



Brand Guideline

01 Welcome

AL Leather, an acronym derived from Almaz, represents more than just a leather production company. It is the embodiment of a visionary mother with a creative mind who ventured into entrepreneurship, empowering women through education and technical training within a supportive social group. Almaz's strong belief in hospitality has become one of the core values that permeate every aspect of our business.

Today, Al Leather is proudly carried forward by Almaz's children, who continue her legacy of empowering women and celebrating their strength. Beyond the realm of leather production, Al Leather serves as a symbol of resilience and determination, showcasing the remarkable capabilities of women.



AL LEATHER

Genuine Quality

01

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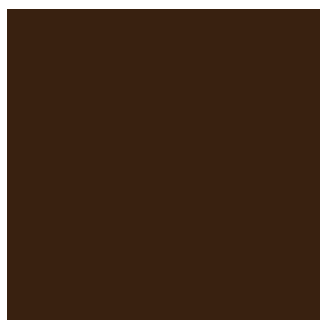
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Color Variation



Deep Brown

CMYK: 51, 71, 84, 70

RGB: 59, 35, 17

HEX: 3b2311

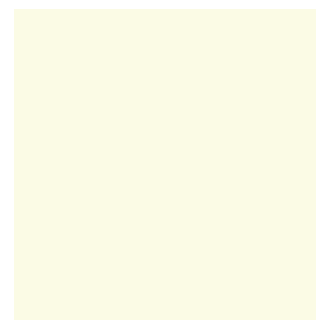


AL Yellow

CMYK: 24, 31, 41, 0

RGB: 196, 171, 148

HEX: c4ab94



AL Yellow

CMYK: 1, 0, 13, 0

RGB: 253, 250, 223

HEX: fdfae2



Light Gray

CMYK: 0, 1, 2, 9

RGB: 232, 229, 226

HME: e8e4e2

AL LEATHER

The RGB color code is utilized in digital contexts, such as displays and digital promotions, to ensure accurate representation of colors on screens. On the other hand, the CMYK color model is specifically tailored for printing and publishing purposes, ensuring optimal color reproduction in physical prints.



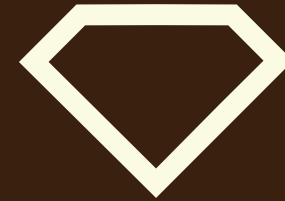
A



L



AL



DIAMOND

Our logo cleverly combines the letters “A” and “L” to form a distinctive diamond shape, representing the brand name “Al,” derived from the word “Almaz,” meaning “Diamond.” Through creative intertwining, we have crafted a visually captivating and significant representation of a diamond. This bespoke logo design encapsulates the essence of our brand’s name, evoking a sense of preciousness and elegance.



AL LEATHER

The Logo

Strong and bright like a diamond.

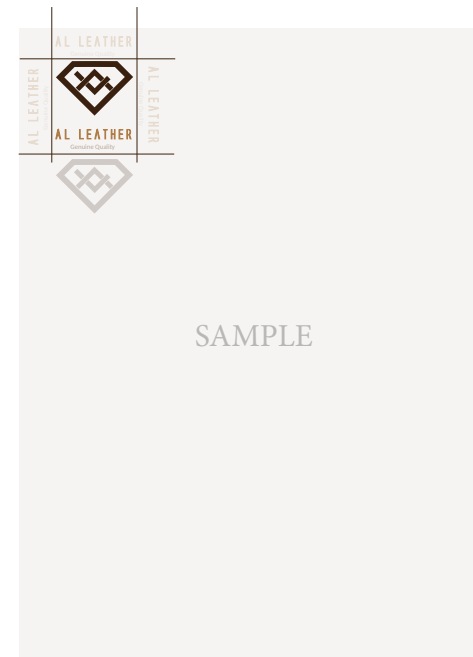
02

Clear Spacing



The importance of clear space in logo placement cannot be overstated. Clear space refers to the empty area surrounding a logo, ensuring it remains visually distinct, legible, and impactful.

Clear space allows a logo to breathe, ensuring it is not crowded or visually cluttered by other elements. It creates a visual buffer, separating the logo from surrounding text, images, or other design elements. This clear space helps maintain the logo's integrity and prevents any unintended visual distractions.



Typography

Primary font

Montserrat Alternates

For titles and subtitles, make sure to utilize this specific font group. It is crucial to emphasize the importance of using this font group for titles and subtitles to ensure consistency and create a clear visual hierarchy in your content.

Secondary font

Montserrat

While the primary font group can be substituted with this font group for subtitles, it is important to note that this font group is the preferred and recommended choice for body text in all circumstances with medium or regular thickness.

A B C D E F G H I J K L M N O P Q R S T
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

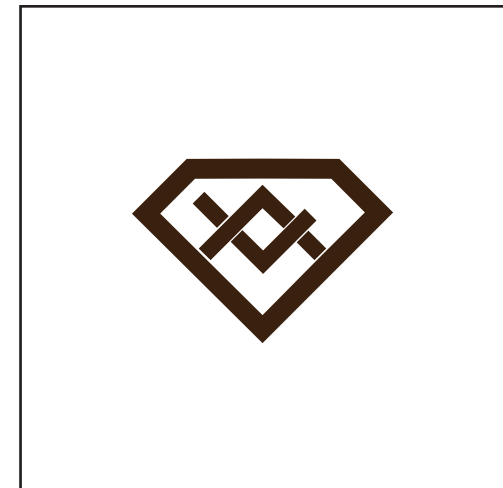
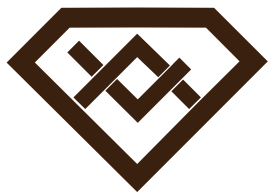
Aa

Logo Icon



Our logo icon is a crucial element of our brand's visual identity. It is a distinctive symbol or graphic representation that captures the essence of our brand and communicates its values, personality, and purpose.

