

The logo for ALP, consisting of the letters 'ALP' in a bold, orange, sans-serif font.

Produced in partnership with

CANSO | infinifina

# ALP BRAND GUIDELINES

## ALP LOGO CONTEXT

The ALP logo brings the bold logotype and the bright and inspiring gold of Infina together.

A large, bold, gold-colored logotype of the letters 'ALP' is centered on the page. The letters are thick and blocky, with a slight shadow effect behind them, giving them a three-dimensional appearance. The 'A' is a simple triangle with a horizontal bar, the 'L' is a vertical bar with a horizontal base, and the 'P' is a vertical bar with a rounded top and a horizontal base.

# PRIMARY ALP LOGO

The primary ALP logo is the version with only the two company logos below it. This logo is best utilized when introducing the brand, or being carried throughout the main ALP platform. **Note: In certain cases the two company logos may need to be enlarged to accommodate their respective brand guidelines.**



## SECONDARY ALP LOGO

This secondary ALP logo is the version without the partnership tagline, as well as the company logos. This logo is best utilized in areas where the application is too small to include the tagline, such as a website Favicon or as a supporting logo in the corner of a document.



## SECONDARY ALP LOGO (HORIZONTAL) WITH TAGLINE LOCKUP

The secondary ALP logo with tagline lockup is the preferred logo to use in applications where the logo is shown prominent as the focal point.



## SECONDARY ALP LOGO (VERTICAL) WITH TAGLINE LOCKUP

The secondary ALP logo with tagline lockup is the preferred logo to use in applications where the logo is shown prominent as the focal point.



## LOGO COLOR VERSIONS

This page shows some of the variations of the ALP logo on different backgrounds and correct coloration in response to the background the logo is presented on. This applies to all versions of the logo.

ALP

ALP  
CANSO | ∞infina

ALP  
Produced in partnership with  
CANSO | ∞infina

ALP ANSP  
LEARNING  
PORTAL  
Produced in partnership with CANSO | ∞infina

ALP

ALP  
CANSO | ∞infina

ALP  
Produced in partnership with  
CANSO | ∞infina

ALP ANSP  
LEARNING  
PORTAL  
Produced in partnership with CANSO | ∞infina

ALP

ALP  
CANSO | ∞infina

ALP  
Produced in partnership with  
CANSO | ∞infina

ALP ANSP  
LEARNING  
PORTAL  
Produced in partnership with CANSO | ∞infina

# LOGO DON'TS

The ALP logo should not be altered in any way.



**DON'T** stretch or distort.



**DON'T** alter the composition.



**DON'T** use colors outside of brand standards for portions of the logo



**DON'T** use colors outside of brand standards for the logo.



**DON'T** create the logo yourself.



**DON'T** highlight or stroke any part of the logo.



# PRIMARY FONT

We use Montserrat that is the primary font. Montserrat is used in ALP courses in order to bring branding throughout the platform as well as the font on Infina's website and Canso logo.

Montserrat Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## BRAND COLORS

We use a both Infina and CANSO brand colors to the ALP logo itself is consistent with Infina colors as the main developer of the platform.

Infina Gold



**R245 G173 B26**  
#f5ad1a  
**C3 M35 Y100 K0**  
**Pantone 1235C**

Infina Grey



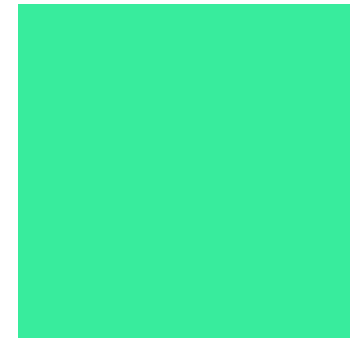
**R69 G73 B75**  
#45494b  
**C69 M59 Y56 K39**  
**Pantone 7540C**

CANSO Twilight



**R30 G26 B55**  
#1e1a37  
**C100 M94 Y0 K78**  
**Pantone 5255C**

CANSO Green Zing



**R56 G236 B157**  
#38ec9d  
**C58 M0 Y58 K0**  
**Pantone 7479C**



For more information contact:

**Steve McIntosh**

Technology/Creative Lead, Infina  
[smcintosh@infina.net](mailto:smcintosh@infina.net)