



A L I X

BRAND VOICE

The visual identity of ALIX, an international membership of women who travel globally for business and leisure, expresses a feeling of **luxury, grace, and trust.**

BRAND INSPIRATION



BRAND ESSENCE

Brand Essence is the spirit of the brand and our promise to our members. It is what we want to stand for in the minds of our partners and the community we are building together. It should guide everything ALIX strives to achieve.

ALIX makes the unfamiliar invitingly familiar

BRAND PILLARS

There are three core elements that define brand.



EXPLORE



REFRESH



CONNECT

BRAND CHARACTER

Brand Character refers to the personality traits that define the expression and experience of our brand.

ALIX is one brand and therefore has one core set of characteristics that applies to every aspect across every touchpoint.

WORD BANK

Words to help evoke the spirit of the brand

Sophisticated

Explore

Exceptional

Modern

Artisanal

Refresh

Quality

Taste

Detail

Captivating

Spotlight

Comfort

Expression

Delight

Knowledge

Culture

Surprise

Power

Personal

Exceptional

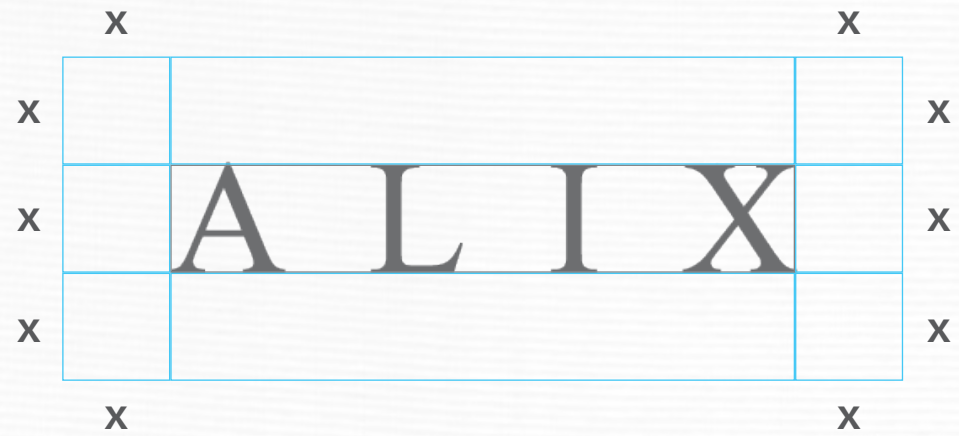
Community

WORDMARK

The wordmark is our signature. It should always appear consistently across our company's communication touchpoints, such as stationery, business cards presentation materials and advertising.

A L I X

WORDMARK CLEARSPACE



WORDMARK MINIMUM SIZE



MINIMUM SIZE FOR PRINT

The wordmark should never be printed smaller than 20 mm wide.



MINIMUM SIZE FOR DIGITAL

The wordmark should never be sized less than 57 px wide.

WORDMARK COLORS

A L I X

BRAND GREY

The wordmark may be used in black across all applications such as print and digital advertising as well as internal and external communications. It is the primary wordmark color for digital applications

#6d6e70

A L I X

SILVER FOIL

The wordmark should be stamped in silver foil for catalogs, invitations, books and business cards. Silver foil should be leveraged for select printing applications and never for digital.



BRAND GREY KNOCKOUT

On photographs use brand grey as knockout.

#6d6e70



WHITE KNOCKOUT

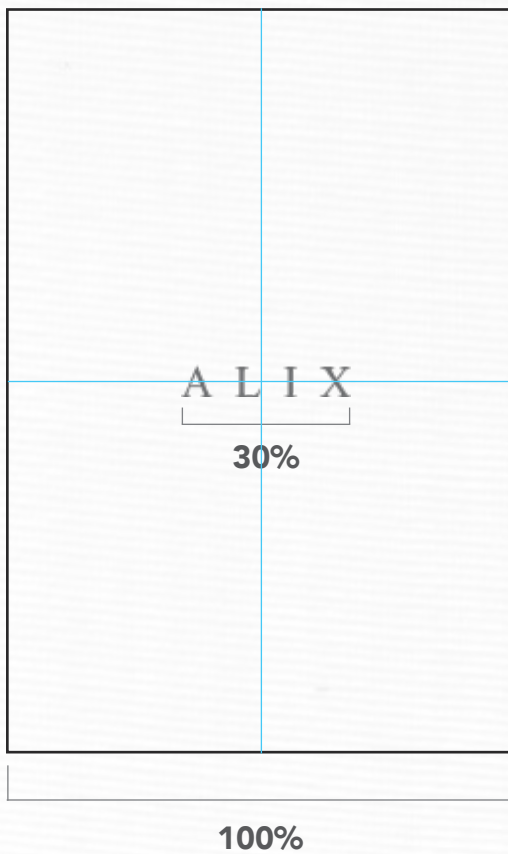
On backgrounds that lack proper contrast use a white knockout.

