Alma™

Alma Duo™

Always a Pleasure

Visual Guidlines V2 2022 Alma Marketing Dept.

Alma Duo
Always a Pleasure

What is Alma DUO?

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

Sex just got a lot better for everyone.

Enjoy!

Logo & Logo Type

AlmaDuo™
Always a Pleasure

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Alma **Duo**™

Always a Pleasure

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Logo & Logo Type

Please 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.

Alma Duo
Always a Pleasure

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Text under 6 pkt.

Color Palettes

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

Brown

CMYK: 53 53 59 24
RGB: 111 98 89
Pantone: Warm Gray 11C
#6F6259

White

CMYK: 0 0 0 0
RGB: 255 255 255
Pantone: Cool Gray 1C
#FFFFFF

Beige

CMYK: 14 16 20 0
RGB: 216 205 195
Pantone: Cool Gray 1C
#D8CDC3

Typography

Main Type

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 CO$_2$ 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

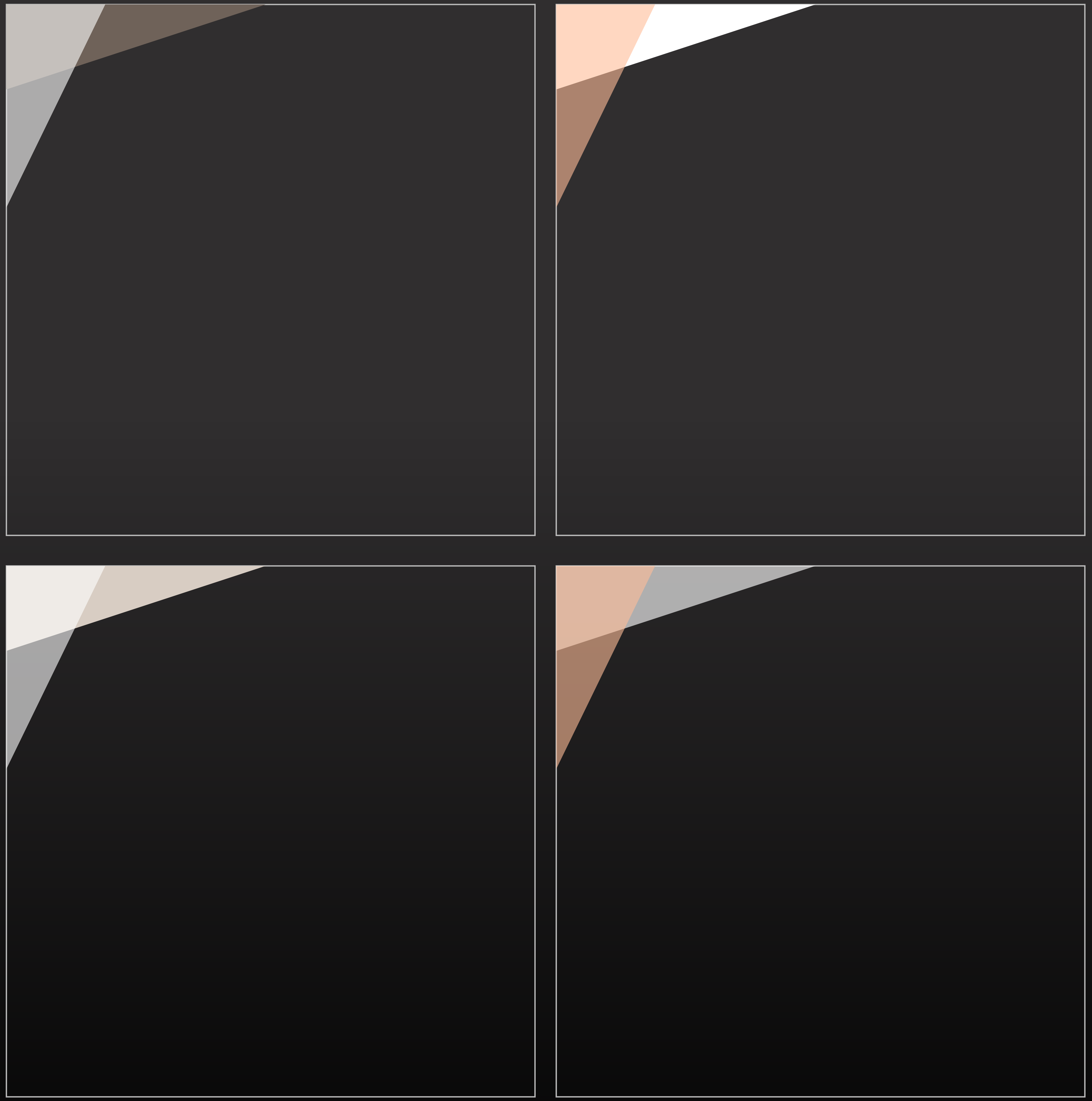
Secondary Type

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

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.



