alignbridge



# Brand guidelines

www.alignbridge.ai

# About AlignBridge

How to describe AlignBridge and write our names.

| | |
|---|---|
| In one line | AlignBridge accelerates enterprise AI transformation. |
| Name | Write AlignBridge as one word, with a capital A and a capital B. Only the logo is in lower case. |
| Products | Tohmatsu, Architect, Foundry and Kaizen, each one word with a capital letter. |
| Tagline | Accelerate enterprise AI transformation. |
| Press | For interviews and press enquiries, write to us. |

# Logo

Our logo is our name in lower case, in two tones. Each version is shown on the background it is made for.




**Colour**

For white and light backgrounds.




**Reversed**

For dark backgrounds and photographs.




**Black**

For printing in one colour.




**White**

For one colour on a dark background.

# Using the logo

Please use the files as they are. Do not redraw, recolour, stretch or rotate the logo, or type our name in a font to make one.




**Clear space**

Keep a space around the logo at least as tall as its letter a.

**Minimum size**

Show the logo at least 100 pixels wide on a screen and 25 millimetres wide in print.

**Colours**

The colour logo is #172420 and #183B32. The reversed logo is #F5F6FA and #C6D9C9.




✕ Do not stretch it




✕ Do not change its colours




✕ Do not rotate it




✕ Do not add effects

# Icon

Our icon is the a of our logo on our green. Use it where only a square logo fits, such as an event app or a list of partners.



**Rounded**

For slides, documents and pages that show the icon as it is.



**Square**

For square logo spaces that a site rounds or crops into a circle itself.

# Colour

Green is our main colour and sage goes with it. Use them with night and white when you design something that carries our logo.




Our main colour

Our second colour

Dark backgrounds

Light backgrounds

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