

alychlo

we share your dreams

brandbook



**A strong brand is not a given.
These visual identity guidelines
provide robust tools and
guidance to help you
communicate the distinctive
character of the Alychlo brand.**

—

Our Brand Purpose

At Alychlo, we are passionate about entrepreneurs. Entrepreneurs who are in it for the long term.

We love them for who they are, for their dreams. Their passion.

We want to understand what makes them smile or cry.

What deeply drives them.

Investing in a project is not just putting a bag of money somewhere. It's a human adventure.

There might be moments of tension, excitement or serenity.

Such is life!

But we make no compromise on integrity, loyalty and dedication.

When we share the same dreams, we can together bring something groundbreaking to the moon.

At Alychlo, we are convinced that with good ratio and figures, we will succeed.

But add intuition and guts and we'll get success.

This drives us.

We are invested in your dreams.

Brandkey

0 Roots strengths

Marc Coucke = Alvocho = Alvoce en Chloé
>> Long Term / Continuity / Legacy / Family
Give back to society by investing
in entrepreneurial companies

1 Competition

Family Offices
Private Equity
Banks
Companies

2 Target Group

Entrepreneurs (companies after start-up phase),
who are in it for the long term,
who want to grow fast, and create real added
value (with purpose),
who are looking for a partner they trust
(on a financial, a strategic and a human level)
to build the future together.

3 Insight

With ratio and figures
you will succeed.
With intuition and guts,
you get success.

4 Benefits

Nearly team of experts
Long term strategic support on all levels
Full understanding of the financial game
Network & visibility

5 Values & Personality

Integrity
Human
Sustainable
Loyal
Passion for people
Groundbreaking
Out of the box
Responsible

8 Essence

**We are Invested
in your dreams**

6 Reasons to Believe

Entrepreneur Marc Coucke
Proven Track record as long term partner
Word of mouth
Team of experts

7 Discriminator / USP

Speed
Balance between left and right brain
Perfect understanding of
the financial / stock exchange
dynamics

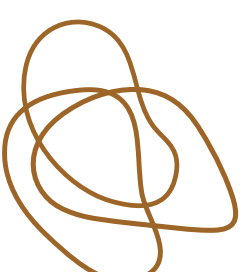


Alychlo
Visual Identity
Guidelines

Our Brand Marks

Our logo is our
most valuable and
recognisable asset
of our brand identity,
so treat it with care.
It is important to
use our logo in a
consistent way.

Version August 2022



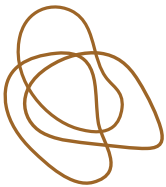
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We always want our brand to be visible. Therefore our logo can also be placed on a different background in order to give more contrast when needed. Aside you can find the three different colour variations



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Our Brand Marks

Minimum clear space

To ensure maximum visibility for our brand, we foresee a protection zone around the logo. Within this area, no graphic elements or text can be placed.

This zone is measured by the breef of the two first letters of alychlo.



Our Brand Marks

Minimum clear space

Under a certain size the readability of the logo cannot be ensured

Do not use under the size of:

40mm width with the baseline and
15mm width without the baseline.



40MM



15MM

Our Brand Marks

Please do not

Always use the logo as it is delivered by Alychlo, it can't be changed under any circumstances.

Please do not:

- Add a drop shadow
- Rotate the logo
- Stretch the original size
- Change the logo in other colours



Our Colour Palette

Colour impacts emotions

Our colour palette play a crucial part in how we present ourselves. Colour is a brand asset that will enhance our brand recognisability.

