Brand Identity Guidelines

Ultimo aggiornamento: **30.09.2025**

This document is intended for the Alps ecosystem and its partners.

It serves as a guide to ensure consistent and accurate communication across all partnership contexts.

Our goal is to protect the integrity of the Alps brand, help you reference it appropriately, and provide access to the correct brand assets.

Logo

The wordmark and icon together form our primary logo. This lockup is the clearest expression of Alps, reflecting both our name and our origins.

Icon: Our core visual element, "the peak" symbol embodies the essence of our identity: a bold, minimal shape inspired by Alps mountain peaks. It's used when a iconic and compact representation is needed.

Wordmark: This is our representational mark. It's used primarily across owned channels and in partnerships, especially when shown alongside other brands.

Vertical logo: is the ideal for situations where horizontal space is limited or a more compact layout is needed.
Use it in any context where a tall, centered presentation enhances visibility and balance.

Primary logo

Vertical logo

Icon

Wordmark

Logo

The **inverted version** of the Alps logo (black on white) is used when maximum contrast and clarity are needed.

Ideal for light backgrounds, printed materials, or any context where the standard color version would lose impact.

Primary logo

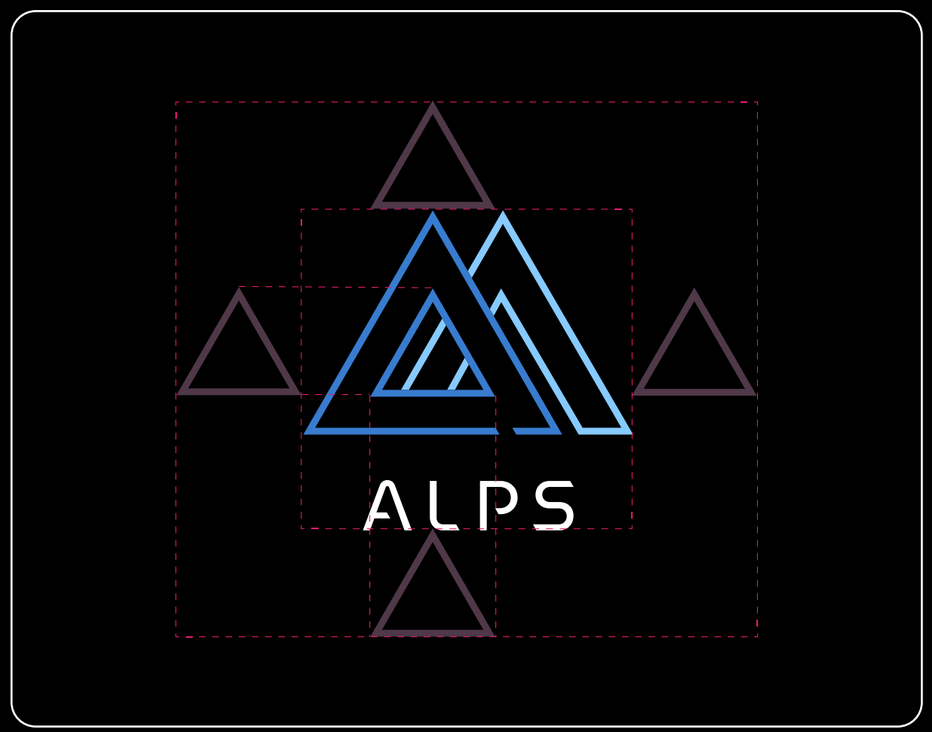
Vertical logo

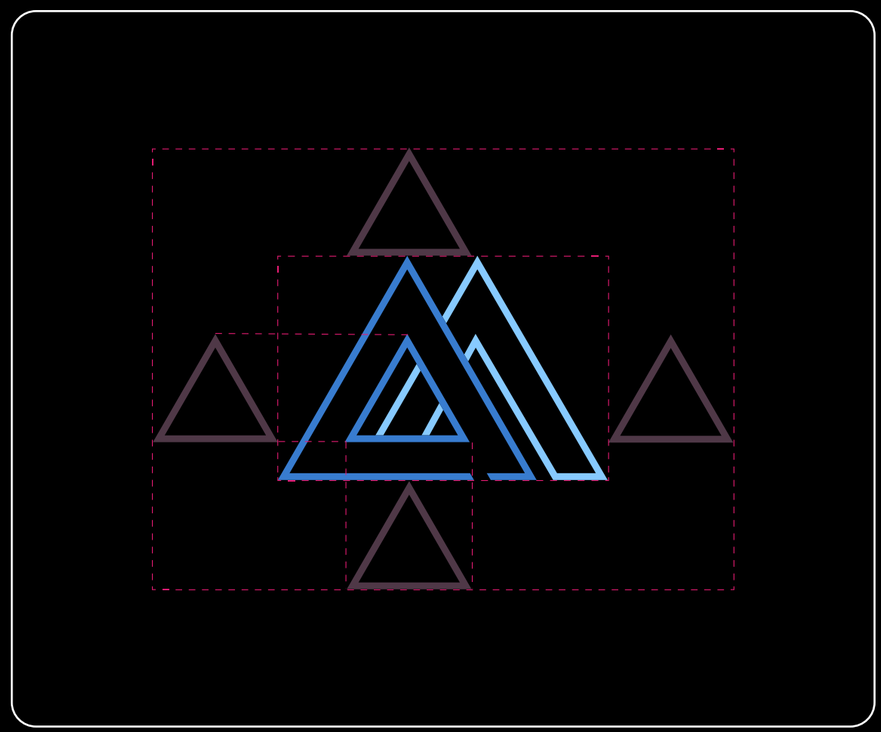
Icon

Wordmark

Clearspace

Clearspace is defined by the size of the internal triangle of the logo: no other graphic elements, text, or imagery should enter this area. Maintaining this space preserves the logo's integrity and prevents visual clutter.



