



BRAND— *BOOK* *2020*

Alé Cycling

The Brand

The square Brand

Use

Printed material relative to products (e.g. POP, catalogues).
The monochromatic version shall be used only when printing in colours is not possible.

Depending on the seizure available, it can be replaced with the horizontal Brand.

Brand



Negative/positive version in colours and in black and white



Colours codes

Printing
Yellow fluo Alé Pantone

→ where it is not possible to use Pantone
C 15
M 0
Y 95
K 0

Digital/web
R 235
G 255
B 0

Minimum dimensions



When using the reduced dimension, the ® of registered trademark can be omitted in order to be more legible.

The *horizontal* Brand

Use

Material relative to the Brand that are emotional (e.g. web materials as a website, newsletter, POP).

Depending on the seizure available, it can be replaced with the square Brand.

Brand



Negative/positive version in colours and in black and white



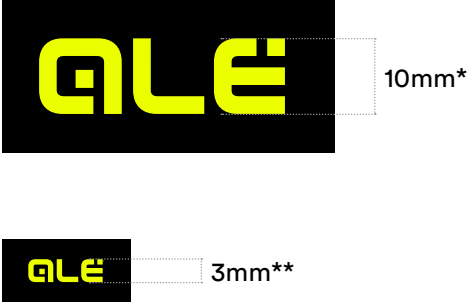
Colours codes

Printing
Yellow fluo Alé Pantone

→ where it is not possible to use Pantone
C 15
M 0
Y 95
K 0

Digital/web
R 235
G 255
B 0

Minimum dimensions



When using the reduced dimension, the ® of registered trademark can be omitted in order to be more legible.

* It is preferable to always maintain the letter A 10 mm high (as in the square version).

** The Brand is legible also if 5 mm high.

The Brand

website version

Use Alé with its website shall be used in ADV campaigns (ADV pages and video) and in social networks.

Brand



Negative/positive version in colours and in black and white



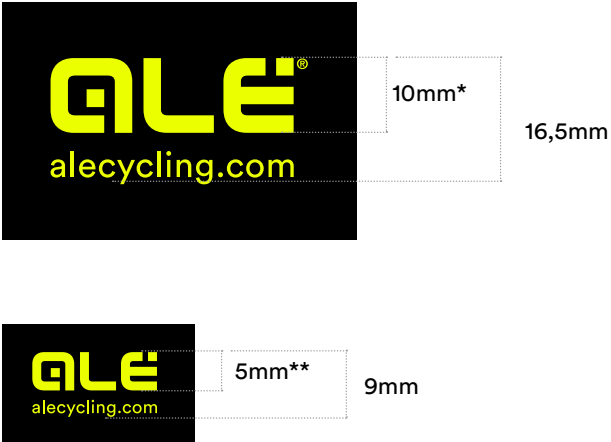
Colours codes

Printing
Yellow fluo Alé Pantone

→ where it is not possible to use Pantone
C 15
M 0
Y 95
K 0

Digital/web
R 235
G 255
B 0

Minimum dimensions



When using the reduced dimension, the ® of registered trademark can be omitted in order to be more legible.

* It is preferable to always maintain the letter A 10 mm high (as in the square version).

** The Brand is legible also if 5 mm high.

Omission of registered trademark

E.g.:
the Brand
in the
videos

Use

In some instances, the ® of registered trademark can be omitted in videos, animated gif and web contents in order to have a more legible Brand.

A large black rectangular area representing a video frame. In the center, the Alé Cycling logo is displayed in bright yellow. The logo consists of the word 'ALÉ' in a stylized, bold, sans-serif font, with the 'A' and 'L' being particularly prominent. Below the logo, the website address 'alecycling.com' is written in a smaller, lowercase, sans-serif font.

