alongmate

Visual identity guidelines

The master artwork, color system and everyday rules for using the Alongmate identity across products, communications and print.

Logo layouts · Spacing and scale · Color · Typography · Icons · Applications · Monochrome · Downloads / Download the full kit

Choose the right logo

Use the complete name when introducing Alongmate. The bird inside the handwritten “a” becomes the shorthand once the name is familiar.



Side-by-side · primary
Symbol on the left, full wordmark on the right. Use in website headers, email signatures and partner listings.



Stacked
Symbol above the full wordmark. Use when the available space is narrow or centered.



Standalone symbol
App icons, social profiles and compact product spaces where the name is already visible.



Wordmark only
Use when the symbol already appears nearby and the full name still needs to read.

The wordmark spells all nine letters of “alongmate.” Keep the first “a” in place in every named layout. The separate symbol contains the bird and its eye.

Give the bird room

Measure clear space from the outermost artwork, including the “g” descender. The custom letter spacing, shortened “l” and symbol placement are already in the master files.



The inner rectangle bounds the artwork. The outer rectangle marks the clear zone, approximately ¾ of the lowercase x-height on every side.



144 px 100 px 24 px 16 px

The 16 px favicon uses the small-size eye drawing.

Side-by-side

The symbol, “l” and “t” share an optical top line. Keep the original gap and scale the entire lockup together. Minimum digital width is 144 px.

Stacked and standalone

The stacked symbol is about 42% of the wordmark width. Use the stacked lockup at 100 px wide or larger. For the standalone symbol, start at 24 px and allow ¼ of its width as clear space.

Wordmark and print

Use the wordmark alone at 100 px wide or larger. Start printed proofs at 30 mm for side-by-side, 24 mm for stacked or wordmark, and 6 mm for the symbol. Enlarge if the bird’s eye fills in.

Measure x-height using the body of the lowercase “o.” Platform app icons and avatars use their own supplied padding.

Make Ultrablue recognizable

Use solid Ultrablue for the mark on white and white for the mark on Ultrablue. Give the color one consistent role wherever people look for Alongmate.

Ultrablue
#101CFF
RGB 16, 28, 255

White
#FFFFFF
RGB 255, 255, 255

Ink
#181A18
RGB 24, 26, 24

Dark Ultrablue
#0B127F
Apple dark icon only



Primary
Ultrablue on a clean white field.



Reverse
White artwork on solid Ultrablue.

Digital contrast

White and Ultrablue measure 7.98:1. Ink and white measure 17.50:1. Use white labels on blue buttons and ink body text on white. Ultrablue on Ink is 2.19:1. Place white artwork on a dark surface.

Print and single-color work

The vector files specify RGB artwork. For process print, convert with the printer's ICC profile and approve a physical proof on the actual stock. For one-ink black jobs, the printer can map the black master to 100% K.

On photography, use a solid blue or white panel when the image competes with the bird. Use the monochrome black master for stamps, engraving and single-ink production.

Type and the written name

Instrument Sans carries the identity into headings, captions and product copy. The logo itself uses custom outlines and spacing.

Instrument Sans

Aa Bb Cc 0123456789 · Alongmate

A practical type scale

Start with Semibold 600 at 32/36 px for a page heading, Medium 500 at 20/26 px for a section heading, and Regular 400 at 16/24 px for reading text. Keep body tracking at the font default.

Team documents

Use the supplied variable font at its standard width. Arial or the system sans is a fallback for body copy in tools that do not embed fonts. Insert the outlined logo for signatures.

Write the name consistently

Write Alongmate in sentences, titles and app listings. Use alongmate.com for the domain. The lowercase styling belongs to the drawn wordmark.

Keep the language grounded

Use short labels that name the action. “Open Alongmate” works on an app link. In help text, tell readers what to do next. Keep product claims tied to capabilities the team can demonstrate.

The Typography folder includes Instrument Sans and its SIL Open Font License. The logo SVG, PDF and EPS files work on computers without the font installed.

Design for the mask

Use the supplied platform asset at its native size. Operating systems and social platforms apply different masks to the same square canvas.



macOS
System-rendered desktop icon.



iOS and iPadOS
White symbol on Ultrablue.



Apple dark
White on a deeper blue field.



Social profile
Square upload, circular preview.

Apple

Choose either the layered Alongmate.icon for iPhone, iPad and Mac, or the flat AppIcon.appiconset for iOS. The Mac folder includes a multi-size ICNS plus default and dark PNGs.

Android

Use the adaptive foreground and blue background on API 26+. API 33+ adds a monochrome layer for themed launchers. The symbol is 52 dp wide in the 108 dp adaptive canvas with room for the system mask.

