



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

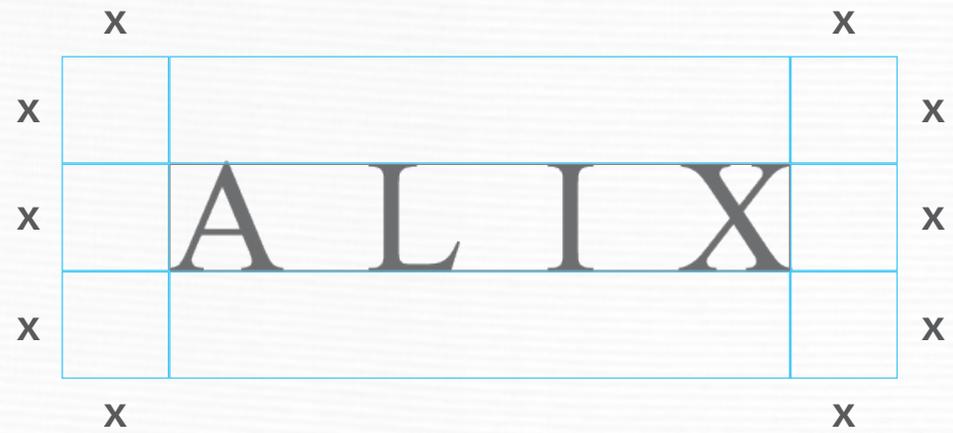
Community

## 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

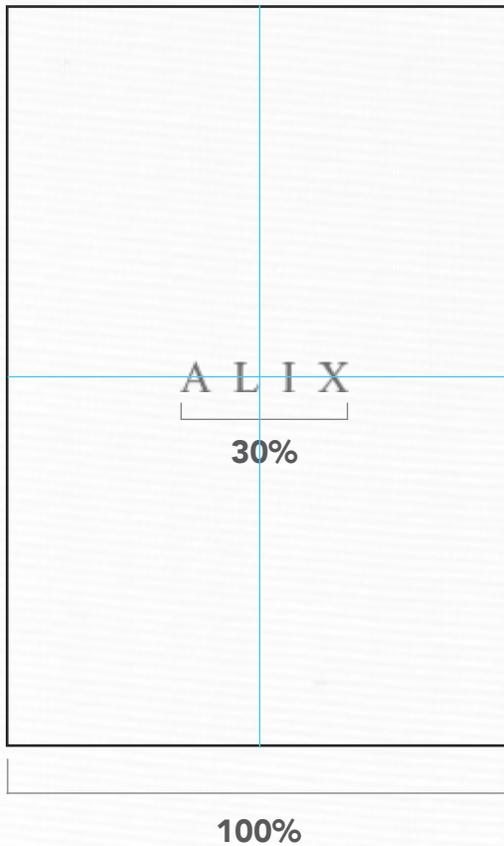
On backgrounds that lack proper contrast use a white knockout.

**#ffffff**

# WORDMARK PLACEMENT AND PROPORTIONS VERTICAL

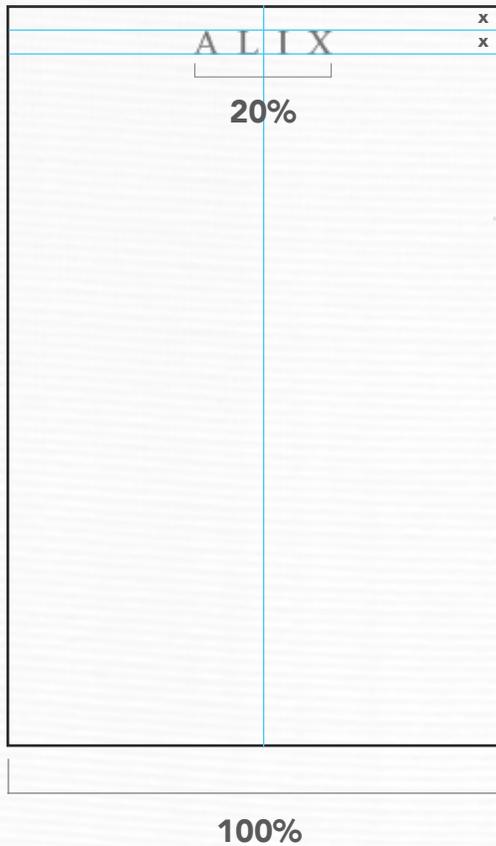
## COVERS:

