

AlmaTM Brand
Guidelines

**This is our voice.
This is how we express.**
This is Alma.



Elevating our brand



When we founded Alma over 2 decades ago, we developed a unique technology that helped many people to feel better about themselves. We set a global standard and we led the world into a new aesthetic and surgical era.

We realized that in the modern life, a better way to make innovative technology, is understanding what our partners and their patients really want. To put people and their needs first. So we became better at listening and translating the true needs of your patients into outstanding and cutting-

We created this guide to help you understand Alma better and easily implement its standards and guidelines on your developing brand. Help us maintain a united front and a united identity.



Primary



Scalable

Used for small areas. In case of letters smaller than 8pkt / 15 pixel - use without slogan.



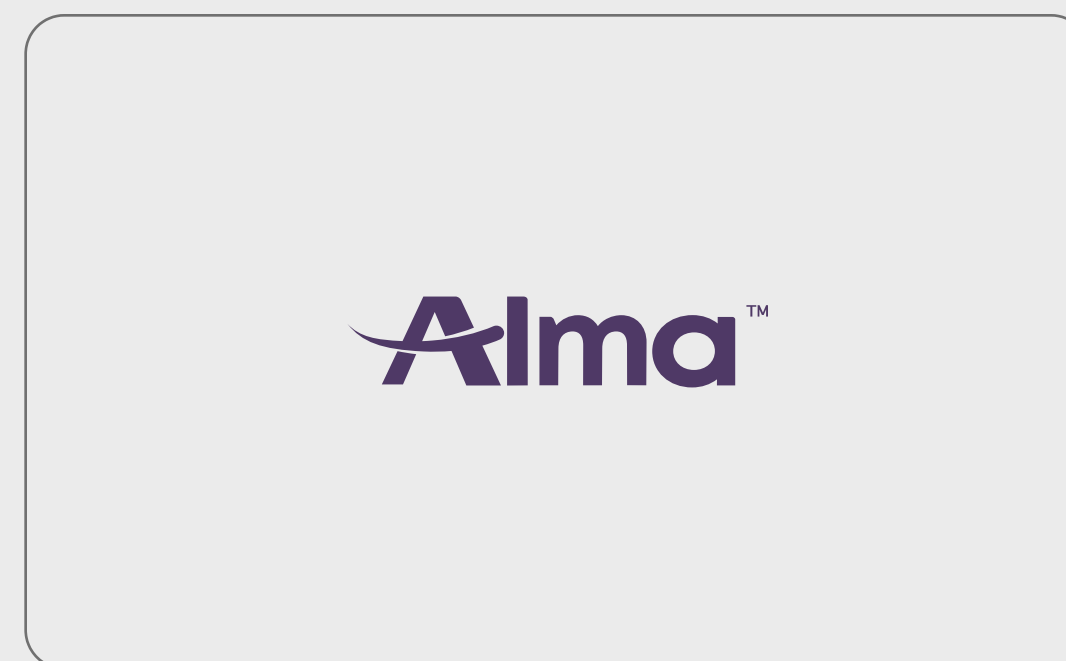
Responsive (short-form)

Used for small digital environments, app headers, favicon etc. Should always be larger than 16x16 pixel

