

How to use - Alma logo

This is the Alma wordmark – the beating heart of our new branding.

With its simple lettering, rounded shapes and hidden arrow, it's approachable, trustworthy and progressive - just like the business it represents.

Alma

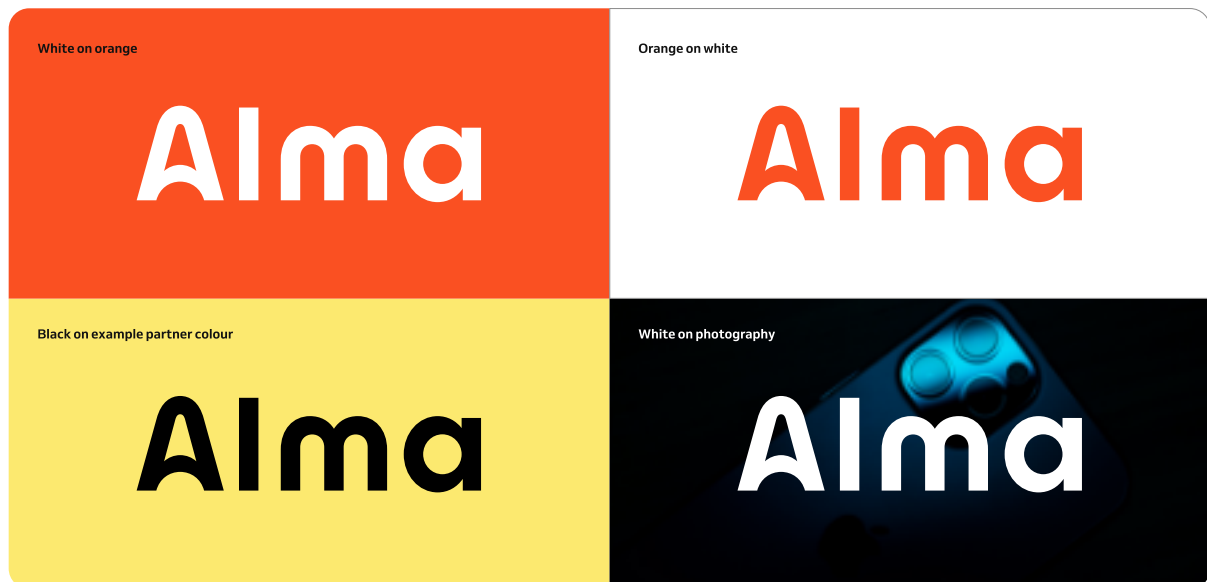
Clear space and minimum sizing

Carefully crafted by a typographer, the Alma wordmark is ready to go – you just need to keep a few rules in mind. Don't crop, twist or stretch it. Let it breathe by leaving a space the size of its lowercase 'a' around it as below. And to ensure legibility, never use it below 4.5mm in height.



Wordmark colourways

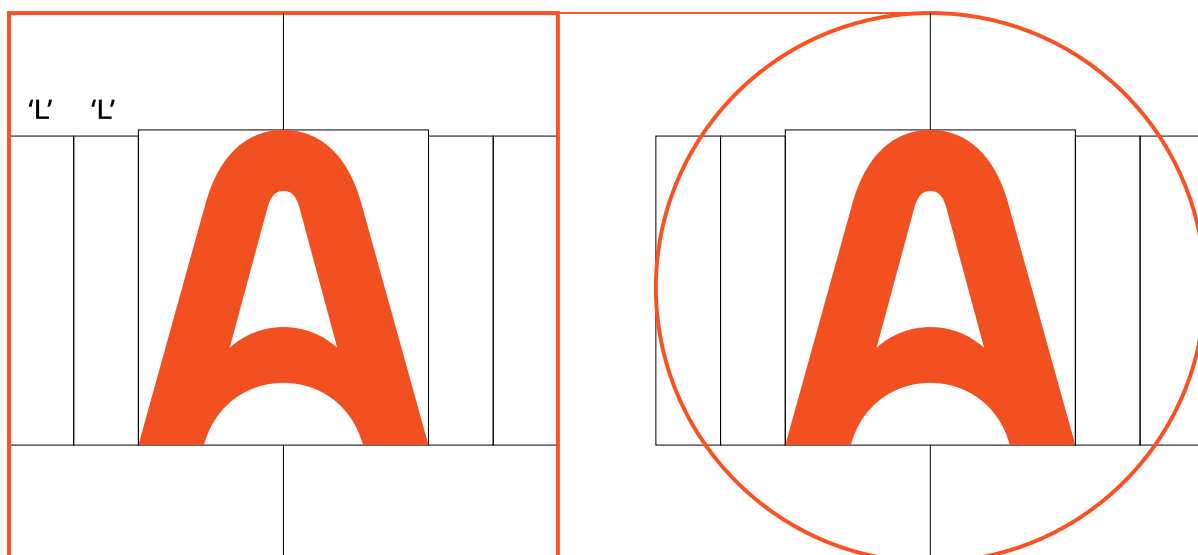
Use our logo in the brand colours of white and orange wherever possible. However, when the logo appears on photography, or a partner brand colour, a white or black version can be used to improve contrast.



Our shorthand wordmark

A is for Alma. This shorthand version of our word mark has been created for use as our app icon and across our social media profiles, to ensure maximum stand-out.

The icon should have a clear space around it equal to the width of two 'Ls' from the full wordmark. Draw a perfect square or circle with the icon centrally aligned and you'll then have the minimum height required



Misuse

We know, we know, you would never do this. But just in case.

Alma

Don't rotate the wordmark.

Alma

Don't alter the kerning or tracking of the wordmark.

Alma

Don't stretch or distort the wordmark.

Alma
The beat of better

Don't add taglines or other elements to the wordmark.

Alma

Don't outline the wordmark.

Alma

Don't add visual effects to the wordmark.

Alma

Don't use the wordmark in any colours other than Orange, White or Black.

Alma

Don't alter the opacity of the wordmark.