



**Alma**  
For You. For Life.



**Alma Hybrid**<sup>™</sup>  
MASTER YOUR CRAFT

Brand book

**Logo**

Logo



Alma **Hybrid**<sup>TM</sup>  
MASTER YOUR CRAFT



Alma **Hybrid**<sup>TM</sup>  
MASTER YOUR CRAFT

Logo



Logo



Don'ts



# Typography

## Mont

As a global company, we recognize the fact that different people need and want different solutions. Diversity and geography play a significant role in the definition and implementation of our solutions, and we are committed to providing top level products for the widest range of audiences worldwide. Each of our solutions is defined and designed to answer the needs of different genders, age groups, skin tones and specific indication.

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## Frank Ruhl Libre

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# **Color scheme**

## Color scheme



### **Alma Purple**

CMYK: 83 92 34 26  
RGB: 67 45 93  
Pantone: 669 c  
HTML Code: #432d5d

### **Black**

CMYK: 50 50 50 100  
RGB: 5 0 0  
Pantone: Black 6 c  
HTML Code: #050000

### **Silver**

CMYK: 11 8 9 0 (Dark point)  
RGB: 223 223 223 (Dark point)  
Pantone: SILVER  
HTML Code: #dfdfdf(Dark point)

### **Bronze**

CMYK: 50 47 54 15 (Dark point)  
RGB: 125 115 105 (Dark point)  
Pantone: Bronze  
HTML Code: #7c7369 (Dark point)

### **Gold**

CMYK: 9 25 74 7 (Dark point)  
RGB: 216 176 88 (Dark point)  
Pantone: Gold  
HTML Code: #d8b058 (Dark point)

**Grid**

Grid



Grid



**People**

The people



The people





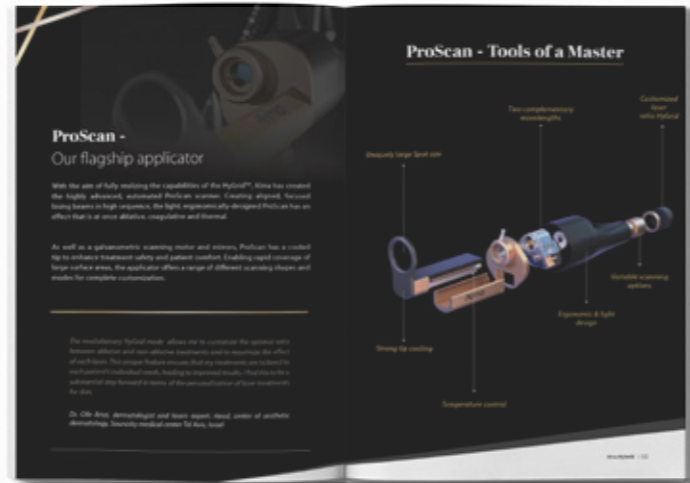
The people



The top-left corner of the slide features two thin, light-colored lines. One line is horizontal, and the other is diagonal, crossing the horizontal one.

**How we look**





Ad



Alma Hybrid  
MASTER YOUR CRAFT

Features a completely new, never-before-seen concept in skin rejuvenation and scar treatment