PANTONE	WHITE
CMYK	80, 45, 60, 35
RGB	255, 255, 255
HEX	#ffffff

PANTONE	TO DEFINE
CMYK	4, 15, 66, 0
RGB	246, 211, 113
HEX	f5d272

PANTONE	BLACK
CMYK	100, 0, 0, 0
RGB	0, 0, 0
HEX	#000000

WARNING: PANTONE
AND OTHER PRINTED
COLORS NEED TO BE
TESTED ON A
COLOR PROOF

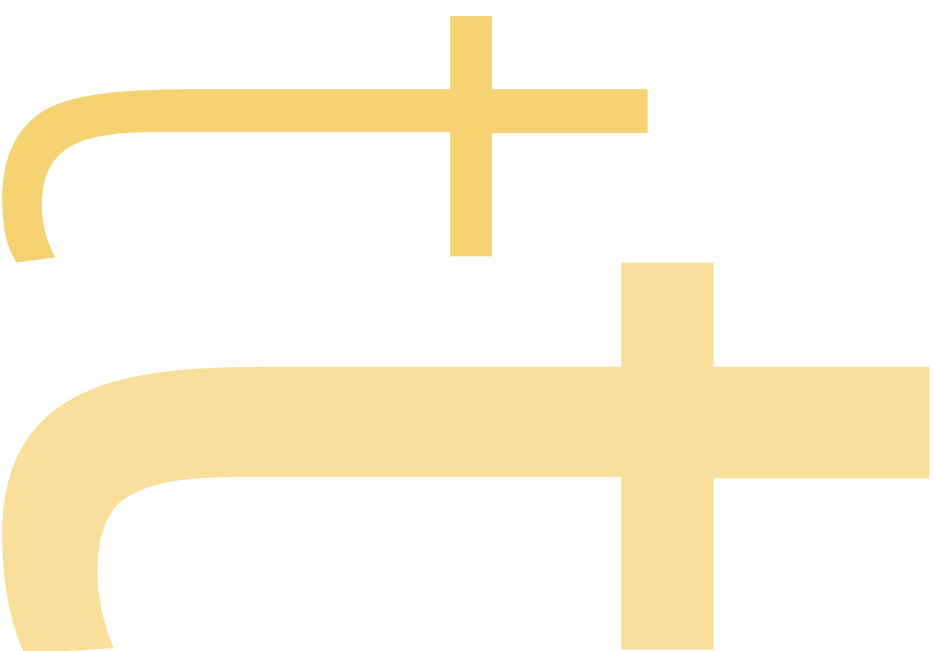
Alychlo
Visual Identity
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Our Type

Not only what we say is important,
but also how our message looks
plays a crucial role.

Our distinctive typographic
approach enhances our
messaging through
its contemporary and authentic
characteristics.

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Our Type

SK-modernist is the typeface for Alychlo. Its sans serif characteristics will give our brand its contemporary character.

The SK-modernist typeface should be used for any communication regarding the Alychlo brand.

It will be associated for all the bodycopy by the acumin pro characters

header

SK-MODERNIST regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

SK-MODERNIST bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

bodycopy

ACUMIN PRO regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

ACUMIN PRO medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

ACUMIN PRO semi bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Our Type

Big title

Sk-Modernist Bold
kerning: optical
Traking: 0
Leading: same value as font size

Subtitle

Sk-Modernist Bold
kerning: optical
Traking: 0
Leading: same value as font size

Bodycopy

Acumin Pro Light
kerning: optical
Traking: 0
Leading: +2 than font size

**This is
the
amazing
short
title**

**Follow by the
wonderful subtitle**

Edi doluptatum hlliqui berspel estistitus res
verferum alique cum autem quationse est,
sam, quostiore voluptat is aut iaccull orrore, quoditem
fuglaecto ipsamenti aut porempera accum quiate
nobisci enducip issundant que nus, optiusam quatus
et ut pores in nosam essit autem abore.

**But
sometimes
we have
a lot more
to say
and maybe
more**

Big long title

Sk-Modernist Regular
kerning: optical
Traking: 0
Leading: same value as font size

Our Type

Functional type

If it's not possible to use
"Sk-Modernist" or "Acumin pro"
please use "Verdana."
Never use this font for our
communication supports.
Only for our administrative
supports (invoice, offer,etc.),
This is a default type on PC.

Online type usage

ARIAL REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

ARIAL BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Alychlo
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Applications

When everything comes together.

Together, all the Alychlo assets will shape our identity and make us recognisable throughout all our communication material.

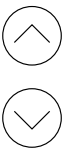
On the the following pages you'll find some examples.