#ffffff

WORDMARK PLACEMENT AND PROPORTIONS VERTICAL

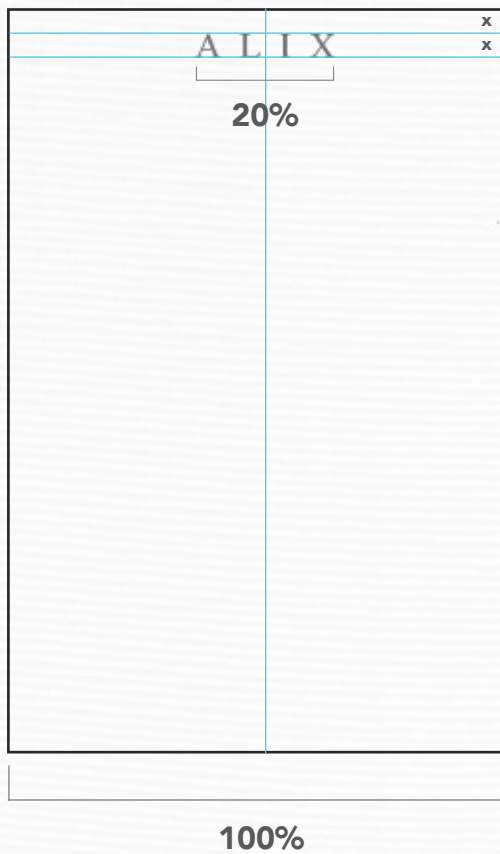
COVERS:

For vertical covers, the wordmark should be 30% of the width of the page and vertically centered.



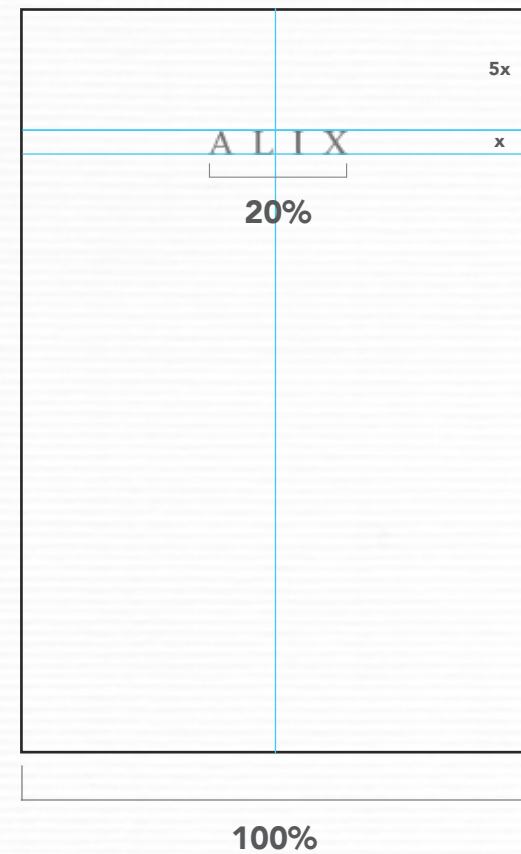
LETTERHEAD:

For vertical letterhead, the wordmark should be 20% of the width of the page and the margin should be at least 2 logo heights, or 2x from the top edge.



INVITATION BRAND LEAD:

For vertical invitations where the brand is the lead, the wordmark should be 20% of the width and centered 5x from the top trim.

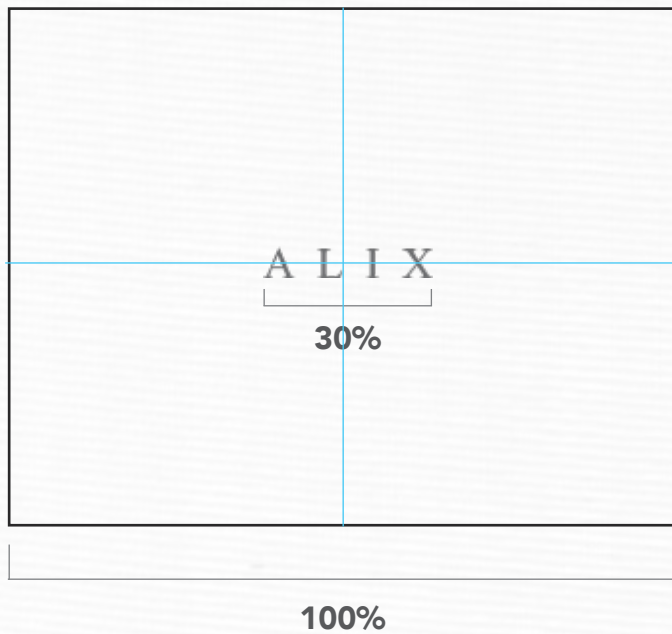


WORDMARK

PLACEMENT AND PROPORTIONS HORIZONTAL

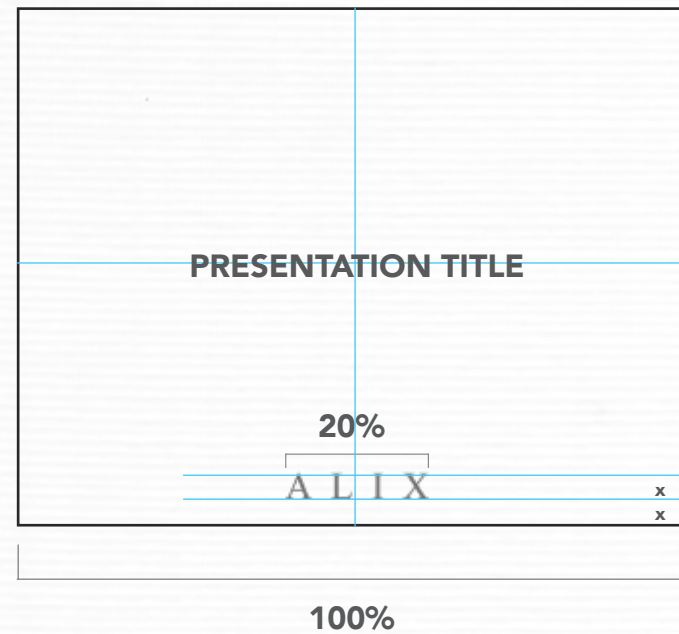
COVERS: NO TEXT

For horizontal covers with no text, the wordmark should be 30% of the width of the page, and vertically and horizontally centered.