3 powerful energies, one of a kind combination  
CO<sub>2</sub> | IMPACT | 1570

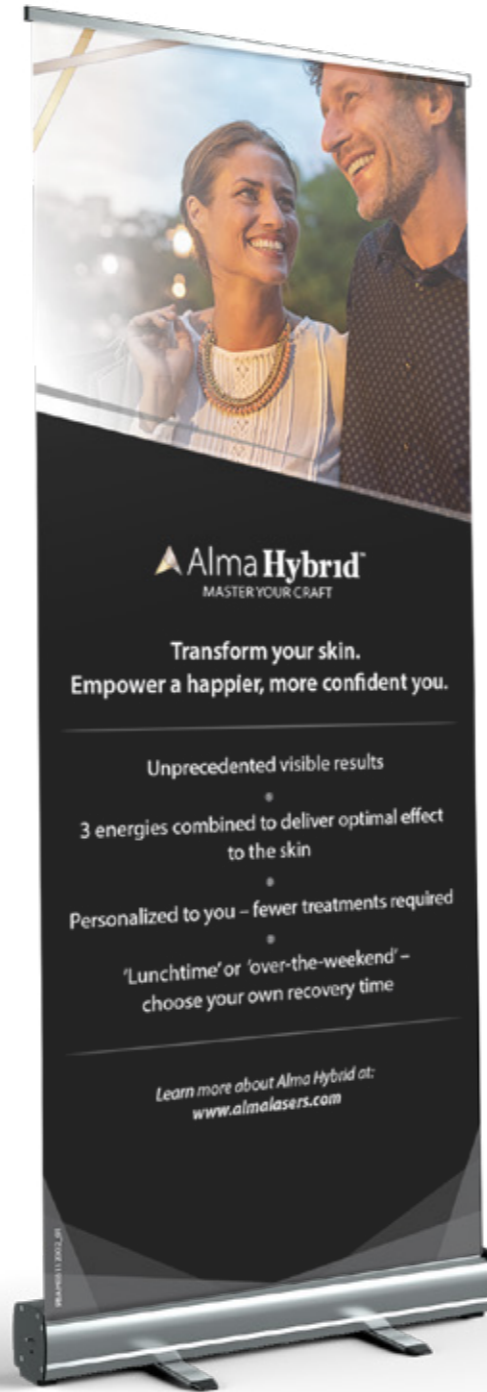
Custom-program precise proportions of skin ablation:non-ablation ratio for desired balance between effective results and recovery time  
Limitless treatment options & ultimate control

Alma Hybrid

Learn more: [www.almalaser.com](http://www.almalaser.com)

The advertisement features a central image of the Alma Hybrid laser device, which is a handheld unit with a control panel and a treatment head. The device is shown in a dark, reflective environment. The text is arranged in a clean, modern layout, with the brand name and product name at the top, followed by a descriptive sentence, a list of features, and a call to action at the bottom.

Roll up



Marketing Kit



**Alma Hybrid**  
MASTER YOUR CRAFT

### Aenean malesuada felis et elementum varius

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam odio nibh, commodo id justo quis, pellentesque pulvinar sem. In sodales ipsum lobortis imperdiet consectetur.



Alma Hybrid 1



### Aenean malesuada felis et elementum varius

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Alma Hybrid 4

**Alma Hybrid**  
MASTER YOUR CRAFT

### Aenean malesuada felis et elementum varius

Alma Hybrid 5



### Aenean malesuada felis et elementum

**Before** **After**



Alma Hybrid 7

### Aenean malesuada felis et elementum

One	Two	Three	Four
Four words like	Four words like	Four words like	Four words like
Four words like	Four words like	Four words like	Four words like
Four words like	Four words like	Four words like	Four words like
Four words like	Four words like	Four words like	Four words like
Four words like	Four words like	Four words like	Four words like

Alma Hybrid 8

### Aenean malesuada felis et elementum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam vel imperdiet ligula, eu porttitor nunc. Etiam vitae pulvinar nec eu pulvinar, vestibulum in sed nisi. Praesent conubia, nec ultricies porta sagittis. Curabitur sit sed in nunc. Sed in aliquam in ut. Curabitur in nunc. Donec. Duis tristique. Ut enim semper, dignissim vestibulum pulvinar. Ut enim nunc, in vel lectus. Nullam pharetra, tempus in ut. Aliquam sceleris ultricies, non interdum. In pulvinar ultricies, consectetur elit non quam. Felis interdum. Duis vel nisi eu nulla. Phasellus malesuada vel ut nisi of something what too.

