



ALTITUDE GROUP

REACH | FEEL | INSPIRE

Corporate Identity

Concept and Composition:

Coalition Communication

For further information contact:

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The Logo

The Logo Variations

The primary logo should be used whenever possible to ensure brand consistency and recognition.

The secondary logo may be used in specific situations where the primary logo is not appropriate, such as on square where the full primary logo may not fit or be legible.

The AG Icon could be used in place of a primary logo, such as in very small spaces or on mobile devices where space very is limited. However, this should be done sparingly and with consideration for the overall impact on the brand's visual identity.



Primary Logo



Secondary Logo



AG Icon

The Logo

Core Element

The logo must always have good contrast with the background to ensure maximum impact and accessibility.

These are different colour backgrounds and reversed logo colour options.

FULL COLOUR RED LOGO | USED ON WHITE OR VERY LIGHT BACKGROUNDS



ONE COLOUR - BLACK OR REVERSED



The Logo

Core Element

These are different colour backgrounds - one colour logo option only.

The logo must always have good contrast with the background to ensure maximum impact and accessibility.



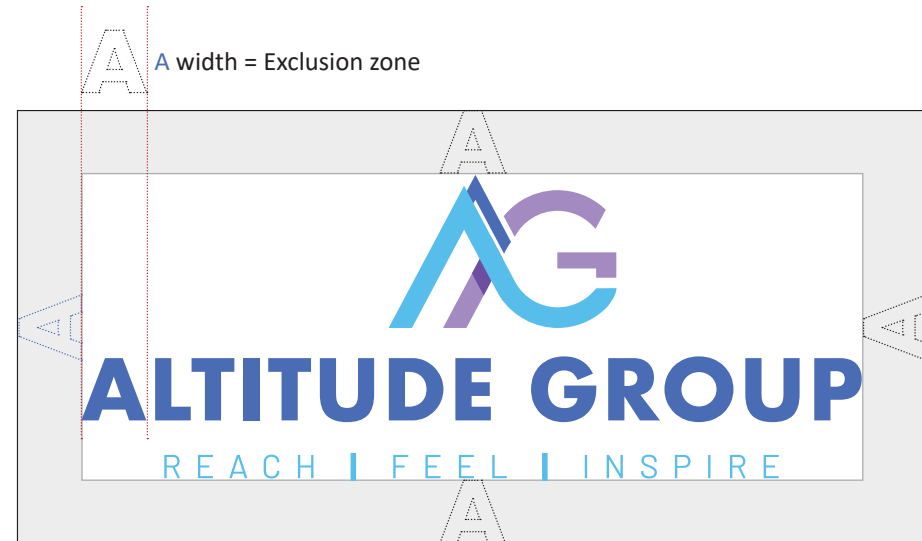
The Logo

Safe Zone

In order to maximise its visual presence the logo requires a surrounding area clear of any other graphic elements or text.

The minimum safe zone is equal to the width of the **A** of ALTITUDE GROUP. Always allow at least this amount of clear space around the logo. It is important that this rule is observed and the safe zone is maintained at all times.

The safe zone will help to give the logo clarity and presence as it will appear on many different applications and formats.



Colours

Colours

Pantone® and CMYK references



C: 68	R: 114
M: 82	G: 69
Y: 0	B: 149
K: 0	

PANTONE:
P 97-3 C



C: 37	R: 174
M: 47	G: 146
Y: 0	B: 196
K: 0	

PANTONE:
P 93-4 C



C: 77	R: 79
M: 59	G: 103
Y: 0	B: 175
K: 0	

PANTONE:
P 105-6 U



C: 57	R: 109
M: 08	G: 190
Y: 0	B: 235
K: 0	

PANTONE:
P 115-13 C

Typography

Typography

Typeface

Roboto has been selected as the Altitude Group's primary primary typeface used in the [print and electronic media](#).

Roboto	<i>Roboto</i>	Roboto	<i>Roboto</i>
Regular	Italic	Bold	Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

Arial has been selected as the Altitude Group's primary primary typeface used in the [print and electronic media](#).

