

House Style D.S.T.V. Aloha

The Aloha Logo

The orange Aloha with blue flower logo is the primary Aloha logo! If you encounter a **blue** or **orange** background, the white Aloha logo with, respectively, an orange or blue flower are used. An alternative white flower with orange letters is available as an alternative on **dark backgrounds**. Do note that this variation lacks the blue Aloha colour and is therefore not preferred.

Variations

All below variations are available in **blue**, **orange**, **black** or **white**. When designing with these, please adhere to the (background) colour combinations of the full logo.

FULL LOGO
Most commonly used version

ALOHA FLOWER
Often used separately

ALOHA TRIATHLON
Used for (external) promotion

MONOCHROME
Used when only a single print colour is available

LOGO & TEXT ELEMENTS
Can be used as part of a bigger design

D.S.T.V. ALOHA
ALOHA TRIATHLON

TEXT VARIATIONS
The left variant is used when subtext is needed, like the word "Crew" on the bar team shirts; the right variant is only used on clothing

Typography

The fonts used in the Aloha logo are called **Ondine** and **Futura PT**. Within the Aloha Workspace environment, the Google Font **Jost** can be used as an alternative to Futura PT. Below, the different use cases of the fonts are layed out. The weights used in the logo itself are Ondine Regular and Futura PT Book.

Futura PT		Ondine	
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@#\$%^&*()-_+=~`~?/.,<:;'"'{}[]\		abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@#\$%^&*()-_+=~`~?/.,<:;'"'{}[]\	
Weight	Use case	Weight	Use case
Light			
Book	Running text	Regular	Logo
Demi			
Medium	Headers		
Heavy			
Bold	Headers		
Extra Bold			

Colour Scheme

In general, use RGB colours or their HEX representation when designing something. Make sure the document settings are set to RGB! On most printers (for example at Xerox in Carré), these will give the most accurate colour representation these days.

ALOHA ORANGE		ALOHA BLUE	
HEX	#EE800C	HEX	#385DA8
RGB	238, 128, 12	RGB	56, 93, 168
CYMK	1%, 58%, 98%, 0%	CYMK	85.5%, 69%, 1.5%, 0%
RAL	2011 Deep Orange	RAL	5005 Signal Blue

Only when a printing company asks for CYMK colours specifically, make your design using CYMK colours. Do not forget to adjust the document settings accordingly. The RAL values are only used when buying paint.

Downloads

All graphics and fonts can be found on the Aloha Drive: log in with your Aloha account and navigate to www.alohatriathlon.nl/housestyle.

- The graphics are available in three formats:
- PNG raster graphics (in five sizes), to be used digitally and when printing on paper;
 - SVG vector graphics, to be used digitally;
 - EPS vector graphics, to be used for non-paper prints.



Need Help?

For further clarifications on how to use these guidelines for your designs, feel free to contact us at housestyle@alohatriathlon.nl.

Last revision: 22 March 2024
By Sarah Onrust, Lotte Steenmeijer & Tommie Verouden

Special thanks to Jeroen Oosterbeek from Xerox!



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