1.1.
Logo

1.1.1.
Elements of the logo

Shapes
The logo consists of geometric shapes such as a triangle, a rectangle, a square, half-moons, and a circle. These shapes appear throughout the entire ALSO brand as Key visual elements.

Colors
The many colors of the ALSO logo represent diversity, and reflects our broad range of services, products, and solutions, highlighting our commitment as The Technology Provider.

Technology Reference
The "A" represents both an upward arrow and a mouse cursor.

The geometric shapes the logo spans from:

| Triangle | Rectangle | Square | Half-moons | Circle |

1.1.2.
The logo variants

Our logo comes in three variants:

1. Basic version
2. With claim
3. With claim for small application areas

All three versions can be used in all kinds of application areas, both printed and digital media.

The logo should always be placed on a white surface.

The logo with claim is the preferred version to use in external communication, outdoor signage and situations where people are likely to meet ALSO for the first time.

It must be ensured that the claim can be read easily at all times.

The logo with claim for smaller applications should never be less than 4 mm high.
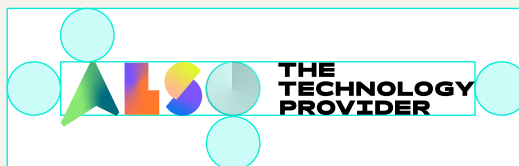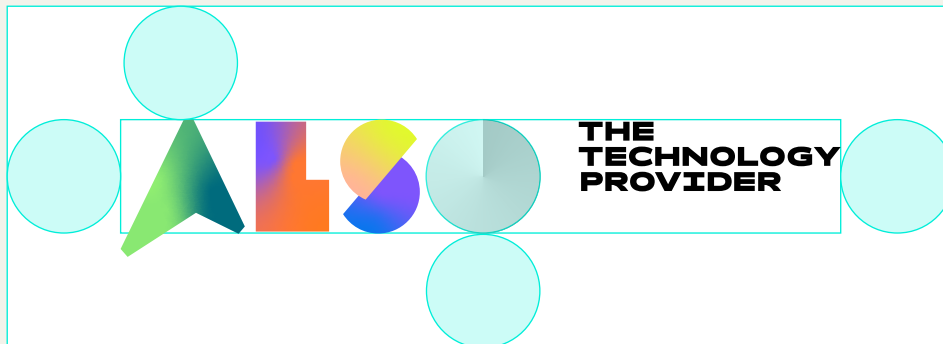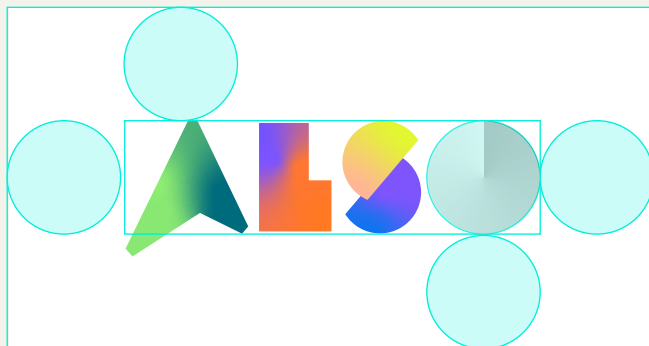
1. Basic version

2. With claim

3. With claim for small applications

1.1.3.
Protected area

The protected area around the logo always corresponds to the diameter of the O in the logo.

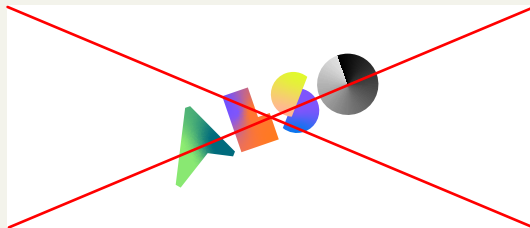Make sure the protected are is respected anywhere the ALSO logo in positioned.

1.1.4.
What is
not allowed
to do with the logo

The following examples show common mistakes that are done with the logo.

Unsure if your design is compliant? Please ask the Brand Manager at ALSO to validate.