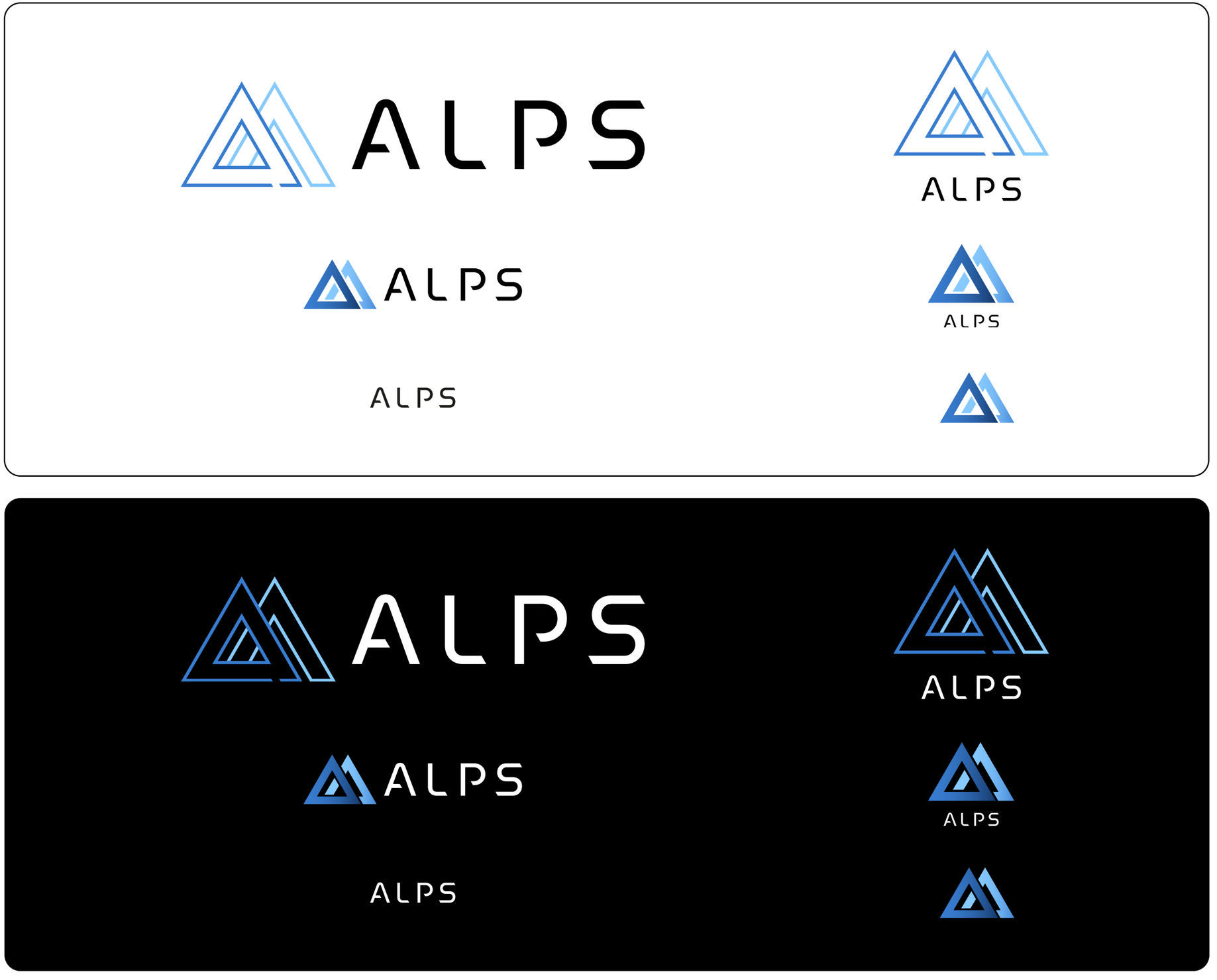


Visibility

Filled Logo Usage
The filled version of the Alps logo is designed for use at small sizes. Its solid shapes maintain clarity when space is limited, where the outline version could appear too thin or lose definition.

Use the filled logo in icons, favicons, tags, labels, or any context where the logo appears very small or needs to stand out against busy backgrounds.

This approach ensures the brand remains instantly recognizable, even at minimal scales.

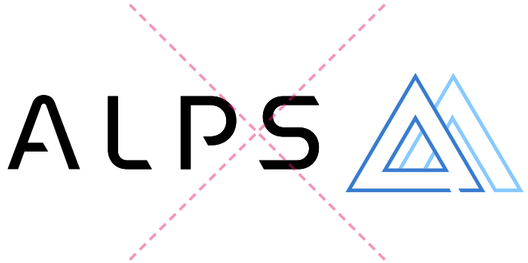


Logo don’ts

To make sure our logotype appears as consistently as possible throughout our communications, we’ve identified a few ways we don’t want our logotype to appear.

Don’t rotate the logotype.

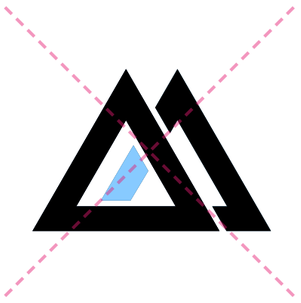
Avoid stylizing the logotype with outlines, glows, or any other techniques.



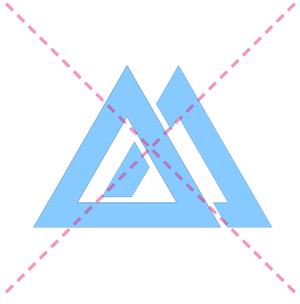
Do not swap the positions of the icon and the wordmark.

Don’t alter the shape of the lettering.

Don’t change the proportions between the icon and the wordmark.



Do not fill the icon with colors that are not part of the official palette.



Only use specified colours to represent the logotype.

Avoid placing the logo on backgrounds that reduce its legibility.

Don’t skew or stretch the logotype.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ALPS

Color palette

The primary palette was developed with the web in mind using the **RGB color method**.

#181d3e
RGB (25, 30, 63)

#387ccf
RGB (56, 124, 207)

#b591f5
RGB (181, 145, 245)

#5bdbd5
RGB (91, 219, 213)

#b591f5
RGB (135, 202, 255)

#ffffff
RGB (255, 255, 255)

#000000
RGB (0, 0, 0)

Color palette

The primary palette was developed with the web in mind using the **RGB color method**.

