BRAND GUIDELINES

include:

LOGOS, EMBLEMS
FONTS
STANDARD ELEMENTS
COLORS
OUR LOCATIONS

LOCATION LOGOS

EMBLEM

ALCO ELYRIA

ALCO ELYRIA

ALCO OBERLIN

ALCO OBERLIN

ALCO GRAND HAVEN

ALCO GRAND HAVEN

ALCO DEXTER

ALCO DEXTER

ALCO KIRKVILLE

ALCO KIRKVILLE

LULO CLEAN W01 ONE BOLD
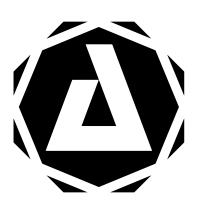
LULO CLEAN W01 ONE BOLD

LULO CLEAN W01 ONE BOLD

POPINS SEMI BOLD

Ink Free   Ink Free   Ink Free

Ink Free font is used as a header or to bring attention, make something standout. Often used with a stroke of 1pt in the same color to make it thicker.

OTHER FONTS

These fonts are good to use on social media graphics, web and literature.

Rounded font families that include:

Arial
Open Sans
Helvetica

Helvetica light
Tahoma
Montserrat

Guidelines on social media post templates

1 The logo should always be dominant with the slogan underneath.

2 The slogan is Helvetica light regular 22pt black or yellow only

3 Website is always all caps: ALCO.COM | font: Helvetica Bold (22 font in this sample)

4 Contact info: should be email | phone as is in this example. Email first word is capital and A in Alco is capital. Vertical line is used to separate (|)
Font: Helvetica light regular 20.

SLOGAN

Trusted partner for precision machined products (Helvetica light when possible)
Precision Machining (when short version is needed)

FFC72C

255 | 199 | 44

Pantone / PMS 123 C / #ffc72c

RGB	**CMYK**
R 255	C 0%
G 199	M 22%
B 44	Y 92
	K 0

000000

0 | 0 | 0

Pantone / #000000

RGB	**CMYK**
R 0	C 75%
G 0	M 68%
B 0	Y 67%
	K 90%

FFFFFF

255 | 255 | 255

Pantone / ##ffffff

RGB	**CMYK**
R 255	C 0%
G 255	M 0%
B 255	Y 0%
	K 0%

OHIO

ALCO ELYRIA

COMPANY HEADQUARTERS

ELYRIA, OHIO
10584 Middle Avenue
Elyria, OH 44035
440-458-5165
Sales@Alco.com

ALCO OBERLIN

OBERLIN, OHIO

216 Oberlin Road
Oberlin, OH 44074
440-596-6051

MICHIGAN

ALCO GRAND HAVEN

GRAND HAVEN, MI
1865 Industrial Park Drive
Grand Haven, MI 49417
616-846-5090

ALCO DEXTER

DEXTER, MI
8763 Dexter-Chelsea Road
Dexter, MI 48130
734-426-3941

NEW YORK

ALCO KIRKVILLE

KIRKVILLE, NY
1120 Fyler Road
Kirkville, New York 13082
315-687-7263