



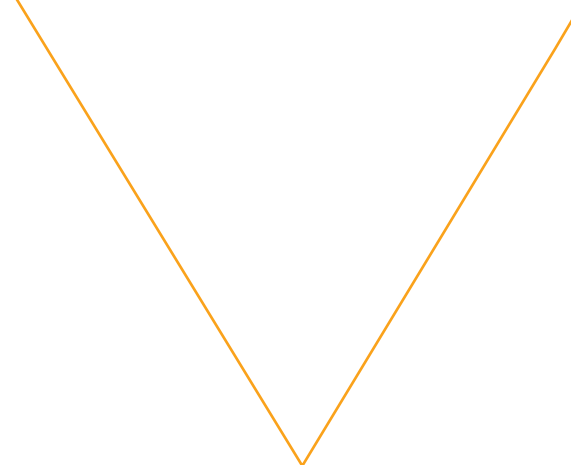
BRAND GUIDELINES



Brand & Identity Guidelines

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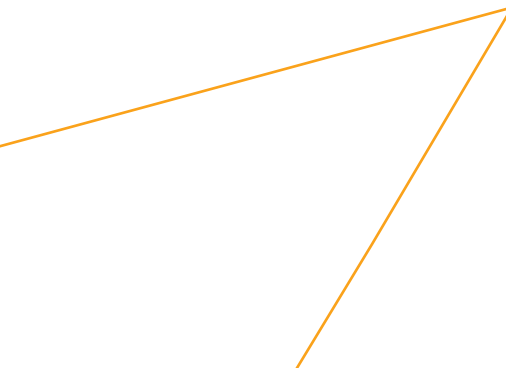
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ABOUT US!

OUR FAMILY

In the dynamic landscape of modern business, where technology is the backbone of success, Alt-Tech Inc. stands as a beacon of reliability and innovation. Since our inception in 2006, we have been dedicated to providing exceptional IT services, grounded in our core values of loyalty, dependability, honesty, and family. As we expand our reach across Western Canada, we continue to uphold these principles, ensuring every client feels like a part of the Alt-Tech family.



COMPANY INTRODUCTION

OUR JOURNEY

From our humble beginnings in Edmonton, Alt-Tech has grown into one of the leading IT Managed Service Providers in the region. Our founder, passionate about technology and community, envisioned a company that goes beyond traditional IT support. Today, that vision is realized through our comprehensive services, tailored to meet the unique needs of businesses of all sizes.





Alt-Tech Language

02

OUR VALUES

COMMUNICATING OUR BRAND

At Alt-Tech, we believe in building strong, lasting relationships. Loyalty to our clients, employees, and partners is the cornerstone of our success. Our clients depend on us for our integrity, timeliness, and attention to detail, knowing that we always keep our promises. Honesty is at the heart of our operations, ensuring transparent and clear communication at all times.

Above all, we value family.

This means supporting each other, fostering trust, and approaching every interaction with kindness and respect. Our team, known for their unparalleled niceness, embodies this value, making every client feel welcomed and valued.

SLOGANS

Humanizing Technology

Surmounting the Risk, Together.

At Alt-Tech, we believe that technology should enhance the human experience, not complicate it. This slogan reflects our commitment to making advanced IT solutions accessible and user-friendly. By partnering with our clients, we work collaboratively to navigate the complexities of technology and mitigate risks, ensuring that their operations run smoothly and securely. Our goal is to empower businesses to thrive without being overwhelmed by technical challenges.

We Are Your Success Partner

Our Success is Our Clients' Success.

Success is a journey we embark on together with our clients. This slogan underscores our role as a dedicated partner in their success. We take the time to understand their unique needs and provide tailored solutions that drive their business forward. Our collaborative approach ensures that we are not just a service provider but a trusted ally, invested in helping our clients achieve their goals and reach new heights.

We Care

Passionate About People Who Use Technology.

Our passion for technology is matched only by our passion for the people who use it. This slogan highlights our genuine care for our clients and their success. We treat each client like family, offering unwavering support and personalized service. Our team's kindness, integrity, and dedication create an environment where clients feel valued and supported. At Alt-Tech, we are committed to making a positive impact on the lives of those we serve, helping them harness the power of technology to achieve their full potential.

TONE

What is Tone?

Tone in a brand is the distinct voice and style used in all communications, reflecting the brand’s personality and values. It shapes how clients perceive and emotionally connect with the brand, ensuring consistency and relatability across all interactions.

Importance of Tone

Tone is crucial to Alt-Tech because it shapes how clients perceive and connect with us. A friendly and professional tone ensures that our communication is approachable and trustworthy, making clients feel valued and respected. By maintaining a human and relatable voice, we can demystify complex technical concepts, fostering confidence and clarity. Our caring and supportive tone reflects our commitment to treating clients like family, while transparency and honesty build trust. Passion and enthusiasm convey our love for technology and dedication to client success, creating a positive and engaging experience.