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[Home](#) [About](#) [Investments.](#) [Team](#) [News](#) [Careers](#) [Contact](#)



Lorem ipsum dolor sit amet

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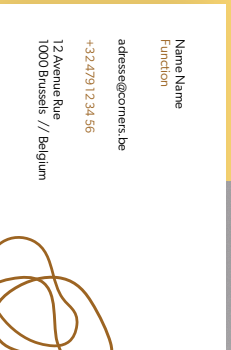
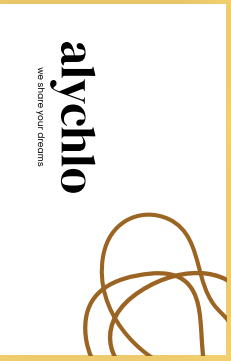
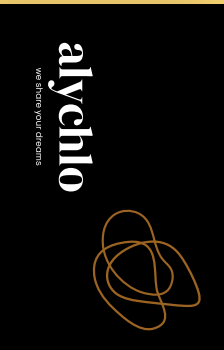
Discover our investments →



Alychlo
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BUSINESS CARD



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Alychlo
Visual Identity
Guidelines

Applications

EMAIL SIGNATURE

Name Name
Function



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12-34 Road Name
L-1234 City
Country
+32 123 45 67
+32 0123 45 67 89

www.alychlo.com

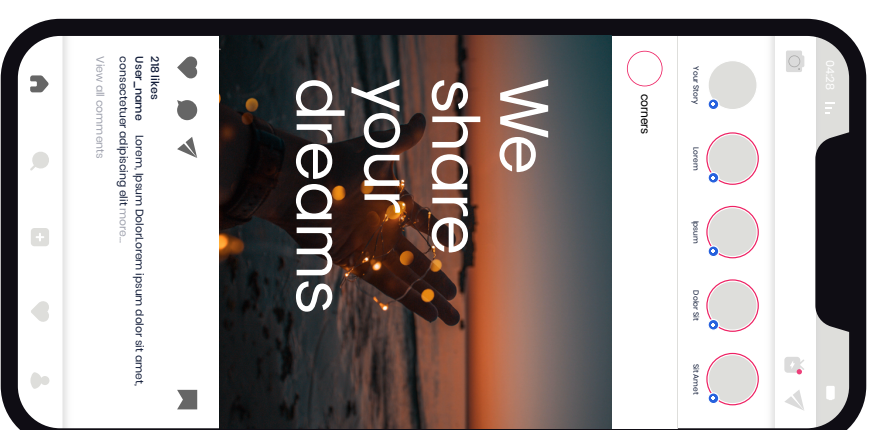
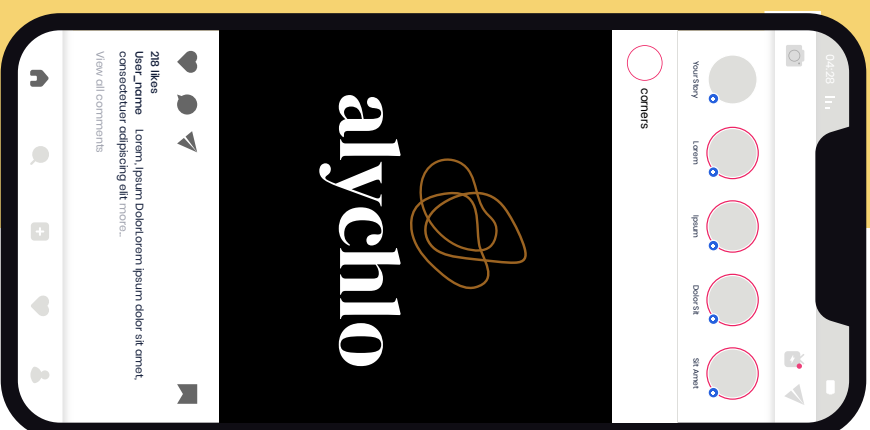
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Alychlo
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INSTAGRAM

These mockups are just an atmosphere where you can find how you play with the different graphic elements.



