



Alamy Brand Guidelines

www.alamy.com/logo

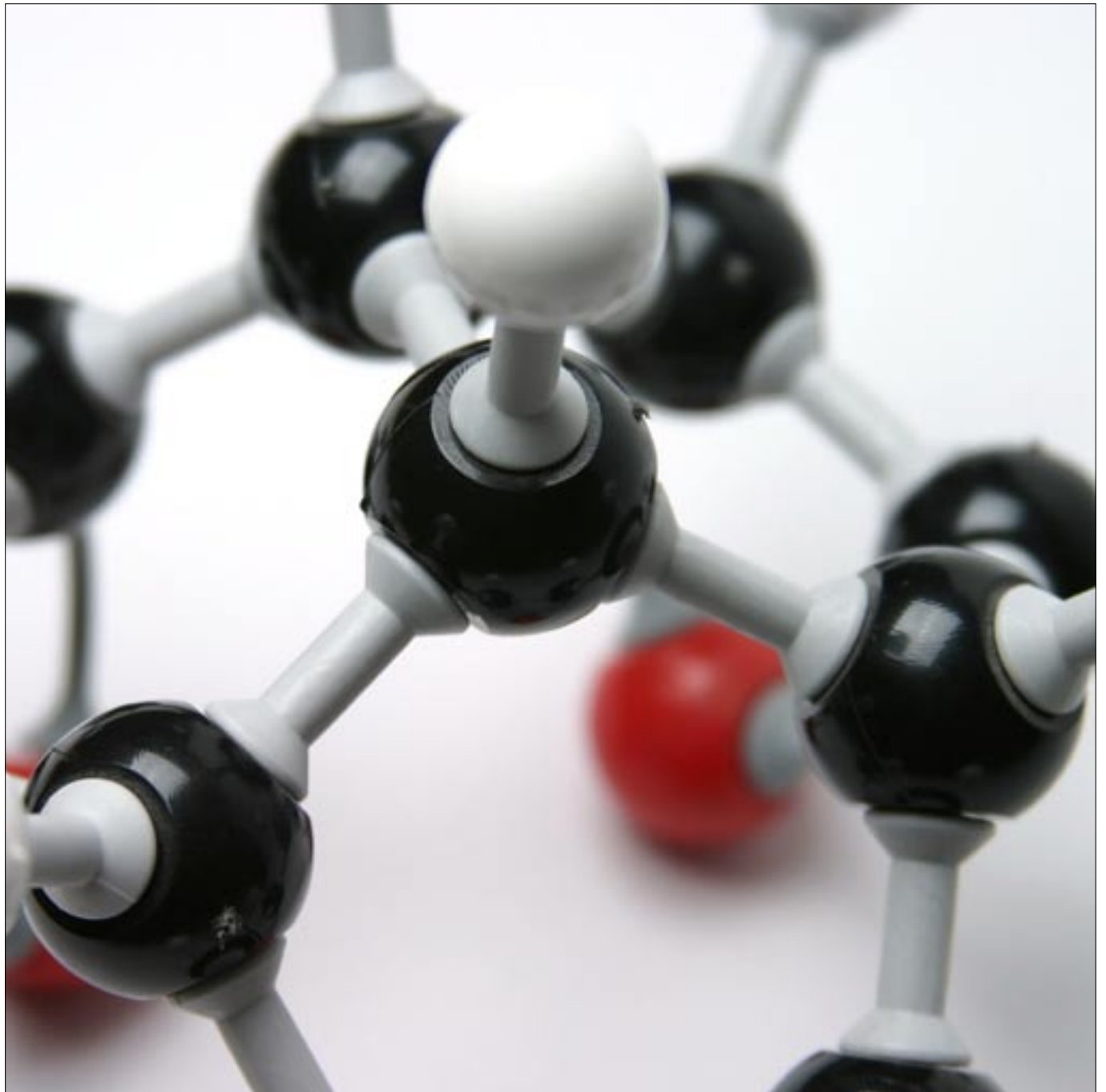


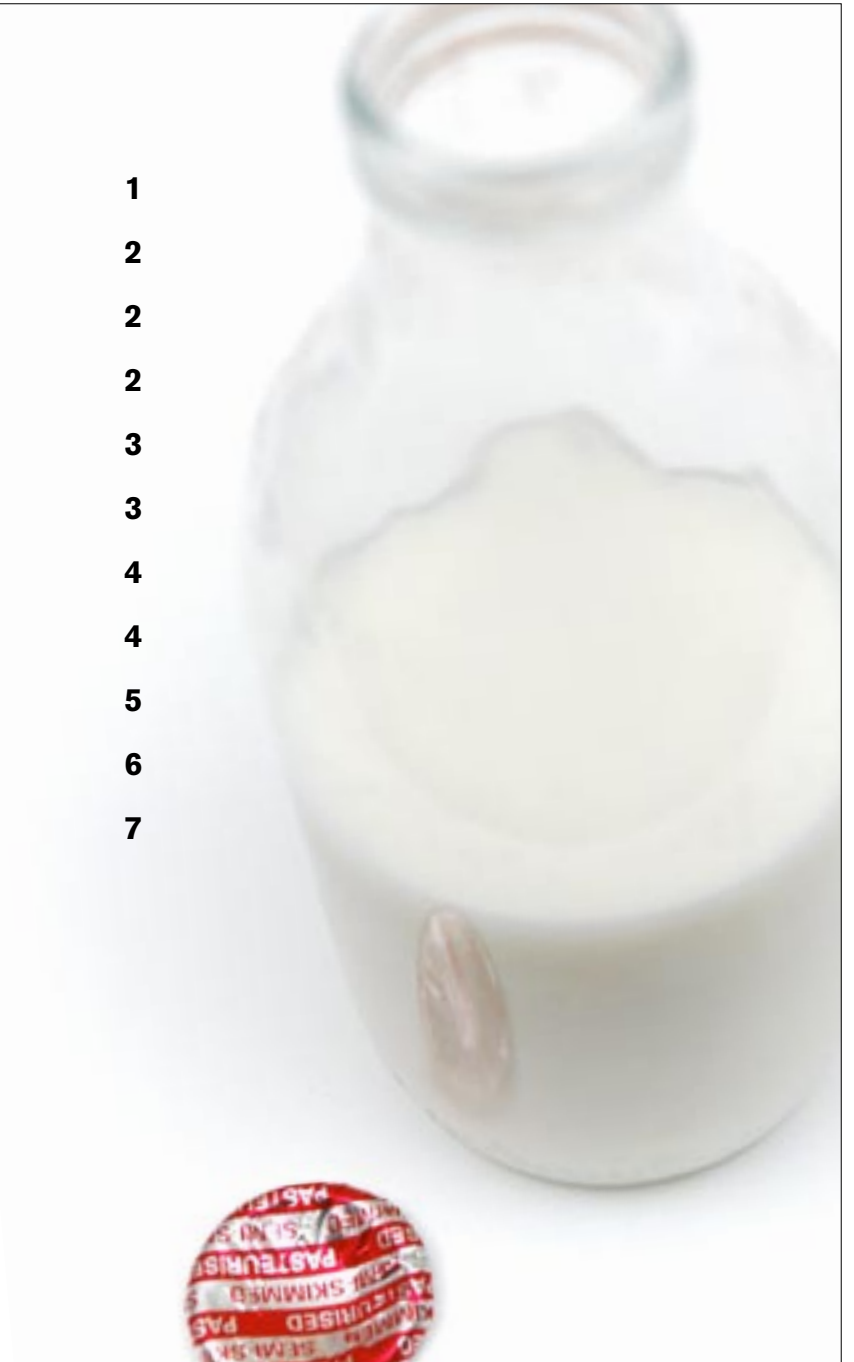
Image AHE671 © Joe Tree



Alamy Brand Guidelines
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Contents

Introduction	1
General use	2
Trademark	2
Copyright	2
Alamy logomarque	3
Principle versions	3
Isolation area	4
Minimum size	4
Misuse of the Alamy logo	5
Alamy brand colours	6
Alamy typefaces	7





Alamy Brand Guidelines
www.alamy.com/logo

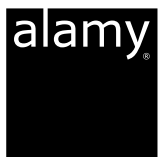
Introduction

Alamy Images (www.alamy.com) is a leading online provider of specialist images and general material from the world's major picture agencies and photographers. It was launched in February 2001 to provide image buyers with a more personal, tailored and technologically superior alternative to the larger players in the industry.