1. Friendly and Professional:

Communication should be warm and welcoming while maintaining a high level of professionalism. Strive for a conversational tone that makes clients feel at ease and valued.

2. Human and Relatable:

Avoid overly technical jargon and complex language. Speak in a way that is easily understandable, ensuring clients feel informed and respected.

3. Caring and Supportive:

Emphasize our commitment to treating clients like family. Show genuine concern for their needs and success, highlighting our dedication to going above and beyond.

4. Transparent and Honest:

Maintain clear and honest communication. Be straightforward about what we offer and how we can help, fostering trust and confidence in our services.

5. Passionate and Enthusiastic:

Convey our love for technology and our excitement about helping clients succeed. Let our passion shine through in every piece of communication.

POSITIONING

What is Positioning?

Positioning defines how a brand differentiates itself in the marketplace and communicates its unique value to clients. It highlights the brand’s strengths, core values, and the specific benefits it offers, securing its place in the minds of clients and competitors.

Importance of Positioning

Positioning is vital to Alt-Tech as it defines our role in the marketplace and differentiates us from competitors. By positioning ourselves as client-centered, we emphasize the tangible benefits and positive experiences our clients receive. Our collaborative partner approach highlights our commitment to working closely with clients to provide tailored solutions. Showcasing ourselves as dependable experts instils confidence in our reliability and expertise. Highlighting our award-winning excellence and Canadian roots reinforces our credibility and commitment to core values, making Alt-Tech the trusted choice for IT services in Western Canada.

1. Client-Centered:

Focus on the experience and benefits clients receive from working with us. Highlight how our services enhance their business operations and contribute to their success.

2. Collaborative Partner:

Position ourselves as a collaborative partner, working closely with clients to understand their unique needs and provide tailored solutions.

3. Dependable Experts:

Emphasize our reliability and expertise. Clients should feel confident that they can depend on us for top-notch IT support and innovative solutions.

4. Award-Winning Excellence:

Mention our accolades and impressive growth as a testament to our commitment to excellence. Use this to build credibility and showcase our industry recognition.

5. Canadian Roots:

Highlight our Canadian identity and the values of loyalty, honesty, and family that drive our operations. This reinforces our local presence and the personalized care we offer.



Alt-Tech Language

03

MESSAGING

COMMUNICATING OUR BRAND

Considering tone and positioning when discussing Alt-Tech’s unique offerings ensures that our communication is both approachable and professional, helping clients connect with and trust our brand. It also highlights our strengths and values

in a clear, relatable way. The following section details some of Alt-Tech’s unique aspects using our correct tone and positioning, along with examples of key messaging for various aspects of the business and its offerings.

UNIQUE ASPECTS

What makes Alt-Tech unique?

These brand statements highlight the unique aspects that set Alt-Tech apart, such as our award-winning excellence, impressive growth, and client-centered “We Care” philosophy. By emphasizing our dependability, passion for technology, and extensive network of technology partners, we present Alt-Tech as a trusted and innovative IT service provider. Using this tone and positioning, we can communicate Alt-Tech’s strengths in an approachable and professional manner, ensuring clients feel valued and confident in our services.

Examples of Unique Brand Statements

Alt-Tech’s commitment to excellence has been recognized with over 10 prestigious awards, including being named one of the “Best Managed IT Companies” from 2018 to 2021. This recognition reflects our dedication to providing top-notch service and innovative solutions.

Our client base has grown to over 160 businesses, reflecting our impressive 810%+ annual growth. This rapid expansion is a testament to the trust and satisfaction of our clients, who rely on us for their IT needs.

We take pride in our “We Care” philosophy. At Alt-Tech, we treat our clients like family, going above and beyond to ensure their success and satisfaction. We genuinely care about you, your business, your employees, and your clients.

Dependability is a core value at Alt-Tech. You can count on us to provide 24/7 solutions, service, and insights into your business systems. Our team is always available to support you, ensuring your IT infrastructure runs smoothly at all times.

Our passion for technology drives everything we do. This is more than just a job for us; it’s who we are and what we do best. We love technology, and we are committed to delivering the best possible solutions to our clients.

From small-scale operations to large enterprises, Alt-Tech has an ever-growing network of technology partners to support your needs. Our extensive network allows us to provide comprehensive services and solutions, tailored to your specific requirements.

POTENTIAL MESSAGING

What is Positioning?

Positioning defines how a brand differentiates itself in the marketplace and communicates its unique value to clients. It highlights the brand's strengths, core values, and the specific benefits it offers, securing its place in the minds of clients and competitors.