Logo & Logo Type

Clarity

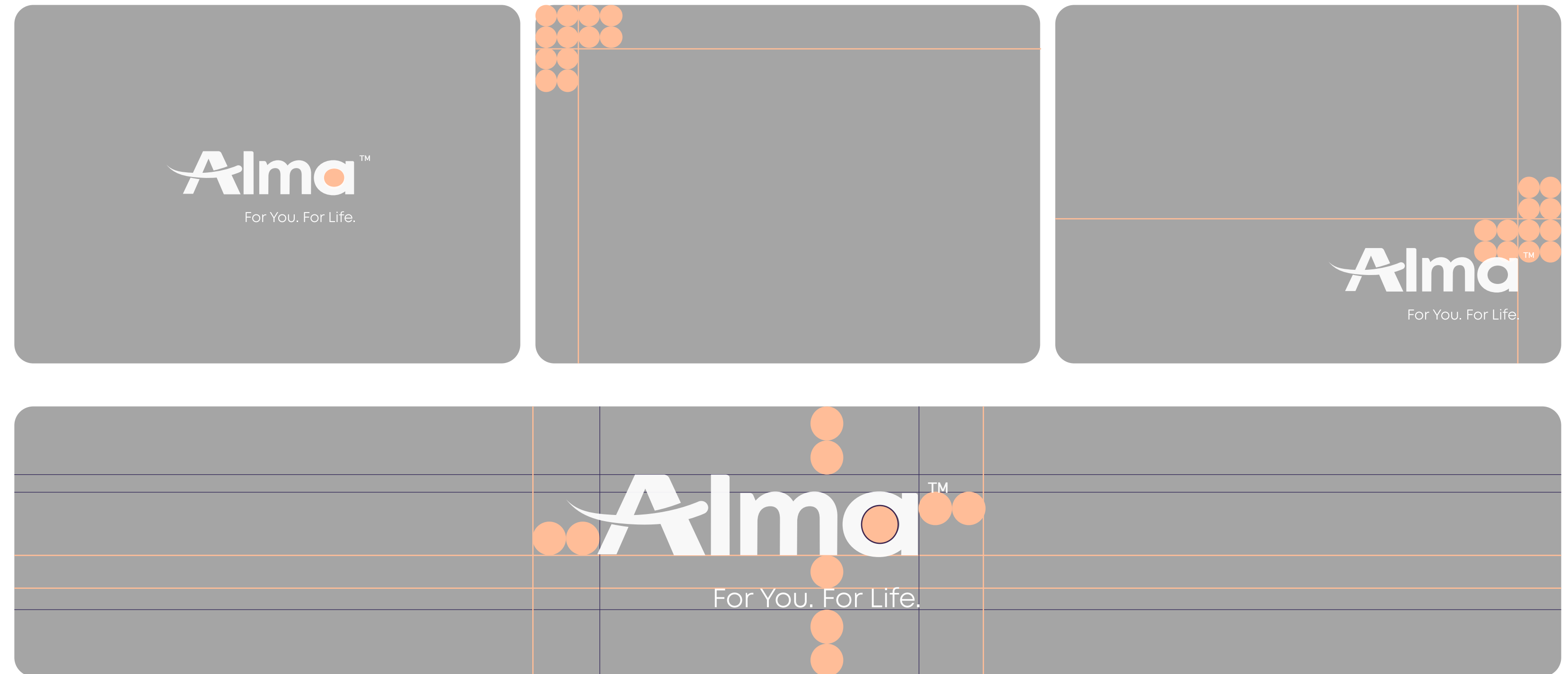
The Alma logo is our most basic brand's signature symbol. To ensure it's visibility and impact make sure it has enough clear space around it and that it's used in the correct form and tone.



Logo & Logo Type

Let it breath

We developed an easy system to make sure our logo always has enough clear space around it.



















Logo & Logo Type

Don't do that

Our logo has enough self confidence to keep it's original appearance, let's not change proportions, color or type.

The written language of our slogan remains English.

Color Palettes

Our color palettes are iconic and help the brand stand out. The Alma purple goes back a long way and links us to our roots. However, we prefer real-life color and let natural appearance and real photography speak in our behalf.

Alma purple is our primary brand color. when possible and suitable we prefer to use it for headlines and collaterals.

As we progress through digital platforms, so do our visual updates. Under the right conditions our palettes become deeper and more suitable to living-digital outputs.

Alma Purple

CMYK: 80 90 30 30
RGB: 68 44 92
Pantone: 669C
#442C5C

Peach

CMYK: 0 30 40 0
RGB: 255 189 152
Pantone: 162C
#FFBD98

Dark Grey

CMYK: 67 65 62 62
RGB: 45 42 38
Pantone: Black 6C
#302E2F

Purple Haze

Grey Shadow

Color Palettes

It's ok to use colors that are not our brand's colors as long as we maintain an "Alma presence".

We let real life, real people and real environment lead us as we pick our palettes. Doing so means we don't always have to apply another layer of color, but just let nature do its thing.



Typography

We use one font for our corporate typography and 2 fonts for our sub brands.

Mont is our most versatile typeface, used for all medias, body text and headlines.

When designing for corporate needs we stick to this font.

When it comes to sub-brands, we also use Frank Ruhl font. It's used only in it's black type weight.