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.

We approach women, men and couples of all sexual orientations,

People & Faces Indoors **MEN**

People & Faces Indoors **MEN**

People & Faces

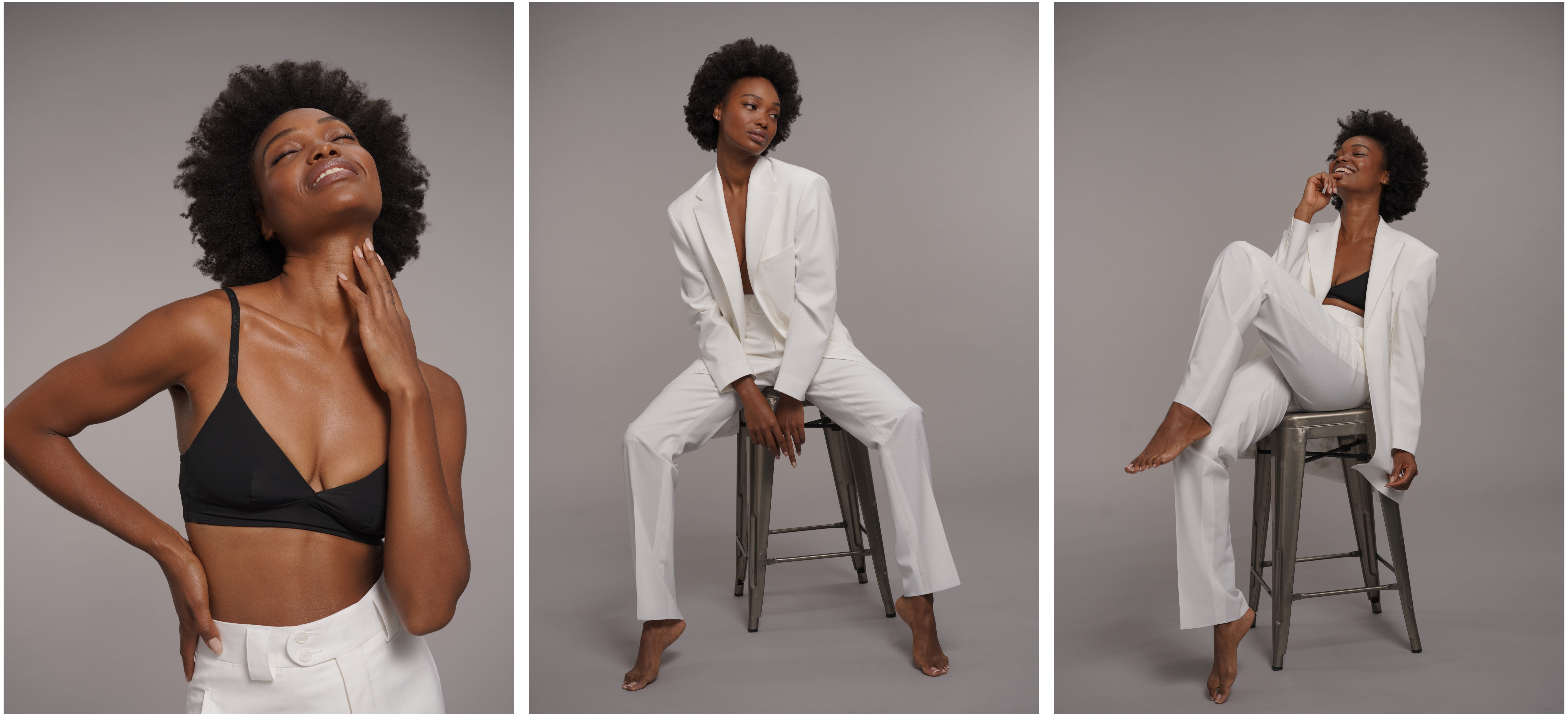
Indoors

WOMEN

People & Faces

Indoors

WOMEN



