



**allbec**  
/ADVISORY

**BRANDING GUIDE**

## LOGO: VERTICAL AND HORIZONTAL VERSIONS

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The vertically aligned full colour blue and green logo is the core logo to be used where ever possible.



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The horizontally aligned full colour blue and green logo is the secondary logo to be used where ever space is limited for the core logo.

## LOGO: ALTERNATE VERSIONS

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A variety of alternate logos are to be used in situations where the core or secondary logo's are not appropriate.



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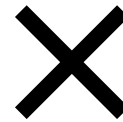
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## LOGO: CORRECT USE

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The logo can be placed anywhere on a page, front or back cover, on the website or online media using the appropriate file type.

The logo can be placed over backgrounds or images provided it is easy to recognise and legible. The logo should not be stretched, distorted, altered, adorned, coloured or outlined. See examples below:



**INCORRECT USE:**  
Logo is not easily distinguishable from the background image.



**CORRECT USE:**  
Logo is distinguishable from the background image.



**INCORRECT USE:**  
Logo is not easily distinguishable and is not preferred core logo version.



**CORRECT USE:**  
Core logo is used and is distinguishable from the background image.

## TYPOGRAPHY: PRIMARY FONTS

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### Helvetica Neue Light

abcdefghijklmnopqrstuvwx

yz1234567890<>,.?/;:'"{}+\*=\*\_-

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Helvetica Neue Bold

abcdefghijklmnopqrstuvwx

yz1234567890<>,.?/;:'"{}+\*=\*\_-

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Helvetica Neue Heavy




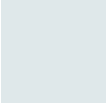
abcdefghijklmnopqrstuvwx

yz1234567890<>,.?/;:'"{}+\*=\*\_-

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## COLOUR PALETTE

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	CMYK	RGB	HTML CODE #
	C100 M87 Y38 K32	R24 G46 B86	# 182e56
	C85 M10 Y100 K0	R0 G161 B75	# 00a14b
	C43 M0 Y73 K0	R154 G205 B114	# 9acd72
	C11 M4 Y6 K0	R223 G232 B233	# dfe8e9


























































































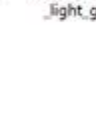
## EXTRA DESIGN ELEMENTS

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To create more interest to communications and develop the Allbec Advisory brand, corner design elements can be used where appropriate. These “line” and “corner” design elements must stay in either green, light green, white or black.



# LIST OF FILES: DESIGN ELEMENTS

 PDF	 PDF	 PDF	 PDF	 PDF	 PDF	 PDF	 PDF	 PDF
ALLBEC_Corner_A	ALLBEC_Corner_B	ALLBEC_Corner_green	ALLBEC_Corner_ight_green	ALLBEC_Corner_white	ALLBEC_line_lower_green	ALLBEC_line_lower_light_green	ALLBEC_line_lower_white	ALLBEC_line_top_green
 PDF	 PDF							
ALLBEC_line_top_light_green	ALLBEC_line_top_white	ALLBEC_Corner_Ax1	ALLBEC_Corner_Ax2	ALLBEC_Corner_Ax3	ALLBEC_Corner_Ax4	ALLBEC_Corner_Bx1	ALLBEC_Corner_Bx2	ALLBEC_Corner_Bx3
								
ALLBEC_Corner_Bx4	ALLBEC_Corner_greenx1	ALLBEC_Corner_greenx2	ALLBEC_Corner_greenx3	ALLBEC_Corner_greenx4	ALLBEC_Corner_ight_greenx1	ALLBEC_Corner_ight_greenx2	ALLBEC_Corner_ight_greenx3	ALLBEC_Corner_ight_greenx4
								
ALLBEC_line_lower_greenx1	ALLBEC_line_lower_greenx2	ALLBEC_line_lower_greenx3	ALLBEC_line_lower_greenx4	ALLBEC_line_lower_light_greenx1	ALLBEC_line_lower_light_greenx2	ALLBEC_line_lower_light_greenx3	ALLBEC_line_lower_light_greenx4	ALLBEC_line_top_greenx1
								
ALLBEC_line_top_greenx2	ALLBEC_line_top_greenx3	ALLBEC_line_top_greenx4	ALLBEC_line_top_light_greenx1	ALLBEC_line_top_light_greenx2	ALLBEC_line_top_light_greenx3	ALLBEC_line_top_light_greenx4	ALLBEC_Corner_Ax1	ALLBEC_Corner_Ax2
								