Body text: Mont Regular

Designed for a wide range of ablative, non-ablative and thermal treatments, Alma Hybrid™ combines the power of three core energies, creating a uniquely synergistic effect.

Headlines #1: Mont Light

Designed for a wide range of ablative, non-ablative and thermal treatments, Alma Hybrid™ combines the power of three core energies, creating a uniquely synergistic effect.

Headlines #2: Mont Bold

Safe, precise and versatile, HyGrid™ gives you the benefit of both the CO₂ and 1570nm lasers in one applicator, enabling you to custom-program the skin ablation-non ablation ratio in a matrix of the precise proportions required to meet the unique treatment needs of each and every patient.

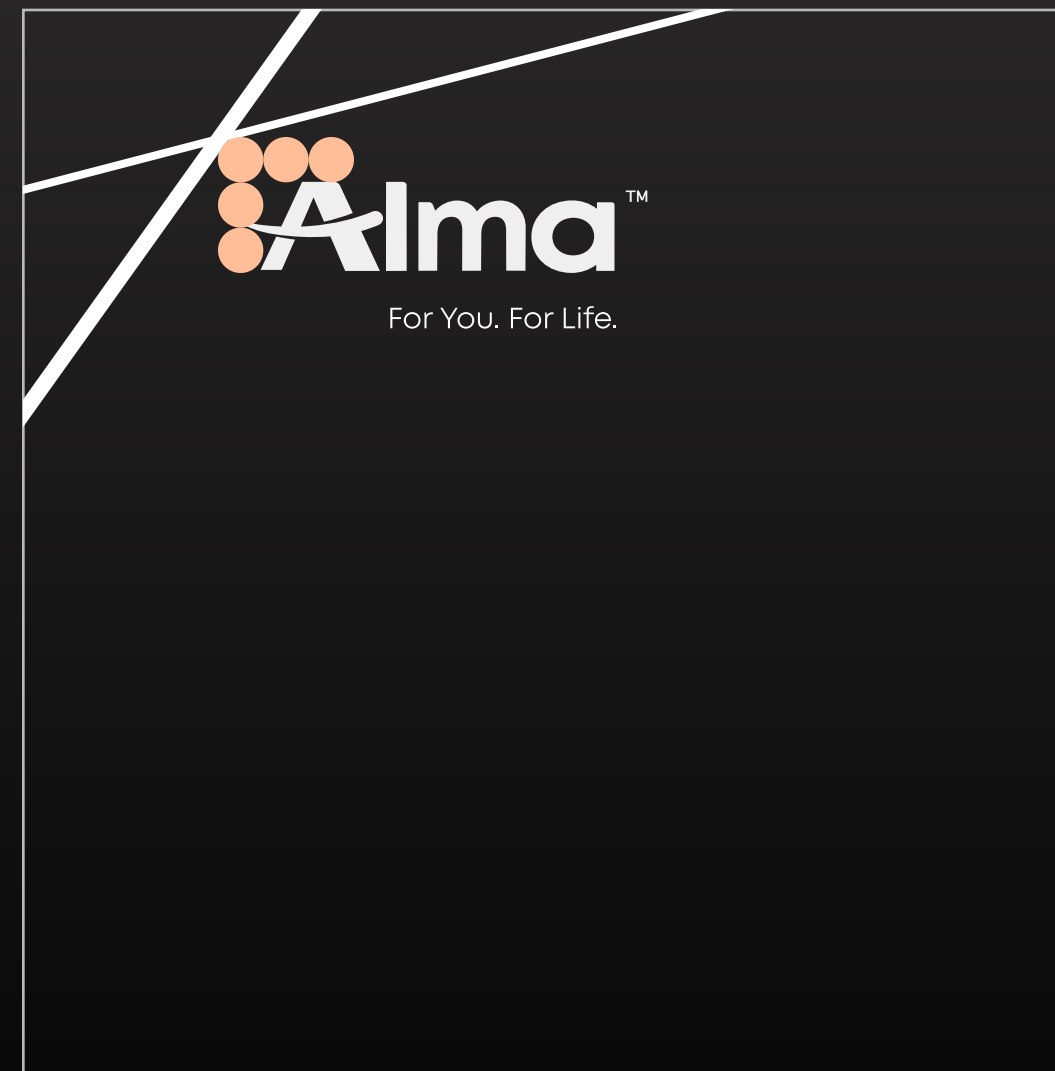
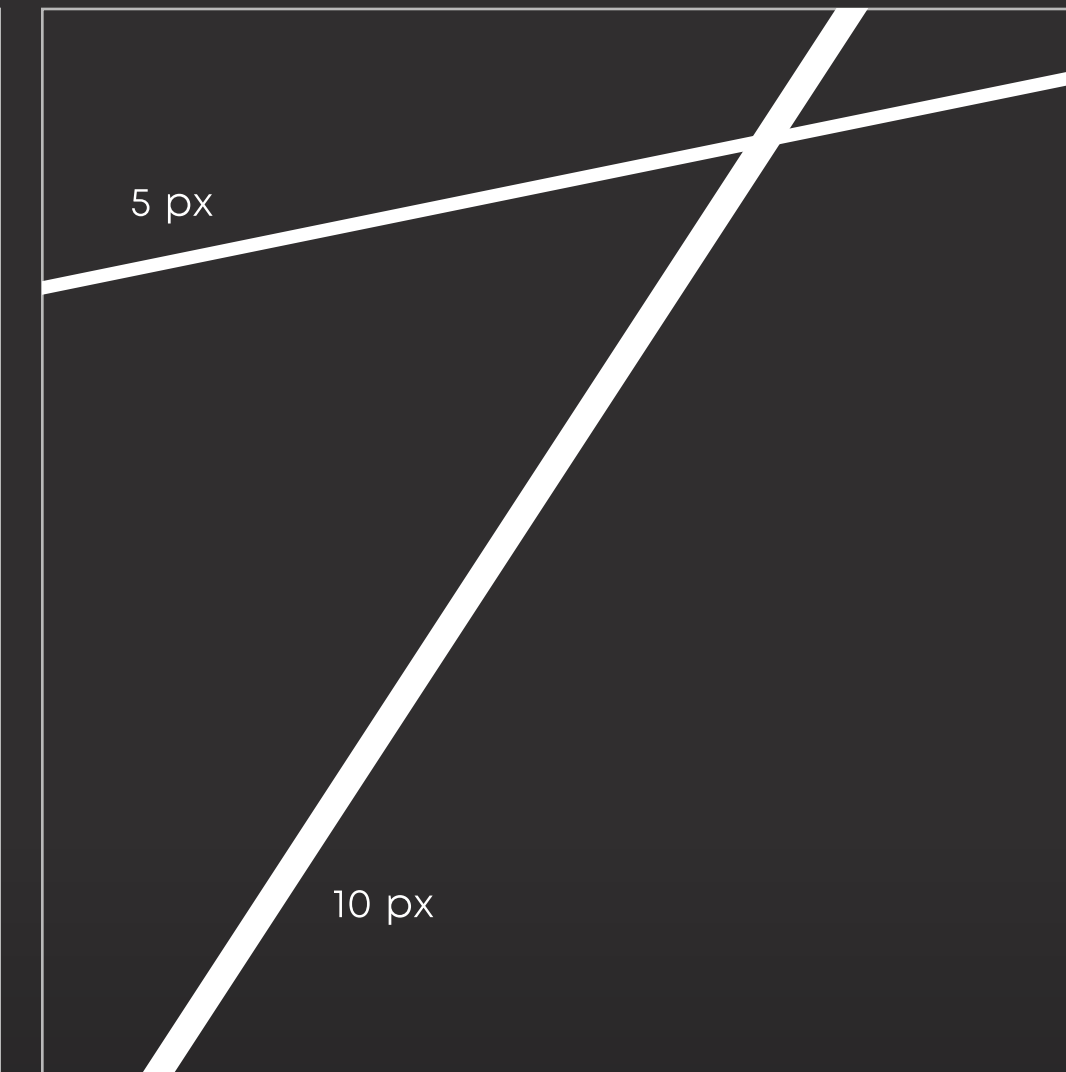
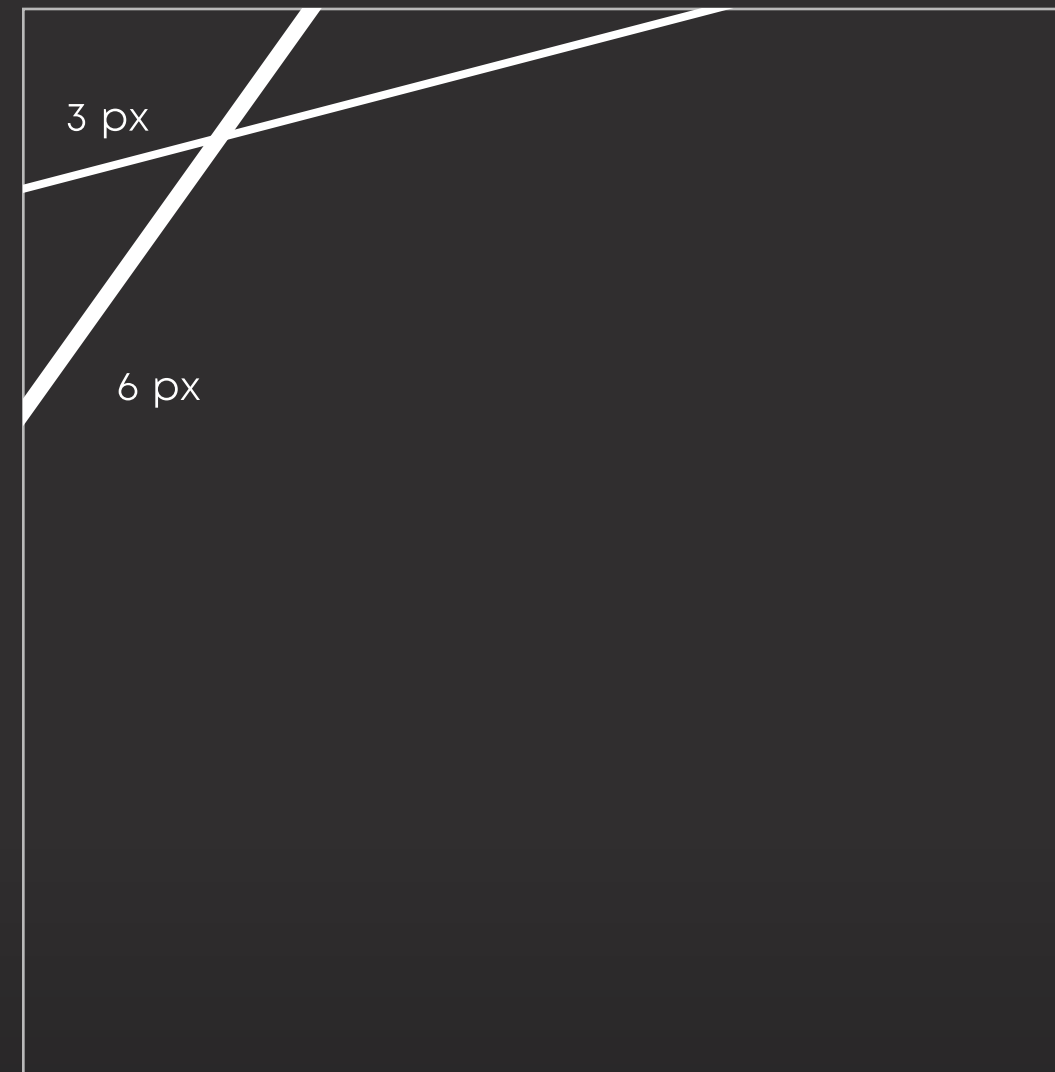
Headlines #3: Mont Black