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



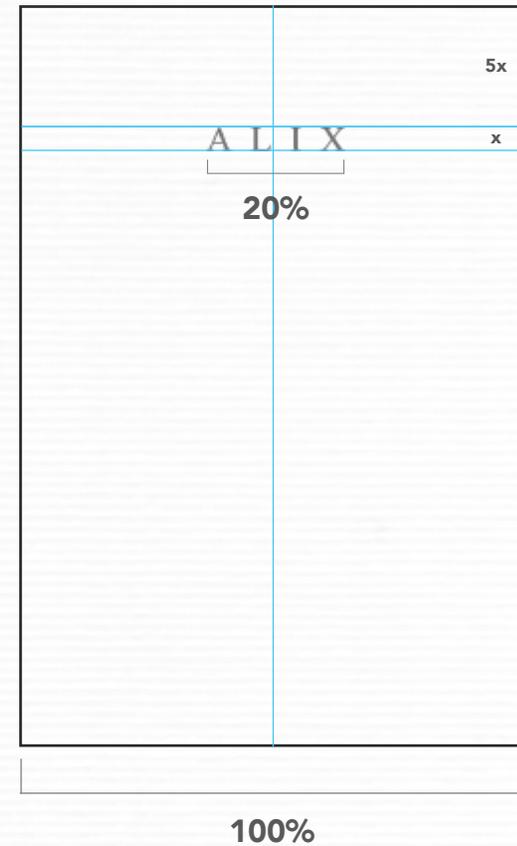
## LETTERHEAD:

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.