ALLBEC_Corner_Ax3	ALLBEC_Corner_Ax4	ALLBEC_Corner_Bx1	ALLBEC_Corner_Bx2	ALLBEC_Corner_Bx3	ALLBEC_Corner_Bx4	ALLBEC_Corner_greenx1	ALLBEC_Corner_greenx2	ALLBEC_Corner_greenx3
								
ALLBEC_Corner_greenx4	ALLBEC_Corner_ight_greenx1	ALLBEC_Corner_ight_greenx2	ALLBEC_Corner_ight_greenx3	ALLBEC_Corner_ight_greenx4	ALLBEC_Corner_whitex1	ALLBEC_Corner_whitex2	ALLBEC_Corner_whitex3	ALLBEC_Corner_whitex4
								
ALLBEC_line_lower_greenx1	ALLBEC_line_lower_greenx2	ALLBEC_line_lower_greenx3	ALLBEC_line_lower_greenx4	ALLBEC_line_lower_light_greenx1	ALLBEC_line_lower_light_greenx2	ALLBEC_line_lower_light_greenx3	ALLBEC_line_lower_light_greenx4	ALLBEC_line_lower_whitex1
								
ALLBEC_line_lower_whitex2	ALLBEC_line_lower_whitex3	ALLBEC_line_lower_whitex4	ALLBEC_line_top_greenx1	ALLBEC_line_top_greenx2	ALLBEC_line_top_greenx3	ALLBEC_line_top_greenx4	ALLBEC_line_top_light_greenx1	ALLBEC_line_top_light_greenx2
								
ALLBEC_line_top_light_greenx3	ALLBEC_line_top_light_greenx4	ALLBEC_line_top_whitex1	ALLBEC_line_top_whitex2	ALLBEC_line_top_whitex3	ALLBEC_line_top_whitex4			

# LIST OF FILES: LOGOS HORIZONTAL VERSIONS IN JPG

 ALLBEC_LOGO_Hori_Neg_Lblue_Green_100	 ALLBEC_LOGO_Hori_Neg_Lblue_Green_200	 ALLBEC_LOGO_Hori_Neg_Lblue_Green_300
 ALLBEC_LOGO_Hori_Neg_Lblue_Green_400	 ALLBEC_LOGO_Hori_Neg_Lblue_Green_500	 ALLBEC_LOGO_Hori_Neg_Lblue_Green_600
 ALLBEC_LOGO_Hori_Neg_Lblue_Green_700	 ALLBEC_LOGO_Hori_Neg_Lblue_Green_800	 ALLBEC_LOGO_Hori_Neg_Lblue_Green_900
 ALLBEC_LOGO_Hori_Neg_Lblue_Green_1000	 ALLBEC_LOGO_Hori_Neg_Lblue_Lgreen_100	 ALLBEC_LOGO_Hori_Neg_Lblue_Lgreen_200
 ALLBEC_LOGO_Hori_Neg_Lblue_Lgreen_300	 ALLBEC_LOGO_Hori_Neg_Lblue_Lgreen_400	 ALLBEC_LOGO_Hori_Neg_Lblue_Lgreen_500
 ALLBEC_LOGO_Hori_Neg_Lblue_Lgreen_600	 ALLBEC_LOGO_Hori_Neg_Lblue_Lgreen_700	 ALLBEC_LOGO_Hori_Neg_Lblue_Lgreen_800
 ALLBEC_LOGO_Hori_Neg_Lblue_Lgreen_900	 ALLBEC_LOGO_Hori_Neg_Lblue_Lgreen_1000	 ALLBEC_LOGO_Hori_Pos_Black_100
 ALLBEC_LOGO_Hori_Pos_Black_200	 ALLBEC_LOGO_Hori_Pos_Black_300	 ALLBEC_LOGO_Hori_Pos_Black_400
 ALLBEC_LOGO_Hori_Pos_Black_500	 ALLBEC_LOGO_Hori_Pos_Black_600	 ALLBEC_LOGO_Hori_Pos_Black_700
 ALLBEC_LOGO_Hori_Pos_Black_800	 ALLBEC_LOGO_Hori_Pos_Black_900	 ALLBEC_LOGO_Hori_Pos_Black_1000
 ALLBEC_LOGO_Hori_Pos_Blue_Green_100	 ALLBEC_LOGO_Hori_Pos_Blue_Green_200	 ALLBEC_LOGO_Hori_Pos_Blue_Green_300
 ALLBEC_LOGO_Hori_Pos_Blue_Green_400	 ALLBEC_LOGO_Hori_Pos_Blue_Green_500	 ALLBEC_LOGO_Hori_Pos_Blue_Green_600
 ALLBEC_LOGO_Hori_Pos_Blue_Green_700	 ALLBEC_LOGO_Hori_Pos_Blue_Green_800	 ALLBEC_LOGO_Hori_Pos_Blue_Green_900
 ALLBEC_LOGO_Hori_Pos_Blue_Green_1000		