The first and only device of its kind to bring together three powerful energies

Grids & Vectors

To maintain a visual connection to our sub-brands we use a triangular grid. While most Alma sub-brands use this grid to express the own visual identities corporate uses only outlines.

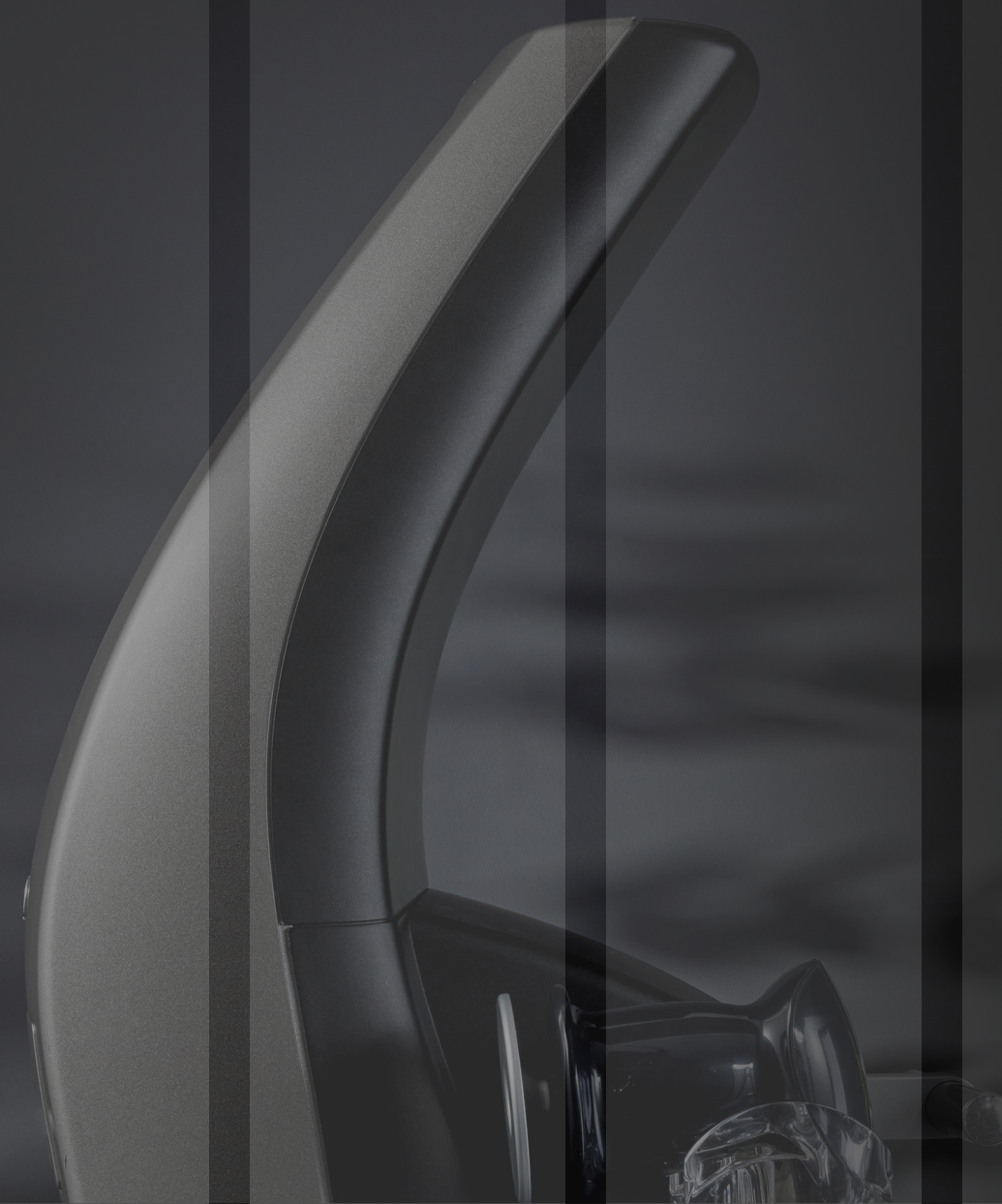
The ratio between two lines will always remain 2:1.



1920 px 12 columns

**Use strap
columns to
keep unified
visibility**

Use 15° angled
corners for
image boxes





People & Faces

Our photographic style evolves with trends and innovations, aiming to project aesthetics, wellbeing and positivity. We try to keep an honest real-life approach to our representatives.

