ALTA
FOREST PRODUCTS

Brand Standards Manual

This guide is intended for anyone producing communications for Alta Forest Products, and outlines the different elements that make up our corporate identity. The purpose is to ensure that all our work embodies Alta brand attributes, expresses them consistently, and helps to build and awareness of the brand.

Horizontal Logo

Vertical Logo

The Brand Colors & Fonts

The Alta logo is comprised of one or more brand colors. Color space used will depend on the method of reproduction. When in doubt, ask your vendor or refer to the guide on page 6.

4 Color Printing (CMYK)
eg: brochures, or any piece that includes color photography.

C:	29.26		C:	100
M:	95.66		M:	90.76
Y:	75.73		Y:	31.63
K:	29.08		K:	34.14

Spot Color Printing (PMS)
eg: logo wear, coffee mugs, or situations where only 1-2 colors are allowed.

PMS 202   PMS 281

Web Display (RGB)
eg: email or website.

R:	140		R:	26
G:	35		G:	40
B:	50		B:	87

Hex: #8c2332   Hex: #1a2857

Alta uses these fonts for the logo:

Eurostile Regular

Background Colors

Care should be taken to ensure that the Alta logo is legible when placed on a colored background:

White Background

full color logo

b&w logo (black version)

Medium Background

full color logo

Dark Background

b&w logo (white version)

Camouflage Background

b&w logo (white version)

A strong brand image can only be achieved if the Alta logo is presented consistently and never altered from their final lockup. When in doubt, or when trying to make it match a design piece, use the horizontal or vertical full color or black & white logo.

Please do not...

change the scale of any part of the logo
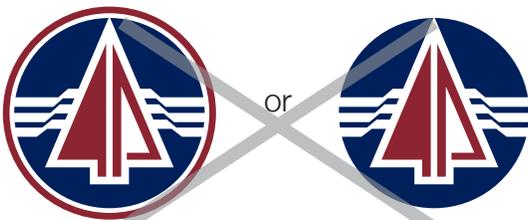
use a different font(s)

stretch or skew the logo

present the logo inside a shape

present the logo at an angle
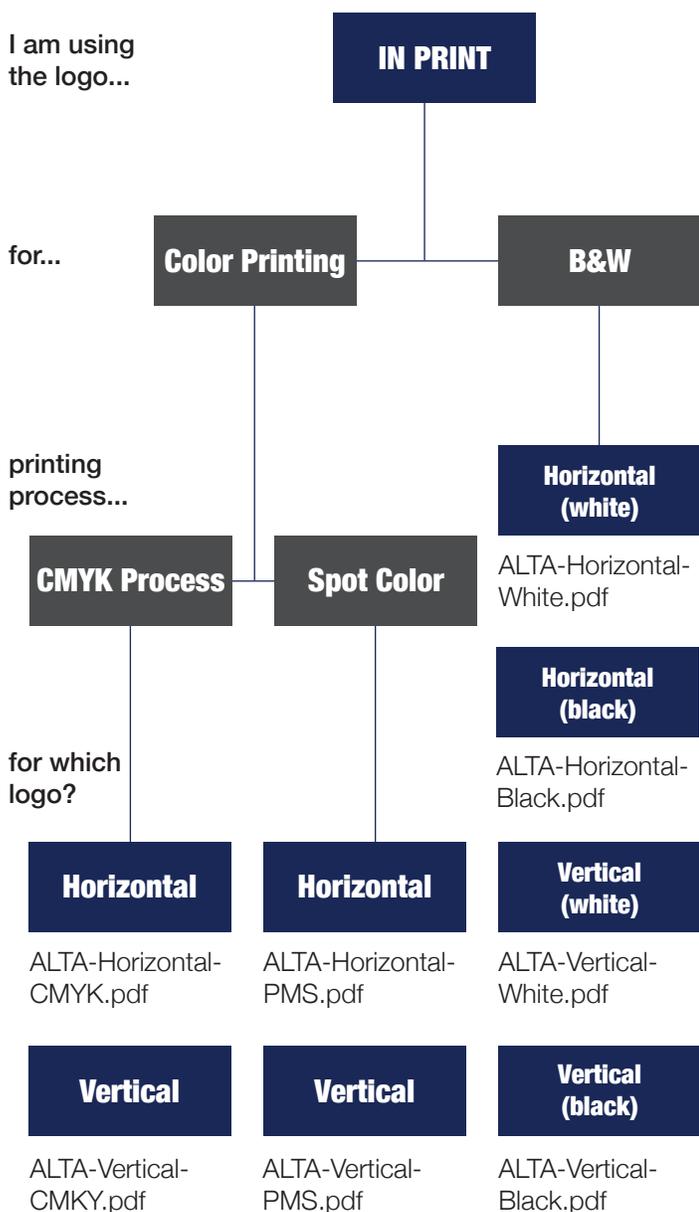
separate elements of the logo

