



BRAND GUIDELINES

ALMATM
A SOUL IN EVERY DIAMOND

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01. LOGOTYPE



Full Logotype

The logotype consists of two main elements: a graphic symbol and a typographic part (the brand name). The symbol is built from refined symmetrical lines that form a decorative composition, creating a sense of elegance and sophistication. The typographic part is executed in a strict, modern serif style that emphasizes the premium character of the brand.

Usage recommendations:

The full logo (symbol + typography) should be used on packaging, marketing materials, and brand identity applications where sufficient size and legibility can be maintained.



Wordmark

The wordmark represents the brand name and is set in a refined modern serif typeface, chosen for its balance of elegance and authority. It conveys a sense of premium quality and timeless style, complementing the ornamental symbol.

Usage recommendations:

Use the wordmark on its own when the brand name must be clearly communicated but space or scale make the full logo impractical — for example, in small print applications, horizontal layouts, or as a footer signature.

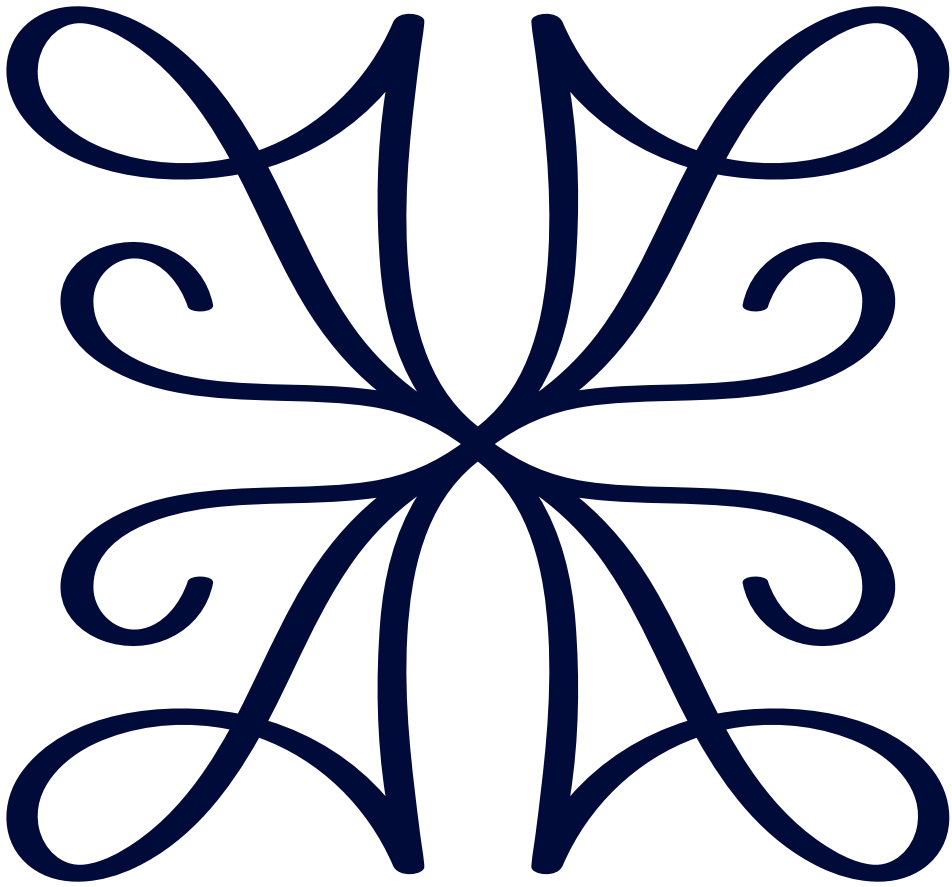


Symbol / Brand Mark

The symbol is a stylized letter A from the brand name, crafted from symmetrical, flowing lines. This design forms an elegant and balanced composition that embodies sophistication and timeless beauty, reinforcing the brand’s premium character and making the mark instantly recognizable.