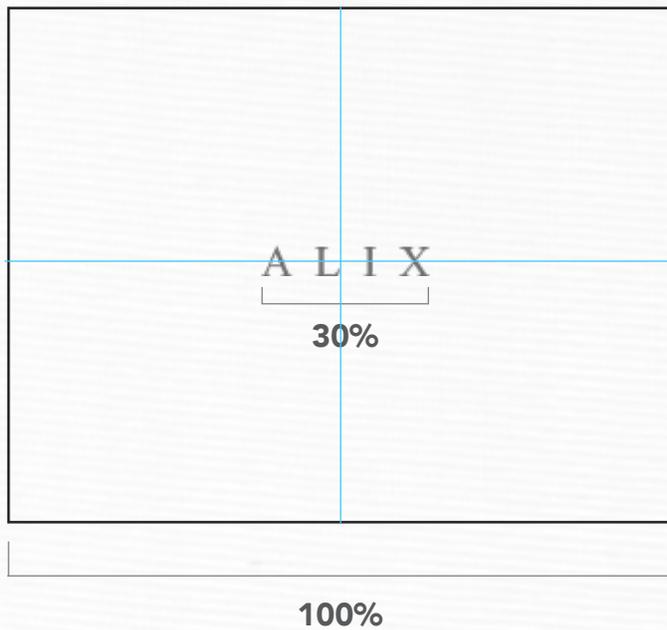


# WORDMARK

## PLACEMENT AND PROPORTIONS HORIZONTAL

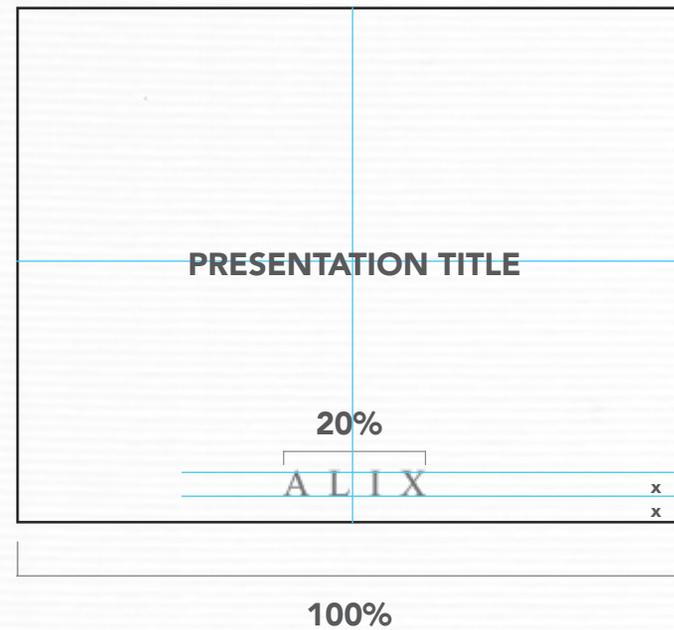
### COVERS: NO TEXT

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



### PRESENTATION COVERS

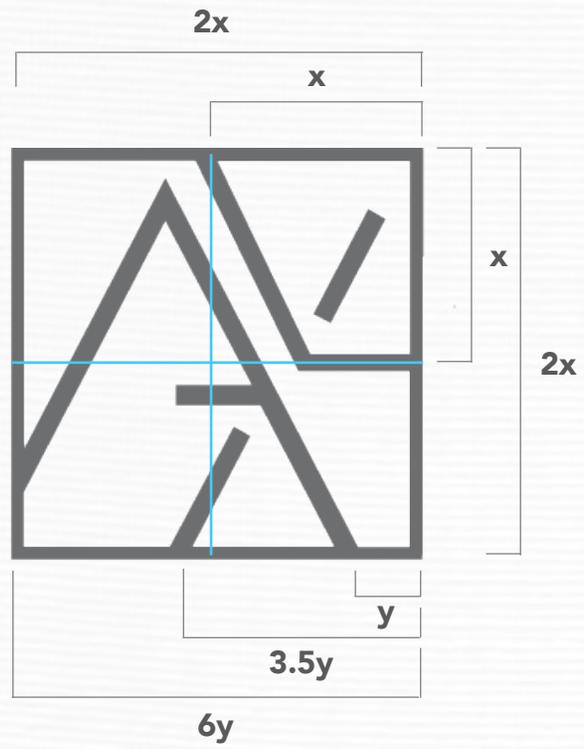
For presentations, the wordmark should be 20% of the width, and centered, 1 logo height, or 1x from the bottom edge.