LIST OF FILES: LOGOS VERTICAL VERSIONS IN JPG





# LIST OF FILES: LOGOS HORIZONTAL TRANSPARENT PNG

**allbec /ADVISORY**  
ALLBEC\_LOGO\_Hori\_Neg\_Lblue\_Green\_100  
**allbec /ADVISORY**  
ALLBEC\_LOGO\_Hori\_Neg\_Lblue\_Green\_400  
**allbec /ADVISORY**  
ALLBEC\_LOGO\_Hori\_Neg\_Lblue\_Green\_700  
**allbec /ADVISORY**  
ALLBEC\_LOGO\_Hori\_Neg\_Lblue\_Green\_1000  
**allbec /ADVISORY**  
ALLBEC\_LOGO\_Hori\_Neg\_Lblue\_Lgreen\_300  
**allbec /ADVISORY**  
ALLBEC\_LOGO\_Hori\_Neg\_Lblue\_Lgreen\_600  
**allbec /ADVISORY**  
ALLBEC\_LOGO\_Hori\_Neg\_Lblue\_Lgreen\_900  
**allbec /ADVISORY**  
ALLBEC\_LOGO\_Hori\_Neg\_White\_200  
**allbec /ADVISORY**  
ALLBEC\_LOGO\_Hori\_Neg\_White\_500  
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ALLBEC\_LOGO\_Hori\_Neg\_White\_800  
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ALLBEC\_LOGO\_Hori\_Neg\_White\_Green\_100  
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ALLBEC\_LOGO\_Hori\_Neg\_White\_Green\_400  
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ALLBEC\_LOGO\_Hori\_Neg\_White\_Green\_700  
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ALLBEC\_LOGO\_Hori\_Neg\_White\_Green\_1000  
**allbec /ADVISORY**  
ALLBEC\_LOGO\_Hori\_Neg\_White\_Lgreen\_300  
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ALLBEC\_LOGO\_Hori\_Neg\_White\_Lgreen\_600  
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ALLBEC\_LOGO\_Hori\_Neg\_White\_Lgreen\_900  
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ALLBEC\_LOGO\_Hori\_Pos\_Blue\_Green\_800