Key Services

Alt-Tech offers a suite of services designed to optimize and secure your IT infrastructure. Our Managed IT Services provide comprehensive care, including around-the-clock monitoring, backup and data recovery, and customer support. We take a proactive approach to ensure your systems are always running smoothly, minimizing downtime and maximizing productivity.

In today's digital landscape, cybersecurity is more critical than ever. Our Managed Cybersecurity Solutions are designed to mitigate risks, protect your sensitive data, and ensure compliance with industry standards. We employ the latest technologies and best practices to keep your business safe from cyber threats.

Our Professional Services are reliable and tailored to meet your specific needs. Whether you require infrastructure design, marketing services, or a virtual IT manager, we have the expertise to deliver results you can trust.

Enhancing your tech health is seamless with our expert management of Microsoft 365 services. We help you leverage the full potential of Microsoft 365, optimizing your workflow and improving collaboration across your organization. Collaboration is at the heart of our Co-Managed IT Services. We work closely with your internal IT team to provide additional support and expertise, ensuring a seamless IT experience that drives your business forward.

Cloud technology offers numerous benefits, and our Cloud Services help you secure your data, optimize operations, and reduce costs. We provide comprehensive cloud management and storage solutions that empower your business to operate efficiently and securely.

Industries We Serve

Our expertise spans a variety of industries, including financial services, insurance, law, and manufacturing. We understand the unique challenges and requirements of each sector, and we are committed to delivering tailored solutions that drive success. No matter your industry, we have the knowledge and experience to support your IT needs

Expanding Our Horizons

As we extend our services across Western Canada, our commitment to excellence remains unwavering. We are excited to bring our unique blend of expertise, care, and innovation to more businesses, helping them thrive in an ever-evolving technological landscape.

Call To Action - General

By partnering with Alt-Tech, you're not just investing in IT services; you're joining a family dedicated to your success. Let us help you navigate the complexities of technology with confidence and ease, ensuring your business operates at its best, always.



Alt-Tech Brand Identity

04

CORPORATE MASTERBRAND

PRIMARY LOGO

Our logo represents the face of Alt-Tech, serving as the primary visual expression of our brand identity. It is essential to use it correctly and consistently, as it is crucial in how we present and identify ourselves.



ALT-TECH
INC
CYBER SECURITY AND IT MANAGEMENT



ALT-TECH
INC
CYBER SECURITY AND IT MANAGEMENT



Alt-Tech Brand Identity

04

PRIMARY BRANDMARK

STANDALONE ICON

The brandmark is the symbol that represents Alt-Tech without needing to mention the full name or use the primary logo. It can be used on stationery, as a social media icon, in applications, and more, maintaining our brand presence in a versatile and recognizable way.





Alt-Tech Brand Identity

04

SECONDARY BRANDING

HORIZONTAL LOGO

The horizontal logo is an alternative to the primary logo, ideal for use on websites or any other spaces where the primary logo may not fit well. It ensures our brand remains visually consistent and easily recognizable in various formats and placements.





Alt-Tech Brand Identity

05

BRAND USAGE

REPRESENTING OUR BRAND

Adhering to approved usage guidelines is crucial for maintaining the integrity and recognition of the Alt-Tech brand. Ensuring consistent application of our logo, including clear space, minimum sizing, and appropriate use of elements, reinforces our professional image and helps clients easily identify our brand across all mediums.

It's important not to deviate from these guidelines, especially when it comes to placing our logo on coloured backgrounds or incorporating additional elements. Proper usage ensures our logo remains clear, legible, and impactful, preserving the visual consistency that strengthens our brand identity.

Clear Space

Clear space around our logo is essential to maintain its visibility and impact. It prevents other elements from crowding or interfering with the logo, ensuring it stands out and is easily recognizable. Adequate clear space also upholds the professional and polished appearance of our brand, making a strong and lasting impression.

The required clear space for any Alt-Tech branding is equal to the height of the letter 'A' in the logo, except for standalone brandmark usage.



Secondary Logo

Clear space required for the horizontal logo is equal to the height of the letter 'A', at it's final size.



Brandmark

Clear space required for the standalone brandmark is equal to 25% of it's height.



Wordmark

Clear space required for the wordmark is equal to the height of the letter 'A', at it's final size.



Alt-Tech Brand Identity

06

APPLICATION

SHOWING OFF OUR BRAND

The proper application of Alt-Tech's brand elements—colouring, sizing, and clarity—is essential for effective communication. Consistent use of our brand colours ensures that our visual identity remains recognizable and impactful across all platforms. Sticking to our colour palette helps us present a cohesive and polished appearance, making it easy for clients and stakeholders to identify and trust our brand.

Getting the sizing and clarity right is just as important in showcasing our brand. Keeping the correct proportions and clear spacing for our logo makes sure it's always easy to read and stands out. This attention to detail not only strengthens our brand identity but also shows our dedication to excellence. By following these guidelines, we ensure that Alt-Tech's brand stays strong, unified, and instantly recognizable wherever it appears.