ALÉ
alecycling.com

Brand and backgrounds colour

Colour version

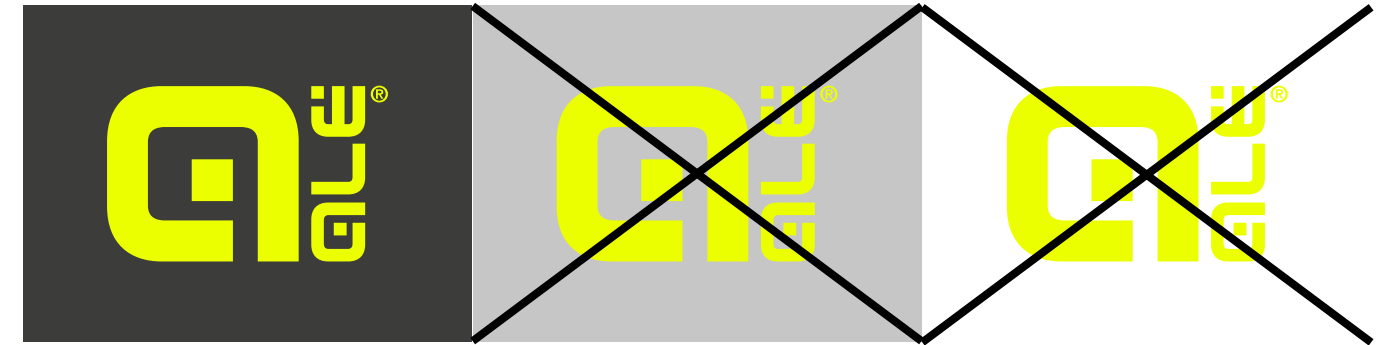
E.g.:
Square
Brand



Use

The preferable solution is the yellow fluo Brand on black background.

1. Avoid yellow fluo Brand on white or bright backgrounds.
2. When the background is white, the black Brand can be used on white background also on the other colour versions.
3. For dark grey backgrounds, the colour must not be lower than K 90 or RGB 50 50 50 values.



CMYK 0 0 0 90
RGB 50 50 50

Brand and backgrounds colour

Black and white version

E.g.:
Square
Brand



Use

The black Brand can be used on bright gray backgrounds, with a gray up to 40%.
The negative Brand shall be used for a darker gray background.

Alé Cycling

Typeface

Institutional Typeface

Italiano

Circular
Book

Circular
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Uso

Circular Std, il font istituzionale e ufficiale Alé.
Usato in tutte le comunicazioni.

Inglese
(seconda lingua)

Circular
Book Italic

Circular
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Typeface (web)

All the
languages

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Work sans
regular

Work sans
medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Uso

For all purposes where the font is implemented through code, the font to be used is Work Sans (Google Fonts).

Alé Cycling

SocialMediaVoice

Facebook

- More conversational
- Utilizing trending hashtags
- Stick to 140 characters
- Consider including an image and link
- Change Post or Page Title to be directly relevant
- Retweets of your industry thought leaders “as-is” (make sure you ‘@’ them so they see you mentioned them)
- Use your social media tool’s link shortening to conserve characters

Twitter

- More conversational
- Utilizing trending hashtags
- Stick to 140 characters
- Consider including an image and link
- Change Post or Page Title to be directly relevant
- Retweets of your industry thought leaders “as-is” (make sure you ‘@’ them so they see you mentioned them)
- Use your social media tool’s link shortening to conserve characters

Instagram

- Striking imagery, if you don’t have any, or plan to produce them, don’t bother with this channel
- Use emojis!
- Video has the highest engagement rate
- Instagram stories will keep your content at the top of everyone’s feed
- Create polls. They’re easier than contests and helps boost engagement!
- You can only add a link in your bio – so make that bio shine!
- A great place to truly connect and get to know your audience

Linkedin

- More conversational
- Utilizing trending hashtags
- Stick to 140 characters
- Consider including an image and link
- Change Post or Page Title to be directly relevant
- Retweets of your industry thought leaders “as-is” (make sure you ‘@’ them so they see you mentioned them)
- Use your social media tool’s link shortening to conserve characters

Alé Cycling
Hashtag

Our Hashtag

#IamAle
#Alecycling

#IamAle #Alecycling #cycling #alecustom
#igerscycling #cyclingapparel #cyclingclothing
#cyclingwear #cyclingkit #cyclingbibs
#bibshorts #cyclingjersey

Contacts

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