People & Faces

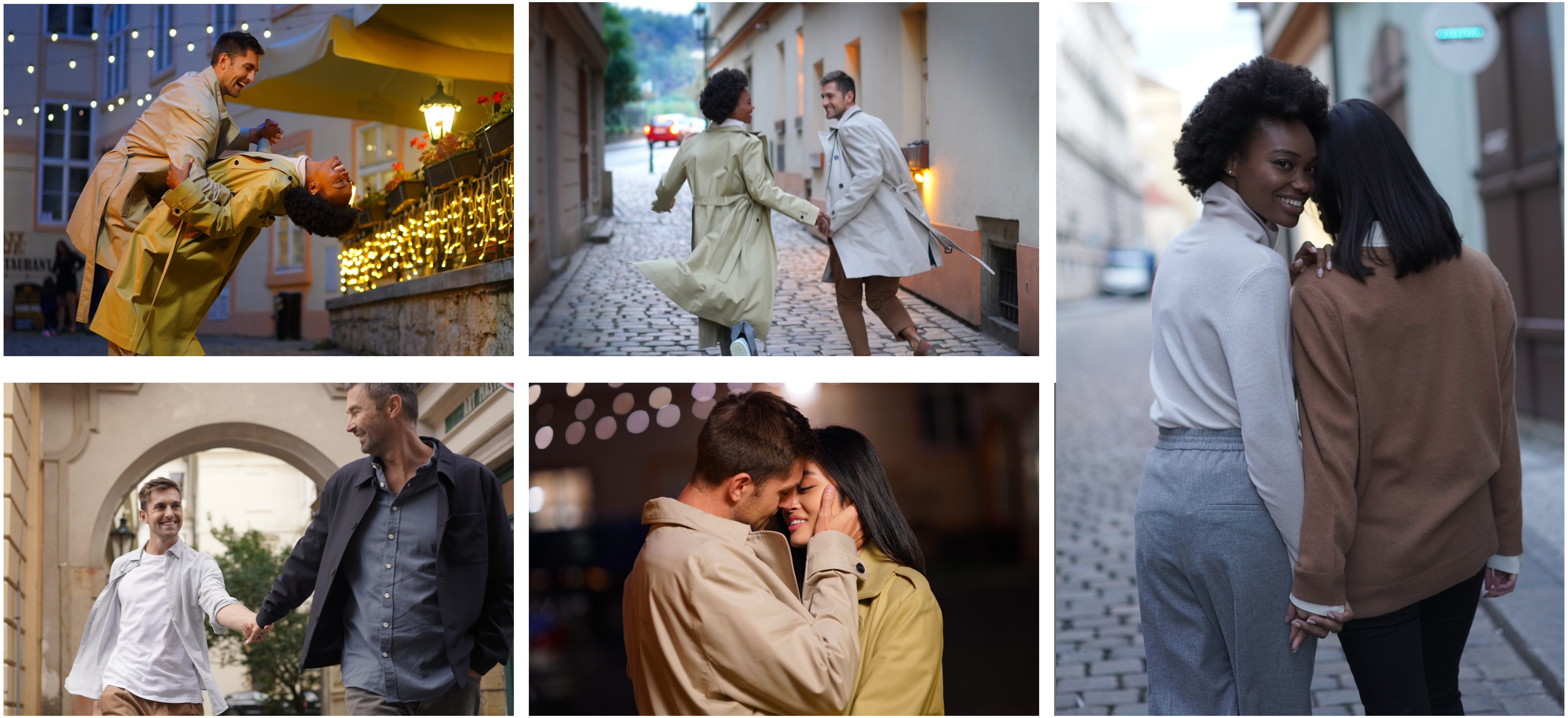
Indoors

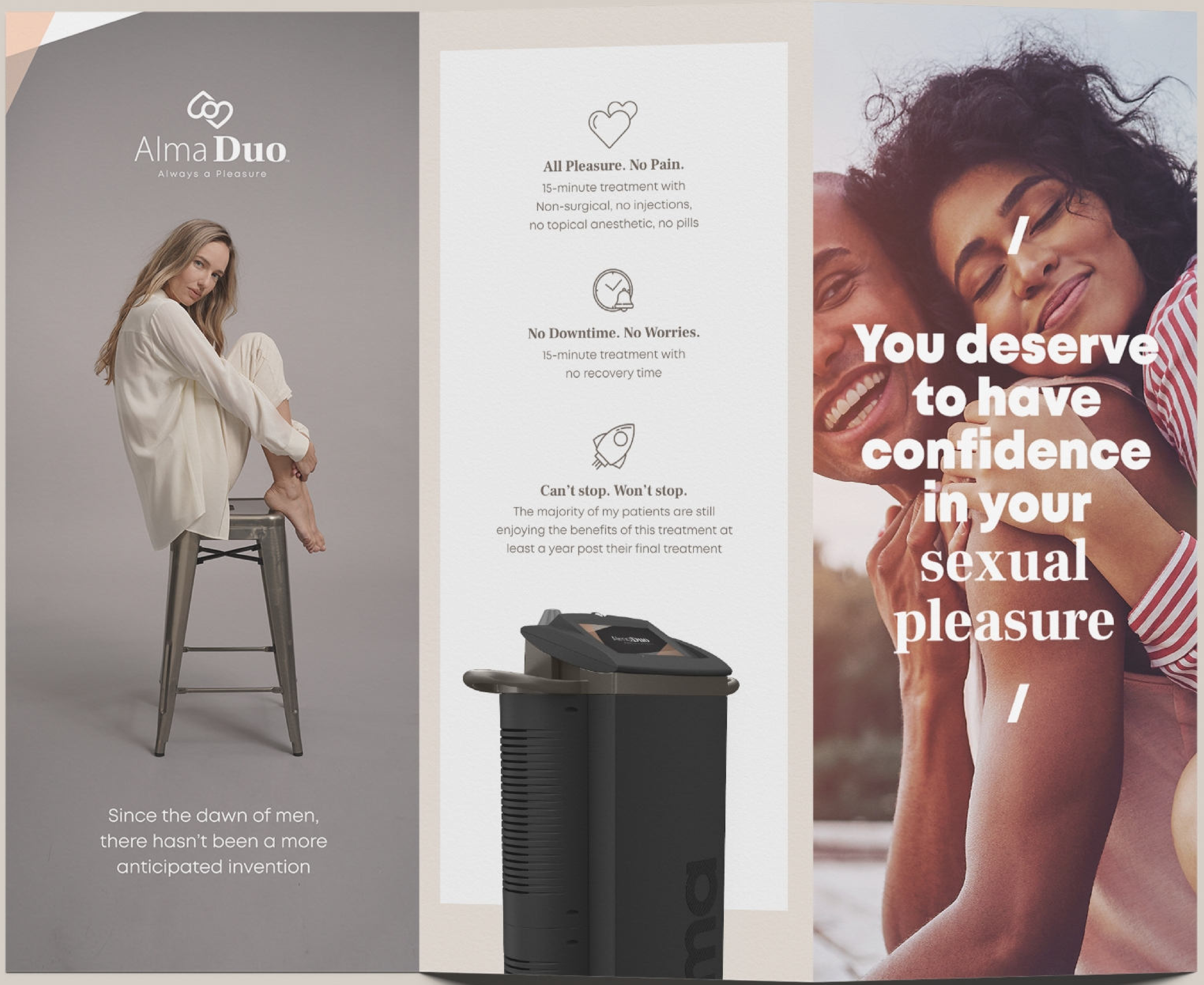
Couples

People & Faces

Outdoors

Couples





Alma **Duo**

Always a Pleasure

Since the dawn of men, there hasn't been a more anticipated invention

All Pleasure. No Pain.

15-minute treatment with Non-surgical, no injections, no topical anesthetic, no pills

No Downtime. No Worries.

15-minute treatment with no recovery time

Can't stop. Won't stop.

The majority of my patients are still enjoying the benefits of this treatment at least a year post their final treatment