LOGO BACKGROUND VARIATION

When placing the logo on a background, it's important to ensure the background is not too busy or contains colours that conflict with the logo, as this can obscure its visibility and impact. Always use the correct logo colour variation on different coloured backgrounds to maintain a high contrast ratio, ensuring the brand remains visible and clear. Avoid backgrounds that make parts of the logo blend into the background, as this results in poor brand communication.



THE IMPORTANCE OF SIZING

Ensuring the logo meets minimum sizing guidelines is crucial for maintaining the clarity and legibility of Alt-Tech’s brand. Keeping within these parameters ensures our brand remains clear and professional, making a strong and concise impression across all applications.

Minimum Size

 20mm 110px Primary Logo	 40 mm 110px Secondary Logo	 6mm 150px Brandmark	 6mm 150px Wordmark
Size guidelines help ensure legibility across print and digital mediums.	For Primary Logo, the minimum size is 20 mm For digital, the minimum size should be 110px	For Brandmark, the minimum size is 6 mm For digital, the minimum size should be 150px	

THE ‘DO-NOTS’.

Do Not: Fonts

Do not use any font other than the approved ones, regardless of how similar they may appear. Consistency in typography is crucial for maintaining our brand’s visual identity and coherence. Always use the pre-made logo files or refer to the detailed typography guidelines provided.

Do Not: Sizing

Do not distort the logo by squishing or squashing it. Any resizing must maintain the logo’s original proportions and adhere to the minimum sizing specifications detailed in these guidelines. Preserving the logo’s integrity ensures it remains clear and professional in all applications.

Do Not: Colour

Do not alter the logo’s colours, even if the changes seem minor. Always use the official colour specifications detailed in these guidelines to maintain brand consistency and ensure the logo’s visibility and impact. Using the correct colours is essential for effective brand communication.





Alt-Tech Brand Identity

07

TYPOGRAPHY

FONT SECTION

Using Alt-Tech’s approved font families for communications is essential for maintaining brand consistency and ensuring effective communication. Consistency in typography helps create a cohesive visual identity, making our brand instantly

recognizable across various platforms and materials. Fonts play a crucial role in conveying the brand’s personality and values; they are more than just letters—they shape how our message is perceived.

CORPORATE PRIMARY FONT

Teko Semi-Bold

Our primary font, Teko, was chosen for its prominence and slight technological edge, reflecting our innovative spirit while remaining accessible and legible. It lends a modern, professional feel to our communications.

Teko Bold
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Teko Medium
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Teko Regular
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Ad

CORPORATE SECONDARY FONT

Roboto Family

The secondary font, the Roboto family, complements Teko by offering a friendly, approachable style that reads well across all forms of reproduction. Together, these fonts ensure our communications are clear, engaging, and true to Alt-Tech’s brand identity.

Light
Italic
Regular
Bold
Black

Roboto Bold
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Roboto Regular
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Roboto Light
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

HEADINGS

Aa

Teko Semi-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Body

Aa

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)



Alt-Tech Brand Identity

08

COLOUR SYSTEM

COLOUR SECTION

Adhering to Alt-Tech's colour palette is crucial for clear and effective brand communication. Consistent use of our designated colours helps create a cohesive and recognizable visual identity, making it easy for clients and stakeholders to identify our brand across various platforms. When we stick to our official colour specifications, we ensure that our brand remains professional and polished, fostering trust and familiarity with our audience.

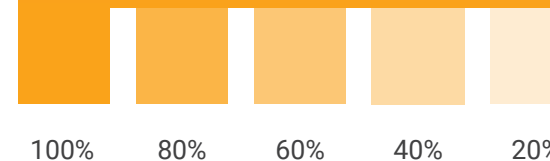
Our colour palette is more than just a set of hues; it's a key part of our brand's personality and message. By using the correct colours consistently, we convey a sense of reliability and attention to detail, reinforcing the values we stand for. This visual consistency helps us communicate our brand's story clearly and effectively, ensuring that Alt-Tech's identity remains strong, unified, and memorable in every interaction.

THE PRIMARY COLOUR SYSTEM

Alt Orange

Alt-Orange is a colour that embodies cutting-edge innovation and serves as a beacon of light in the darkness. Its warm tone is both friendly and approachable, perfectly reflecting Alt-Tech's commitment to leading technology with a human touch.

