



ALYS

BEACH

LOGO USAGE

Primary Mark  
Primary Logo  
Logo Usage

01

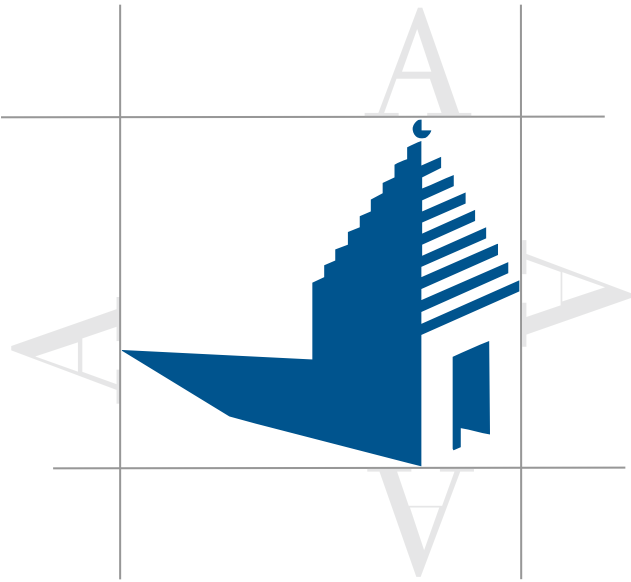
PRIMARY MARK

The primary mark is the default  
lockup for most applications.



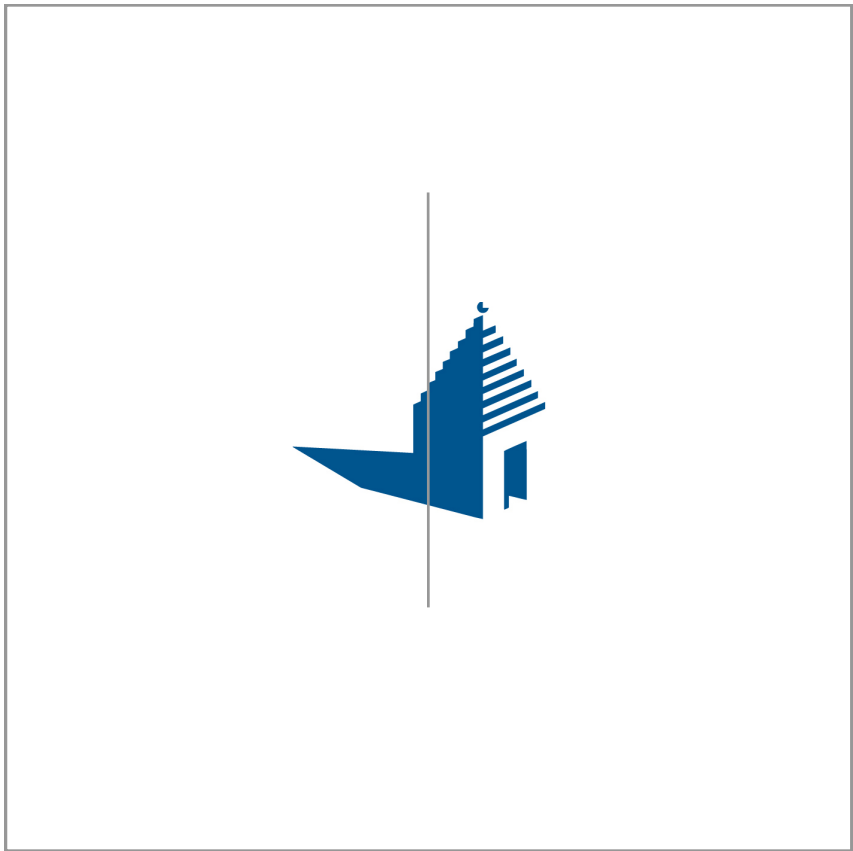
# CLEARSPACE

The Brand Mark should always have clearspace to breathe. You can determine the clearspace around the mark by using the “A” in Alys Beach. The clearspace is equal to the cap height of the “A” in Alys Beach.

