

A child wearing a bright green hoodie and plaid shorts is running away from the camera on a grassy hill. The sun is low on the horizon to the left, creating a warm, golden glow and lens flare effects. The background shows a clear blue sky and some trees on the right.

brand guidelines

The logo for Allegacy features a stylized, golden-yellow circular graphic on the left, composed of several curved segments that suggest a rising sun or a globe. To the right of this graphic, the word "Allegacy" is written in a red, serif font.

Allegacy

be your best you.

tagline usage

Our tagline adds
balance and forward
motion to our logo.



Full logo + tagline

Balance between the logo and tagline is achieved in this lockup through a counterweighting of the Eagle at upper left and the tail of the tagline at lower right. In addition, this placement highlights the importance of “you” within the messaging.

The minimum size for the application of this lockup is .85”. For applications smaller than .85”, either the tagline should drop off or the Eagle A should be used.



Eagle A + tagline

The relationship between the Eagle A and the tagline also highlights the importance of “you” by offsetting it to the right of the mark.

creative expressions

Folder

BRUSHED GRAPHIC

Graphics most often live over a photo, but can also provide depth and interest to large floods of color.

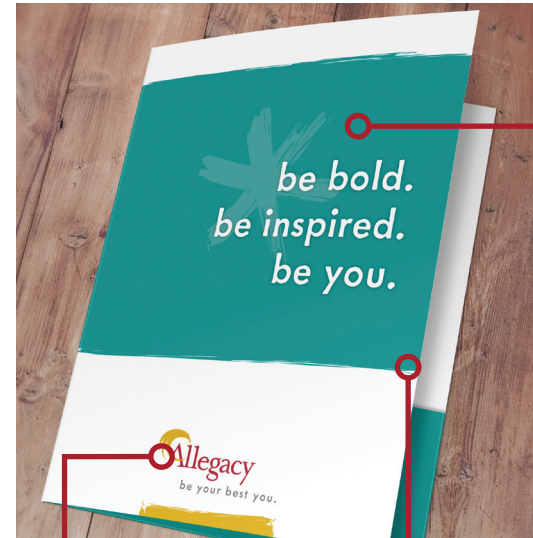


HINT OF YELLOW

The swash of yellow lifts up the logo by drawing the eye downward.



be bold.
be inspired.
be you.



FLOOD OF TEAL

A simpler, more graphic approach creates a more sophisticated, elevated look.

LOGO + TAGLINE

Set with plenty of breathing room on a white field.

BRUSHED EDGE

The main container shape is bordered with an expressive brushed edge.

HEADLINE

Headlines are lowercase and right-aligned with a subtle glow to push off the background. The copy directly reflects the tagline.