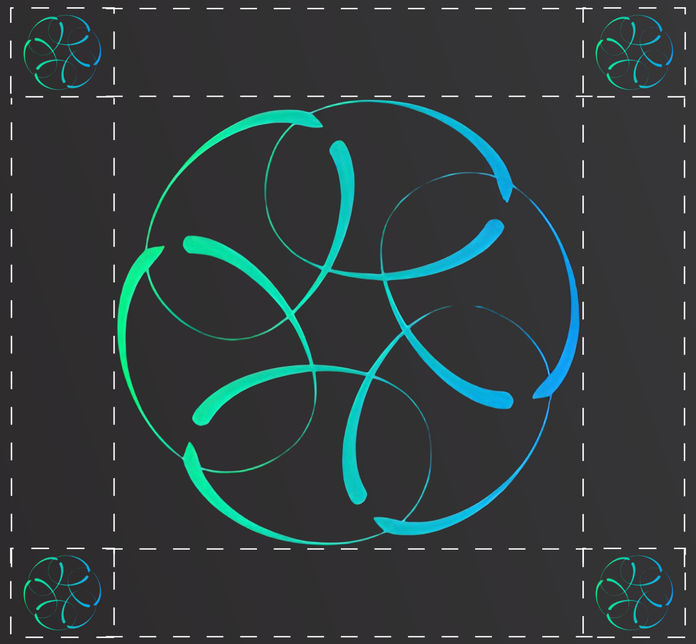
BRAND GUIDELINES

ALEX ZONE

THE LOGO

ALEX ZONE

YOUR PARTNER IN CORPORATE EXCELLENCE



CLEARE SPACE

ALEX ZONE

YOUR PARTNER IN CORPORATE EXCELLENCE

ALEX ZONE

YOUR PARTNER IN CORPORATE EXCELLENCE

BLACK & WHITE

COLOR PALETTE

OUR COLOUR PALETTE IS PURPOSEFULLY CHOSEN TO CAPTURE THE UNIQUE ESSENCE OF OUR BRAND. TOGETHER, THESE COLORS CREATE A LAVISH AND HARMONIOUS VISUAL IDENTITY THAT STANDS OUT.

RAISIN BLACK

HEX CODE: #231F20

FLUORESCENT CYAN

HEX CODE: 00CFC8

HEX CODE: #3B2C27

HEX CODE: #009C97

HEX CODE: #FFFFFF

HEX CODE: #E6E6E6

THE FONT

OUR PRIMARY FONT IS

Rubik

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 0

Bb

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 0

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OUR SECONDARY FONT IS

Catamaran

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 0

Bb

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 0

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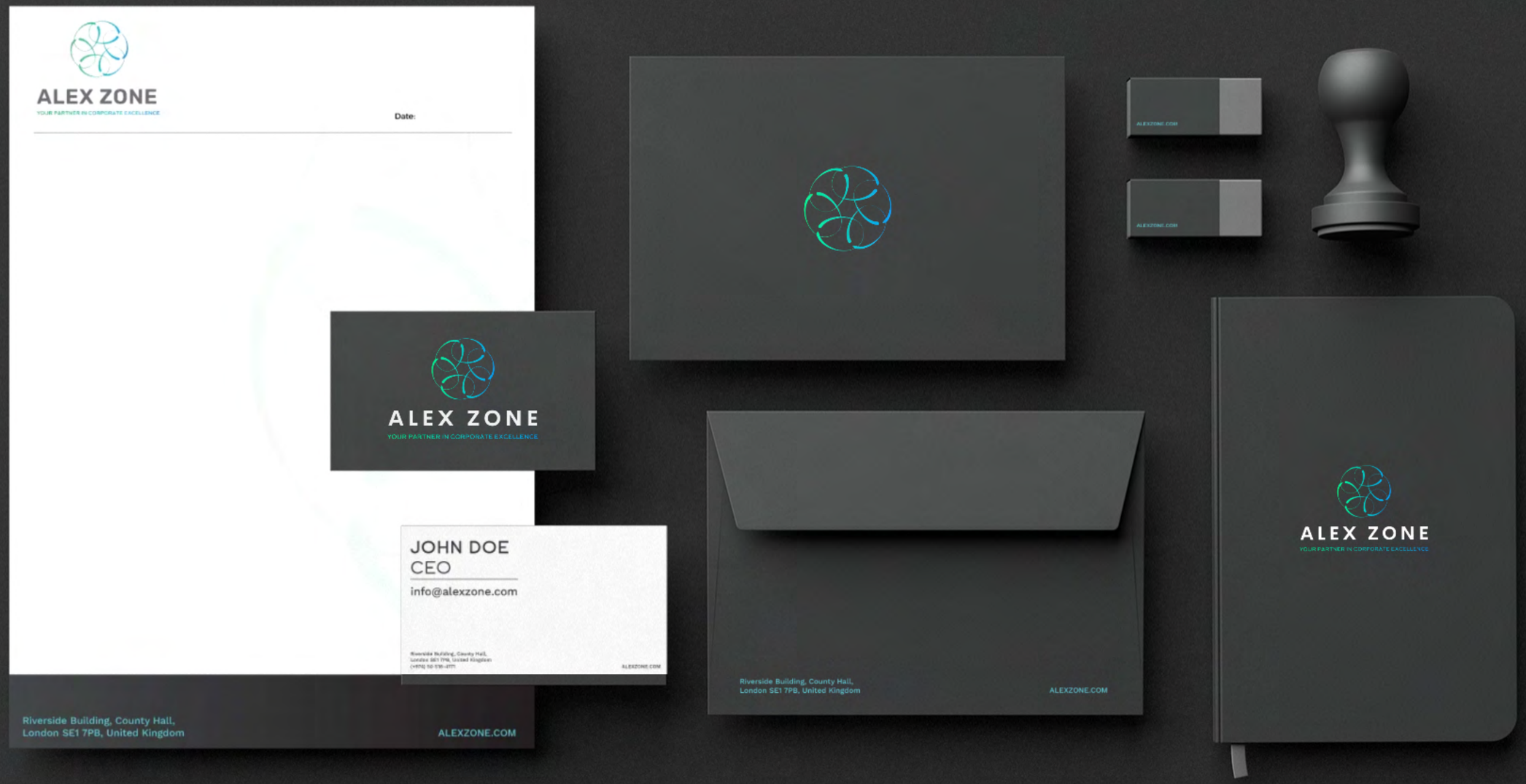
LOGO APPLICATION

ALEX ZONE

YOUR PARTNER IN CORPORATE EXCELLENCE

9:41
2
Alex Zone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Date:
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THANK YOU