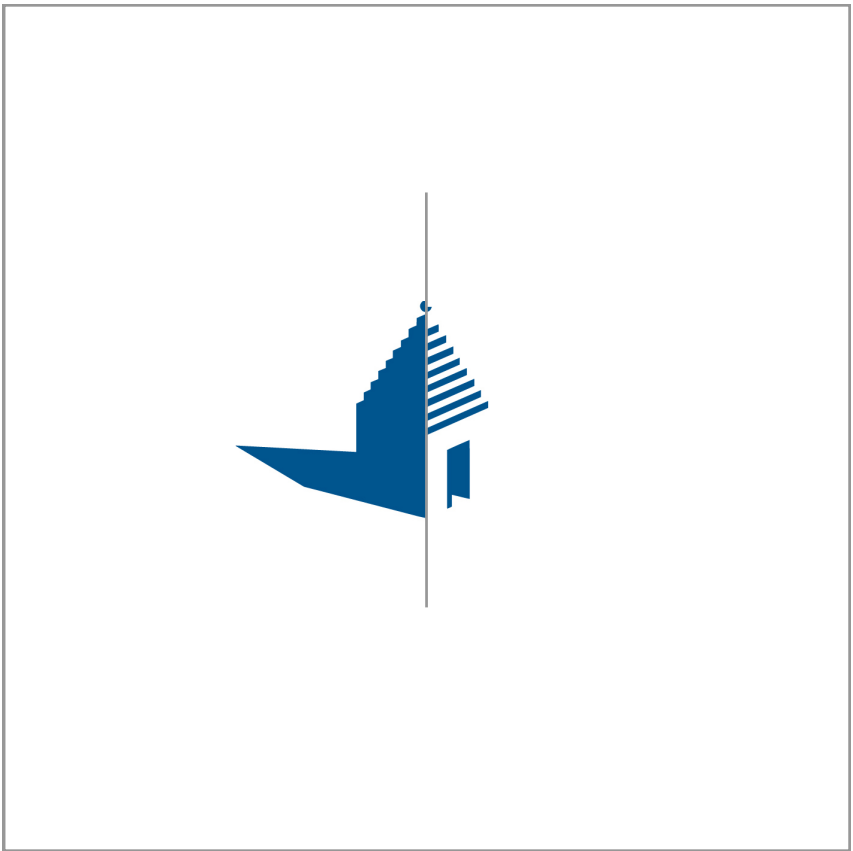


# CENTERING

When truly centered mathematically the Alys Beach mark appears to be sitting to the right due to the shadow of the buttry. To counterbalance this, the optical center is placed in the middle of the buttry building to create the illusion of a true center.



Mathematical, true center of mark.



A more visually-appealing, optical center of mark.

PRIMARY LOGO

The primary logo is the default lockup for most applications.



CLEARSPACE

The primary logo is the default lockup for most applications.



[DOWNLOAD PRIMARY LOGO](#)

UNACCEPTABLE USAGE

The Primary Logo should always have clearspace to breathe. You can determine the clearspace around the logo by using the “A” in Alys Beach. The clearspace is equal to the cap height of the “A” in Alys Beach.