Alma Hybrid 9

### Aenean malesuada felis et elementum



Alma Hybrid 10



### Aenean malesuada felis

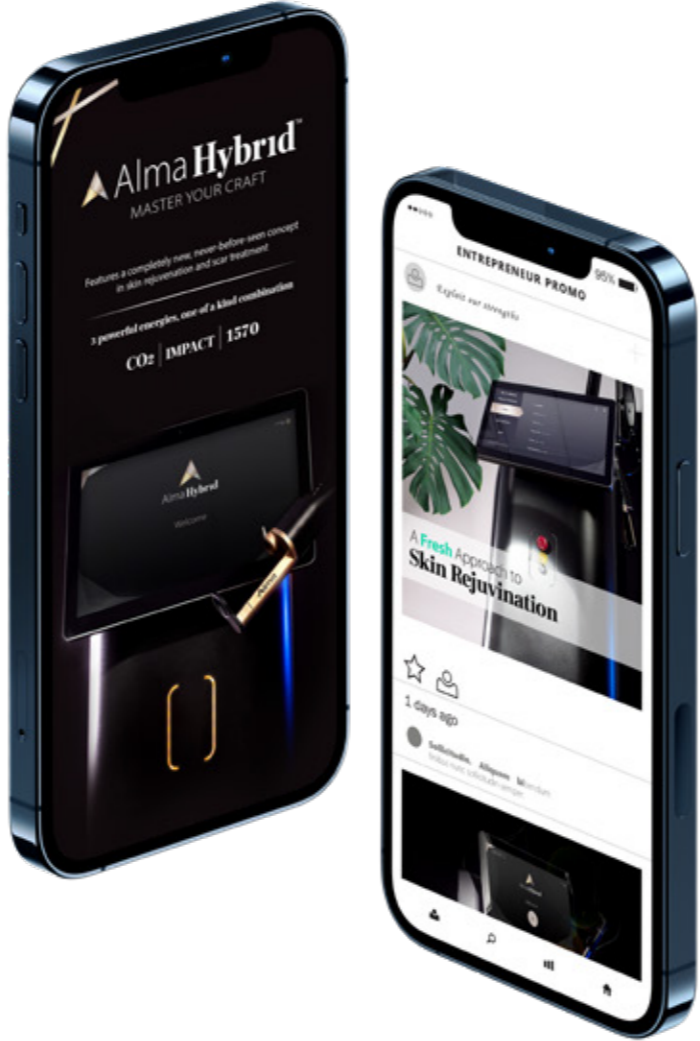
Alma Hybrid 11

Alma Hybrid 12

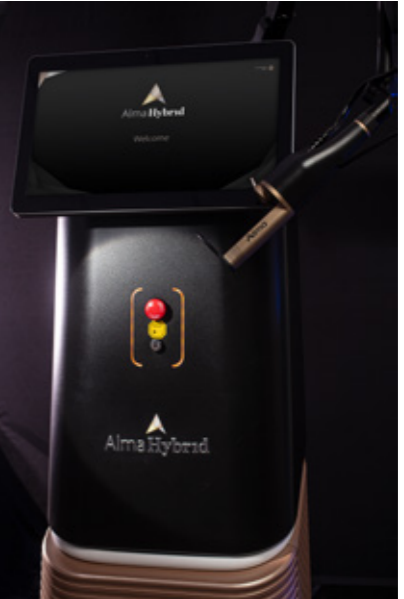
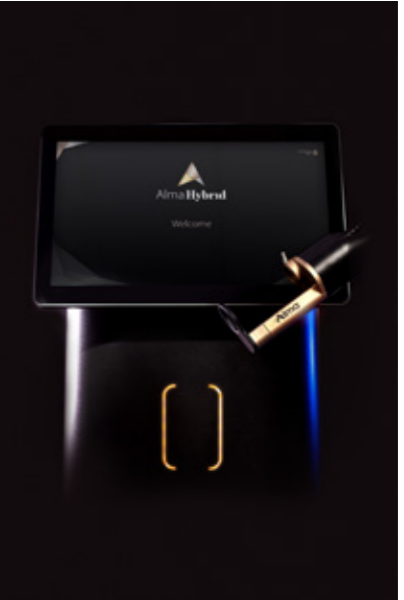
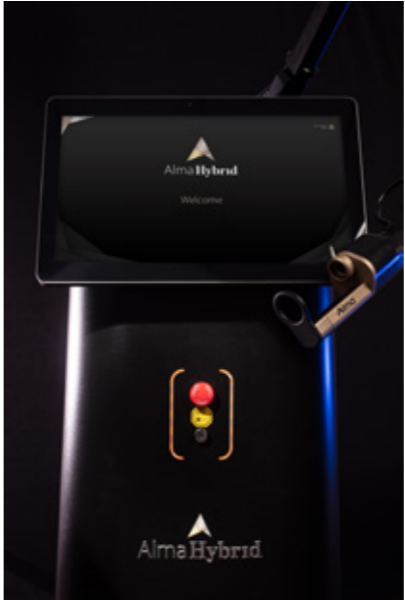


Digital & SM





Product photos



Applicators photos



Treatment photos



Treatment photos





The image features a dark background with abstract geometric lines in the corners. In the top-left and bottom-right corners, there are several thin, overlapping lines in shades of gold, silver, and grey, creating a modern, minimalist aesthetic.

Thank You