LinkedIn, Instagram and Facebook

Upload the 400 px LinkedIn or 1080 px Instagram/Facebook square. The white symbol uses 69% of the tile width. Leave the default centered crop so the beak and terminal stay inside the circle.

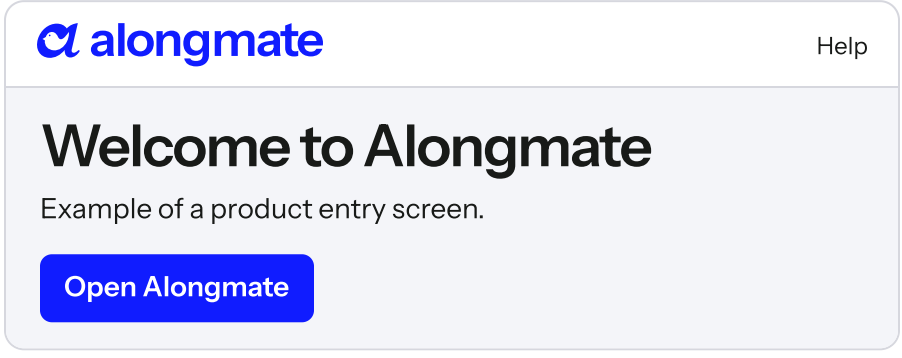
Browser and installed web app

Use favicon.svg or the multi-size favicon.ico in browser tabs. Use apple-touch-icon.png for iOS bookmarks. The web manifest includes 192 px and 512 px icons plus a maskable variant.

Google Play uses its separate 512 px upload. On Android, the system selects the tint for themed icons. On Apple devices with appearance controls, the system may adjust the final rendering.

Apply the system

Give each surface one clear signature. A new visitor should see the name. A returning user should be able to find the bird quickly.



Website or product header · side-by-side on white



Presentation cover · stacked and reversed on Ultrablue

Shape and spacing

Scale the complete artwork proportionally. A stretched symbol, substituted initial or retyped wordmark changes the silhouette and alignment.

Color and finish

Use a solid fill. Gradients, glows, outlines and drop shadows compete with the bird's eye. Keep the interior opening transparent in standalone artwork.

Sharing a surface

Give partner logos comparable visual weight and protect each clear zone. When a narrow placement falls below the full-logo minimum, move to the symbol plus an accessible label.

For an image link, use the accessible name "Alongmate home." If adjacent text already names Alongmate, mark the decorative symbol as hidden from assistive technology.

Monochrome artwork

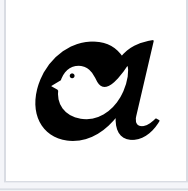
Use black on white for one-color printing and white on black for dark placements. Both versions preserve the bird, the eye and the wordmark spacing.



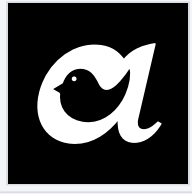
Full logo · black on white SVG PNG



Full logo · white on black SVG PNG



Profile tile · black on white SVG PNG



Profile tile · white on black SVG PNG

These files include the background. The profile downloads are square and include space for a circular crop. For transparent artwork, use the logo downloads on page 9.

Download the logos

Choose a layout, color and format. Each link saves the original artwork from this edition of the Alongmate brand library.

Transparent artwork	Ultrablue	Black	White
Side-by-side	SVG PNG	SVG PNG	SVG PNG
Stacked	SVG PNG	SVG PNG	SVG PNG
Standalone symbol	SVG PNG	SVG PNG	SVG PNG
Wordmark only	SVG PNG	SVG PNG	SVG PNG

SVG for design and web

Scale the artwork to any size. The lettering is drawn as outlines and travels with the file.

PNG for documents and slides

The standalone symbol is 1024 px wide. Named logos are 2400 px wide. Place white files on a dark field.

Download all logo artwork (ZIP) Download the complete kit (ZIP)

Platform files and handoff

Use the prepared icon for each destination. The platform files include the sizing and padding for that surface.

Apple platforms	Apple files · Layered source, iOS default and dark, macOS ICNS and PNG.
Android	Android files · Adaptive, themed and legacy launcher icons, plus Play Store artwork.
Web	Web files · Favicons, touch icon and web app manifest.
Social profile	Square SVG 1024 px PNG LinkedIn PNG Instagram and Facebook PNG
Typography	Typography files · Instrument Sans variable font and SIL Open Font License.
Print handoff	Logo archive · Outlined PDF and EPS masters for your print partner.

Share this PDF with the team or a production partner. Its download links point to edition 1.2. Keep the complete kit with archived project files for offline use.

Download the complete brand kit (ZIP)