

The logo for ALMA METALS features the word "ALMA" in a bold, dark blue, sans-serif font, followed by a stylized green and blue circular icon with radiating lines, and the word "METALS" in the same bold, dark blue, sans-serif font. Below the main logo, the text "2022 styleguide" is written in a smaller, dark blue, sans-serif font, with "style" in a lighter weight than "2022" and "guide".

ALMA METALS
2022 **style**guide

fonts

Google Fonts

click [orange](#) font name to download

[Zilla Slab](#)

[Open Sans](#)

Zilla Slab

Use: H1

LIGHT

abcdefghijklmn
opqrestuvwxyz

BOLD

abcdefghijklmn
opqrestuvwxyz

Open Sans

Use: H2 to Paragraphs

LIGHT

abcdefghijklmn
opqrestuvwxyz

REGULAR

abcdefghijklmn
opqrestuvwxyz

SEMIBOLD

abcdefghijklmn
opqrestuvwxyz

BOLD

abcdefghijklmn
opqrestuvwxyz

colour palette

Primary Colours

Grey is used for all text

Orange used for buttons and **small all cap HEADINGS**

Online

Web + PC Colours



RGB: 74 84 83

HEX: #4a5453



RGB: 247 148 29

HEX: #f7941d

Print

Printer Colours



CMYK: 69 55 56 33

PMS: 445 (closest screen match)



CMYK: 0 50 100 0

PMS: 144 (closest screen match)

Secondary Colours

used sparingly and in bar graphs



RGB: 118 158 55

HEX: #769e37



RGB: 146 82 50

HEX: #925232



CMYK: 53 10 100 15

PMS: 377 (closest screen match)



CMYK: 29 73 87 22

PMS: 7516 (closest screen match)

logo

Media Library

To download up-to-date graphics and logo variations, please click the link below:

[Alma Metals Media Library](#)

Horizontal Logo

Used most



Stacked Logo

Used only when
space-width is limited



Icon

Used for Social Media
Profile Pics



QR code

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iPhone scan icon

Go to the iPhone's home screen and swipe down in the middle of the screen.

A search bar will appear at the top of your screen, along with app and shortcut suggestions below.

Type either code or scanner. As you type, you'll see the Code Scanner app icon show up as an app suggestion.

Alma Metals

QR Code: almametals.com.au