You deserve to have confidence in your sexual pleasure

It's a private matter
BUT IT'S NO SECRET!
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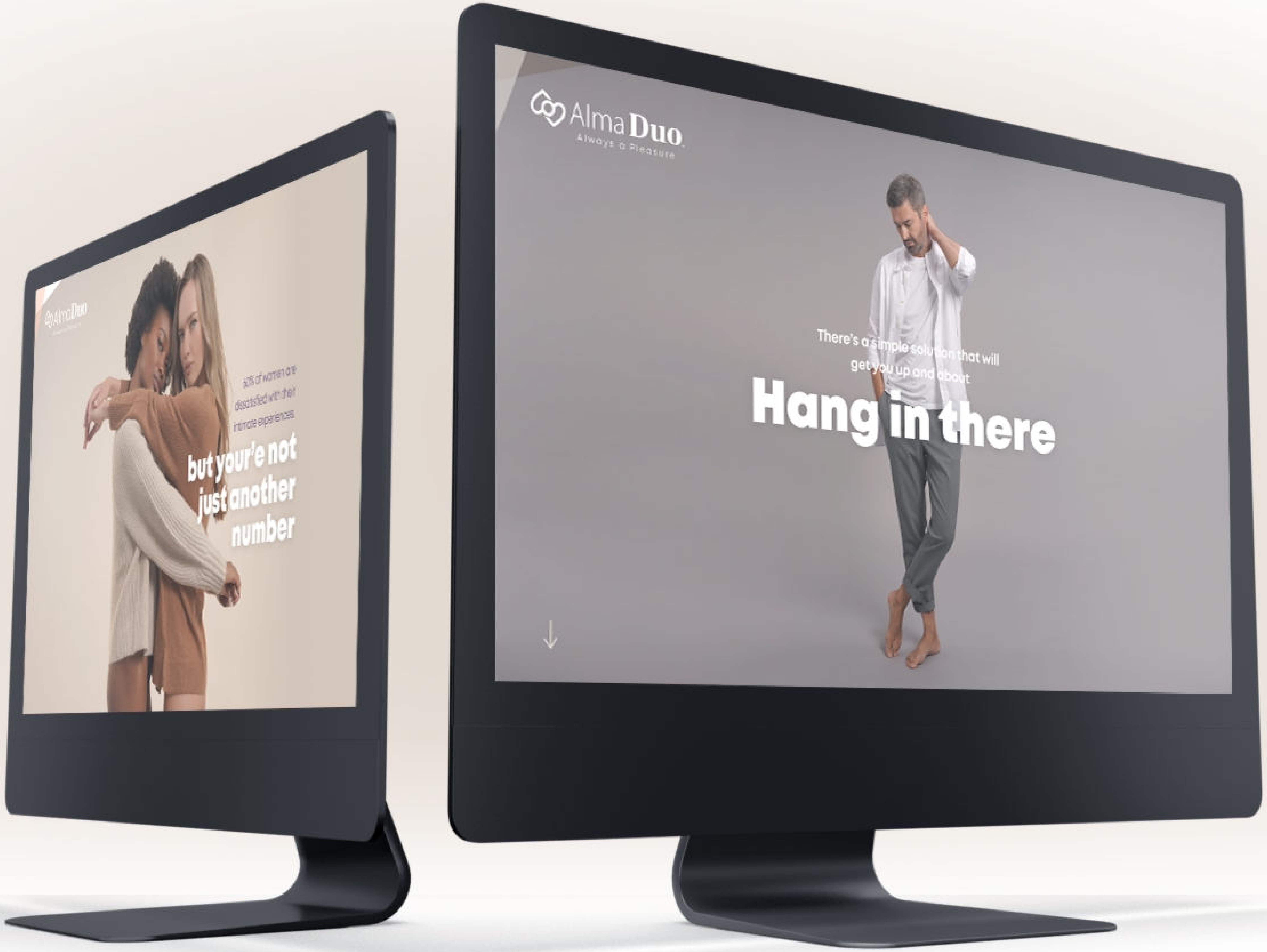
Always a Pleasure