PRESENTATION COVERS

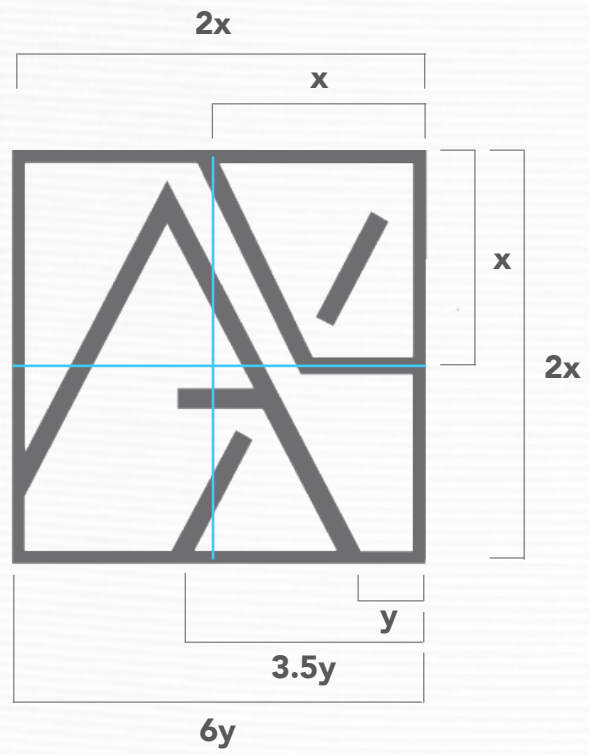
For presentations, the wordmark should be 20% of the width, and centered, 1 logo height, or 1x from the bottom edge.



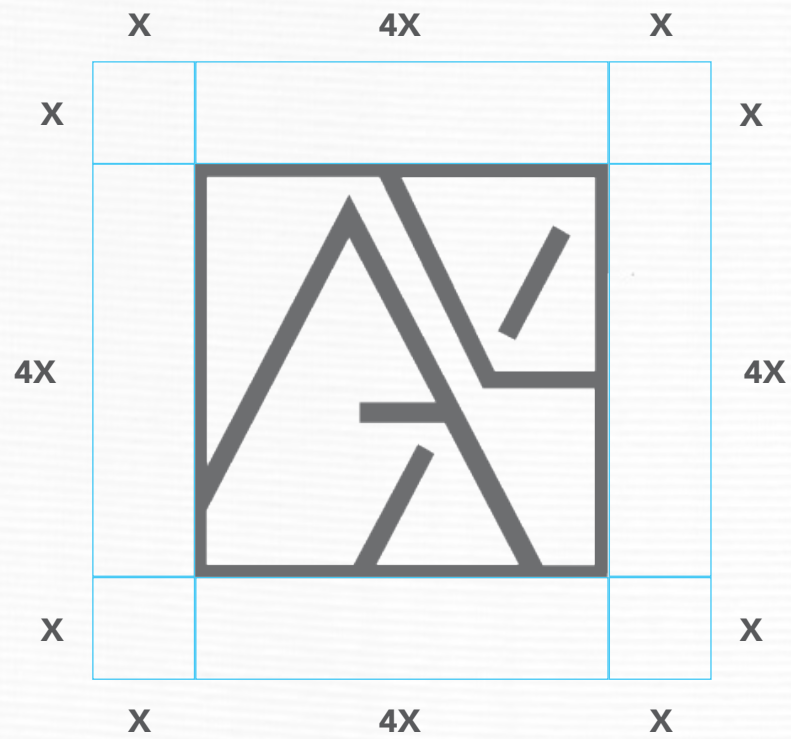
ALIX SEAL



ALIX SEAL ELEMENTS



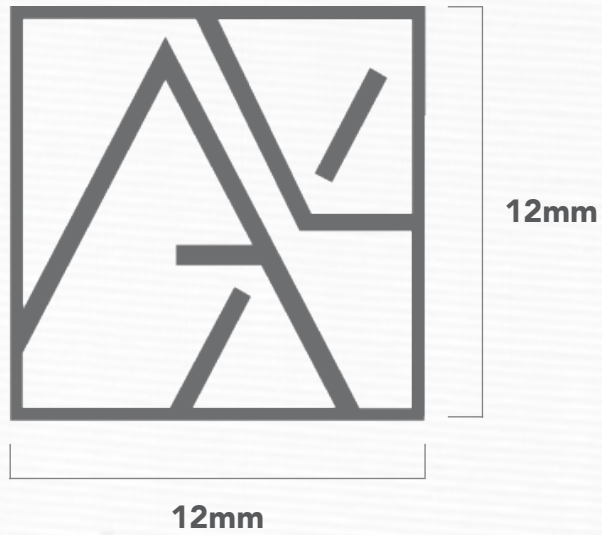
ALIX SEAL CLEARSPACE



ALIX SEAL MINIMUM SIZE

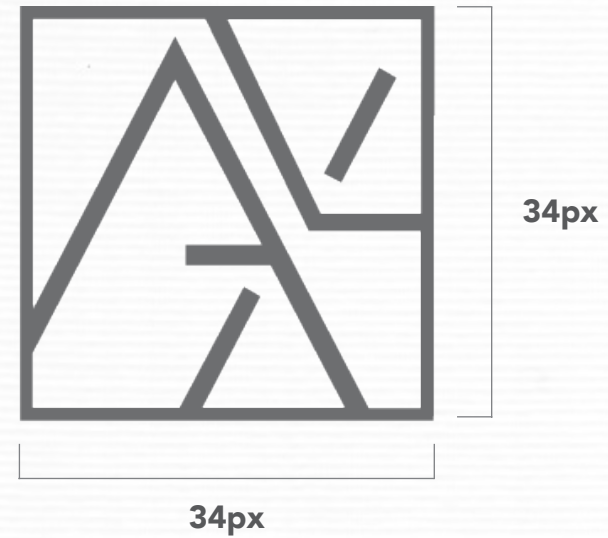
MINIMUM SIZE FOR PRINT

The seal should never be printed smaller than 12 mm wide.