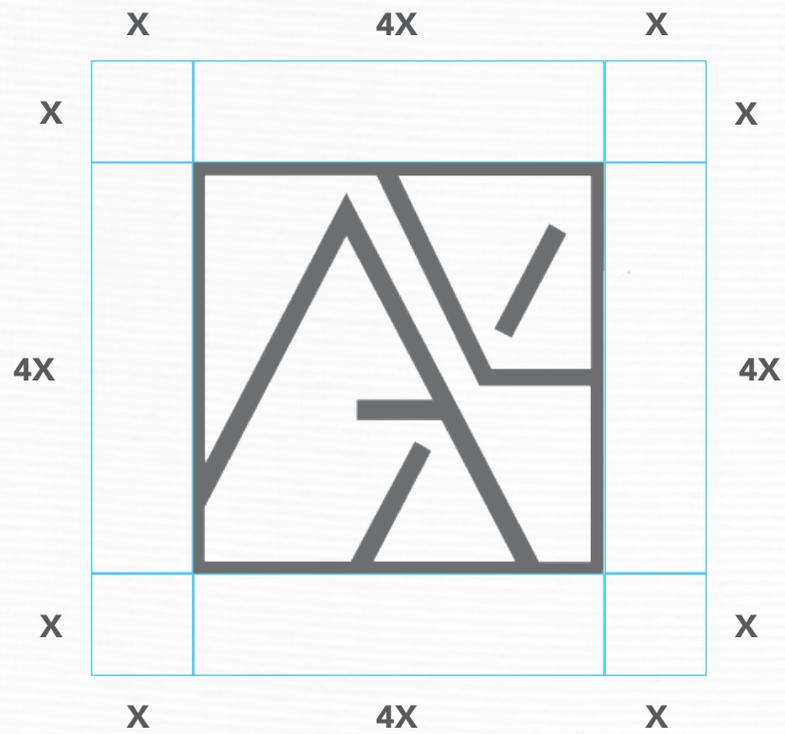
ALIX SEAL



## ALIX SEAL ELEMENTS



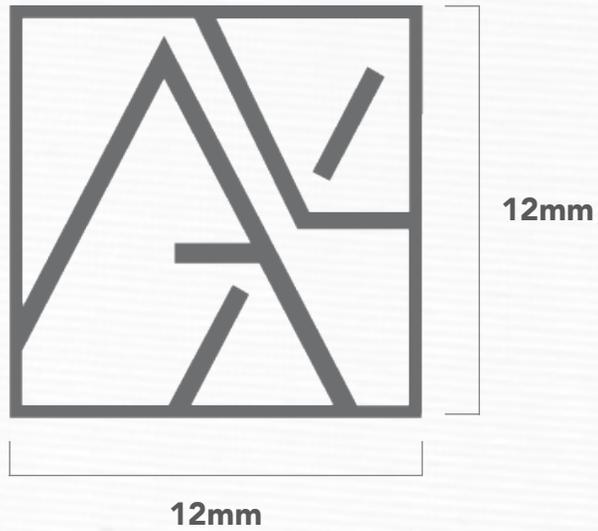
# ALIX SEAL CLEARSPACE



## ALIX SEAL MINIMUM SIZE

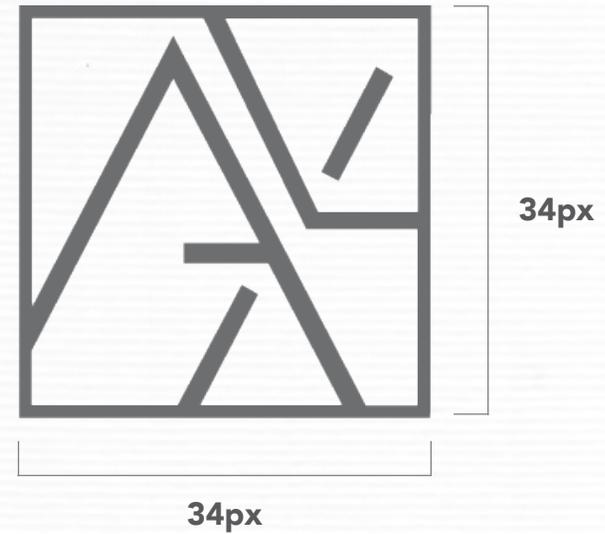
### MINIMUM SIZE FOR PRINT

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

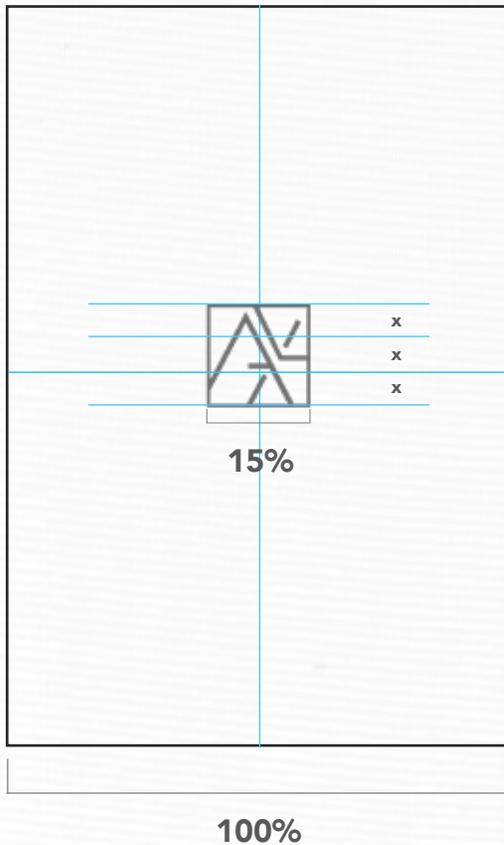
