



A L Y S  
B E A C H

## LOGO USAGE

Primary Mark  
Primary Logo  
Logo Usage

01

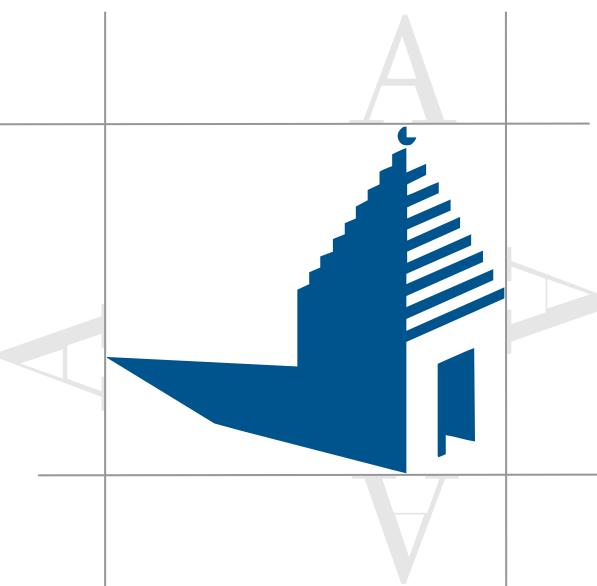
## PRIMARY MARK

The primary mark is the default lockup for most applications.



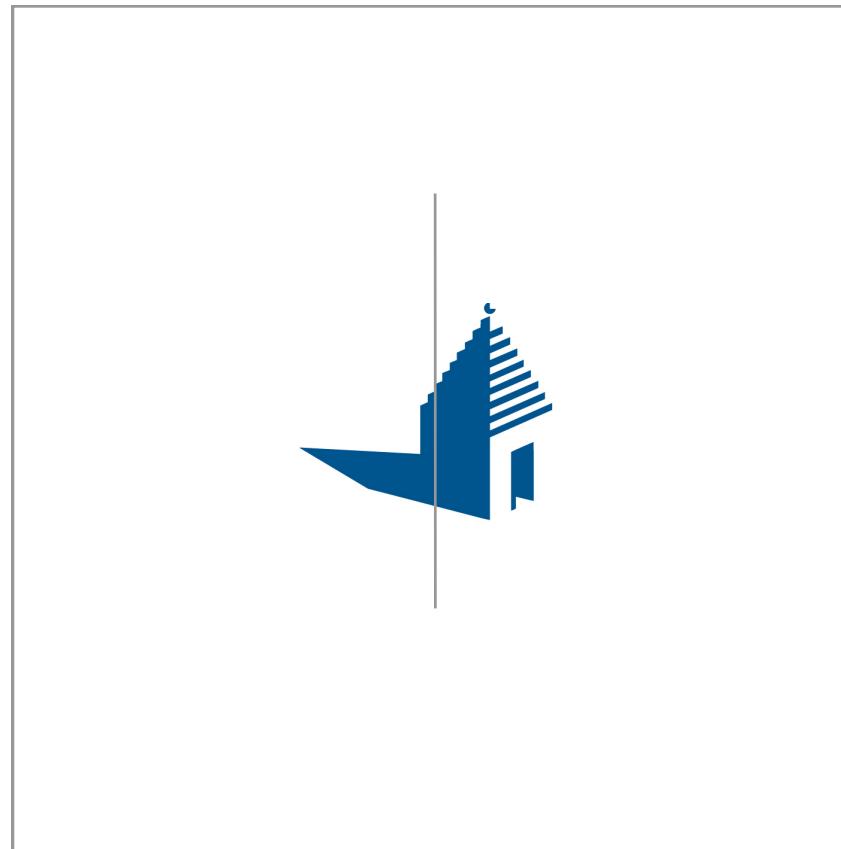
## CLEARSPACE

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.