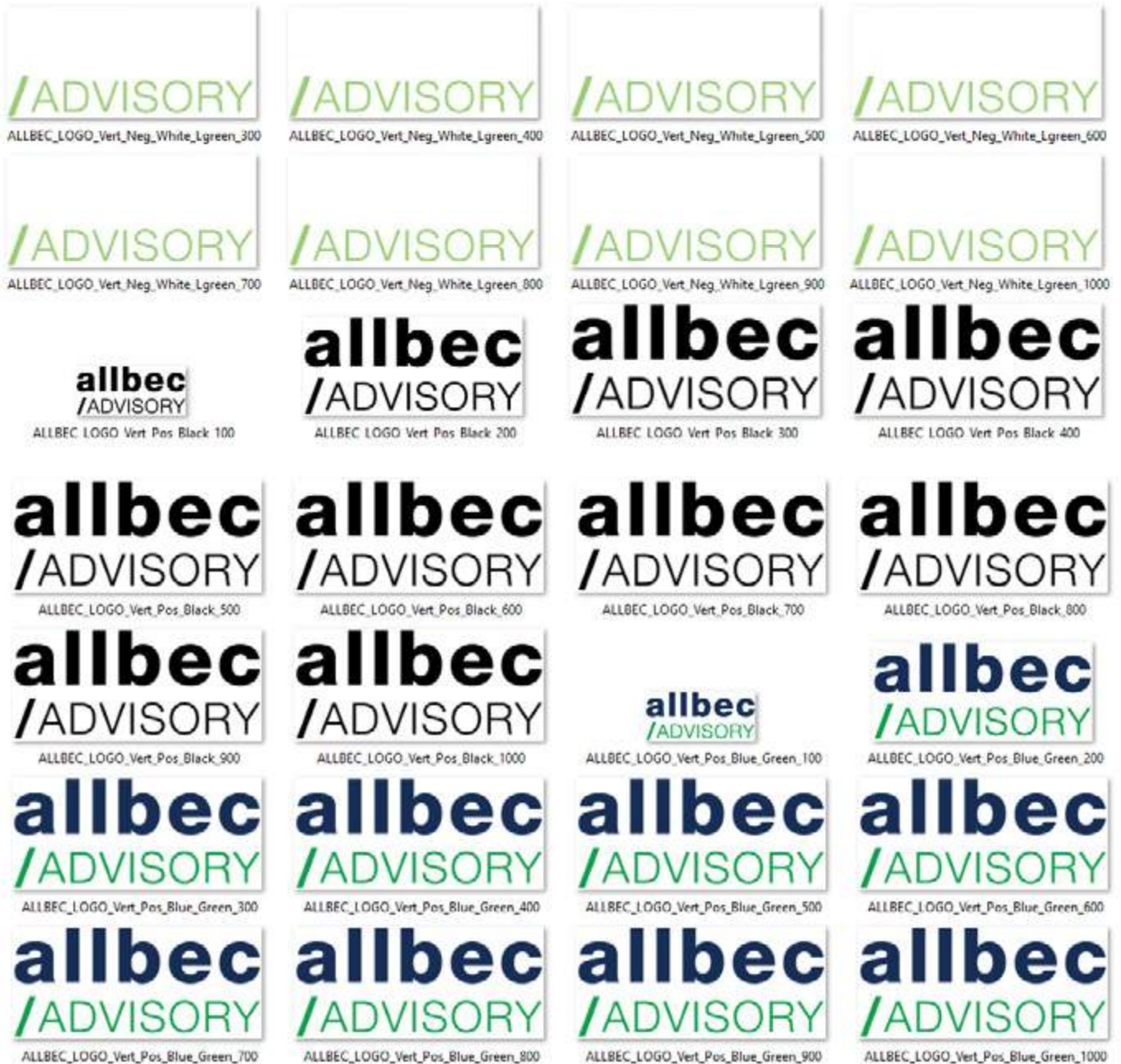
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ALLBEC\_LOGO\_Hori\_Pos\_Blue\_Green\_900

# LIST OF FILES: LOGOS VERTICAL TRANSPARENT PNG



## LIST OF FILES: LOGOS VERTICAL TRANSPARENT PNG

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## LIST OF FILES: LOGO EPS

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- Allbec\_Logo\_ALL
- Allbec\_Logo\_Hori\_Neg\_Lblue\_Green
- Allbec\_Logo\_Hori\_Neg\_Lblue\_Lgreen
- Allbec\_Logo\_Hori\_Neg\_White
- Allbec\_Logo\_Hori\_Neg\_White\_Green
- Allbec\_Logo\_Hori\_Neg\_White\_Lgreen
- Allbec\_Logo\_Hori\_Pos\_Black
- Allbec\_Logo\_Hori\_Pos\_Blue\_Green
- Allbec\_Logo\_Vert\_Neg\_Lblue\_Green
- Allbec\_Logo\_Vert\_Neg\_Lblue\_Lgreen
- Allbec\_Logo\_Vert\_Neg\_White
- Allbec\_Logo\_Vert\_Neg\_White\_Green
- Allbec\_Logo\_Vert\_Neg\_White\_Lgreen
- Allbec\_Logo\_Vert\_Pos\_Black
- Allbec\_Logo\_Vert\_Pos\_Blue\_Green

Graphic Designer: Evita Irvine  
Email: [evita@evitads.com](mailto:evita@evitads.com)  
Phone: 0425 206 932  
Web: [evitads.com](http://evitads.com)

evita  
design  
studio