C: 100 M: 90 Y: 35 K: 55

C: 78 M: 47 Y: 0 K: 0

C: 46 M: 0 Y: 24 K: 0

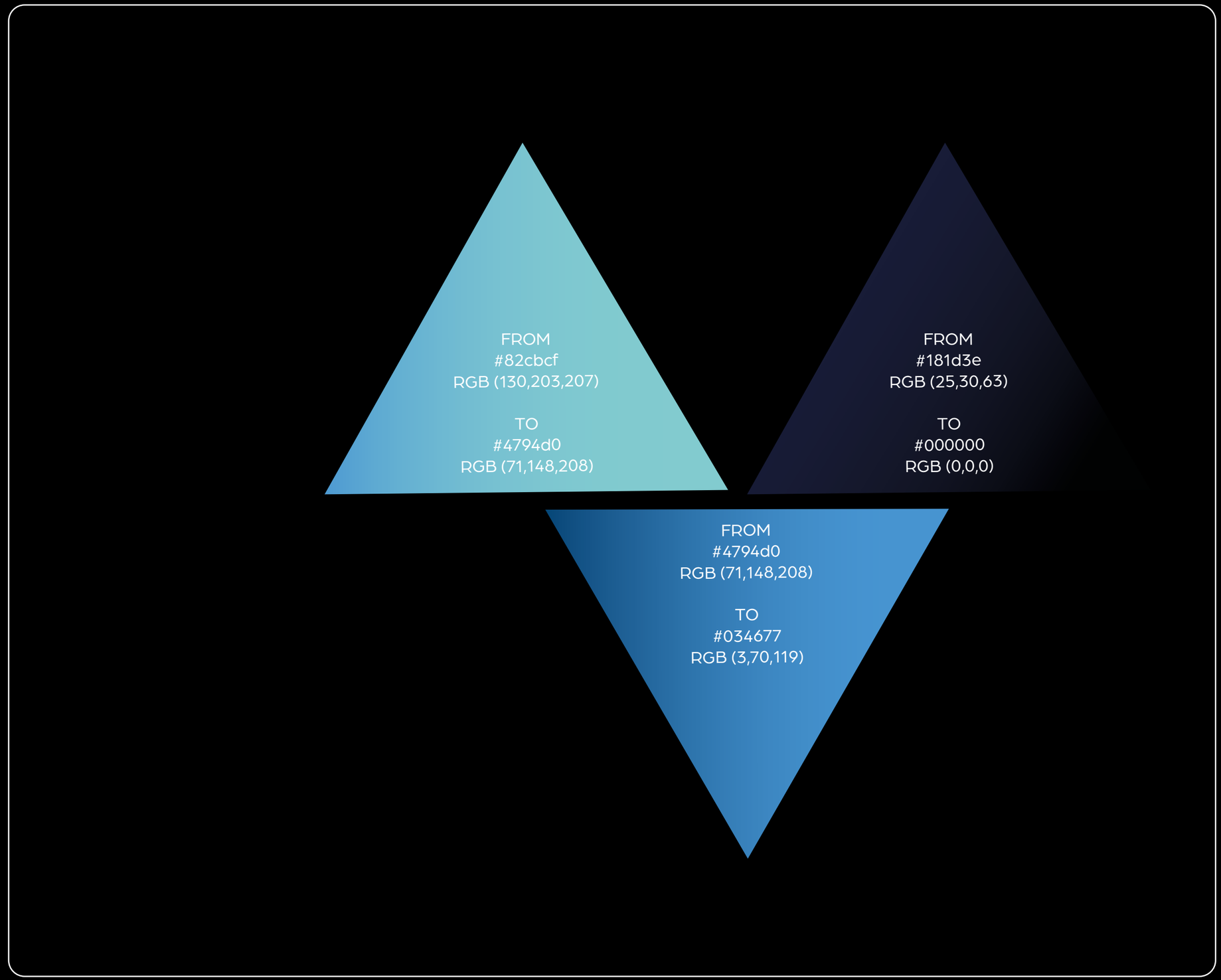
C: 47 M: 9 Y: 0 K: 0

#ffffff
RGB (255, 255, 255)

#000000
RGB (0, 0, 0)