Usage recommendations:

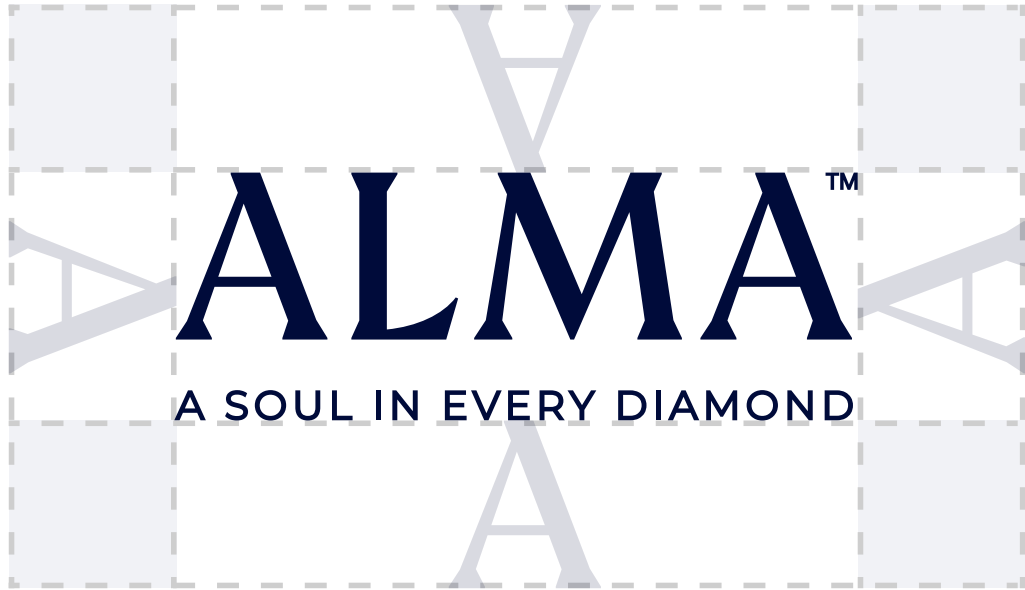
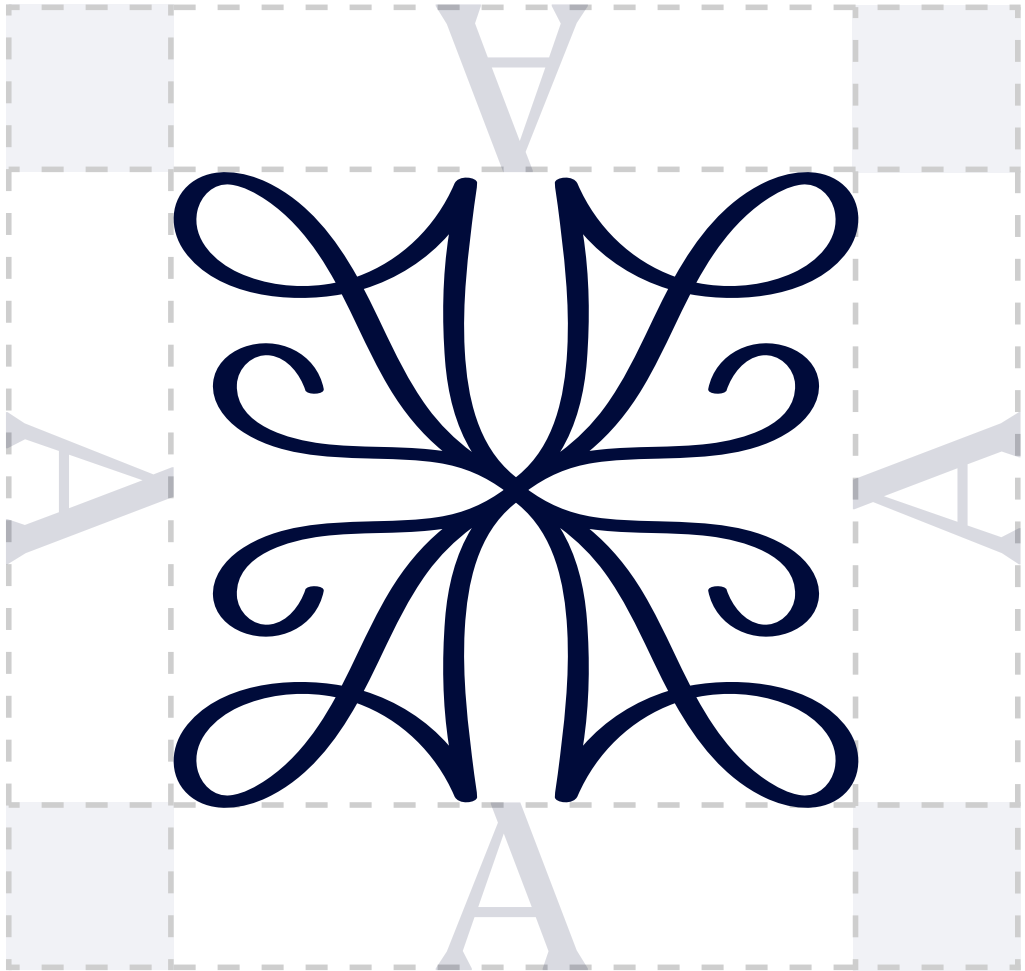
The symbol may be used on its own in contexts where the brand is already well recognized or where a minimal, elegant touch is desired — for example, on small packaging elements, social media avatars, watermarks, or product embossing. Always ensure enough clear space around the symbol to preserve its visual integrity.