On backgrounds that lack proper contrast use a white knockout.

**#ffffff**

# WORDMARK PLACEMENT AND PROPORTIONS VERTICAL

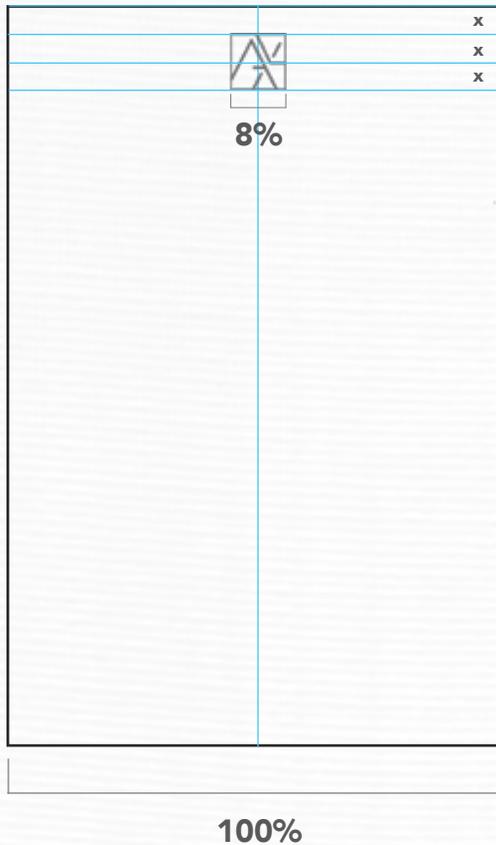
## COVERS:

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



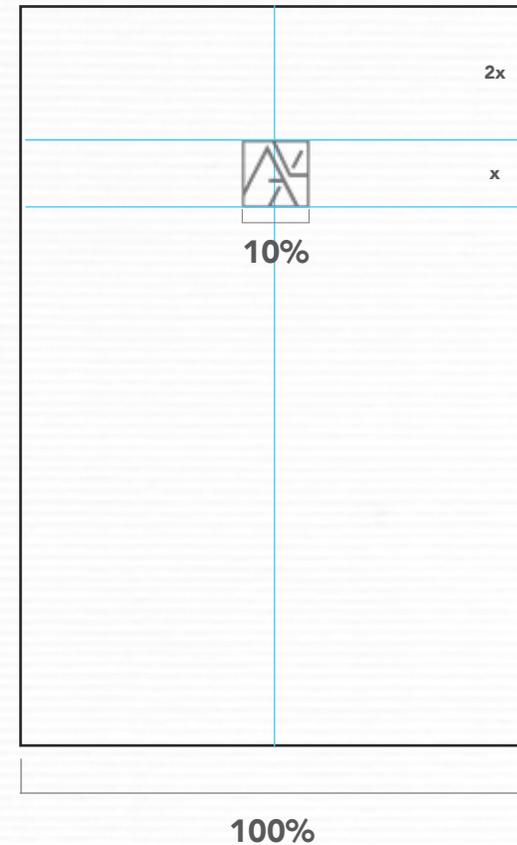
## LETTERHEAD:

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.

