



# Brand Guidelines



## Our Mission

Alchemy's mission is to help companies ensure their frontline workforce is 100% knowledgeable, 100% confident, 100% of the time.

## Value Proposition

Alchemy equips frontline workers with the knowledge and confidence they need to take smart actions and positively impact their company's success. Our programs create an environment of continuous engagement that elevates performance and improves safety. Only Alchemy has the expertise that comes from engaging with 3,000,000 frontline workers at over 50,000 locations.

## Our Tagline

Smart action at work.

## Elevator Pitch

Alchemy partners with companies to equip frontline workers with the knowledge and confidence they need to take smart actions.

## Primary Color Palette

Alchemy Blue, Alchemy Green, and Alchemy Gray are our primary brand colors and should always be the dominating palette in all marketing materials. We should use them as often as we can to help drive a consistent feel across communications.

When used with text, these colors are WCAG AA compliant — the benchmark for visual accessibility — in the following formats:

- Background colors behind large white text (large text being defined as font size 14pt or ~18.66px and bold or larger)
- Large colored text on a white background



Name	Pantone®	CMYK	RGB	HEX
<b>Alchemy Blue</b>	7702 C	68-1-8-8	25-159-190	#199fbe



<b>Alchemy Green</b>	368 C	60-0-100-5	97-166-14	#61a60e
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<b>Alchemy Gray</b>	7545 C	58-32-18-54	66-85-99	#425563
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Our logo is straightforward and simple. It solidifies our identity as a communicator.

The typography **A** is big and bold to represent stability and strength. Alchemy uses a lowercase 'a' in the logo for a streamlined, cohesive look. However, in writing always capitalize Alchemy for clarity that it is the company name.

The two speech bubbles **B** are created to represent communication between our company and our customer, their organization, and their workers.

We communicate with our customers to create strong programs and training.

We communicate a consistent message throughout our customer's organization in order to protect people, profits, and brands.

We communicate with individual employees one-on-one to break down communication barriers.

The elements of our logo should never be changed. Position, size, and color, along with the spatial and proportional relationships are predetermined and should not be altered. Used consistently, our logo will bring awareness of our brand identity.



## Technical Requirements

### Minimum Clear Space

Clear space is the area required around the outside of our logo in order to maintain legibility and impact.

It must be kept free of other graphic elements such as headlines, text, images, and the outside edge of materials.

The minimum required clear space for the logo is defined by the height measurement of the lowercase 'e' in the word mark.

### Minimum Size & Scaling

The Alchemy logo is restricted to 0.5" high for print and 37px for digital applications. Violating this standard compromises the integrity and legibility of the logo.

Always maintain the logo's aspect ratio when scaling. The spatial and proportional relationships are predetermined and should NEVER be changed.



Print



Digital