MINIMUM SIZE FOR PRINT

The seal should never be sized less than 34 px wide.



ALIX SEAL COLORS



BRAND GREY

The seal may be used in black across all applications such as print and digital advertising as well as internal and external communications. It is the primary wordmark color for digital applications

#6d6e70



BRAND GOLD

The seal may be used in gold across all applications such as print and digital advertising as well as internal and external communications. It is the secondary wordmark color for digital applications

#6d6e70



BRAND GREY KNOCKOUT

On photographs use brand grey as knockout.

#6d6e70



WHITE KNOCKOUT

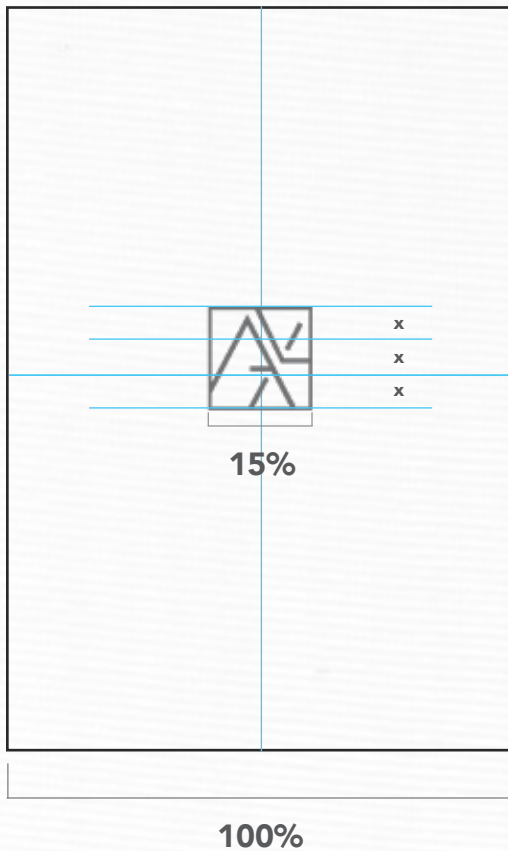
On backgrounds that lack proper contrast use a white knockout.

#ffffff

WORDMARK PLACEMENT AND PROPORTIONS VERTICAL

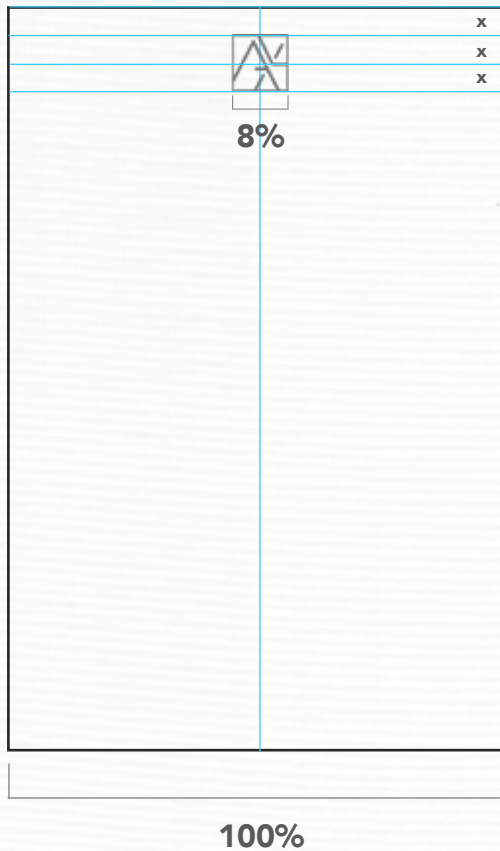
COVERS:

For vertical covers, the wordmark should be 15% of the width of the page and vertically centered.



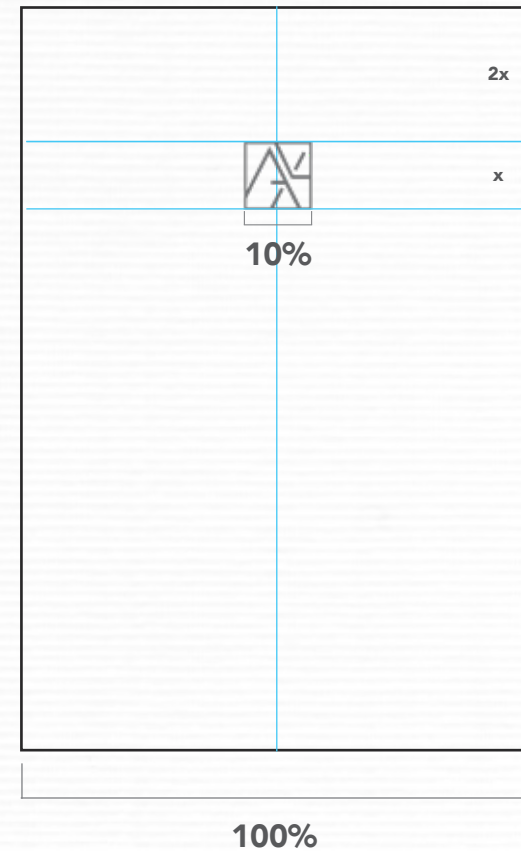
LETTERHEAD:

For vertical letterhead, the wordmark should be 20% of the width of the page and the margin should be at least 2 logo heights, or 2x from the top edge.