At www.alamy.com, customers can access and buy tens of thousands of royalty-free, rights-managed and rights-protected images that have never previously been available for online purchase and thousands more that have, all in the one place.



*Alamy homepage
Search results*



Alamy Brand Guidelines

www.alamy.com/logo

General use

Alamy Images is the full name of the company and should be used in the first instance of mentioning the company. Thereafter, *Alamy* may be used. Please do not use the abbreviation *Al*.

When writing *Alamy* in body copy, it should always appear in lowercase beginning with a capital 'A'. When answering the phone for general calls, just use *Alamy*.

Trademark

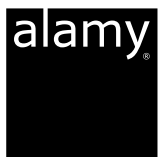
The following statement should be added to printed materials:

Alamy is a trademark of Alamy Limited and is registered in certain countries.

Copyright

Alamy marketing material should include copyright statements, where YYYY is the year of printing:

© *Copyright Alamy Ltd. All rights reserved YYYY*



Alamy Brand Guidelines
www.alamy.com/logo

Alamy logomarque

The logotype is made up of two elements:

1. **The square**
2. **The wordmarque** - The wordmarque has been typographically redrawn to fit within the square.

Together these two elements combine to form the Alamy logomarque. The design and proportion of these elements are fixed and must not be redrawn, altered or recreated. The Alamy logotype is downloadable in all its variations from www.alamy.com/logo.

It is essential that when the Alamy logomarque is used, the alamy marketing department be consulted.

The wordmark

The square



Principle versions

There are two versions of the Alamy brand:

The Logomarque

This is our primary logomarque and should be used where ever possible on both on and offline applications, including stationary and advertising.

The Wordmarque

On special occasions the Alamy logo may be used without the square and the wordmarque has been created for this purpose.

	<i>Normal</i>	<i>Reversed</i>
<i>Logomarque</i>		
<i>Wordmarque</i>		



Alamy Brand Guidelines
www.alamy.com/logo

Isolation area

To ensure that the integrity of the Alamy logotype is protected, there are some basic rules that must be followed. The same area of isolation should be used for on and offline versions.

The area of isolation, indicated below, defines an area that must be kept free of any other elements such as a pattern or typography. It is calculated using the 'X' height of the lowercase letters in the wordmarque as the base unit of measurement.

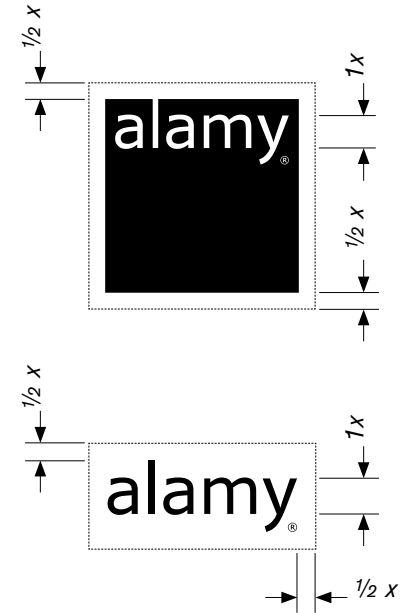
Minimum size





Online applications

In all online media, the logomarque should never be reproduced when the height is less than 23mm / 65 pixels, and the wordmarque 8 mm / 22 pixels.

Offline applications

In all offline media, the logomarque should never be reproduced when the height is less than 12mm / 34 pixels, and the wordmarque 5mm / 14 pixels.



	Web	Print
Logomarque	 Minimum height 23 mm / 65 pixels	 Minimum height 12 mm / 34 pixels
Wordmarque	 Minimum height 8 mm / 22 pixels	 Minimum height 5 mm / 14 pixels



Alamy Brand Guidelines

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Misuse of the Alamy logo

When used properly, the Alamy logomarkue will present a singular, powerful identity that will, over time, build higher awareness of the alamy brand. To ensure this happens, it is important to avoid any of these misuses.

