Alairo®

SOLUTIONS

Logo

Single color use logo

White logo on dark background

Logo

Clear Space

To preserve the Alairo Solutions logos integrity, always maintain a minimum clear space around the logo.

This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention.

The minimum clear space for the logo is defined as the width of the Alairo "a" in the logo. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

Minimum Size

All collateral and customer-facing documents should feature a Alairo Solutions logo or the Star Element.

The following minimum sizes apply to the Alairo Solutions logo. If it is below this size, it will be illegible and damage the essence of the brand.
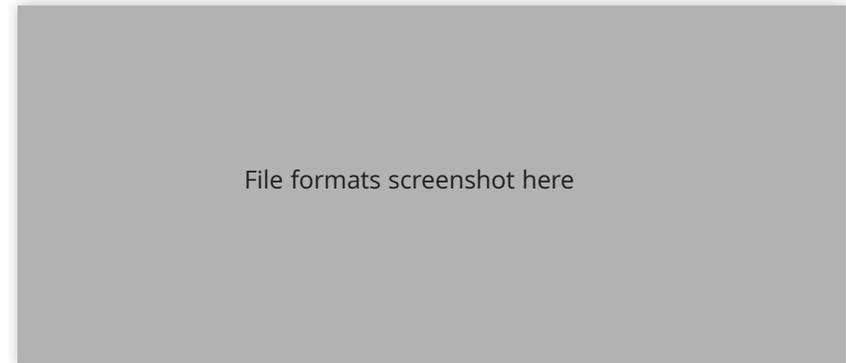
min. 0.75 in

min .38 in

Logo - Filetypes and How to Use

Logo File Formats

The Alairo Solutions logos are available in print (CMYK) and web (RGB) color spaces and various file formats. Print files are available in vector formats as well (.eps, .ai, which are scaleable without loss of resolution). If in doubt about how or when to use a format, consult this style guide or contact the art director for guidance.

File formats screenshot here

Do Not

ORIENTATION	STYLE/EMBOSS	BUSY PHOTO/PATTERN	COLOR	CROP	GLOW	VIBRATING COLOR	OUTLINE
® REGISTERED SYMBOL	OUTLINE	DROPSHADOW	WHITE BOX	RECONFIGURE	STRETCH/SQUEEZE	RECREATE	REPLACE

1. Don't change the logo's orientation.
2. Don't bevel or emboss the logo.
3. Don't place the logo on a busy photograph or pattern.
4. Don't change the logo colors.
5. Don't crop the logo in any way.
6. Don't add "glow" effects to the logo.
7. Don't present the logo on "vibrating" colored backgrounds or similarly colored back grounds.

8. Don't present the logo in "outline only" fashion.
9. Don't place the logo without the ® icon.
10. Don't outline the logo in any color.
11. Don't add "drop shadow" effects to any logo.
12. Don't put a white box around the logo when placed on a dark or busy background.

13. Don't reconfigure or change the size or placement of any logo elements.
14. Don't stretch or squeeze the logo to distort proportions.
15. Don't recreate elements or replace with some thing else.

Logo - Use with Photography

The Alairo Solutions logo can be used in its original form, black, white, or light blue against a photographic background. Because every image is different, be sure to choose a color version with a strong contrast to the background. For instance, the white and black logos work better in the photo at the right because they contrast better with the background photo, while the original and grey logos work within the lighter portions of the photo.

Place the logo in an area of the image that is not busy in order to enhance legibility.
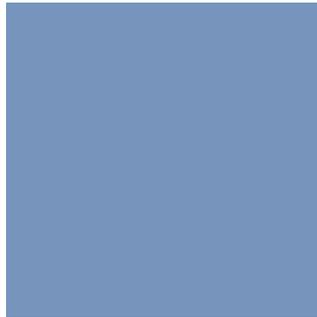
Colors
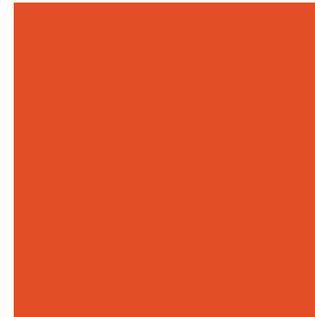
Navy Blue	Light Blue	Dark Grey	Orange	Black
C: 100, M: 84, Y: 7, K: 43	C: 56, M: 35, Y: 10, K: 0	C: 53, M: 51, Y: 47, K: 14	C: 7, M: 84, Y: 100, K: 0	C:0, M: 0, Y: 0, K: 100
R: 7, G: 40, B: 98	R: 119, G: 149, B: 189	R: 120, G: 111, B: 112	R: 226, G: 80, B: 39	R: 0, G: 0, B: 0
Hex: #072862	Hex: #7795bd	Hex: #786f70	Hex: #e25027	Hex: #000000

Please note:

CMYK color values should be used in print materials, while RGB or Hex values should be used in online / digital content.

RGB   CMYK

Typography

Alairo Solutions utilizes uses several typefaces in its logo and branding. Each typeface exhibits unique characters. **Khula Extra Bold** and **Monterserrat Bold** are the preferred typefaces for headlines, while **Khula Regular** is the preferred typeface for body copy. They can be used interchangeably if one or the other is unavailable.

Khula Extra Bold (available in several weights and italics)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!<>?/,.|\~@#$%^&*()_+

Montserrat Bold (available in several weights and italics)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!<>?/,.|\~@#$%^&*()_+

Compacta Bold

Alairo®
SOLUTIONS

Termina Bold

Sample Body Copy - Khula Regular

Cidellab oreptatias ea et quo to ea dollore hendebit lam et liquae. Dusam dipis neturia quiduscimus alibusaest, siti delitat endebistio. Rum voluptaquam, net quiasi ut voluptatur aut magnis estemodi. Sedit officab ipiene volorec estrum earchillora ped enist venis verat. Aborrumque cum dolor aligent aut rercia que endandi psandel inctemporrum aut volori occum volliqui optate prempor.

Body copy should be set in Khula typeface.

Sample Headlines - Montserrat Bold

Clinical Study Findings

Sample Headlines - Khula Extra Bold

Clinical Study Findings

Headlines should be set in Montserrat Bold or Khula Extra Bold and can be any of the color palette colors.

Email Signatures

Email Signature

In order to maintain a standard look and feel, all company emails must contain the following email signature style:

Raymond Bailey | President
(o) 972.595.3955
(c) 972.523.0305
ray.bailey@lonestarcom.com
www.lonestarcom.com

Alairo Solutions, Inc. is UL registered and certified to ISO 9001:2008

Registration No. 10002830 QM08

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The information in this e-mail is intended solely for the addressee(s) named, and is confidential. Any other distribution, disclosure or copying is strictly prohibited. If you have received this communication in error, please reply by e-mail to the sender and delete or destroy all copies of this message. Although precautions have been taken to make sure no viruses are present in this email, the company cannot accept responsibility for any loss or damage that arises from the use of this email or attachments.