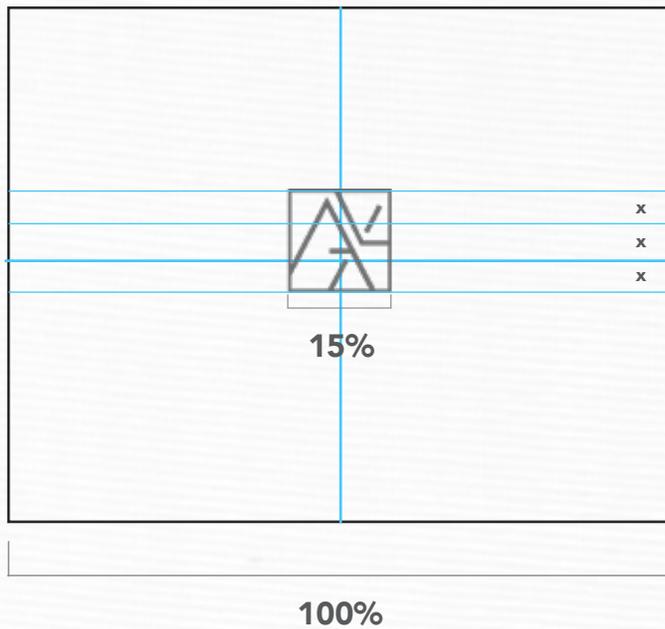


# WORDMARK

## PLACEMENT AND PROPORTIONS HORIZONTAL

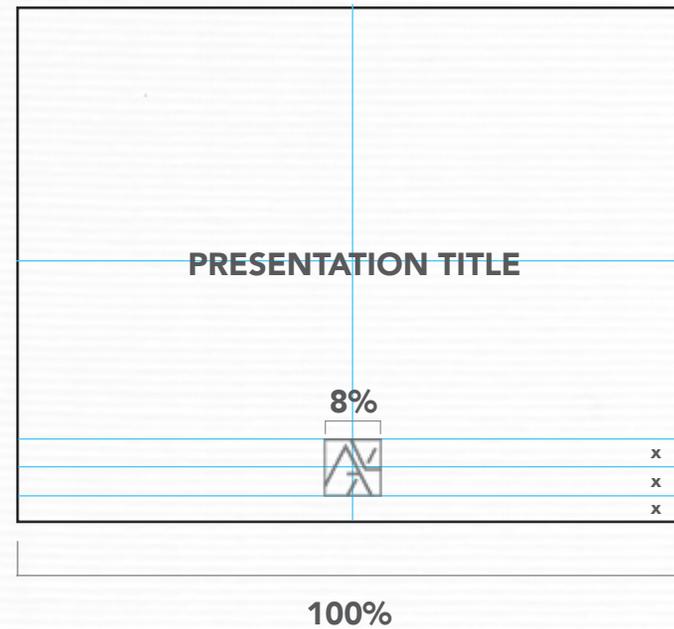
### COVERS: NO TEXT

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.

