

Brand Style Guide



Version 2.0 June 2025



LOGO

Primary Logo

The ALME logo is inviting, reliable, caring, trusted, accessible, and supportive.

Two orientation options give flexibility and solutions to various situations.

The vertical version is the primary use of the logo and should be used when possible. The horizontal version should be used when space doesn't allow the use of the vertical logo.



VERTICAL



HORIZONTAL

LOGO

Wordmark Logo

The ALME wordmark logo can be a straightforward and effective choice when emphasizing the name as a core part of our brand identity.

The logo for AspenLake Medical Equipment features the word "AspenLake" in a large, bold, sans-serif font. "Aspen" is colored green and "Lake" is colored blue. Below "AspenLake", the words "MEDICAL EQUIPMENT" are written in a smaller, blue, all-caps, sans-serif font. The "L" in "Lake" is positioned directly above the "M" in "MEDICAL".

AspenLake
MEDICAL EQUIPMENT

LOGO

Logo Clearspace

Clear space ensures the ALME logo can breathe and stand out on its own without being obscured by surrounding elements. There should be a clear space the height of the ALME wordmark lowercase letters to ensure consistent visual identity that is easily recognizable.



LOGO

Logo Color Variations

Use the multicolored logo on light backgrounds.

Use the Sky Blue or all-white logo on dark backgrounds and photos.

Use Pantone Reflex Blue or all-white logo on bright color backgrounds.

Always prioritize contrast to ensure maximum readability.

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AspenLake
MEDICAL EQUIPMENT

ON LIGHT COLORS



AspenLake
MEDICAL EQUIPMENT

ON DARK COLORS



AspenLake
MEDICAL EQUIPMENT

ON BRIGHT BACKGROUNDS



AspenLake
MEDICAL EQUIPMENT

ON BRIGHT BACKGROUNDS

LOGO

Logomark Usage

When space is limited, it is acceptable to use the ALME logomark by itself. Always make sure it is centered in its background shape and leave sufficient space around the edges.

Brand approval is required to use the logomark by itself.



COLORS

Primary Colors

The ALME brand is largely grounded in our blues and white for strong contrast, accessibility, and extensibility across media and are the core foundation of our palette.

REFLEX BLUE

RGB 0.24.138
HEX 00188A
CMYK 100.92.15.13
PMS REFLEX BLUE C

LAKE BLUE

RGB 0.117.209
HEX 0075D1
CMYK 98.47.0.0
PMS 2195 C

SKY BLUE

RGB 37.158.217
HEX 259ED9
CMYK 73.22.0.0
PMS 299 C

COLORS

Secondary & Accent Colors

Secondary colors

ALME secondary colors are used in combination with the primary color palette to highlight information or design elements.

Accent colors

The ALME accent colors should be used sparingly for UI elements or when more colors are needed for data visualization diagrams.

MINT REFRESH

RGB 111.192.101
HEX 6FC065
CMYK 60.0.81.0
PMS 360 C

FOREST GREEN

RGB 72.140.64
HEX 488C40
CMYK 76.24.100.8
PMS 7740 C

HARBOR BLUE

RGB 32.65.154
HEX 20419A
CMYK 100.89.0.0
PMS 7687 C

ACCESSIBLE RED (CTA Buttons)

RGB 241.98.81
HEX F16251
CMYK 0.77.69.0
PMS 178 C

ACCENT RED

RGB 237.25.63
HEX ED193F
CMYK 0.100.77.0
PMS 192 C

ACCENT BLUE

RGB 134.213.244
HEX 86D5F4
CMYK 43.0.1.0
PMS 2975 C

TYPOGRAPHY

Primary Typeface

Helvetica Neue is known for its clean, minimalist design, strong readability, and versatility. It's a refined version of the original Helvetica, featuring a larger x-height, improved spacing, and a wider range of weights and styles, making it suitable for both headlines and body text.

Aa

Helvetica Neue Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?

Aa

Helvetica Neue Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?

Aa

Helvetica Neue
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?

Aa

Helvetica Neue Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?

Aa

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?

Aa

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?

TYPOGRAPHY (PRINT)

Ideal Hierarchy

These are general guidelines for the ALME type system. View this as a starting point and adjust based on size and purpose of the final deliverable.

H1

Empower Health

Helvetica Neue Regular / 48pt / title case / #00188a

H2

One patient at a time

Helvetica Neue Regular / 42pt / sentence case / #00188a

H3

EXCELLENCE IN EVERY DELIVERY

Helvetica Neue Condensed Bold / 32pt / all caps / #00188a

H4

Reliable solutions

Helvetica Neue Regular / 25pt / sentence case / #00188a

Label

FOR EVERY NEED

Helvetica Neue Bold / 10pt / all caps / #259ed9

Paragraph
Large

Our mission is to ensure that every patient has access to the medical equipment they need to live a healthier, more comfortable life.

Helvetica Neue Regular / 17pt / sentence case / #00188a

Paragraph

We are dedicated to providing top-quality products and exceptional customer care, fostering a seamless experience from order to delivery.

Helvetica Neue Regular / 13pt / sentence case / #00188a

IMAGERY

Photography Style Examples

Here are examples of the range of photography that can be used to portray ALME brand's mood and give an overall sense of commitment to quality and exceptional service.



CTA

Best Practices

Focus on clarity, visibility, and user experience. Ensure CTAs are visually prominent, use action-oriented language, and are strategically placed within the user journey.

NAV MENU ITEM

18pt / font-weight 400

NAV SECONDARY CTA: **DEFAULT**

14pt / font-weight 600

NAV SECONDARY CTA: **HOVER**

14pt / font-weight 600

NAV PRIMARY CTA: **DEFAULT**

14pt / font-weight 600 / bkg: #F16251

NAV PRIMARY CTA: **HOVER**

14pt / font-weight 600 / bkg: #F16251

Nav Menu Item

NAV SECONDARY CTA ↗

NAV SECONDARY CTA ↗

NAV PRIMARY CTA

NAV PRIMARY CTA

DEFAULT TEXT CTA LINK

DOWNLOAD NOW ↗

DOWNLOAD NOW ↗

HOVER TEXT CTA LINK

DOWNLOAD NOW ↗

DOWNLOAD NOW ↗

DEFAULT BUTTON CTA LINK

REQUEST A DEMO

REQUEST A DEMO

HOVER BUTTON CTA LINK

REQUEST A DEMO

REQUEST A DEMO

AspenLake

MEDICAL EQUIPMENT

aspenlakemedicaldme.com