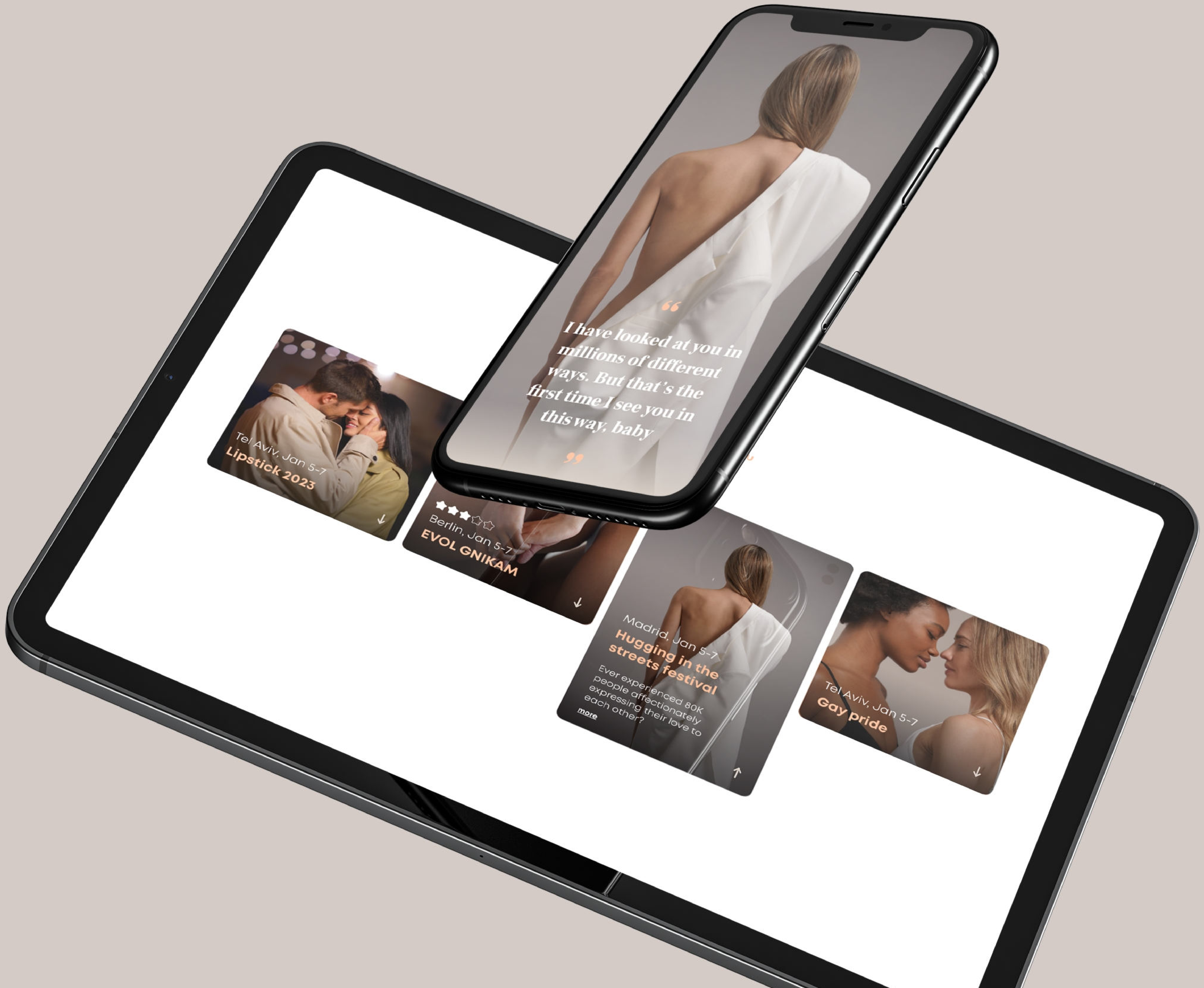
It's the DUO Effect

See how Alma Duo can make a huge difference in the way you experience sexual pleasure

"
You'd be amazed at how quickly your body gets used to the enhanced pleasure, it's like i was born to do this, just didn't know i could. It's not like i wasn't enjoying sex before... it's just than now... wow

MacBook Pro
PANTONE UNIVERSE 12-0727


AlmaDuo
50% of women are dissatisfied with their intimate experiences.
but your'e not just another number
AlmaDuo
Always a Pleasure
There's a simple solution that will get you up and about
Hang in there



“I have looked at you in millions of different ways. But that's the first time I see you in this way, baby”

Tel Aviv, Jan 5-7
Lipstick 2023
Berlin, Jan 5-7
EVOL GNIKAM
Madrid, Jan 5-7
Hugging in the streets festival

Ever experienced 80K people affectionately expressing their love to each other?