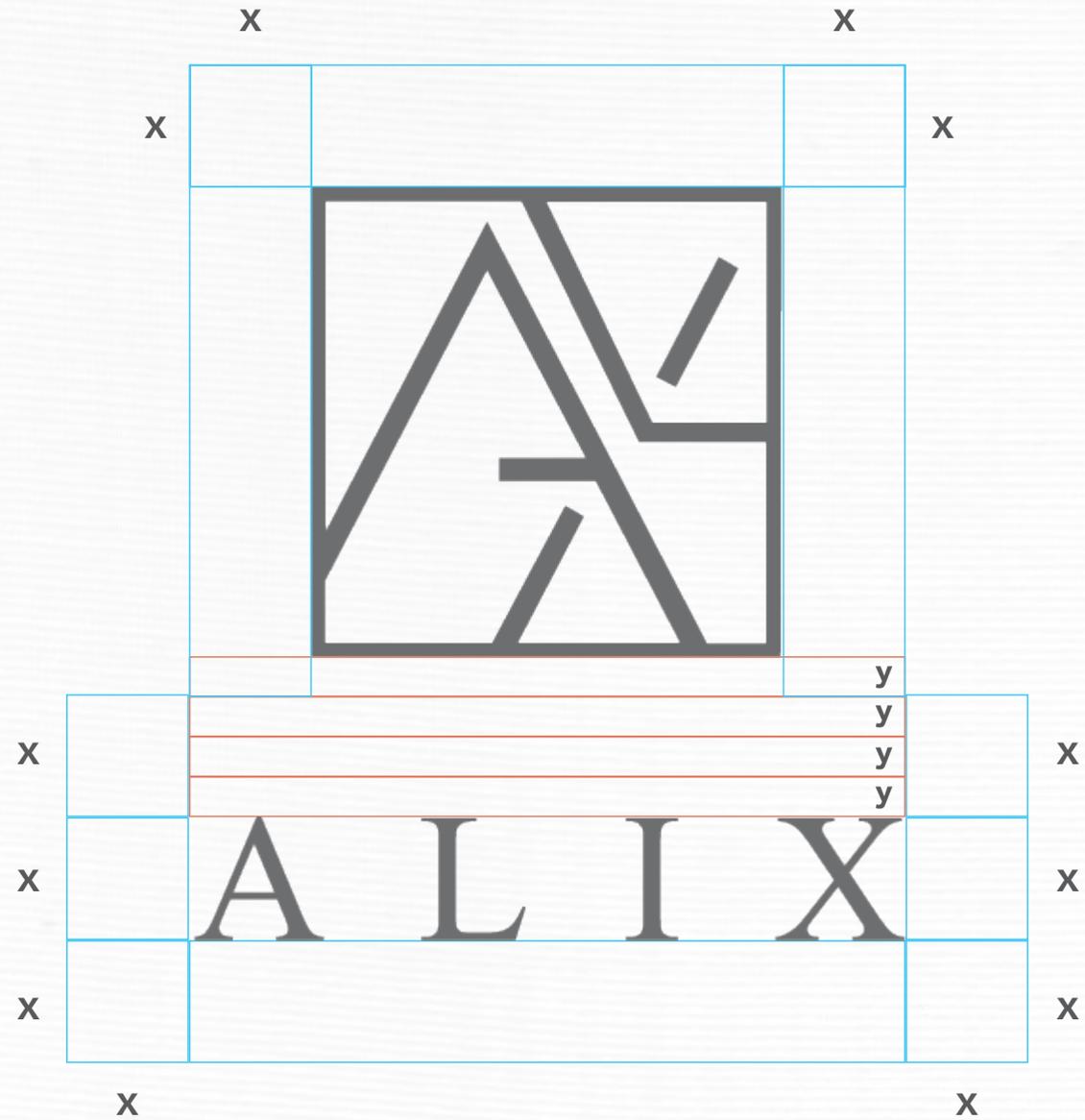


ALIX COMBINED LOGO



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.