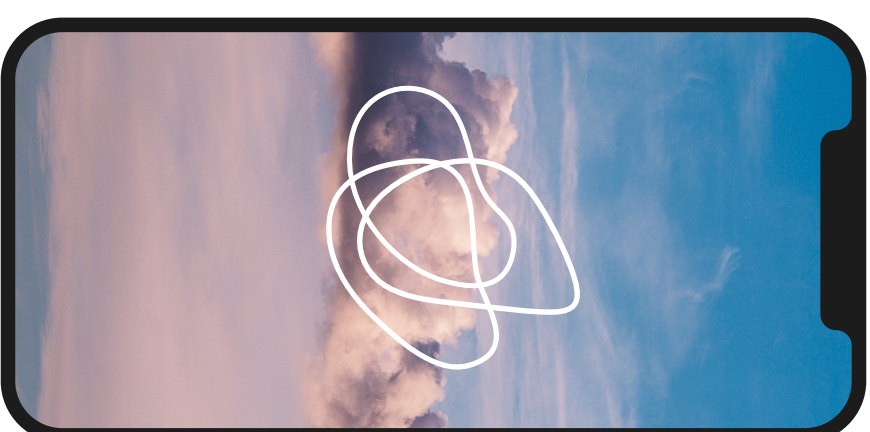
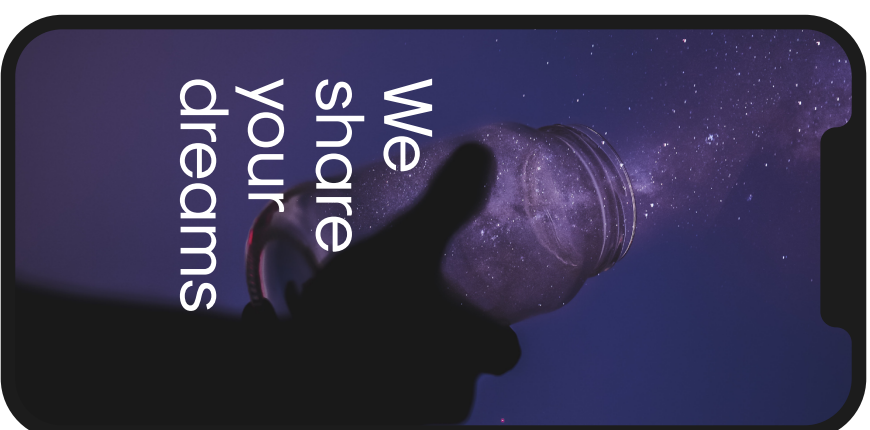
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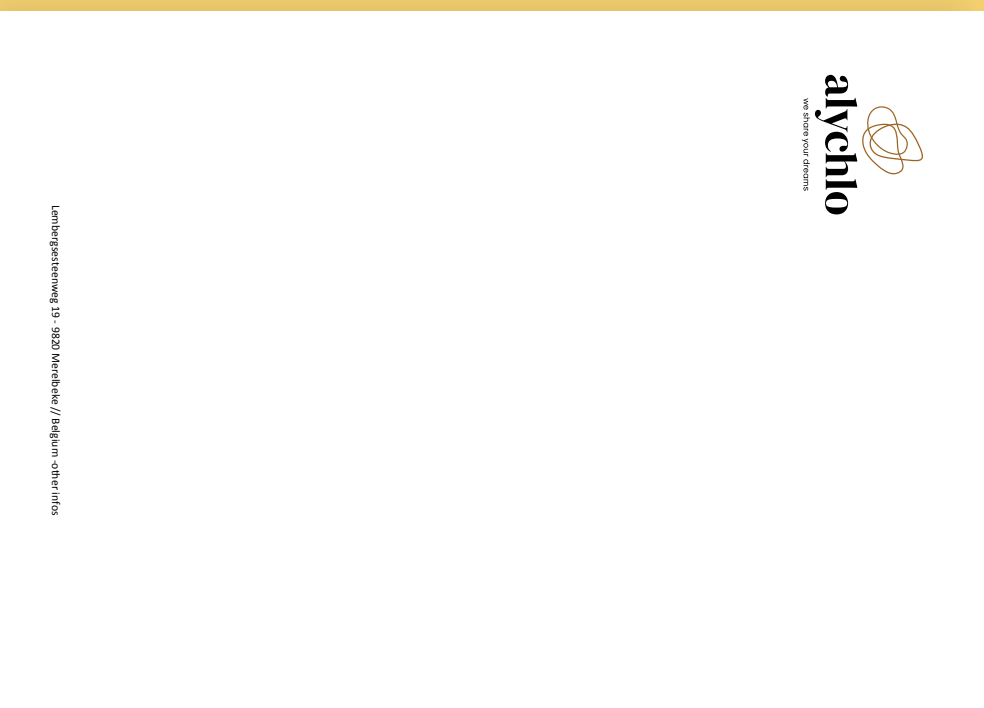
Applications

GREETINGS CARD



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Letter



Lembergssteunweg 19 - 3820 Merelbeke // Belgium • t: +32 37 20 11 11 • f: +32 37 20 11 12 • e: info@alychlo.be • w: www.alychlo.be

Alle rechten voorbehouden. Het is niet toegestaan de afbeeldingen of de tekst te kopiëren of te verspreiden. Het is niet toegestaan de afbeeldingen of de tekst te verspreiden. Het is niet toegestaan de afbeeldingen of de tekst te verspreiden.