AL logo icon is simple, memorable, and versatile. Also easily recognizable and able to evoke a connection with the brand at a glance. The icon encapsulate the brand's unique identity and differentiate it from competitors in the market.



Logo Variation

Primary LOGO

The primary logo is the main and most recognizable version of a brand's logo. It should be used in the majority of brand communications to ensure consistency and strengthen brand recognition.



Inverted LOGO

This is designed to be displayed on dark or colored backgrounds where the regular primary logo might not be as visible or visually appealing.



Black and White LOGO

This version of the logo is commonly used in situations where color reproduction is limited or when a more minimalistic or versatile approach is desired.



Digital Application



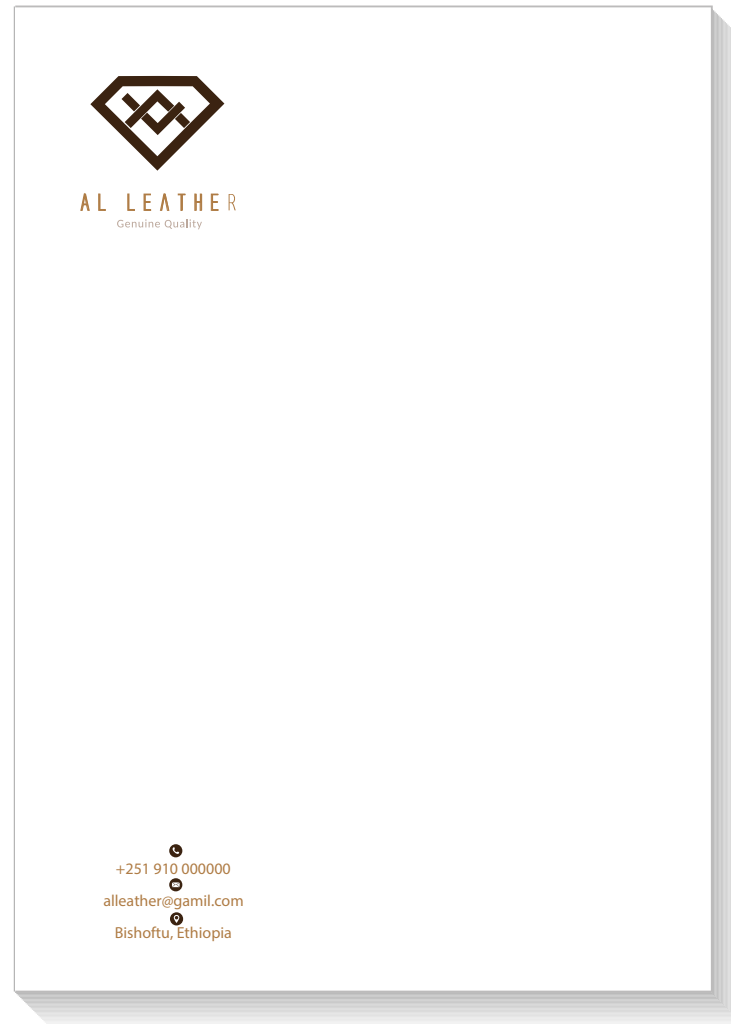
Centrally placing our logo on social media platforms and digital platforms is crucial for effective brand representation and recognition. By positioning the logo prominently, it becomes a focal point for visitors, reinforcing brand identity and making a lasting impression.

Including our logo mark in photos and posts further solidifies our brand's presence. By incorporating the logo into visual content, it serves as a visual stamp, signifying our existence and reinforcing the connection between the content and our brand. This practice enhances brand recognition and helps build a cohesive and consistent brand image across various platforms.



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Stationery



BRAND GUIDELINE



AL LEATHER
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BRAND GUIDELINE

Background Imagery

To give our logo a cool and highlighted vibe, position it in the center with a 30% opacity. It is important to maintain the original color of the logo without using any additional colors outside of our designated color palette.





If you are adding text or writing on the picture, please use our secondary colors based on the darkness level of the background image.



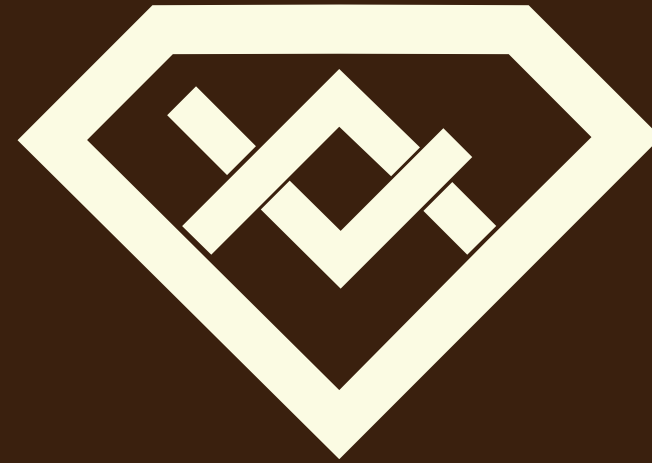
Additional Information

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