INVITATION BRAND LEAD:

For vertical invitations where the brand is the lead, the wordmark should be 20% of the width and centered 5x from the top trim.

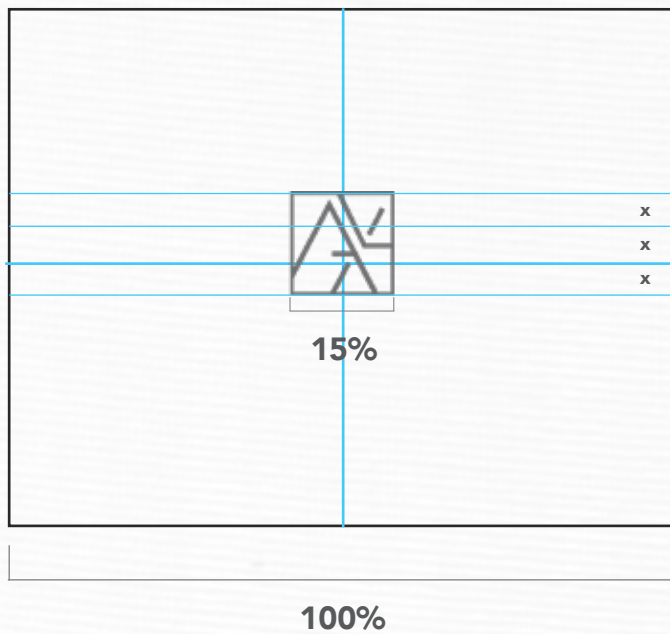


WORDMARK

PLACEMENT AND PROPORTIONS HORIZONTAL

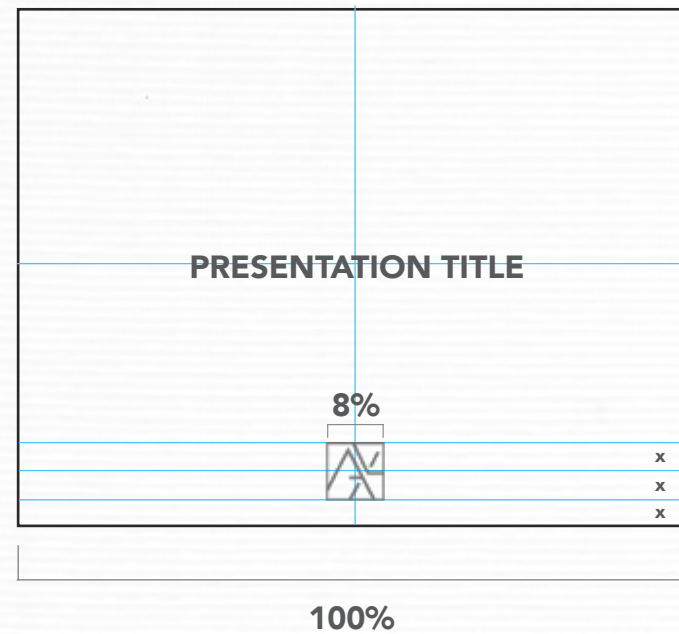
COVERS: NO TEXT

For horizontal covers with no text, the wordmark should be 10% of the width of the page, and vertically and horizontally centered.



PRESENTATION COVERS

For presentations, the wordmark should be 8% of the width, and centered, 1 logo height, or 1x from the bottom edge.