change any logo colors
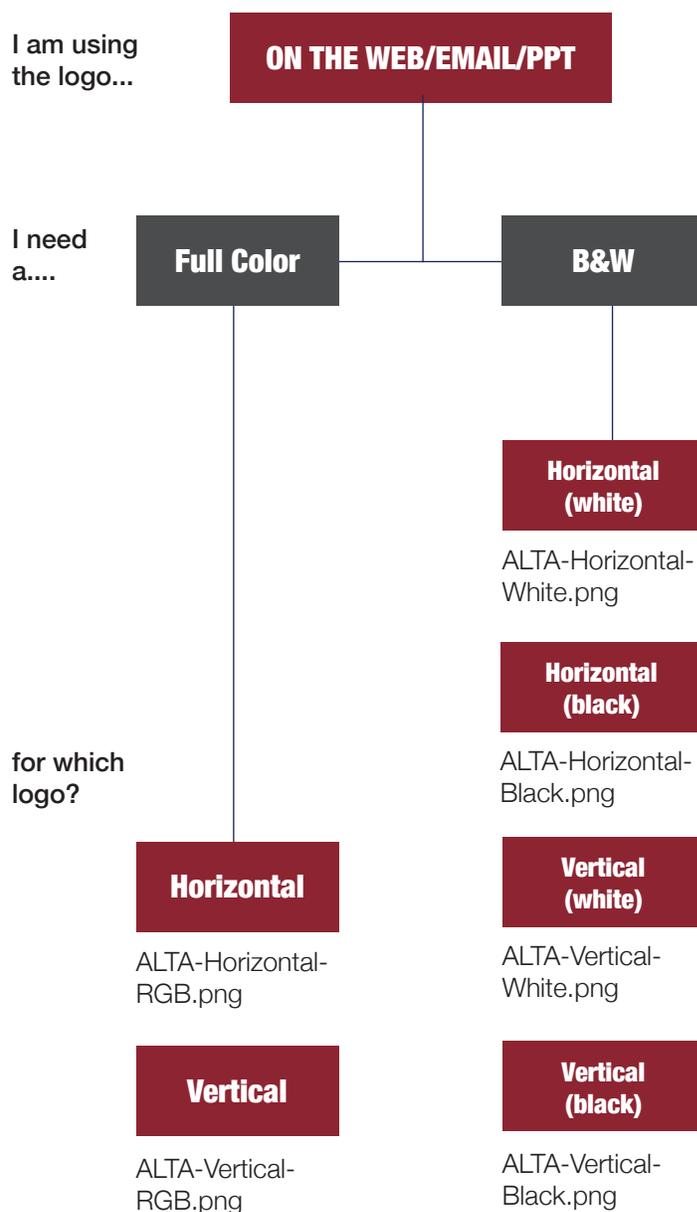
Which Logo File Should I Use?

There are many logo file types available and it can be confusing to know which one to use. This chart can help you choose the right file.

Print (high resolution projects)

I am using the logo... → **IN PRINT**

for... → **Color Printing** | **B&W**

printing process... → **CMYK Process** | **Spot Color**

B&W:
- **Horizontal (white)** — ALTA-Horizontal-White.pdf
- **Horizontal (black)** — ALTA-Horizontal-Black.pdf

for which logo?

CMYK Process	Spot Color	B&W
Horizontal ALTA-Horizontal-CMYK.pdf	**Horizontal** ALTA-Horizontal-PMS.pdf	**Vertical (white)** ALTA-Vertical-White.pdf
Vertical ALTA-Vertical-CMKY.pdf	**Vertical** ALTA-Vertical-PMS.pdf	**Vertical (black)** ALTA-Vertical-Black.pdf

Web (low resolution projects)

I am using the logo... → **ON THE WEB/EMAIL/PPT**

I need a.... → **Full Color** | **B&W**

B&W:
- **Horizontal (white)** — ALTA-Horizontal-White.png
- **Horizontal (black)** — ALTA-Horizontal-Black.png

for which logo?

Full Color	B&W
Horizontal ALTA-Horizontal-RGB.png	**Vertical (white)** ALTA-Vertical-White.png
Vertical ALTA-Vertical-RGB.png	**Vertical (black)** ALTA-Vertical-Black.png

*These are the best files to forward to your vendor (or import into layouts) as they reproduce best and can be enlarged to any size without loss of image quality.

Need Help?
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