Clear Space

To ensure maximum legibility and visual impact, always maintain a clear space around the logo that is free from other graphic elements or text.

This clear space is equal to the height of the wordmark “ALMA” and serves as the minimum distance that must be kept on all sides of the logo. No other elements should intrude into this protected area.



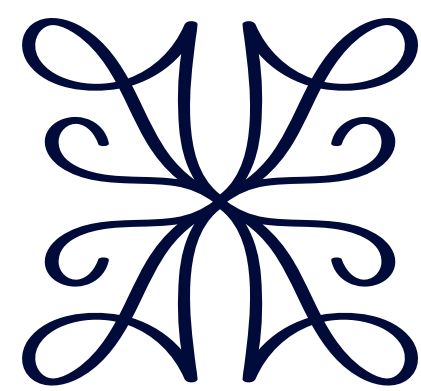
Logo Use at Small Sizes

To maintain legibility and brand recognition, the logo must never be reproduced below its minimum size.

- 1. The minimum height of the **full logo** (symbol + wordmark + descriptor) is **50 mm (or 140 px)**.
When the logo needs to be **smaller than 155 px**, use the version without the **descriptor**, where the minimum height is **23 mm (or 65 px)**.
- 2. For the **symbol used alone**, the minimum height is **10mm (or 30 px)**.
- 3. For the **wordmark with descriptor**, the minimum height is **16 mm (or 45 px)**.
- 4. For the **wordmark without descriptor**, use this version whenever the full logo needs to be smaller than **6 mm (or 17 px)** to maintain legibility.

Whenever possible, use the logo at a larger size to ensure clarity and visual impact, especially in print applications.

		
50 mm (or 140 px)	23 mm (or 65 px)	

	
10mm (or 30 px)	

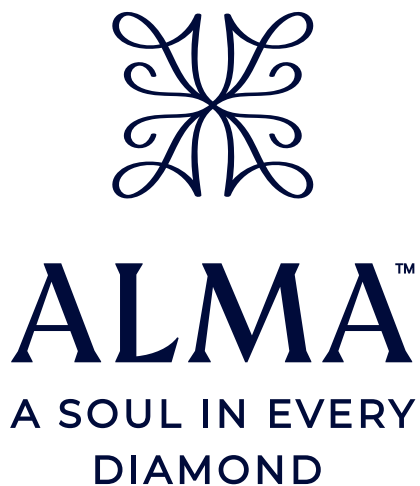
		
16mm (or 45 px)	6 mm (or 17 px)	

Logo Misuse

Logo misuse is any incorrect use that harms its integrity or readability – such as stretching, changing colors, altering proportions, adding effects, or placing it on busy/low-contrast backgrounds. Always follow the brand guidelines.



✗ Do not distort or alter the logo in any way, including stretching, warping, or applying gradients, shadows, bevels, or other graphic effects.



✗ Do not alter the size ratio or position of any part of the logo



✗ Do not use the symbol with the slogan alone. The slogan must appear in one line and only as part of the logo.



✗ Do not use the logo in low resolution or poor quality



✗ Do not change the arrangement or proportions of its elements



✗ Do not recolor the logo with unauthorized or random colors

02. COLOR



Color Palette

The color palette combines deep and bright blues with soft neutrals to convey elegance, trust, and timeless sophistication. The deep navy represents confidence and stability, while the royal blue adds vibrancy and a premium, modern touch. The soft yellow-beige is inspired by champagne, evoking a sense of celebration and refinement. Light gray and white tones create space, balance, and enhance the overall minimal look.