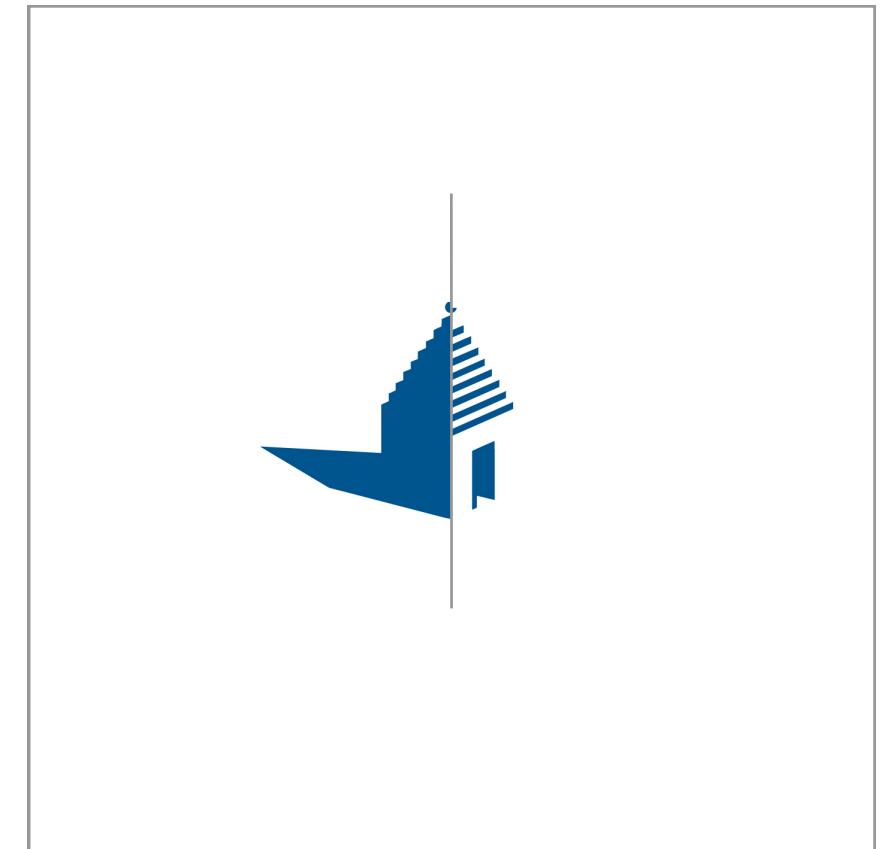


## CENTERING

When truly centered mathematically the Alys Beach mark appears to be sitting to the right due to the shadow of the buttery. To counterbalance this, the optical center is placed in the middle of the buttery 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.



[DOWNLOAD PRIMARY LOGO](#)

## CLEARSPACE

The primary logo is the default lockup for most applications.



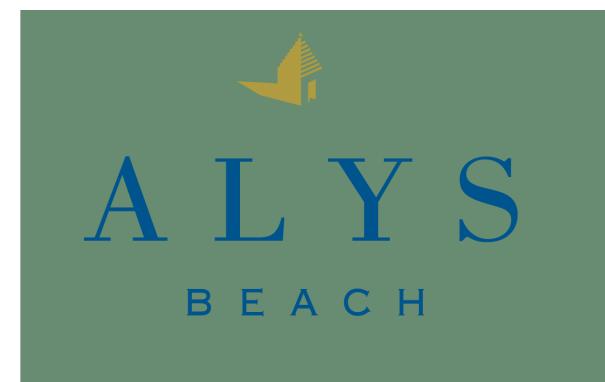
[DOWNLOAD PRIMARY LOGO](#)

## 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



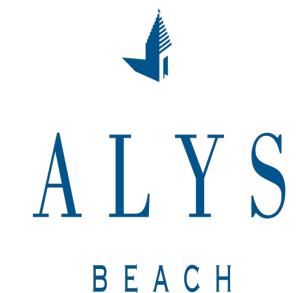
Unapproved/low contrast background colors



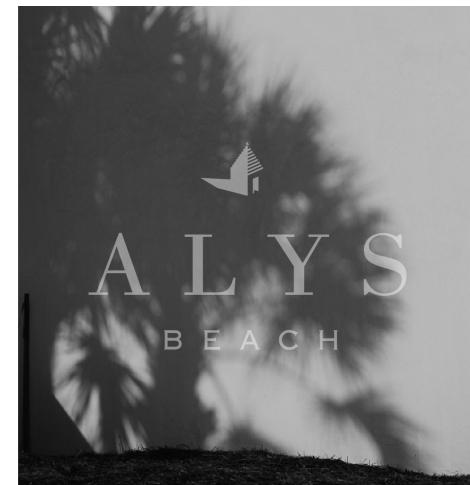
Unapproved brand colors



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

[DOWNLOAD PRIMARY LOGO](#)