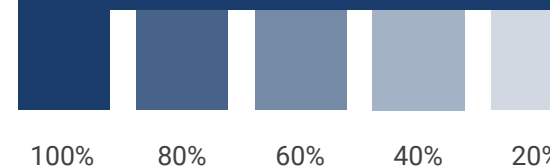
ALT ORANGE
#FFA200
CO M42 Y100 K0
R:255 G:162 B:0



Tech Blue

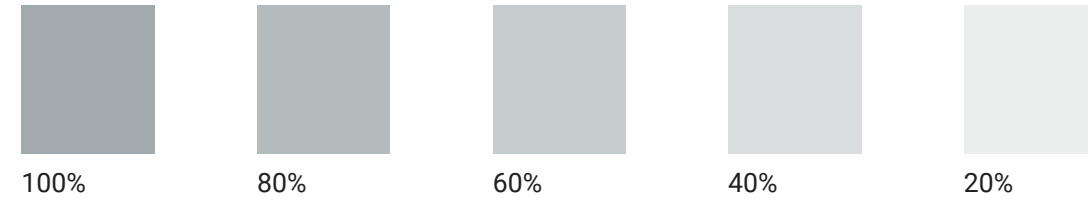
Tech-Blue is a colour that is easy on the eyes and contrasts well with our vibrant Alt-Orange. Often associated with professionalism and prominence, Tech-Blue reflects Alt-Tech's deep knowledge and understanding, ability to solve problems, and the dependable foundation our clients have come to rely on.

TECH BLUE
#003B6E
C100 M84 Y31 K17
R:27 G:61 B:109

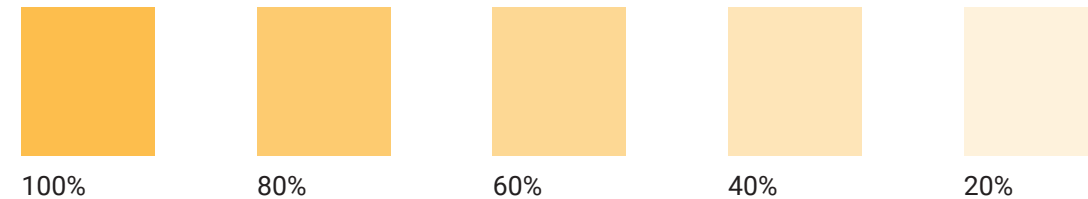


THE SECONDARY COLOUR SYSTEM

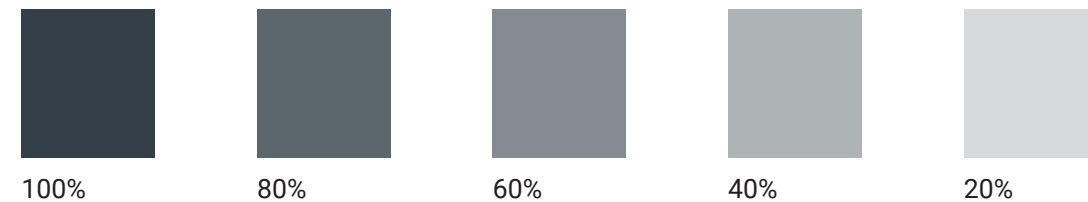
COLOUR NAME: a1aaac
C 39% M 27% Y 28% K 0%
CADET GREY R 161 G 169 B 172