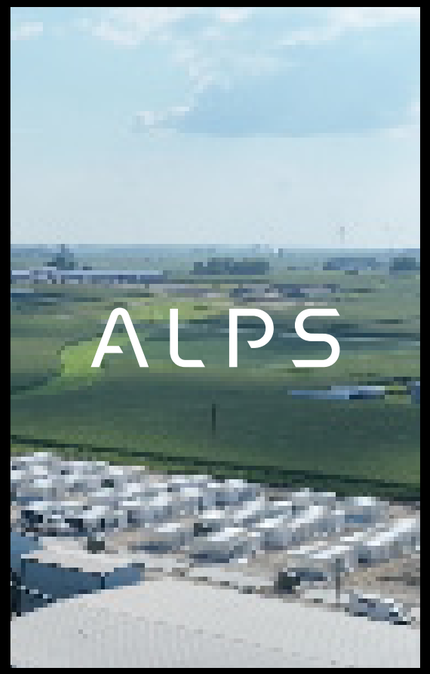
Gradient

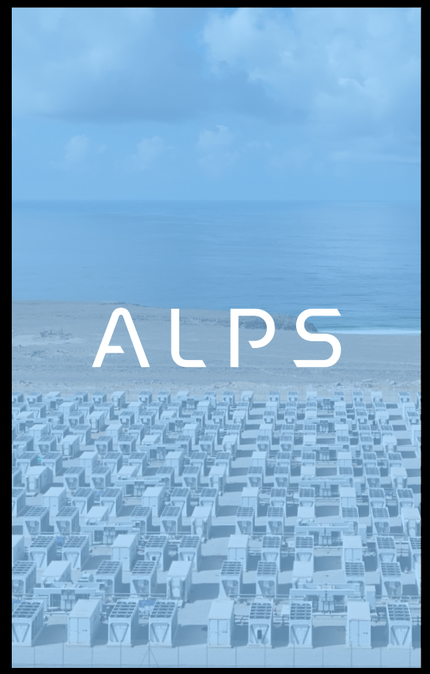
Gradients have been designed using the primary colors of the palette, creating smooth transitions that enhance depth and visual dynamism.

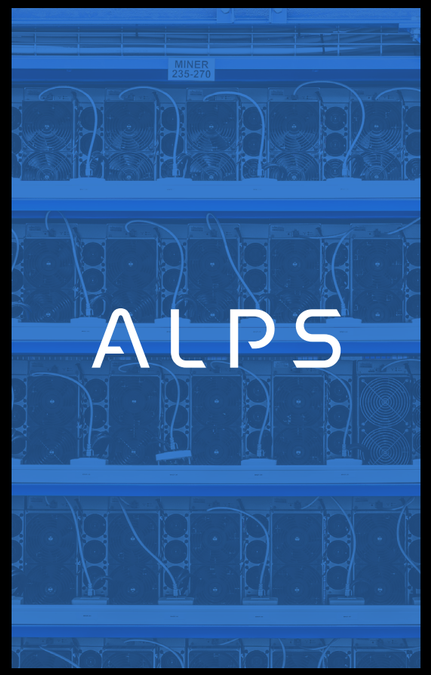


Backgrounds

~~Gradients have been designed using the primary colors of the palette, creating smooth transitions that enhance depth and visual dynamism.~~








ALPS

Arboria

Arboria is the main typeface chosen for our visual identity. Modern, legible, and versatile, it works seamlessly across titles, body text, and interfaces, ensuring consistency and brand recognition.
It is available through **Adobe Fonts** and should always be used as the first choice in all applications.

Arboria book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#@&%!?*

ALPS

ALPS

ALPS

Arboria light

Magnam re, quam quisFic te dolore pl busant res et mod quiat ut facid eumquia ium comniet voluptin ped quo tem volenist

Arboria medium

**Pis a vollut qui dis dese nus.
Bis resequi offic tes es aut a non eos cuscitas qui con restrunto bearupt atinvelis**

Arboria bold

**Ut lab ius inullab oressusanis idi dolupta turessum acero isquo eate pratem.
Nam nitendae dolendis veritis voluptate**

Poppins

Poppins serves as the alternative typeface when Arboria is not available. As part of the **Google Fonts** library, it guarantees accessibility and visual continuity, maintaining a clean and contemporary look that aligns with the brand's style.

Poppins regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#@&%!?*

ALPS

ALPS

ALPS

ALPS

Poppins extralight

Magnam re, quam quisFic te dolore pl busant res et mod quiat ut facid eum quia ium comniet voluptin ped quo ist

Poppins light

Pis a vollut qui dis dese nus. Bis resequi offic tes es aut a non eos cuscitas qui con restrunto bearupt atinvelis

Poppins bold

Ut lab ius inullab oressusanis idi do lupta turessum acero isquo eate pra tem. Nam nitendae dolendis veritis


ALPS