Arial	<i>Arial</i>	Arial	<i>Arial</i>
Regular	Italic	Bold	Bold Italic

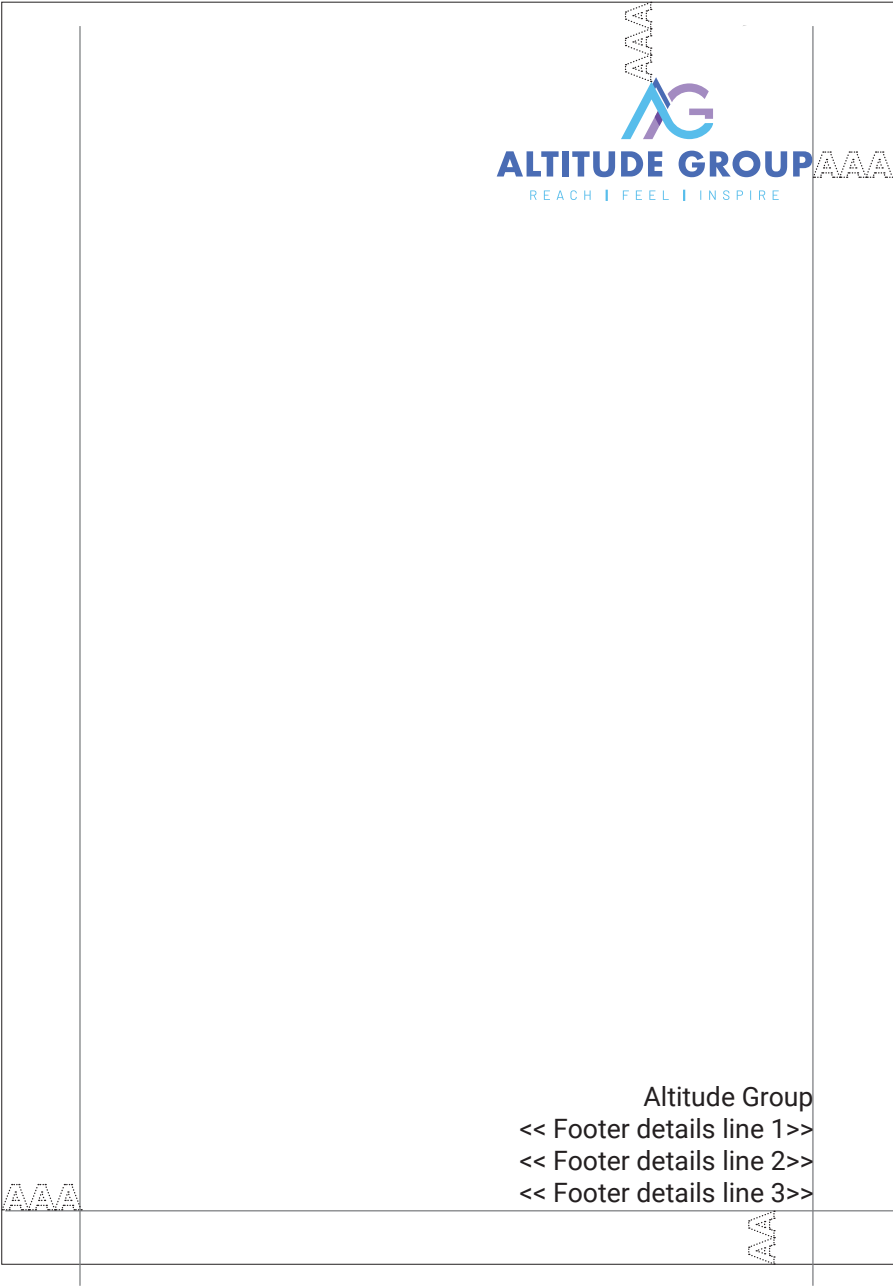
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

