ALPiNiST GmbH

# QUICK BRAND GUIDE

2023 VERS.01

# WELCOME

This document is designed for Alpinist's partner and sponsor ecosystem.
When communicating together, in various partnership environments, we want to safeguard our brand and assist you in:

Featuring and referencing the Alpinist brand effectively and correctly

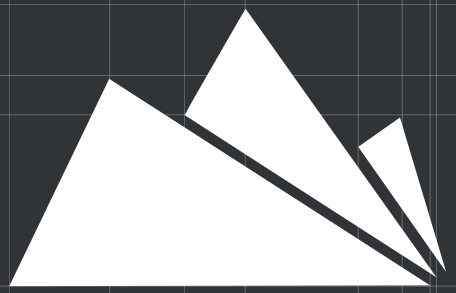
Providing access to the correct Alpinist brand assets.

**1. LOGO**
Logo and clear space

**2.COLOR**
Primary brand colours
Secondary colors

**3.TYPOGRAPHY**
Providing acces to the correct typography of Alpinist

## ICON



## WORD MARK

ALPiNiST
GmbH

## LOGO

## LOGO VARIATION

ALPiNiST
GmbH

# LOGOS

# LOGO SIZES

Min.41 mm

Min.41 mm

# LOGO SIZES

Min.235 mm

Min.235 mm

# CLEAR SPACE

## BASE COLOR

CMYK

C67 M58 Y55 K61

RGB

R58 G58 B58

PANTONE

PANTONE P179-14C

CMYK

C0 M0 Y0 K0

RGB

R255 G255 B255

# SECONDARY COLOR

R 172
G 25
B 23
C21M100Y100K16
#AC1917

R 52
G 52
B 52
C69M59Y56K65
#343434

# SECONDARY COLOR

R 236
G 185
B 0
C8M27Y100K1
#ECB900

R 52
G 52
B 52
C69M59Y56K65
#343434

# SECONDARY COLOR

R 163
G 175
B 172
C40M23Y30K5
#A3AFAC

R 52
G 52
B 52
C69M59Y56K65
#343434

# TYPOGRAPHY

The typography of the Alpinist logo features a custom design and is not associated with any font family.
The slogan, text, or any content to be used with the Alpinist logo can be written using the Montserrat font family.

MONTSERRAT Family
*Sans serif typeface*

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

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