



Brand Style Guide

Aleph Objects Incorporated Logo File Explanation



Aleph_Logo_CMYK.eps

This logo is for use in four-color advertisements and marketing applications (i.e., brochures, magazine ads).



Aleph_Logo_BW.eps

This logo is for use in black and white advertisements and marketing applications.



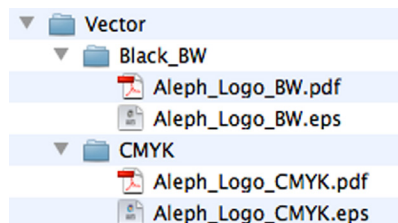
Aleph_Logo_WEB.jpg

This logo is for use on the web only.

Aleph Objects Incorporated Logo Format Explanation

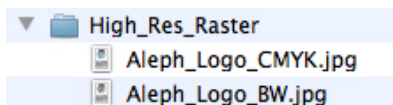
Vector Based Art

Vector based art should be used for print applications whenever possible. Vector based art can be scaled up or down without compromising image quality or greatly increasing file size.



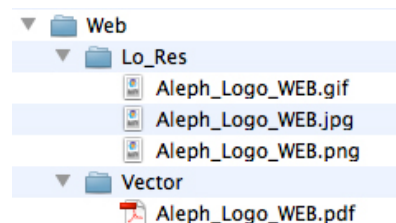
High Resolution Raster

These files can be used for print applications when vector based art cannot be used. It cannot be scaled up without compromising image quality.



Web Based Art

Web art uses web safe colors in RGB (red, green, blue) color mode and is 72 DPI. Web art should only be used for web applications. Using web art for any print application will result in poor image quality and inaccurate color.



Aleph Objects Incorporated Logo Format Explanation

- CMYK** Four color process/offset or digital printing
- BW** Black & White
- WEB** Web safe colors (RGB)

Aleph Objects Incorporated Common Misuses to Avoid



Do not change colors used in the logo.



Do not change typefaces used in the logo, or change any letterforms within the type.



The logo must not be out of proportion in any way.

Aleph Objects Incorporated Color Key

	C	M	Y	K	R	G	B
Dark Blue	70	15	0	0	39	170	225
Purple	85	90	0	5	73	59	146
Light Blue	41	6	0	2	138	198	233
Light Orange	0	50	100	0	247	148	30
Dark Orange	0	66	95	7	227	111	38
Gold	0	17	85	0	255	209	64
Black	0	0	0	100	0	0	0

CMYK for 4-color print jobs, RGB for web only.

Aleph Objects Incorporated Corporate Typefaces

ON RAMP: ALEPH OBJECTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*[]_+={}|:;'"<,.>?/

Montserrat-Regular: INCORPORATED

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+={}|:;'"<,.>?/