Deep Navy

Hex: 000C3A
RGB: 0, 12, 58
CMYK: 100, 92, 40, 57

Champagne Beige

Hex: FAF6EE
RGB: 250, 246, 238
CMYK: 0, 2, 5, 0

Cool Gray

Hex: C1CBE0 RGB: 193, 203, 224 CMYK: 23, 15, 4, 0

Soft Gray

Hex: F1F2F6 RGB: 241, 242, 246 CMYK: 4, 3, 0, 0

White

Hex: FFFFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0

Royal Blue

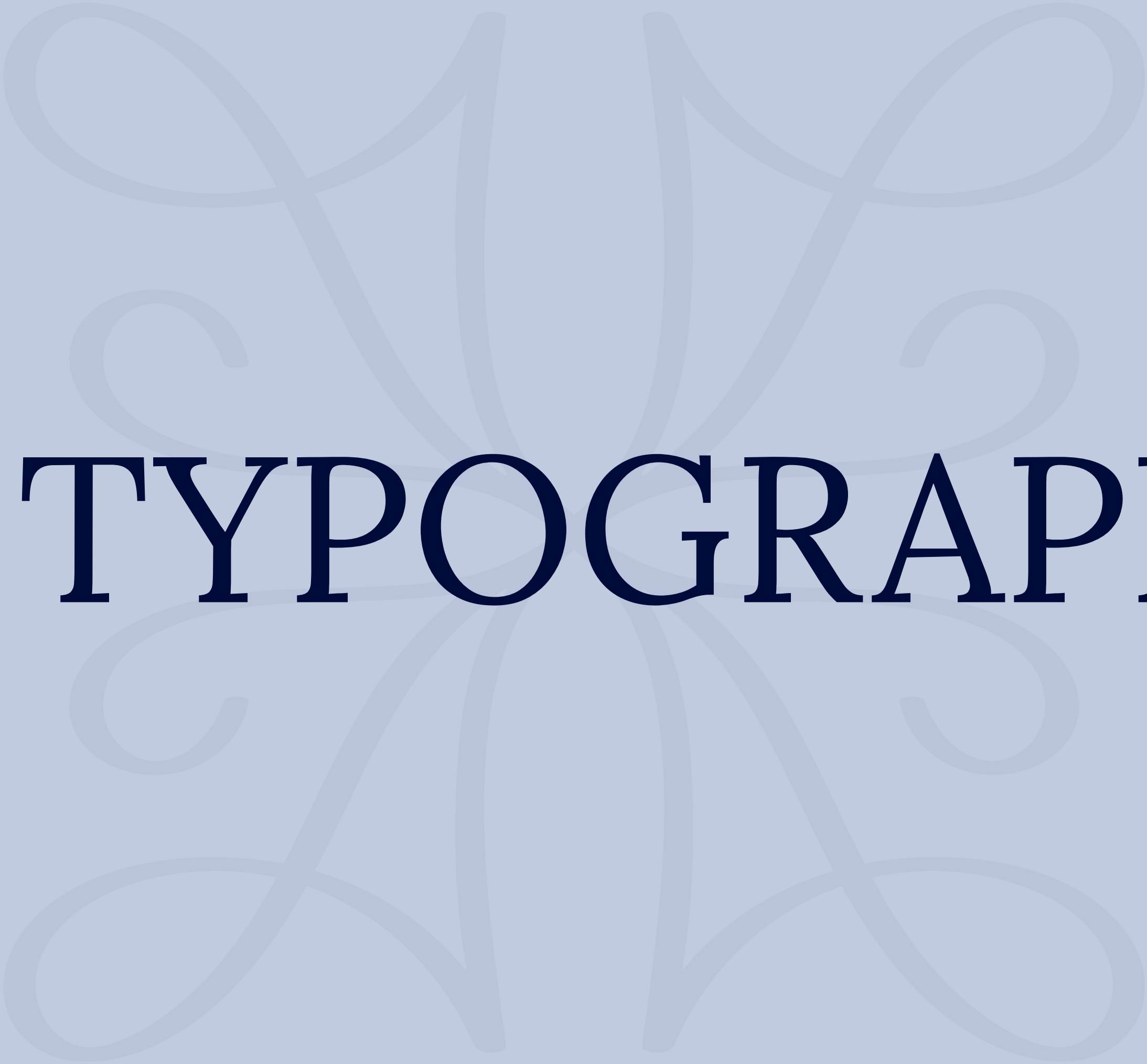
Hex: 112DA9
RGB: 17, 45, 169
CMYK: 100, 90, 0, 0

Color Use

The logo should always be used on backgrounds that provide sufficient contrast to ensure clarity and legibility. Use the primary brand colors and their approved combinations as shown here. Avoid placing the logo on busy or low-contrast backgrounds where it may lose visibility.