Templates and examples

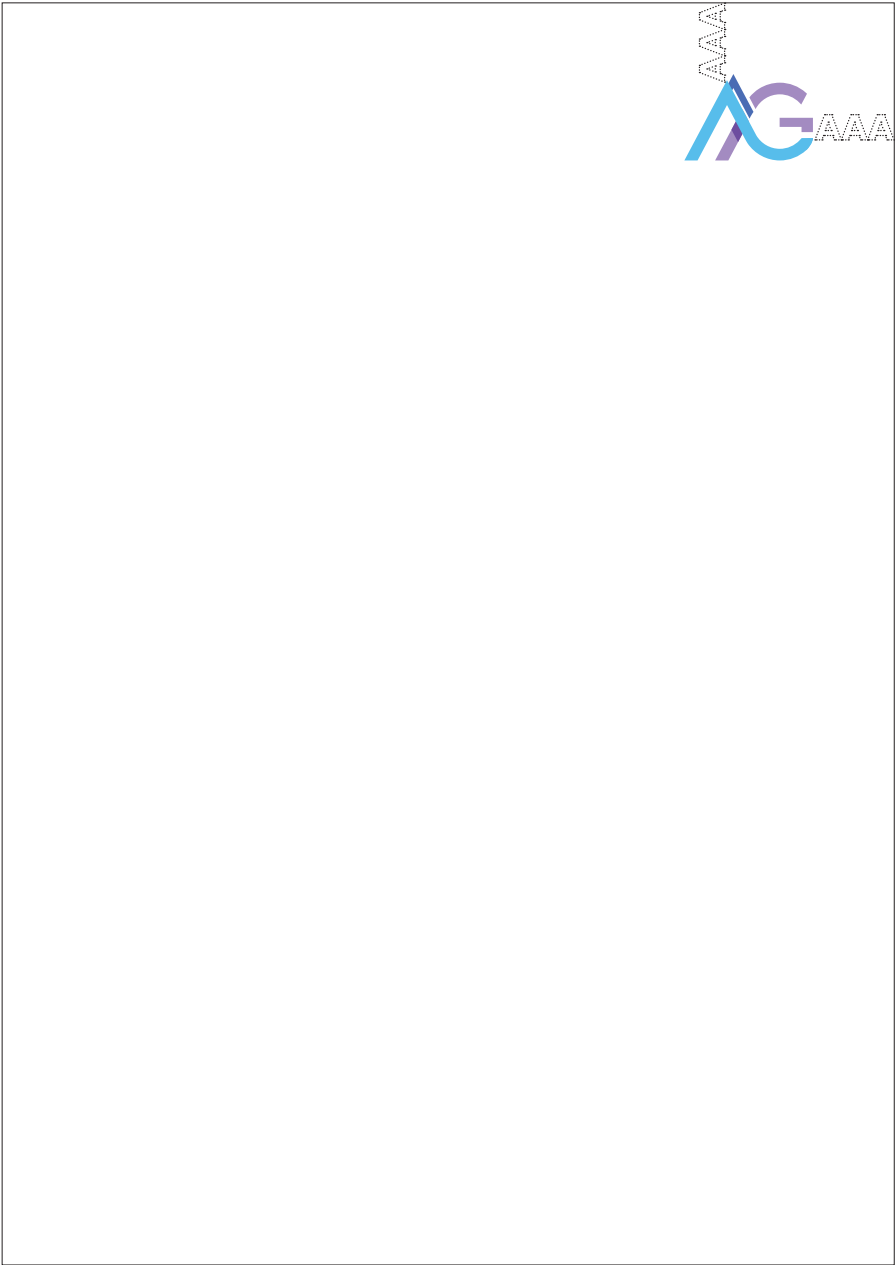
Templates

Stationery - Letterhead

Full Colour Letterhead first page



Full Colour Letterhead continuation page



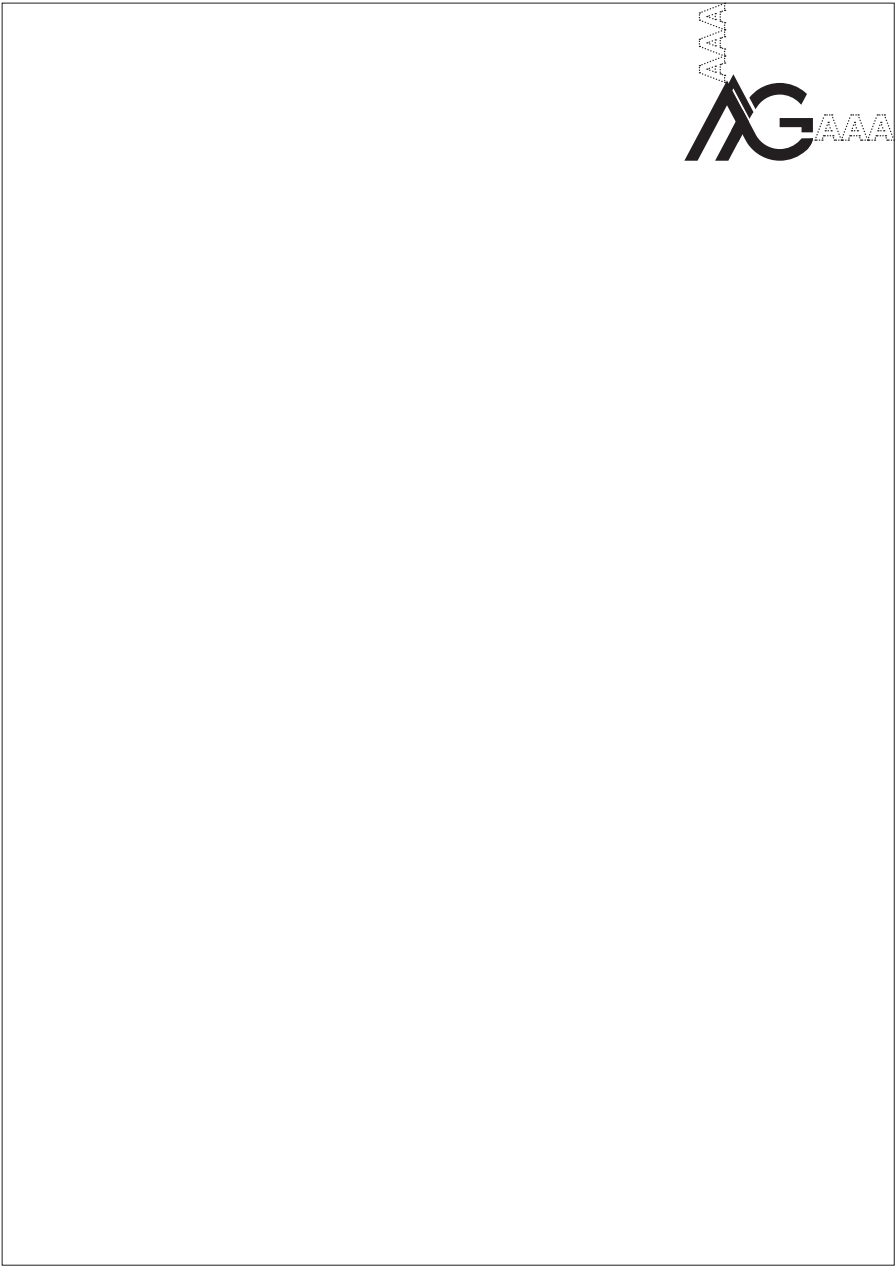
Templates

Stationery - Letterhead

One Colour Letterhead first page



One Colour Letterhead continuation page



Templates

Stationery - Business cards

Business card details

Font: Roboto

Namefont size: 9 point

Other font size: 8 point



Templates

Stationery - Email signature

New Message

Recipients

Subject



**ALTITUDE
GROUP**
REACH | FEEL | INSPIRE

NAME SURNAME

Title

001 234 5678

001 234 5678

name@company.co.za

www.company.co.za



SCAN TO SAVE

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