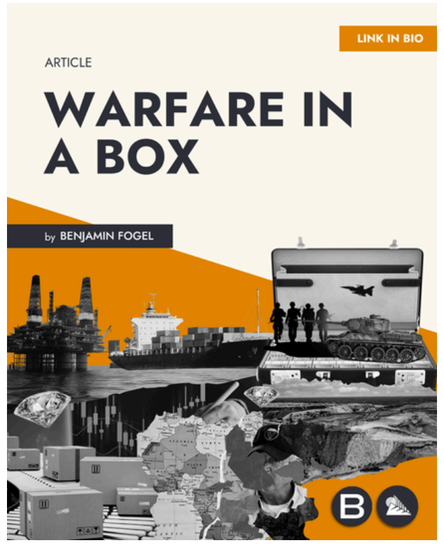
download all logos here

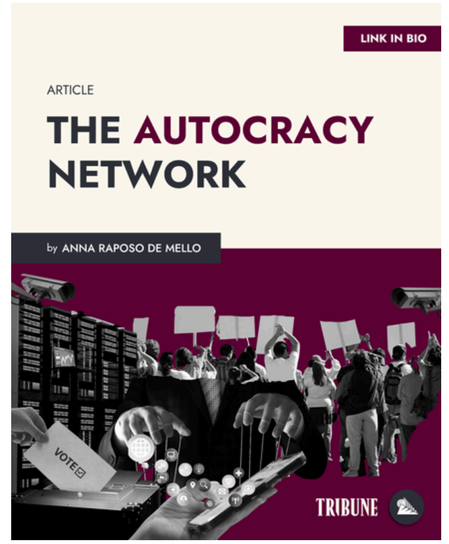
CO-BRANDING

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.

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

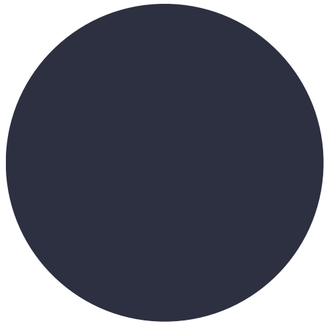
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOUR PALETTE

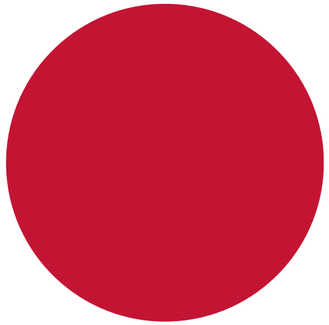
(most used)

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



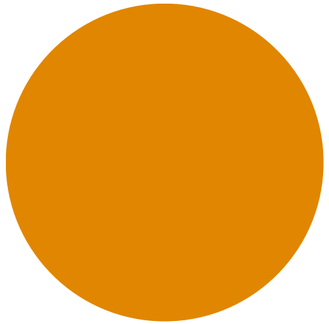
HEX CODE #2D3040
CMYK: 30 25 0 75
RGB: 45 48 64

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

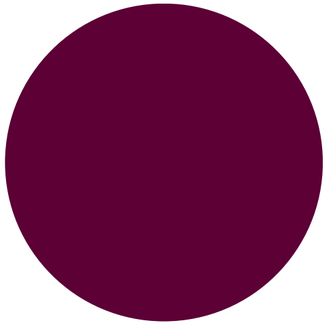


HEX CODE #C41433
CMYK: 0 90 74 23
RGB: 196 20 5

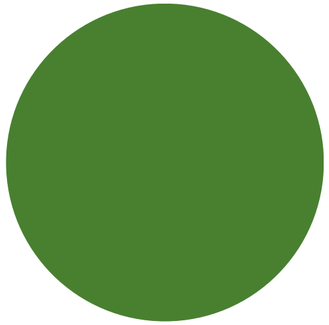
HEX CODE #FFFFF
CMYK: 0 0 0 0 0
RGB: 255 255 255



HEX CODE #E18600
CMYK: 0 40 100 12
RGB: 225 134 0



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.

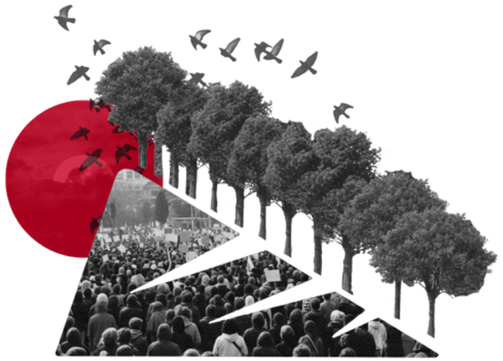
Website



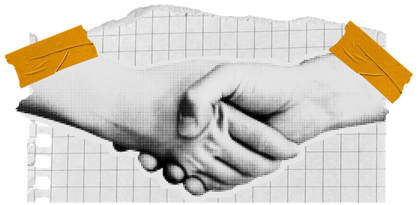












[download here]