03. TYPOGRAPHY



Font 1

Lora is an elegant serif typeface with refined, delicate shapes that convey sophistication and a timeless character. Its classical proportions and smooth contrast make it feel premium and graceful.

Use Lora for headings and subheadings to add expression and elegance to key messages. Ideal for titles, hero sections, and accent phrases.

LORA

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$%^&*(){}[]

Font 2

Poppins is a modern, geometric sans-serif with a clean, minimalist look. Its rounded shapes and balanced proportions make it highly readable and approachable.

Use Poppins for body text, captions, and supporting content. It ensures clarity in both print and digital formats.

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$\$%^&*(){}[]

Fonts in use

Headlines and subheadings are set in Lora to create an elegant and expressive tone, while body text uses Poppins for clean, modern readability and visual balance.

DIAMONDS THAT TELL YOUR STORY

Truly One of a Kind

Diamonds have long been a symbol of elegance and timeless beauty. Each stone tells a unique story of its journey from deep within the earth to a brilliant, polished gem. Our collection celebrates this natural wonder, showcasing diamonds that are carefully selected for their exceptional cut, clarity, and character. Every piece is designed to capture light and reflect the individuality of the person who wears it.

Typographic Accent “A”

In large headlines, whenever a word contains a single “A”, it is replaced with the **calligraphic A** taken from the logo symbol.

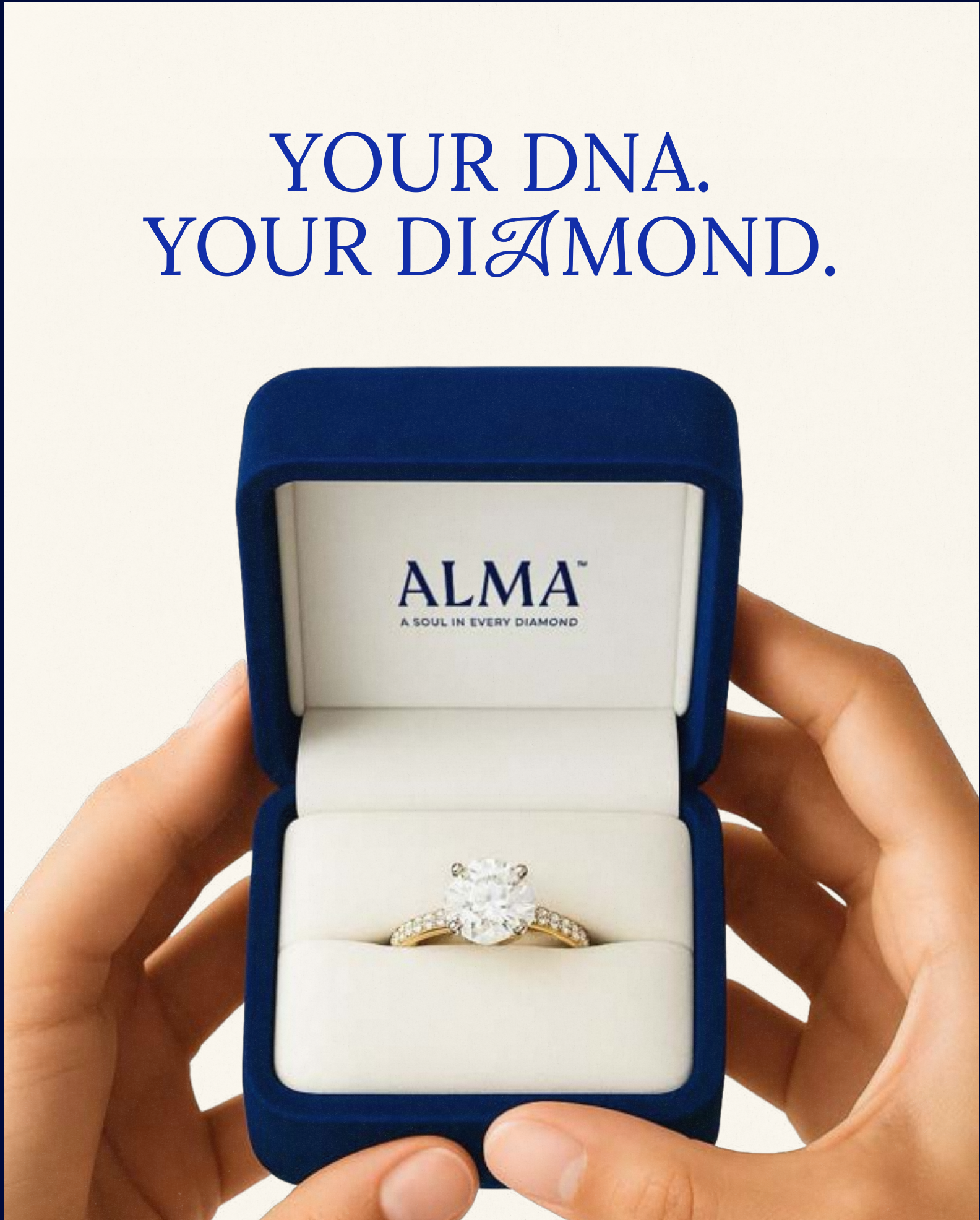
This technique reinforces brand recognition, creates a unique visual signature, and adds a sense of elegance and craftsmanship to key messages.