more
Tel Aviv, Jan 5-7
Gay pride

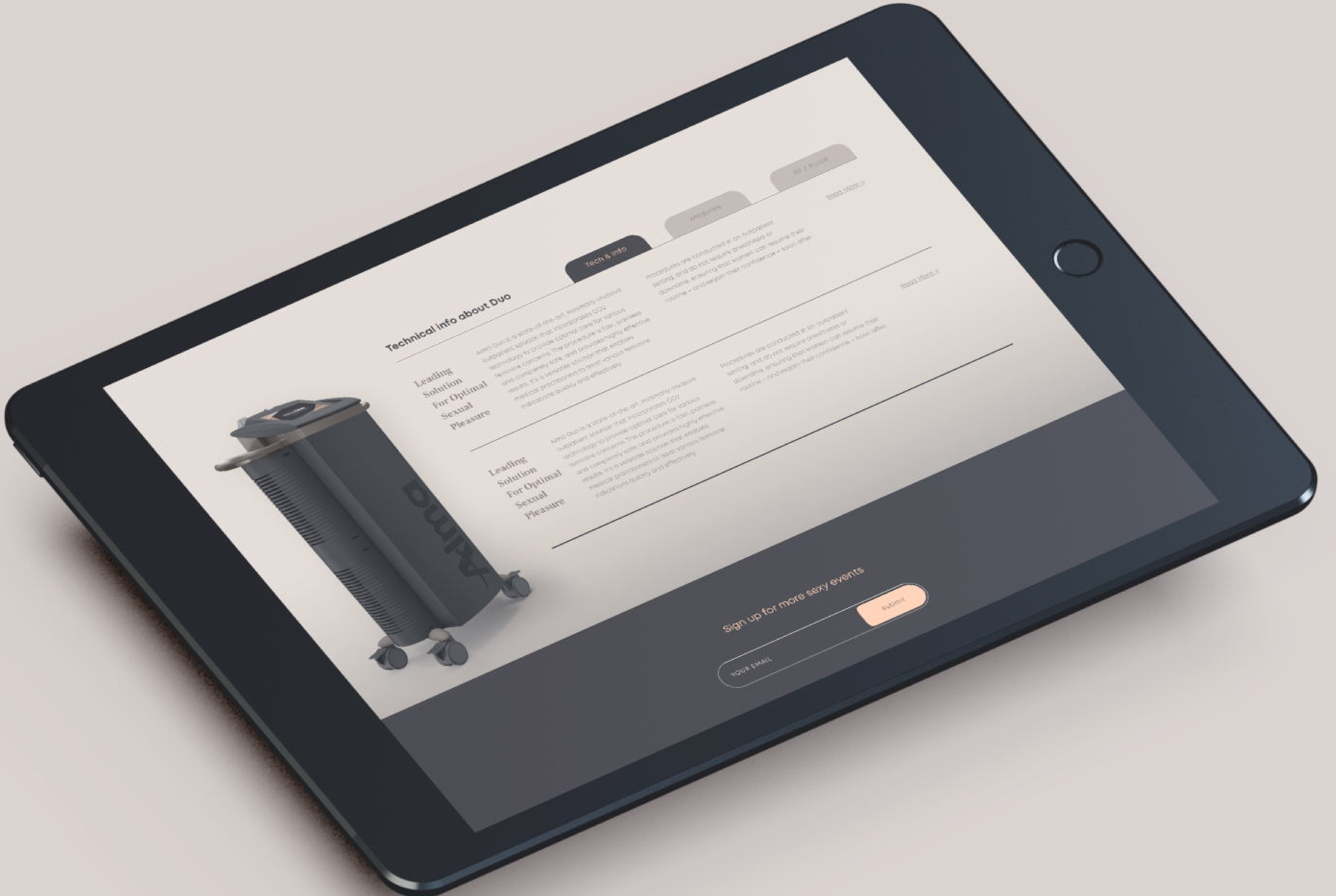
AlmaDuo
Always a Pleasure
60% of women are dissatisfied with their intimate experiences.
but your'e not just another number
“

You'd be amazed at how quickly your body gets used to
the enhanced pleasure. it's like i was born to do this,
just didn't know i could. It's not like i wasn't enjoying

Ever heard of the Duo effect
You deserve to have confidence in your sexual pleasure
I'll take what she's having
AlmaDuo
Always a Pleasure
About Duo
Alma
ProZone
White papers
ED. IT'S AN AWKWARD ISSUE

Age, health, mentality, you name it, they all take a toll. But we have a unique, natural and effective solution that will get you up and running or doing other activities

see it in action
There are some great things that come with age, and some, not so great...