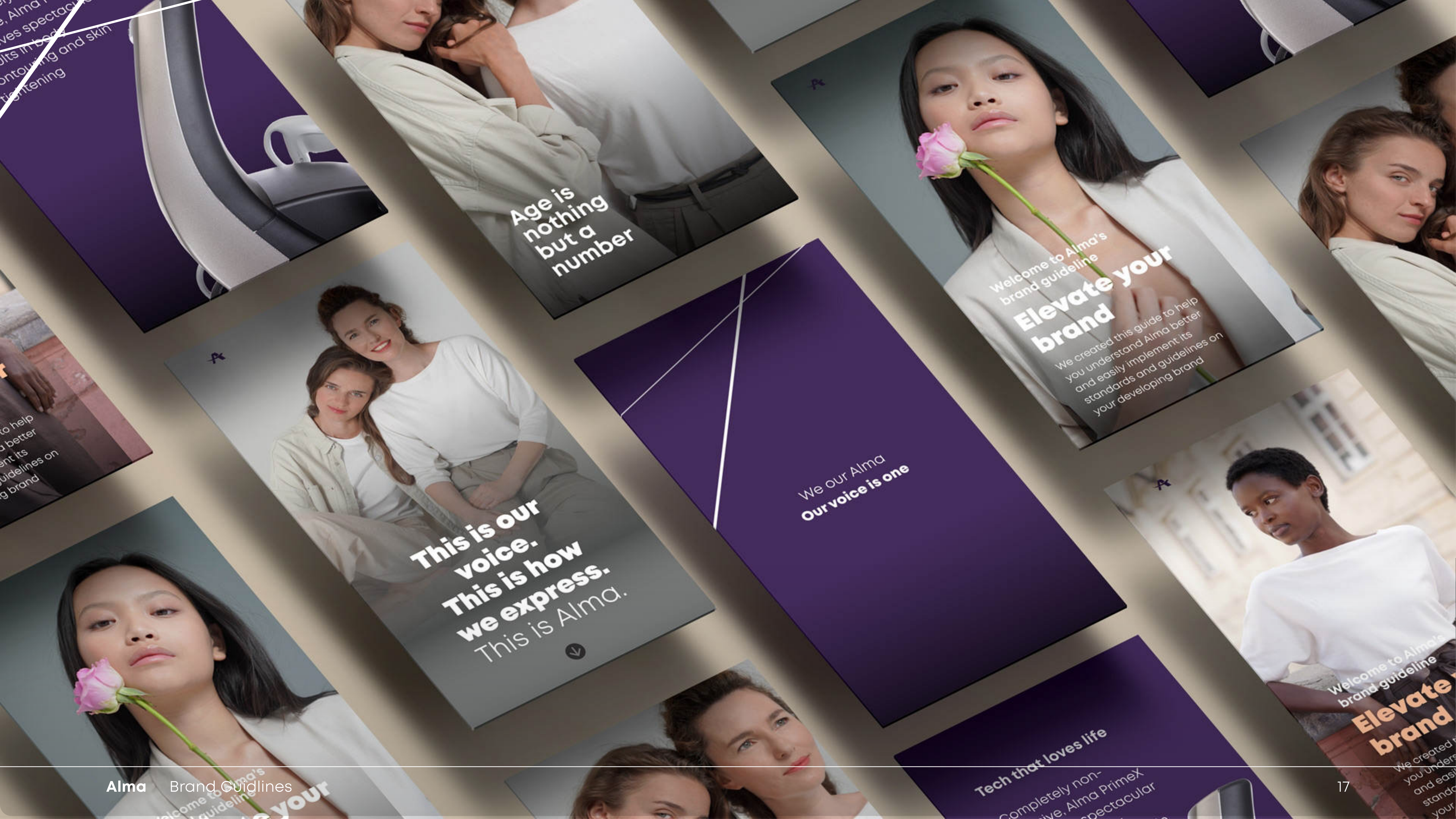






Examples





e, Alma
ves spectac
ults in bed
ontouring and skin
tightening

Age is
nothing
but a
number

Welcome to Alma's
brand guideline
**Elevate your
brand**

We created this guide to help
you understand Alma better
and easily implement its
standards and guidelines on
your developing brand

We our Alma
Our voice is one

**This is our
voice.
This is how
we express.**
This is Alma.

Tech that loves life

Completely non-
invasive, Alma PrimeX
spectacular

Welcome to Alma's
brand guideline
**Elevate your
brand**

We created
you unders
and eas
standa
your



Social Media Posts



Social Media Posts







Alma's marketing team is available for you
for any question you may have:

branding@almalasers.com