Logo misuses

Do not reproduce the logomarkue smaller than the minimum size.



Do not try to recreate the logomarkue. Use only the artwork provided.



Do not place text or graphics within the area of isolation.



This is too close

Do not reposition any of the elements of the logomarkue.

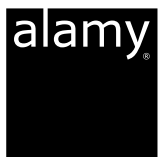


Do not bend or stretch any of the elements.



Do not reproduce the logomarkue in unspecified colours.





Alamy Brand Guidelines
www.alamy.com/logo

Alamy brand colours

Primary Colours (1)

The primary colours of the Alamy logotype are essential tools that will help project a strong consistent image. The principal brand identity colours are Black and White. White is regarded to be an essential ingredient of communication material and should wherever possible be the background colour of the logotype.


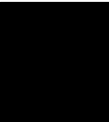






The paper stock will dictate which colour references are used; as they will alter depending on whether the paper is coated or uncoated.

Note: Please do not visually match the colours in this document, but refer to the colour references provided.

Secondary colours (2)

A secondary colour pallet has been created in support of the principle colours and can be used when creating communication material, or on the Alamy website. The Alamy logotype must, of course, only appear in the Primary brand colours and never in the secondary colours.

Alamy Brand Colours

1	<i>CMYK</i>	0, 0, 0, 0	
	<i>RGB</i>	255, 255, 255	
	<i>Hex</i>	#ffffff	
1	<i>CMYK</i>	99, 99, 99, 99	
	<i>RGB</i>	0, 0, 0	
	<i>Hex</i>	#000000	
2	<i>CMYK</i>	0, 0, 0, 70	
	<i>RGB</i>	102, 102, 102	
	<i>Hex</i>	#666666	
2	<i>CMYK</i>	19, 14, 15, 0	
	<i>RGB</i>	204, 204, 204	
	<i>Hex</i>	#cccccc	
2	<i>CMYK</i>	5, 4, 4, 0	
	<i>RGB</i>	237, 237, 237	
	<i>Hex</i>	#ededed	
2	<i>CMYK</i>	43, 6, 0, 0	
	<i>RGB</i>	153, 204, 255	
	<i>Hex</i>	#99ccff	
2	<i>CMYK</i>	0, 49, 100, 0	
	<i>RGB</i>	255, 153, 0	
	<i>Hex</i>	#ff9900	
2	<i>CMYK</i>	53, 0, 83, 0	
	<i>RGB</i>	153, 204, 102	
	<i>Hex</i>	#99cc66	



Alamy Brand Guidelines

www.alamy.com/logo

Alamy typefaces

The number of weights and sizes on any single item should be kept to a minimum, with bold or italics used sparingly and only for emphasis.

Text must always range left or be centred and the over use of capital letters is to be avoided.

Offline

1. *Marketing communication* - The offline brand typeface for marketing is Akzidenz Grotesk and must be used in all communication applications. Although any font can be selected from the Akzidenz Family, as a general guideline the primary typeface is Akzidenz Grotesk BE.
2. *Letters and Faxes* - The brand typeface for Alamy is Arial and must be used in all communication applications. When typing letters, press releases and the like, the recommended body copy size is 10pt.
3. *Email* - The brand typeface for email is Courier New and the recommended body copy size is 10pt. When sending generic or automated email the length of each row of copy should be between 65 and 85 characters.

Online

There are two fonts used online:

1. *Verdana* should be used principally when the font size is set to 1 () because of its on screen legibility when small.
2. *Arial* should be applied in main body content and the size set to 2 ().

Online colours for fonts

Item	RGB	HEX
Body text and titles	0, 0, 0	#000000
Hyperlink	0, 51, 153	#003399
Hyperlink hover	255, 0, 0	#ff0000
Hyperlink active	255, 0, 0	#ff0000
Hyperlink visited	153, 0, 153	#990099
Royalty free	255, 102, 0	#ff6600
Licenced	51, 102, 255	#3366ff

Akzidenz Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?:;,. " '@£&* () [] /% +

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?:;,. " '@£&* () [] /% +

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?:;,. " '@£&* () [] /% +

Courier New

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?:;,. " '@£&* () [] /% +