

# Styleguide Corporate Design

## ALUMINIUM



# 01 Color



**Gradient  
Blue & Green**

The primary colors for the  
**ALUMINIUM** are the gradient  
Blue & Green.

**Dark Blue**

Cyan / 100

Magenta / 070

Yellow / 056

Black / 000

Red / 010

Green / 080

Blue / 100

#0a5064

The secondary colors for the  
**ALUMINIUM**.

**Grey**

Cyan / 020

Magenta / 000

Yellow / 000

Black / 082

Red / 070

Green / 075

Blue / 080

#464b50

**White**

#ffffff

## Dark Green

Cyan	/ 090	Red	/ 000
Magenta	/ 042	Green	/ 075
Yellow	/ 060	Blue	/ 070
Black	/ 048		

## Light Green

Cyan	/ 070	Red	/ 073
Magenta	/ 004	Green	/ 174
Yellow	/ 062	Blue	/ 127
Black	/ 000		

## Turquoise

Cyan	/ 072	Red	/ 064
Magenta	/ 007	Green	/ 171
Yellow	/ 051	Blue	/ 147
Black	/ 000		

## Light Blue

Cyan	/ 053	Red	/ 126
Magenta	/ 000	Green	/ 202
Yellow	/ 019	Blue	/ 212
Black	/ 000		

# 02 Logo



06 – 08 October 2026  
Exhibition Centre Düsseldorf,  
Germany



27 – 29 April 2026  
Arena Riyadh

The protection zone of the logo is determined by the A.



# 03 Typography



Headline Font Helvetica Neue LT Std Roman

Ximet qui quiae et prepero deore  
beriore, opta a commodi odisi rem zen  
@ 01236456789 % &

Subline Font Helvetica Neue LT Std Medium

Ximet qui quiae et prepero deore etera  
beriore, opta a commodi odisi rem

Running text Font Helvetica Neue LT Std Medium

Quia que siti apientis etur. quae velluptatur sent et harum esciis rehenia  
speres esequue u mquam, seque por sedisi dicae etur si non pelique  
Deo que siti apientis etur. quae velluptatur sent et harum esciis rehenia

highlighting running text Font Helvetica Neue LT Std Bold

ALUMINIUM Loris sit escieni hillorporro volestibus  
moluptatquas mi, qui quatur?

If the Helvetica Neue LT Std font is  
not available, Arial can be used instead.

Signalmarker Font Helvetica Neue LT Std Heavy

2026 #  
News

— ALUMINIUM et prepero  
keriore, opta a commodi deo  
@ 01236456789 % &

Ximet qui quiae et prepero deore etera  
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ALUMINIUM 2026 quia que siti apientis etur.  
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**2026 #  
News**

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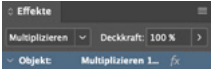
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ALUMINIUM 2026 quia que siti apientis etur.  
quae velluptatur sent et harum esciis rehenia speres esequ  
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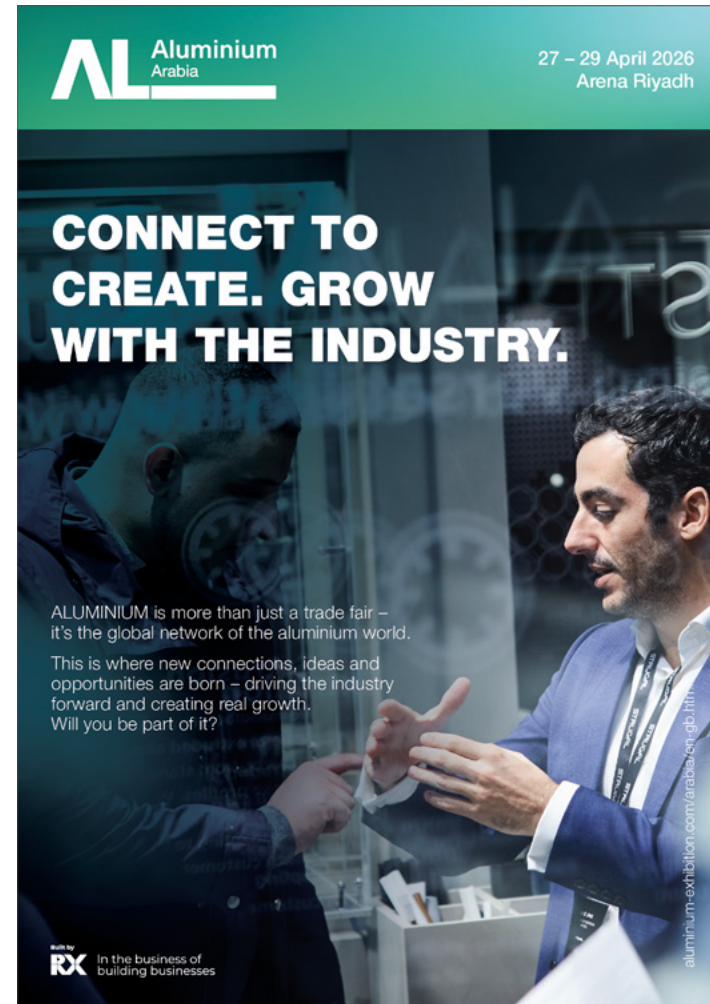
**2026 #  
News**

# 04 Examples

04 Examples  
Gradient

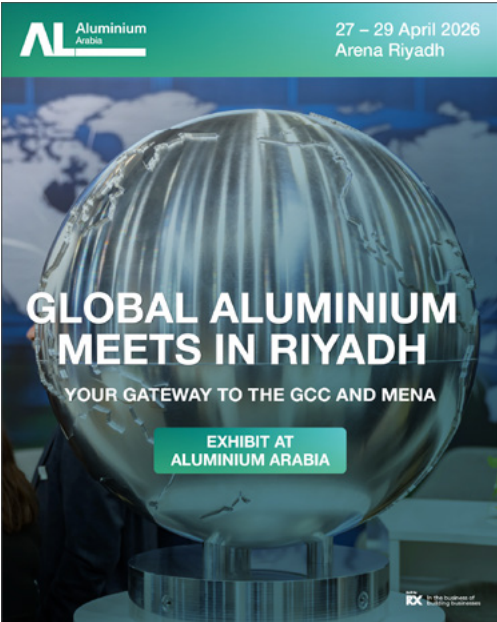


— The photos can be stored with a gradient to ensure readability



— The photos of the ads may vary, the place of the text is not defined and can be placed depending on the photo.





Geofence / PPC

## 04 Examples Digital Ad



Built by  
**RX** In the business of  
building businesses



Email Header



Banner



The green background can also be used, it is very suitable as a background to highlight logo and text.

AL Aluminium  
Global Exhibition

Copy: Genis saero dollaceped  
utem is vendit, qui utempo

RX In the business of building businesses

AL Aluminium  
Global Exhibition

06 – 08 October 2026  
Exhibition Centre Düsseldorf,  
Germany

ALUMINIUM et prepero deore keriore

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2022 #  
News

RX In the business of building businesses

AL Aluminium  
Global Exhibition

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Copy: Genis saero  
dit, qui utempo



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ALUMINIUM et prepero deore keriore

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- simolup tatenih
- peraepped
- velluptatur sent

+ 20%

quae velluptatur sent et harum  
escilis rehenia speres eseqe

Quae velluptatur sent et harum escilis rehenia speres eseqe  
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RX In the business of building businesses