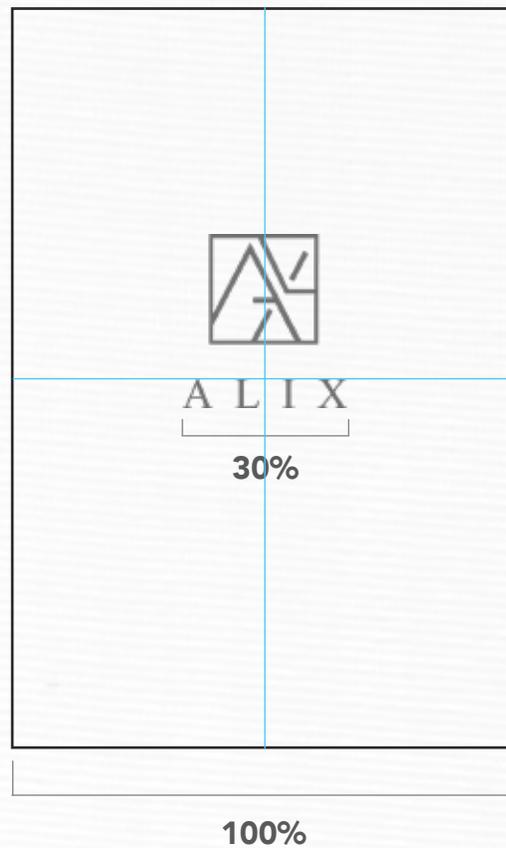
**#ffffff**

# WORDMARK

## PLACEMENT AND PROPORTIONS VERICAL

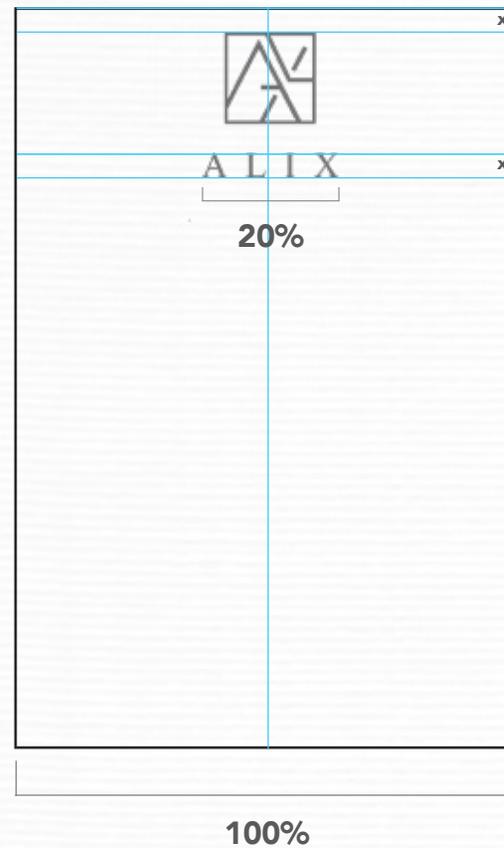
### COVERS:

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.

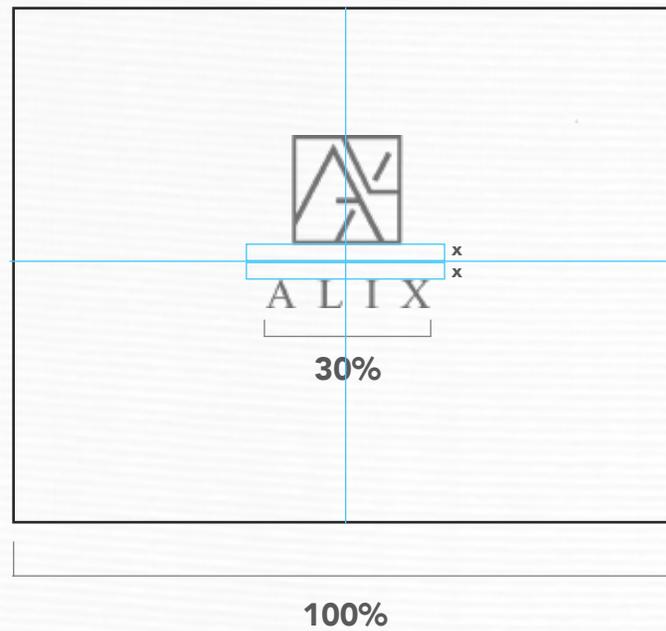


# WORDMARK

## 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  
ABCDEFGHIJKLMNOPQRXYZ

## **ARIAL - ITALIC**

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

*abcdefghijklmnopqxyz*  
*ABCDEFGHIJKLMNOPQRXYZ*

## **ARIAL - BOLD**

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

**abcdefghijklmnopqxyz**  
**ABCDEFGHIJKLMNOPQRXYZ**

## 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