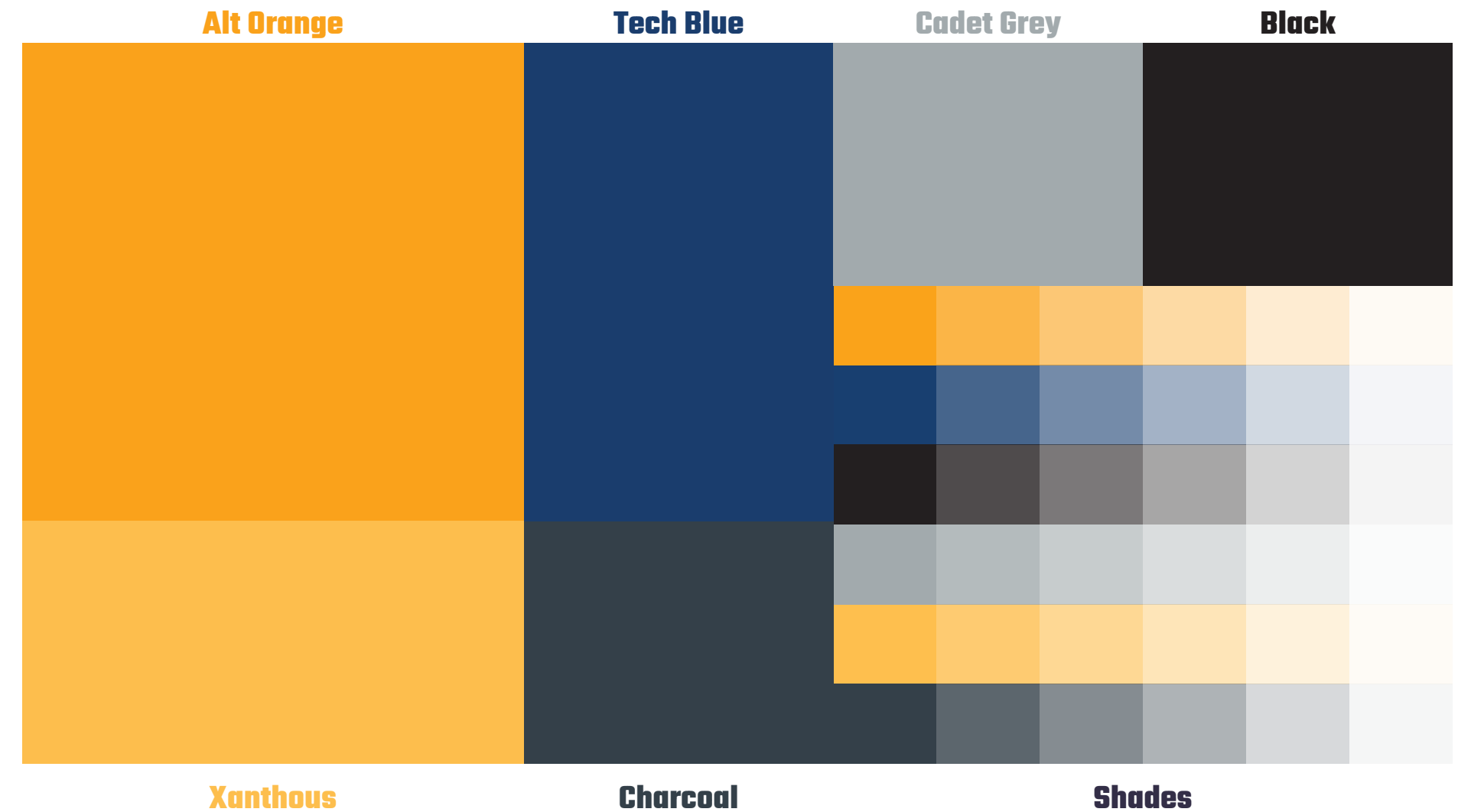
COLOUR NAME: ffb4d
C 0% M 28% Y 28% K 0%
XANTHOUS R 253 G 189 B 77



COLOUR NAME: 333f48
C 78% M 64% Y 53% K 43%
CHARCOAL R 52 G 63 B 73



COLOUR VISION





Alt-Tech Image Tone

09

IMAGE SYSTEM

TYPES OF IMAGERY

Using the same tone in the imagery we choose for Alt-Tech is essential for maintaining a consistent and relatable brand identity. Realistic and relatable images help convey our human, dependable, and friendly nature. When we select images that reflect real-life scenarios and genuine interactions, we strengthen the connection between our brand and our clients, showing them that we truly understand and care about their needs.

It's important to avoid overly 'tech' or 'futuristic' images, as they can undermine the approachable and warm image we strive to maintain. By focusing on visuals that emphasize our commitment to real people and real results, we ensure that our clients feel a genuine connection to our brand. Following these guidelines in our imagery helps clients see Alt-Tech as a reliable partner they can trust, reinforcing our values and enhancing their overall experience with us.

EXAMPLES OF APPROVED IMAGERY

The images shown here are excellent examples of approved imagery for Alt-Tech, featuring real people with natural, unstaged poses and expressions. These photos avoid the typical 'stock' image feel, showcasing individuals who appear confident, friendly, and professional. The warm and welcoming tones used in these images contrast with the cold, dark blues often associated with IT and tech support, aligning perfectly with Alt-Tech's approachable and human-centric brand identity.



EXAMPLES OF THE ‘DO-NOTS’ OF IMAGERY

The images shown here are ***not approved*** for several reasons. Firstly, the holograms and floating graphics are unrealistic and not reflective of the current times; it’s not the year 3000. We want to avoid this type of imagery because it is overly common in the industry and doesn’t align with our friendly, people-centric tone. Additionally, images of server stacks with tons of wires or lifeless computers lack the human element that is central to our brand. Such subjectless or overly technical images fail to convey the approachable, warm, and client-focused identity we strive to maintain.

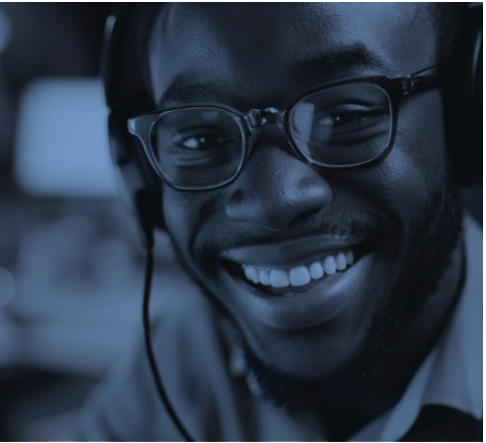


01

BUT... DOES IT BLEND?