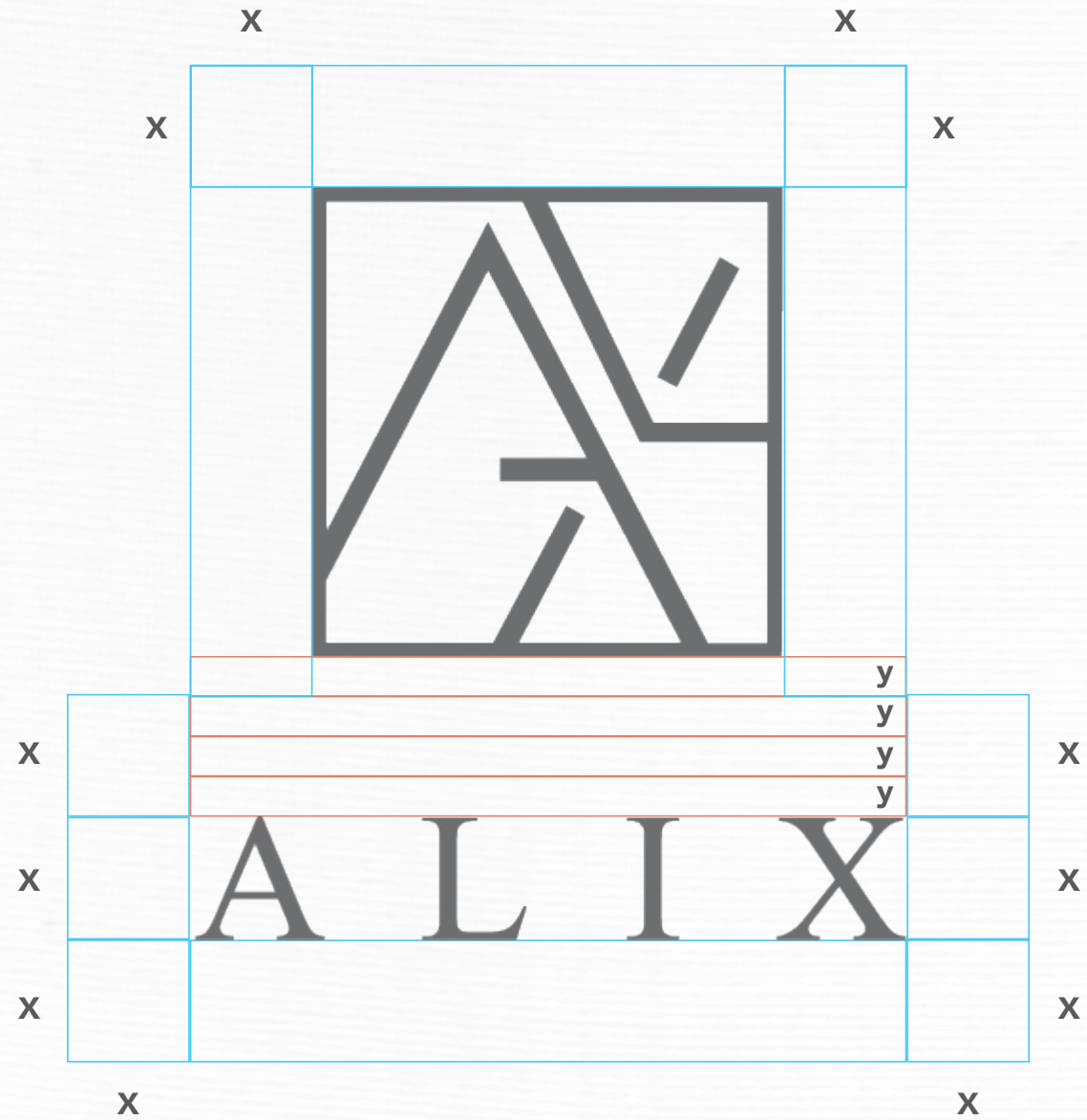


ALIX COMBINED LOGO



A L I X

ALIX COMBINED LOGO CLEAR SPACE



ALIX COMBINED LOGO MINIMUM SIZE



MINIMUM SIZE FOR PRINT

The combined logo should never be printed smaller than 20 mm wide.



MINIMUM SIZE FOR DIGITAL

The combined logo should never be sized less than 57 px wide

ALIX COMBINED LOGO COLORS



A L I X

BRAND GREY

The seal may be used in black across all applications such as print and digital advertising as well as internal and external communications. It is the primary wordmark color for digital applications

#6d6e70



A L I X

BRAND GOLD

The seal may be used in gold across all applications such as print and digital advertising as well as internal and external communications. It is the secondary wordmark color for digital applications

#6d6e70



BRAND GREY KNOCKOUT

On photographs use brand grey as knockout.

#6d6e70



WHITE KNOCKOUT

On backgrounds that lack proper contrast use a white knockout.

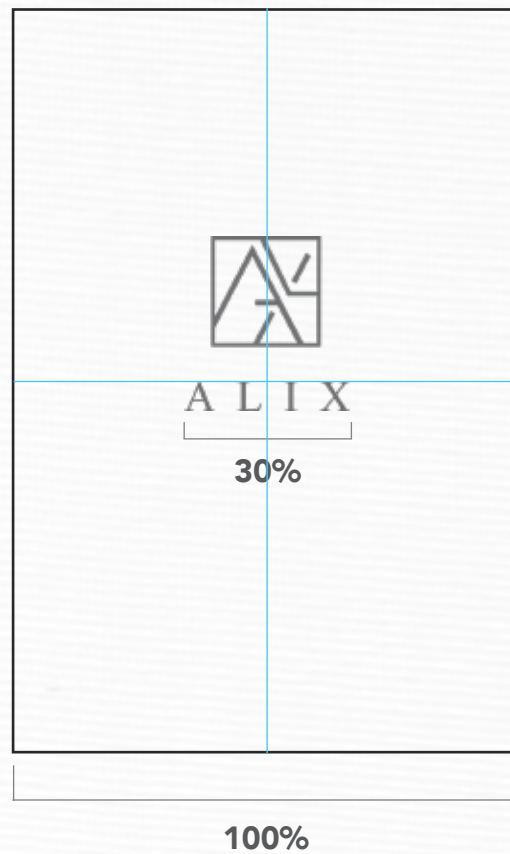
#ffffff

WORDMARK

PLACEMENT AND PROPORTIONS VERTICAL

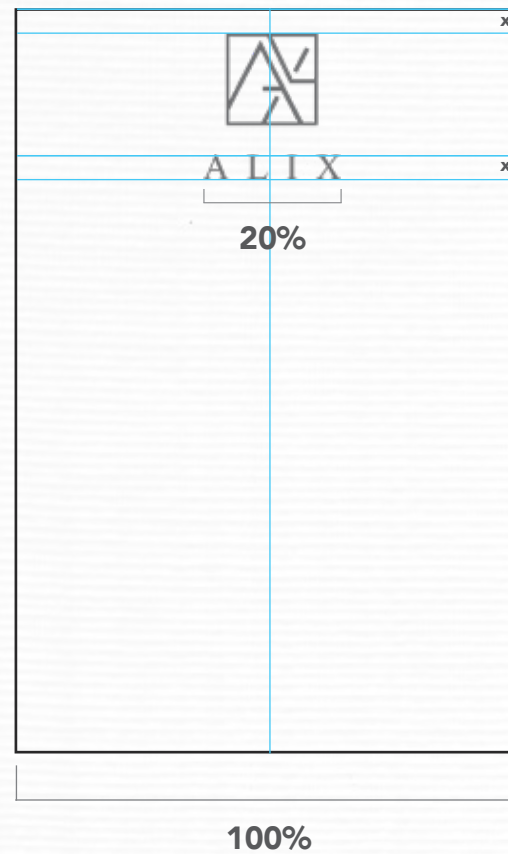
COVERS:

For vertical covers, the wordmark should be 30% of the width of the page and vertically.