Use this accent only in prominent headlines or campaign statements to maintain its impact and avoid overuse. If a headline contains more than one letter A, **apply the accent only to the key word you want to highlight** — ensuring focus and visual balance.

YOUR DNA. YOUR VIBE.
YOUR DI*A*MOND.

04. PACKING

YOUR DNA.
YOUR DIAMOND.



Packaging Design

The boxes are crafted in Deep Navy color with a refined, minimalist look. The logo is applied using Champagne Beige — only the symbol mark — with a subtle emboss finish for an elegant tactile accent



Bag design

The main packaging color is Deep Navy, complemented by Champagne Beige logo printing — the full logo is used on shopping bags, while only the symbol mark appears on the small jewelry pouch. The handles and ribbon ties are finished in Royal Blue, adding a refined contrast and cohesive brand touch.

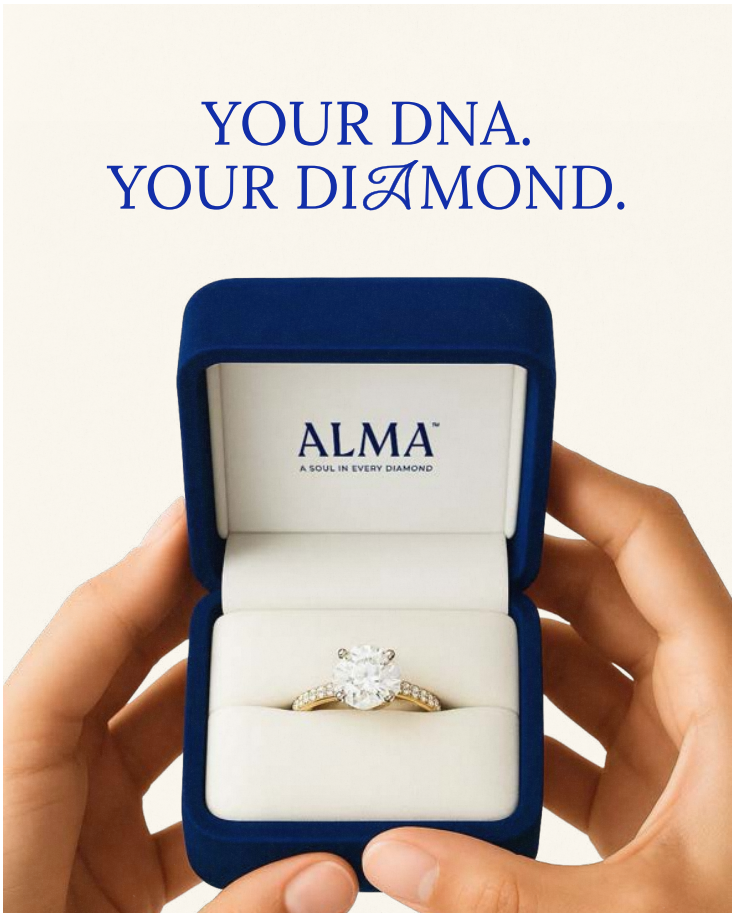


05. SOCIAL MEDIA

Content

For Instagram, we use real, high-quality photos with maximum focus on the product, captured in creative locations and from non-standard angles.

When building the feed, we pay attention to the brand colors and overall color scheme when choosing presets for photos from photoshoots: we use deep blue colors combined with light, white tones for contrast (as shown in the visualization example).



Cover

For the cover image, use a high-quality product photo combined with the brand slogan. For the profile picture, use the brand symbol for clear and consistent recognition.