When using image colour overlays, start with a black and white image or convert your image to black and white before adding the overlay. Use only Alt-Orange or Tech-Blue for the overlay, ensuring the colour remains true to the brand and the image stays clear and concise. Below are some examples of blending styles and opacities; though, you may need to adjust manually to achieve similar effects, based on the original image being used.

- 01 Multiply, Tech-Blue, 70%
- 02 Hard Light, Tech-Blue, 60-80%
- 03 Hard Light, Alt-Orange, 50-70%



02



03



Alt-Tech Social Tone

10

SOCIAL MEDIA

THE ROLE AND IMPORTANCE OF SOCIAL MEDIA

In today’s digital age, social media is a crucial platform for connecting and engaging with people. It’s where the world goes to socialize, discuss, and share, making it an essential space for Alt-Tech to establish its presence. While potential clients may not be actively searching for IT MSP partners on social media, it’s where they spend significant time on their phones. Therefore, maintaining the tone and positioning of Alt-Tech in social media communications is as important as in any other medium.

Social media provides a fantastic opportunity to highlight the friendly and fun aspects of Alt-Tech. It allows the brand to blend its speaking and writing tone, image system, and eye-catching graphics, creating a unified and recognizable online presence. Engaging posts that reflect Alt-Tech’s human-centric approach can build stronger brand recognition, making it easier for potential clients to connect with and remember the brand. By leveraging social media effectively, Alt-Tech can foster deeper relationships with its audience and showcase its commitment to exceptional service and innovation.

SOCIAL GRID SYSTEM

Social Posts should follow the grid systems below. You may use a blend of approved imagery, colour backgrounds, overlays, iconography, an additional elements. Feel free to get a little creative!

1:1 Square

	Logo	
	Call To Action	
	Content	
	Website	

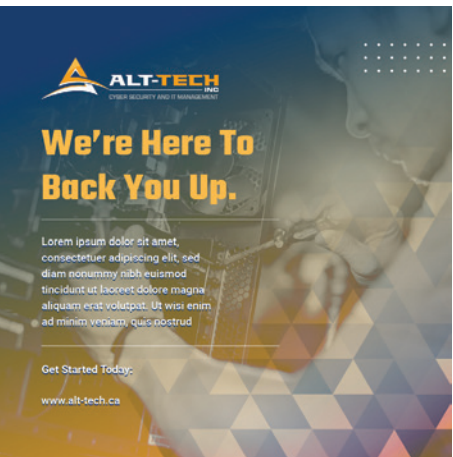
9:16 Portrait

	Logo	
	Call To Action	
	Content	
	Logo	
	Website	

*Portraits should focus on imagery or video content, and minimize the text content usage.

ADDITIONAL ELEMENTS

Additional design elements are used simply for three reasons - to creatively fill space, highlight elements of a photo, and to add a light tech feel. These aren’t always needed, and can sometimes become too busy. So, use discretion when adding them to your posts. These elements can be things like dots, outlined triangles and circles, line art, and separation lines.





PATTERNS & ILLUSTRATIONS

EXPANDING OUR VISUALS

Patterns and illustrations are powerful tools to strengthen and add character to Alt-Tech's brand. Patterns can be seamlessly integrated into image overlays, backgrounds, and various communications, subtly enhancing our visual identity and ensuring our branding is present in every interaction. By incorporating these elements, we can create a cohesive and immersive brand experience that resonates with clients and stakeholders.

Illustrations play a vital role in supporting key messaging, providing visual anchors that enhance understanding and retention. Using illustrations alongside important information gives users a memorable visual reference, deepening brand recognition and increasing engagement. This visual reinforcement not only makes our communications more engaging but also helps convey complex ideas in an accessible and relatable manner, further solidifying Alt-Tech's approachable and human-centric brand identity.

PATTERNS AND ILLUSTRATIONS

ALT-TECH PATTERN

The Alt-Tech triangle pattern is dynamic, reflecting the triangle shape of our master brand and symbolizing tech and cutting-edge solutions. Like a puzzle, it signifies that no matter the missing pieces, Alt-Tech has the perfect solution to fit.



ALT-TECH ILLUSTRATIONS

Our illustrations are fun and based on line art, typically featuring multiple elements of tech and people to convey a comprehensive understanding. For example, when discussing cloud services, we use infographics that include cloud-based imagery, ensuring our visuals align with our messaging.





Alt-Tech Iconography

12

CORPORATE ICONOGRAPHY

APPROVED ICONOGRAPHY

Iconography plays a crucial role in Alt-Tech’s brand by providing visual cues that are friendly and approachable. Our outlined style is chosen for its clarity and ease of view across various devices, ensuring that our icons are easily recognizable and understandable. This unified approach prevents confusion, such as distinguishing between an office line and a mobile line, and ensures our communications are clear and effective.