Additional colors in primary mark



Unapproved/low contrast background colors



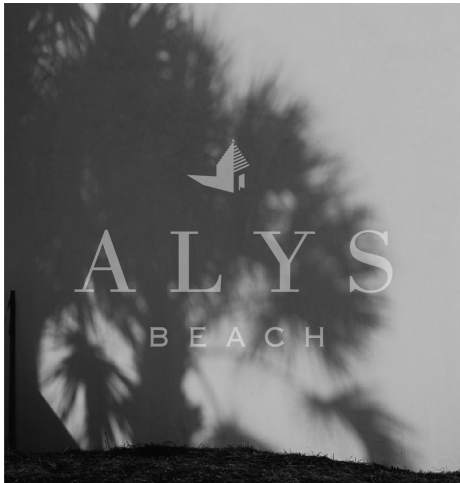
Unapproved brand colors



Unapproved accent colors in primary logo



Stretched/sqashed logos



Low opacity primary logo/mark on images



Inverted mark in primary logo



Unapproved alternate typography for primary logo



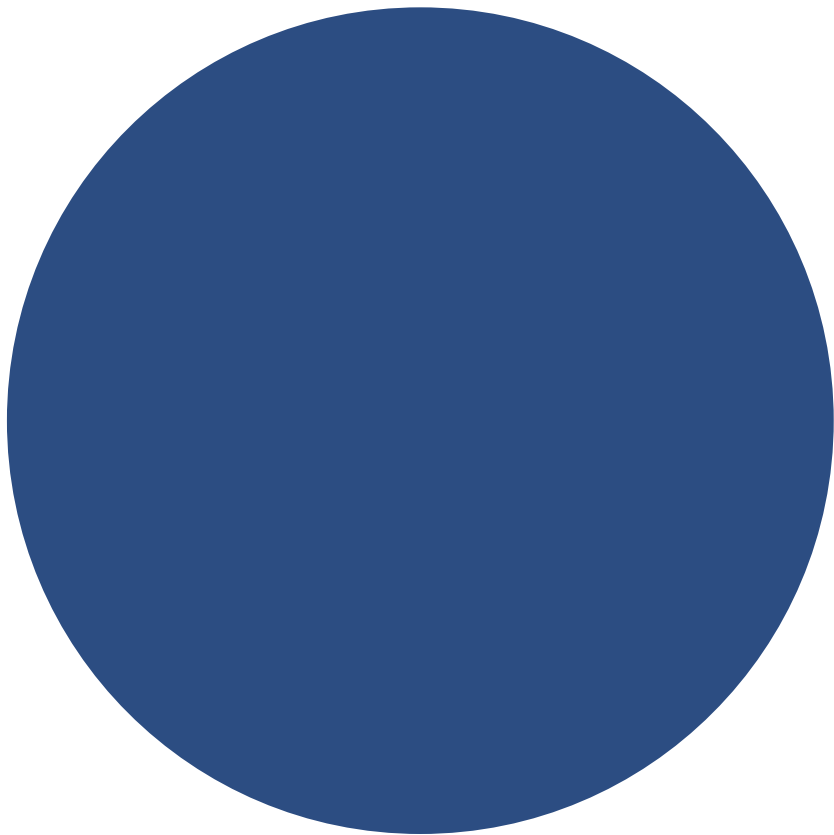
COLORS

Primary Color Palette

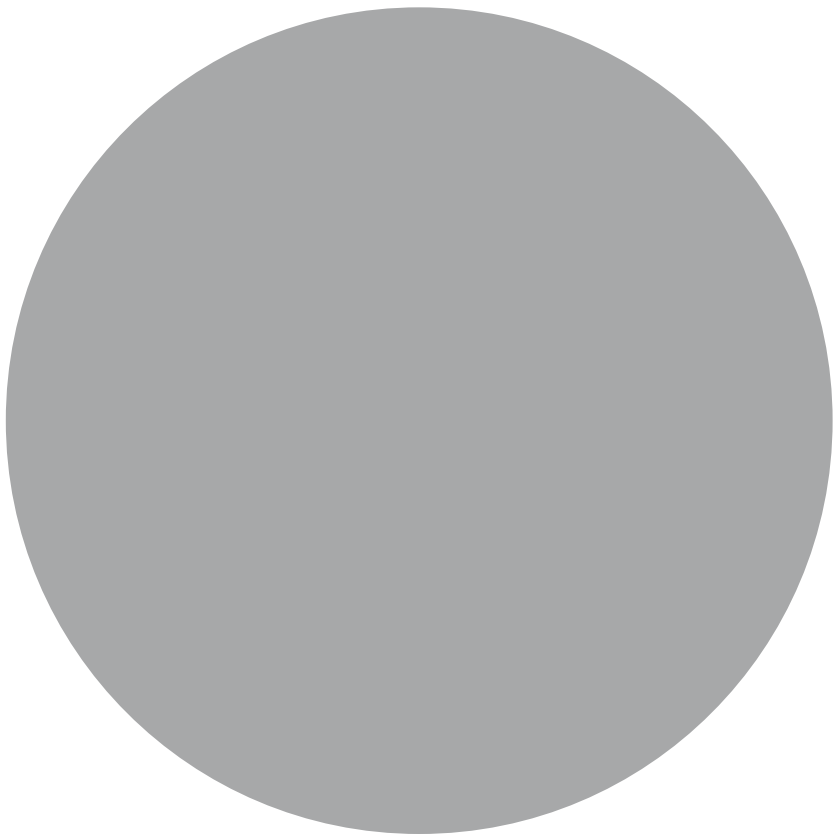
02

# PRIMARY COLOR PALETTE

Alys Beach’s color palette should be used prominently in all print and digital collateral. To ensure consistent results, always proof carefully against the PANTONE Color Standard.



PMS    PANTONE 541 CV  
CMYK   100-51-0-30  
RGB    45-78-131  
HEX    #2C4D82



PMS    PANTONE COOL GRAY 6C  
CMYK   36-29-28-0  
RGB    223-1-66  
HEX    #A7A8A9

TYPOGRAPHY

Primary Typefaces  
Secondary Typefaces

03

PRIMARY TYPEFACES

Alys Beach’s Primary typefaces should be used prominently to ensure consistency.

Bauer Bodoni

Abcdefghijklmnop  
qrstuvwxyz

Copperplate

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

# SECONDARY TYPEFACES

Alys Beach’s Secondary typefaces should be used prominently to ensure consistency. The Secondary typefaces are used on digital and print application.

Futura TS

Abcdefghijklmnopq  
rstuvwxyz

Chronicle Display

Abcdefghijklmnopq  
rstuvwxyz

Bauer Bodoni

Abcdefghijklmnop  
qrstuvwxyz