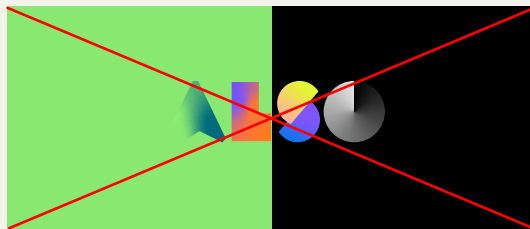Click here to ask for approval.
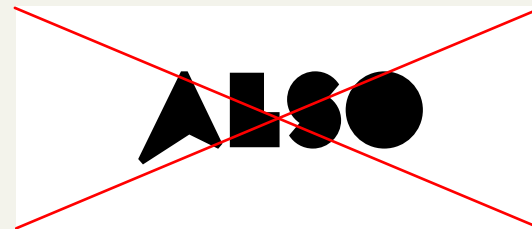
❌ **Don't** leave the logo rotated.
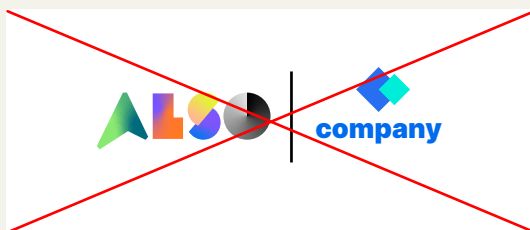

❌ **Don't** change the claim.

❌ **Don't** place the logo on colored backgrounds.

❌ **Don't** change the colors of the logo.

❌ **Don't** create your own logo combinations.

❌ **Don't** place other items to close to the logo.

1.1.5.
Alternative logos for printing

The colored ALSO logo should allways be your first choice when printing.

To save production cost, ink, or when there are technical limitations where the colored logo can not be used, you can choose between these alternative versions.

❌ **Don't use these logos on digital assets!**
They are only allowed to be used on printed materials.

Please note that these alternative versions are not available with claim.

The Protected area applies her aswell.

Grey logo for black and white printing.

Outlined logo to save ink on printed assets like invoices.

White logo for one colored prints on dark surfaces.

1.1.6.
Logo for subsidiary

Subsidiary are made on the same base as the main ALSO logo with claim.

For applications requiring smaller sizes, a version is also available with sub-brand adjusted to make it easily legible in small print.

It must be ensured that the subsidiary name can be read easily at all times, which is why the logo with claim for smaller sizes must never be less than 4 mm high.
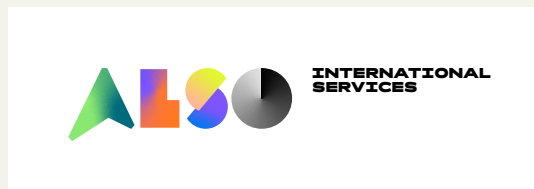
Any logo rules that apply to the main ALSO logo, also applies to the subsidiary logos.

Permissions
Creating subsidary logos requires special permission from the Brand Manager at ALSO.

[Click here to ask for permission](#).

Examples of subsidiary logos:

1.1.7.
Logo for accuired brands

The acquired company will use its own visual identity until it officially becomes a part of ALSO.

The text '**Powered by ALSO**' is added to their existing logo during the transition phase until they become a fully ALSO-branded company.

It should be written in ALSO Black, using a neutral font family from the acquired brand's existing identity.

Make sure that the 'Powered by ALSO' is visible even in small application areas.

Permissions
Creating logos for accuired brands requires special permission from the Brand Manager at ALSO.

Click here to ask for permission.
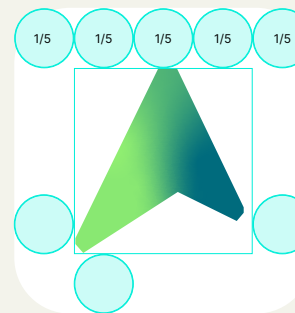
Example of claim added to an accuired company:

1.1.8.
Supersign

The 'A' from the logo can be used as a standalone element in special cases, such as an app icon or favicon.

The safe area around is always 1/5 of the total size of the area it's positioned on.

The safe space around should be 1/5 of the area where it's placed.

1/5 1/5 1/5 1/5 1/5

ALSO Holding AG ✕ ＋

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