Using approved iconography helps maintain consistency across all brand materials, reinforcing Alt-Tech’s identity and making it easier for people to engage with our communications. Consistent use of icons allows clients and stakeholders to familiarize themselves with our brand elements, knowing what to look for and where to find important information. This consistency not only enhances brand recognition but also builds trust and reliability in Alt-Tech’s services.

CORRECT ICONOGRAPHY

Icons should be either Alt-Orange, Tech-Blue, or white in colour. Use the correct icon for the correct use.

 Press Release	 Search	 Calendar	 Blog	 Program	 Event	 Report	 Infographic
 Expert Views	 Survey	 Publication	 Resources	 News Coverage	 Executive Appointment	 Media Kit	 Add Event
 Advisory Board	 Partner Event	 Microsite	 Video Series	 Dinner Dialogue	 Webcast		
 Press Release	 Search	 Calendar	 Blog	 Program	 Event	 Report	 Infographic
 Expert Views	 Survey	 Publication	 Resources	 News Coverage	 Executive Appointment	 Media Kit	 Add Event
 Advisory Board	 Partner Event	 Microsite	 Video Series	 Dinner Dialogue	 Webcast		

INCORRECT & CORRECT ICON FORMAT

- Do not alter or change the icons in any way.
- Do not change their colour to something other than the three approved colours.
- Do not outline.
- Do not change weight.
- Do not add backgrounds.



Alt-Tech Vehicle Fleet

13

VEHICLE FLEETING

APPROVED WRAP/ DECAL DESIGNS

When creating vehicle fleet designs for Alt-Tech, ensuring the correct use of colours, logos, and placement is crucial to maintaining a clear and unified brand presence. Whether opting for a full wrap, partial wrap, or just decals, each design is tailored to deliver consistent branding that aligns with Alt-Tech's professional image.

These options allow flexibility based on budget while ensuring the vehicles still make a strong, memorable impact. By following the brand guidelines for vehicle designs, Alt-Tech can stand out in public, creating a cohesive visual experience that strengthens brand recognition in every interaction.

Full Wrap - Truck



Full Wrap - SUV/ Small Vehicles



Partial Wrap - Truck



Decals Only - Truck



Partial Wrap - SUV/ Small Vehicles



Decals Only - SUV/ Small Vehicles





Alt-Tech Vehicle Fleeting

14

Stationery + Communications

APPROVED STATIONERY + EMAIL SIGNATURES

Consistency in branding extends beyond logos and social media—it’s present in every email, document, and internal communication. Using approved templates for internal documents and email signatures ensures that every interaction reflects Alt-Tech’s professional, cohesive brand identity. These templates standardize formatting, maintain brand-aligned typography and colors, and reinforce our positioning, creating a seamless experience for clients and partners.

Since emails and documents are among the most frequent touchpoints with external audiences, maintaining visual consistency across digital and physical communications strengthens brand recognition. A unified look not only builds trust and credibility but also signals our attention to detail and commitment to excellence. By adhering to approved templates, we ensure Alt-Tech is represented clearly, professionally, and consistently in every interaction.

Letterhead Template

The letterhead template is provided in Word document format. Please access file through your manager.

Letterheads should adhere to the following margins to ensure text is displayed clearly across all documents:

Top Margin: 1.3” in. | **Bottom Margin:** 1.0” in.
Left Margin: 0.6” in. | **Right Margin:** 0.6” in.

Body Font: Roboto Family



Email Signature Template

The Email Signature template is available through the Alt-Tech Canva account.

Email Signatures should adhere to the following font sizes in Canva to ensure consistent reproduction across all team members.

Name: Teko Medium - 24pt
Title: Teko Medium - 18pt
Contact Info: Teko Regular - 14pt

**Please ensure the Oilers/ Acronis partnership graphic is attached to the bottom of the signature.*



Final Dimensions: 640px W x 300px H



SUMMARY & CONTACT

SUMMARY

Alt-Tech's brand guidelines are the backbone of our identity, ensuring consistency and recognition in every interaction. They cover everything from tone and positioning to logo use, colour palettes, typography, and imagery, helping us maintain a cohesive and professional image. These guidelines are not just rules but tools that support our mission to be approachable, friendly, and reliable, making our brand memorable and trusted.

As part of the Alt-Tech family, it's crucial to learn, remember, and implement these guidelines throughout your journey. Doing so ensures that you have all the tools needed to represent the brand effectively and contribute to its success. By adhering to these standards, you help maintain the brand's integrity and strengthen its presence in the market, fostering trust and recognition among clients and partners.

If you have any questions, please reach out to the brand manager or your immediate manager.

The contact information on the right lists all relevant people within the company related to branding and identity.

CONTACTS

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People Who

Use Technology