IMAGERY/COLLAGES

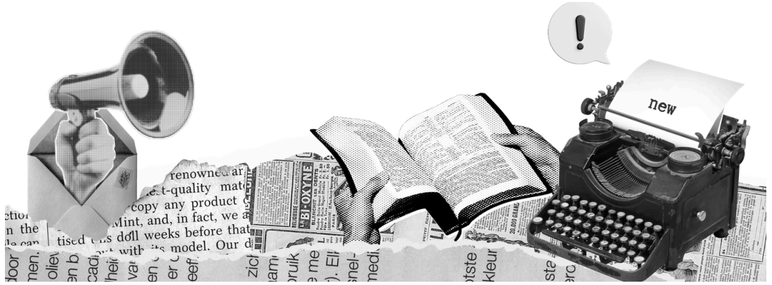
Website:













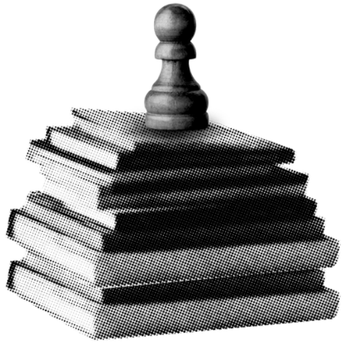


[download here]

IMAGERY/COLLAGES

Used in **videos**:















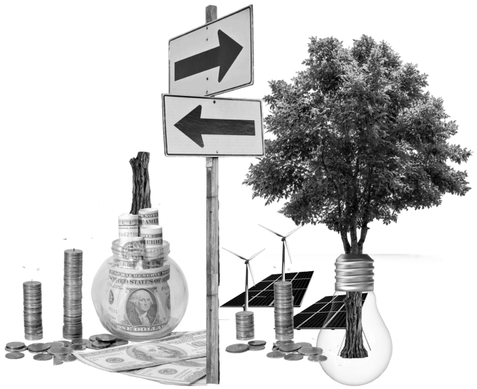


[download here]

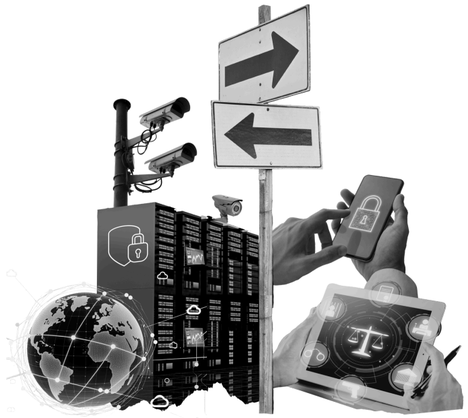
IMAGERY/COLLAGES

After Order and its substreams:





1. Sovereignty Beyond Neoliberalism



2. Digital Sovereignties



3. Fragmented Sovereignties and the Politics of Disorder



4. New Popular Sovereignties

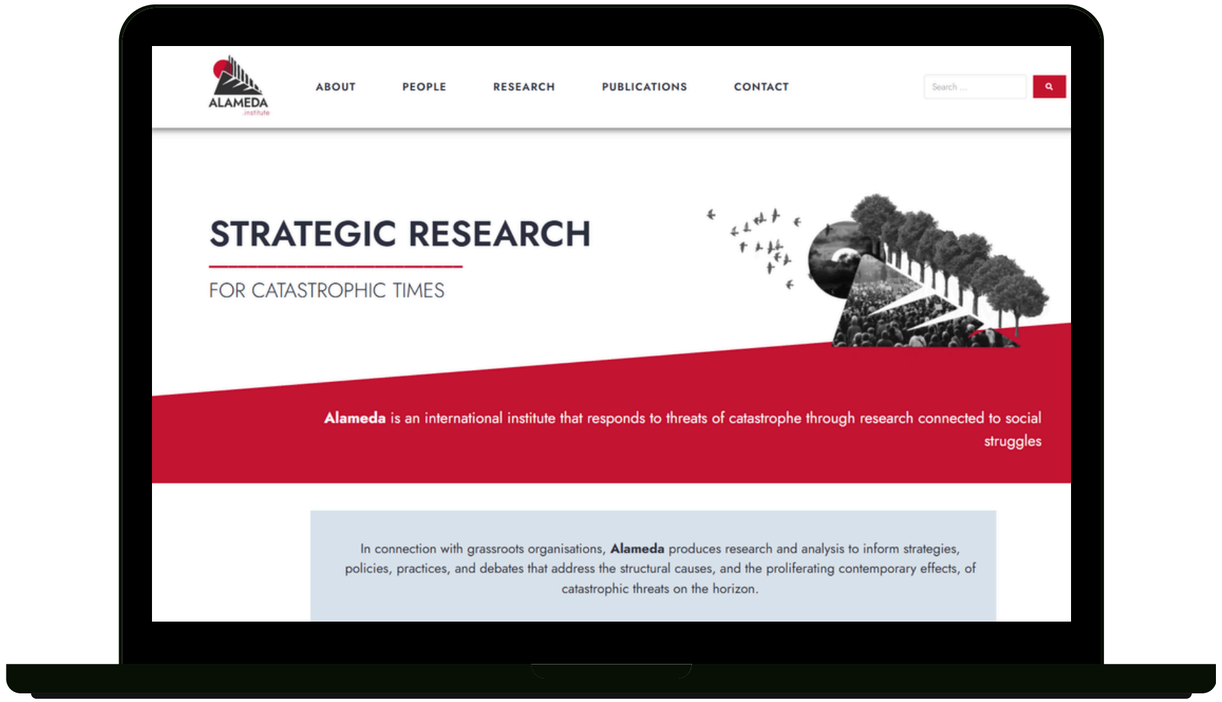


5. Non-Sovereign States and Peoples

download here

DIGITAL APPLICATIONS

Website



alameda.institute

Newsletter

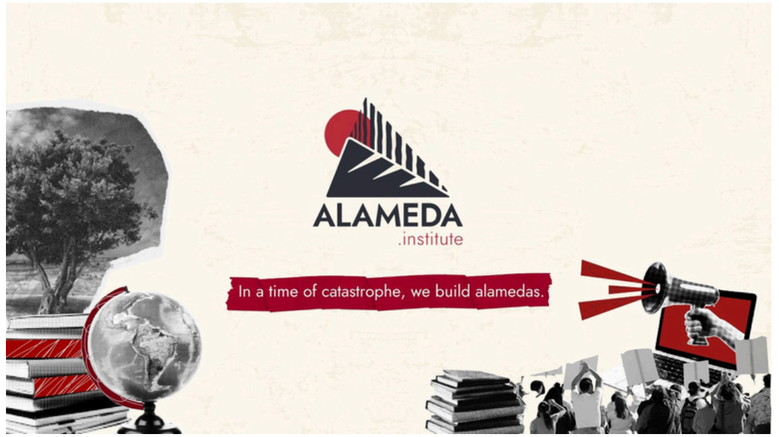


DIGITAL APPLICATIONS

Youtube Thumbs

Size: 1280 px x 720 px

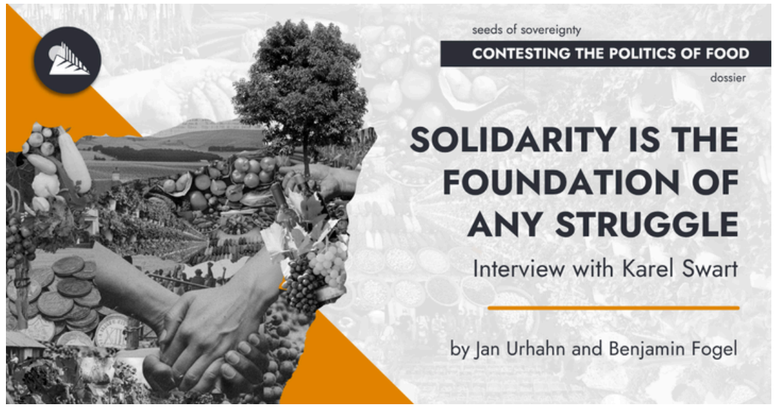




Website Post Thumbs

Size: 1200 px x 628 px





DIGITAL APPLICATIONS

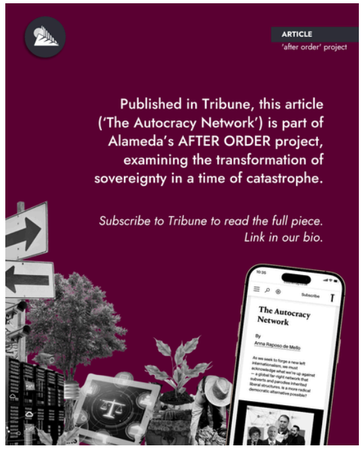
Instagram Posts

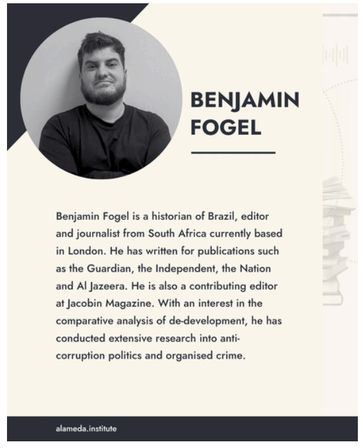
Size: 1080 px x 1350 px

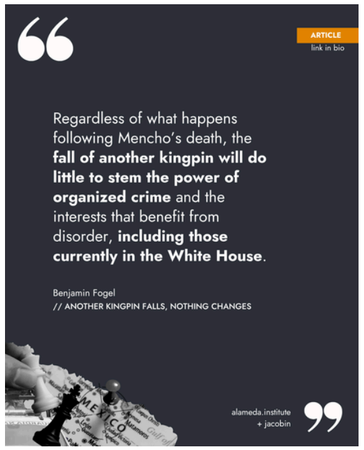














Alameda Instagram


ALAMEDA
.institute