INVITATION BRAND LEAD:

For vertical invitations where the brand is the lead, the wordmark should be 20% of the width and centered 5x from the top trim.

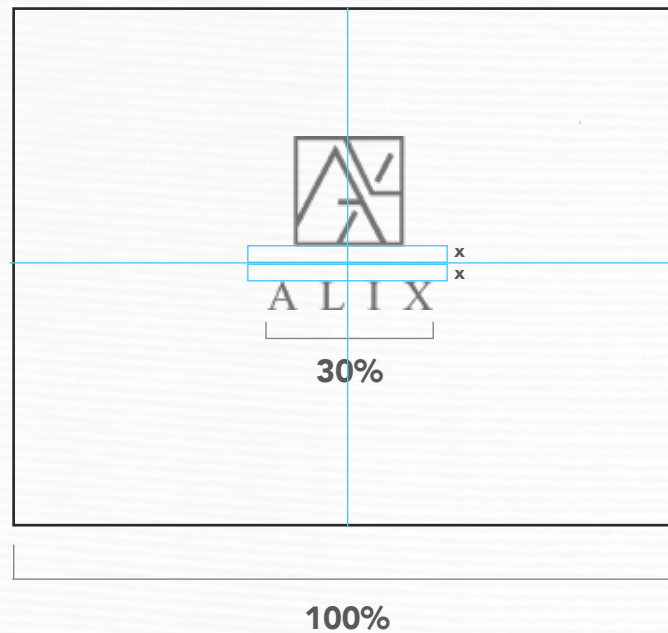


WORDMARK

PLACEMENT AND PROPORTIONS HORIZONTAL

COVERS: NO TEXT

For horizontal covers with no text, the wordmark should be 30% of the width of the page, and vertically and horizontally centered.



ALIX PRIMARY FONT

DIDOT LT STD - HEADLINE

Used to headlines.
6–20 pt.
120 kerning

abcdefghijklmnopqxyz
ABCDEFGHIJKLMNOPQRXYZ

DIDOT LT STD - ROMAN

Used for subheadlines.
6–20 pt.
120 kerning

abcdefghijklmnopqxyz
ABCDEFGHIJKLMNOPQRXYZ

DIDOT LT STD - ITALIC

Used to in rare occasions
for body text.
6–20 pt.
0 kerning

abcdefghijklmnopqxyz
ABCDEFGHIJKLMNOPQRXYZ

DIDOT LT STD - BOLD

Used in rare occasions to
emphasize text in body text
6–20 pt.
0 kerning

abcdefghijklmnopqxyz
ABCDEFGHIJKLMNOPQRXYZ

ALIX PRIMARY FONT: APPLICATIONS

DIDOT LT STD - HEADLINE

Used to headlines.
All caps
Center-aligned

THIS IS A HEADLINE

DIDOT LT STD - ROMAN

Used for subheadlines.
All caps
Center-aligned

THIS IS A SUBHEADLINE

DIDOT LT STD - ITALIC

Used to in rare occasions
for body text.
Sentence case
Aligned with text

This is copy text in rare occasions

This is copy text in rare occasions

DIDOT LT STD - BOLD

Used in rare occasions to
emphasize text in body text
Sentence case
Aligned with text

Use this in rare occasions to emphasize text

e.g. calls to action

ALIX SECONDARY FONT

AVENIR NEXT - REGULAR

Used for body text.
6–20 pt.
0 kerning

abcdefghijklmnopqxyz
ABCDEFGHIJKLMNOPQRXYZ

AVENIR NEXT - ULTRA LIGHT

Used for body text.
6–20 pt.
0 kerning

abcdefghijklmnopqxyz
ABCDEFGHIJKLMNOPQRXYZ

AVENIR NEXT - ITALIC

Used to in rare occasions to
emphasize text in body text.
6–20 pt.
0 kerning

abcdefghijklmnopqxyz
ABCDEFGHIJKLMNOPQRXYZ

AVENIR NEXT - DEMI BOLD

Used in rare occasions to
emphasize text in body text.
6–20 pt.
0 kerning

abcdefghijklmnopqxyz
ABCDEFGHIJKLMNOPQRXYZ

ALIX SYSTEM FONT

ARIAL - REGULAR

Used for body text.
6–20 pt.
0 kerning

abcdefghijklmnopqxyz
ABCDEF GHIJKLMNOPQRXYZ

ARIAL - ITALIC

Used to in rare occasions to
emphasize text in body text.
6–20 pt.
0 kerning

abcdefghijklmnopqxyz
ABCDEF GHIJKLMNOPQRXYZ

ARIAL - BOLD

Used to in rare occasions to
emphasize text in body text.
6–20 pt.
0 kerning

abcdefghijklmnopqxyz
ABCDEF GHIJKLMNOPQRXYZ

ALIX TYPE-SETTING

ALIGNMENT:

Type should be left-aligned for internal business communications. Center-aligned text only for special designed items. A ragged right setting should be used to achieve uniform spacing.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. At multis malis affectus. Illa sunt similia: hebes acies est cuipiam oculorum, corpore alius senescit; Sed erat aequius Triarium aliquid de dissensione nostra iudicare.

