



Brand Guidelines

VERSION 02 | AUG 2024

BRAND ELEMENTS

Logo

Master logo

The Alloplex Biotherapeutics logo is the key asset for our brand. It consists of two elements, our wordmark and our symbol.

The correct artwork files should always be used and never altered in any way.

SYMBOL



CLEARSPACE

Ensure the minimum clearspace is maintained around the logo

BRAND ELEMENTS

Logo

‘Alloplex only’ logo

There are some occasions where we use the Alloplex only logo - such as when our communications are represented by our Global office.



CLEARSPACE

Ensure the minimum clearspace is maintained around the logo

BRAND ELEMENTS

Logo

Backgrounds

See the examples right.



Alloplex 
Biotherapeutics

The logo should generally appear on white



Alloplex 
Biotherapeutics

The logo may appear on Alloplex Peach



Alloplex 
Biotherapeutics

The logo should never appear on busy backgrounds



Alloplex 
Biotherapeutics

The logo may appear on a 5% tint of Alloplex Cyan



Alloplex 
Biotherapeutics

The logo should never appear on darker tints of the Alloplex colours



Alloplex 
Biotherapeutics

The logo may appear on a 5% tint of Alloplex Green

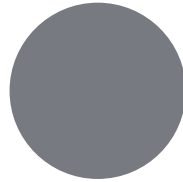


Alloplex 
Biotherapeutics

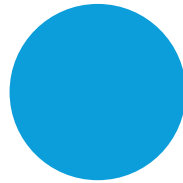
The logo should never appear on colours other than Alloplex colours

Color Specifications

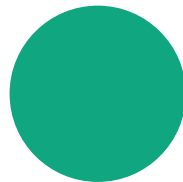
Please use the color specifications to the right to ensure consistency when applying colours to Alloplex material.



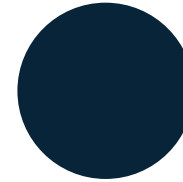
ALLOPLEX GREY
#777A80
r**119** g**122** b**128**
c**55** m**45** y**40** k**10**



ALLOPLEX CYAN
#0c9ed9
r**12** g**158** b**217**
c**75** m**22** y**0** k**0**



ALLOPLEX GREEN
#0ea680
r**14** g**166** b**128**
c**80** m**10** y**65** k**0**



ALLOPLEX DARK BLUE
#062338
r**6** g**35** b**56**
c**96** m**78** y**49** k**58**



ALLOPLEX PEACH
#fff6ef
r**255** g**246** b**239**
c**0** m**3** y**4** k**0**

Contact details

For assets and templates,
please contact
media@alloplexbio.com