Tech & info
Read More »
Read More »
YOUR EMAIL
SUBMIT

Technical info about Duo

Leading Solution For Optimal Sexual Pleasure

Leading Solution For Optimal Sexual Pleasure

Sign up for more sexy events

Alma
I HAVE LOOKED AT YOU IN MILLIONS OF DIFFERENT WAYS BUT THAT'S **THE FIRST TIME I SEE YOU IN THIS WAY**
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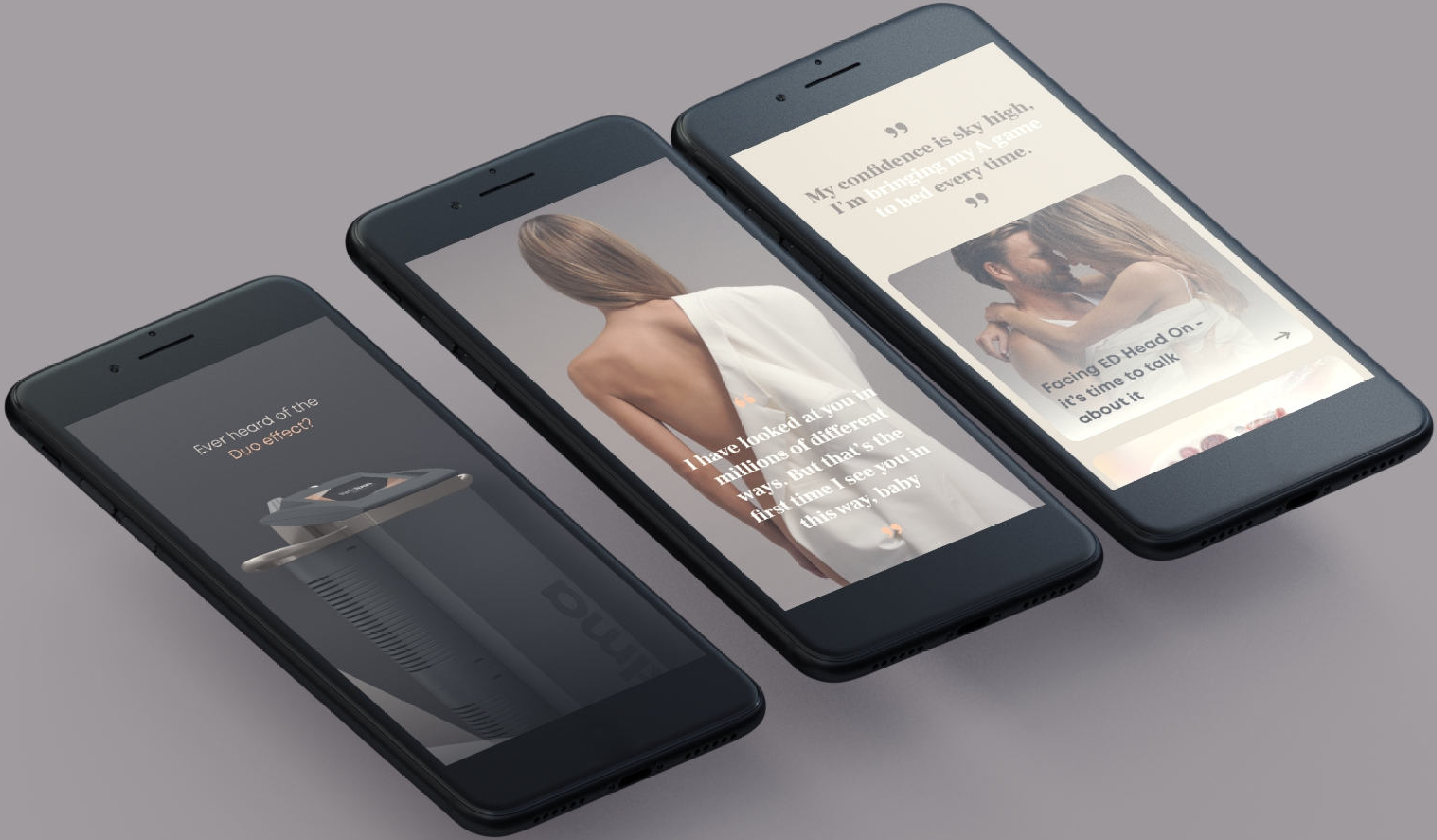
Alma
Time to put the 'man' in performance
Alma Duo
Always a Pleasure


Ever heard of the Duo effect?
I have looked at you in millions of different ways. But that's the first time I see you in this way, baby
My confidence is sky high, I'm bringing my A game to bed every time.
Facing ED Head On - it's time to talk about it

Thank **you**!