PARAGRAPH AND LEADING:

Paragraphs should be indicated by a skipped line without indentation. Leading should be set at 130% of type size e.g. 10pt on 13pt leading ratio

Lorem ipsum dolor sit amet, consectetur adipiscing elit. At multis malis affectus. Illa sunt similia: hebes acies est cuipiam oculorum, corpore alius senescit; Sed erat aequius Triarium aliquid de dissensione nostra iudicare.

BULLETS AND NUMBERING:

Dashes and numbers should be set to maintain the crispness of the left column edge. Numbers must be outside the column edge on the left side.

- Lorem ipsum dolor sit amet,
- At multis malis affectus.
- Illa sunt similia: hebes acies est cuipiam

OR

1. Lorem ipsum dolor sit amet,
2. At multis malis affectus.
3. Illa sunt similia: hebes acies est cuipiam

BRAND COLORS



#C08F60



#72D99



#C2D2CF



#4C5A51



#BEBEBE

PAPER SPECIFICATIONS

MINIMUM REQUIREMENTS:

- Forest products should be PEFC, SFI and/or FSC certified.
- Paper and packaging products should contain a part of postconsumer recycled content, if feasible.
- When bleaching paper products, use either Enhanced Elemental Chlorine Free (EECF) or Totally Chlorine Free (TCF) bleaching processes.

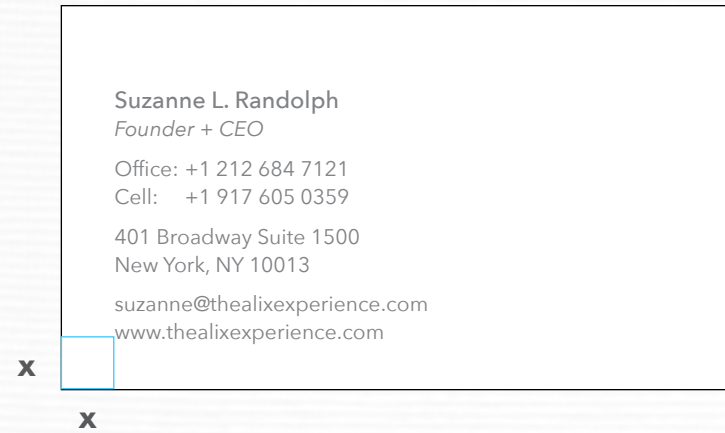
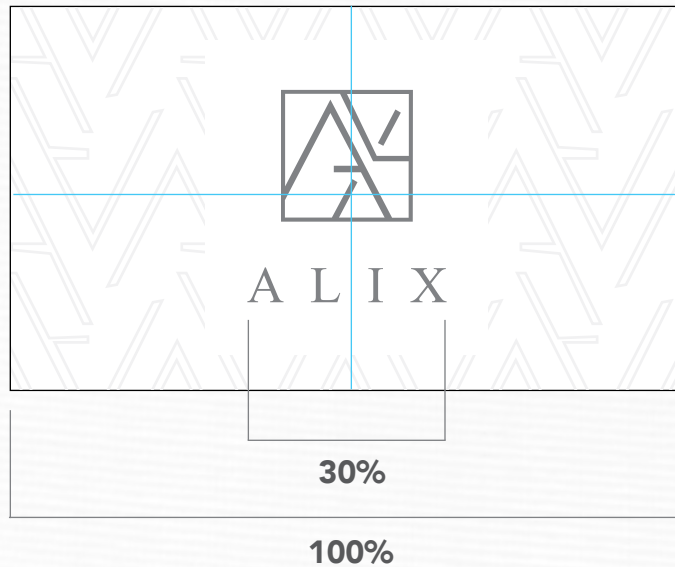
IDEAL SCENARIO:

- 100% of paper and wood products must come from legal and acceptable sources.
- Forest products should be traceable to country of origin, and must never be sourced or come from:
 - Plantations that were converted from natural forests
 - Endangered forests
 - High conservation value forests (HCVF)
 - High-risk regions for illegal logging
 - Genetically Modified Organisms (GMOs)
 - Forests or operations that employ forced or child labor
 - Conflict wood
- Areas that have dangerous working conditions that have led to the death of loggers or locals in a region over the past 2 years
- Paper and packaging products should contain a part of post consumer recycled content, if feasible.
- Innovative and environmentally friendly bleaching practices can and should be considered.

PLEASE LOOK FOR THESE ICONS:



BUSINESS CARDS



EMAIL TEMPLATE

New Message — ↗ ×

To | Cc Bcc

Subject

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Itaque mihi non satis videmini considerare quod iter sit naturae quaeque progressio. Erat enim res aperta. Duo Reges: constructio interrete. Tuo vero id quidem, inquam, arbitrato. Aperitandum est igitur, quid sit voluptas; Estne, quaeso, inquam, sitiendi in bibendo voluptas? Eam si varietatem dices, intellegerem, ut etiam non dicente te intellego; Respondent extrema primis, media utrisque, omnia omnibus. An vero, inquit, quisquam potest probare, quod perceptum, quod.

Suzanne L. Randolph
Founder + CEO
Office: +1 212 684 7121
Cell: +1 917 605 0359
www.thealixexperience.com

x
x
x

	A	L	I	X			

x x

Sans Serif | ¶ | B I U A | [Bullet] [List] [Align] [Quote] | Ix

Send | A | [Link] [Image] [Video] [Link] [Smiley] | [Delete] [Dropdown]