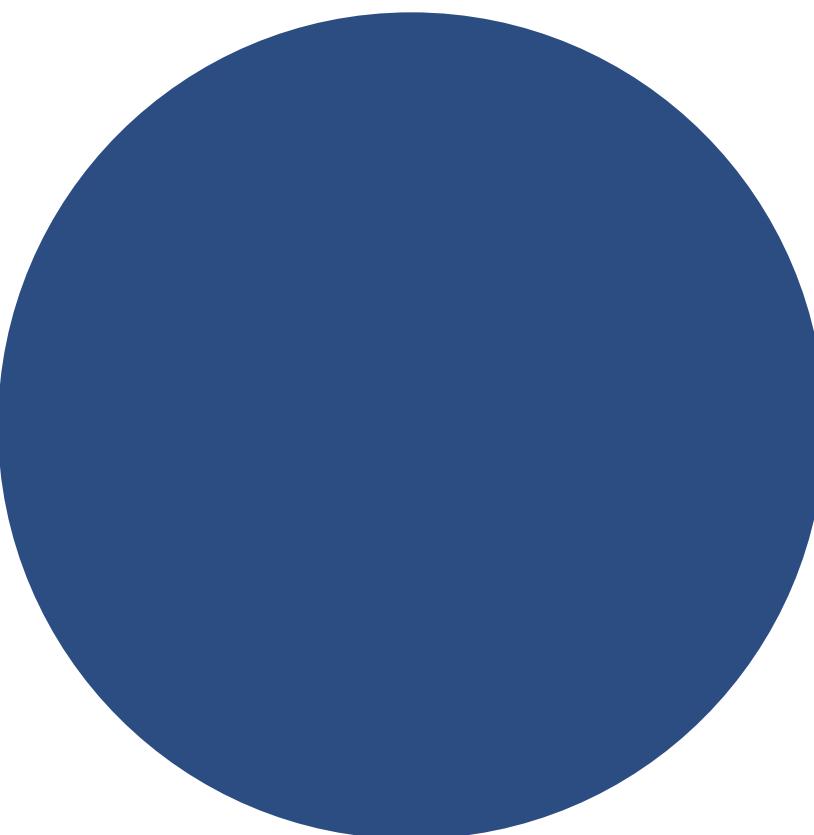
## COLORS

Primary Color Palette

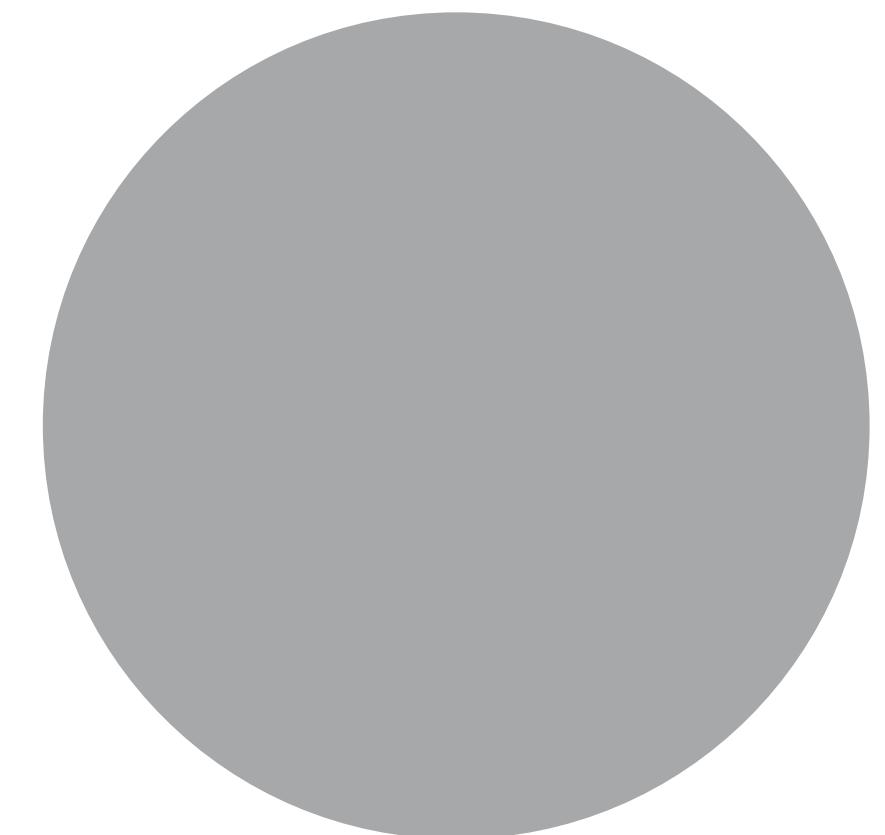
02

## 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

A b c d e f g h i j k l m n o p  
q r s t u v w e y z

Copperplate

A B C D E F G H I J K L M N  
O P Q R S T U V W E Y Z

## 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

A b c d e f g h i j k l m n o p q  
r s t u v w x y z

Chronicle Display

A b c d e f g h i j k l m n o p q  
r s t u v w x y z

Bauer Bodoni

A b c d e f g h i j k l m n o p  
q r s t u v w x y z