Dear Mr. Houtman,

It is our great pleasure to inform you that your application for the position of **Marketing Manager** has been received and we are currently reviewing it. We will contact you again as soon as we have a decision on your application.

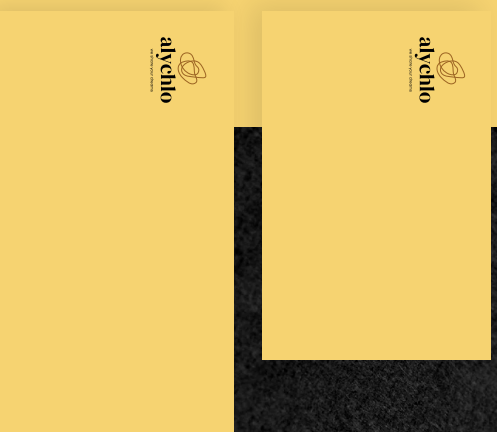
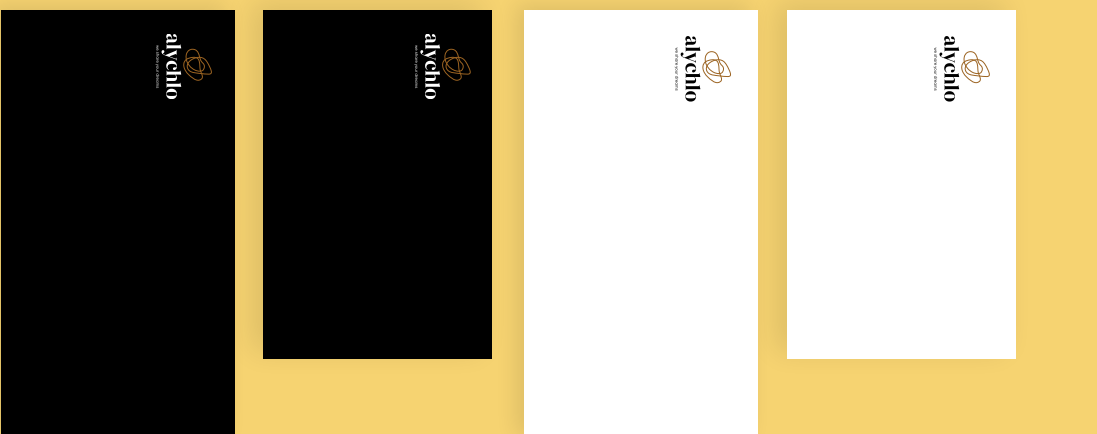
Thank you for your interest in Alychlo and for the time you have spent on your application. We hope to hear from you again soon.

Yours sincerely,
Alychlo

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Visual Identity
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envelope



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powerpoint

alychlo
The Power of the Future

Title here please
on two lines

Date
16/09/2022

alychlo
The Power of the Future

- Chapter 1 title
- Chapter 2 title
- Chapter 3 title
- Chapter 4 title
- Chapter 5 title
- Chapter 6 title
- Chapter 7 title
- Chapter 8 title

Title of presentation here please

16/09/2022

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The Power of the Future

Chapter title
here please
on three lines

Title of presentation here please

16/09/2022

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The Power of the Future

Title here please on multiple
lines possible

Enimque volute exilia estitur
siti, audipit qui disemolum
ute volupta. Inimque blaurt aut
od estia voluturanda venis
sunt. Quis voluptur sumitur? Qui
comit lili laceri casu quo con
comit nusa pereo. Et et qua
qui o corruptique et lab is
sum. Totes spenis, quidat aut

ortae explitura denu, dolore
cum debium veit di, nimus
acremcha si medico mesdi et
quam voloverit et quidemt hga
mus.

Soluplatie velome pall ipsam
evenis autempore voluptatus
autis atiquate vid' aut' se
catis non null

Title of presentation here please

16/09/2022

alychlo
The Power of the Future

Title here please on
multiple lines possible

Enimque volute exilia
estitur. sit, audipit qui
disemolum ut voluta
tamtu blaurt aut od estia
sunt. Quis voluptur sumitur?
qui o corruptique et lab is
comit nusa pereo. Et et qua
qui o corruptique et lab is
sum. Totes spenis, quidat aut

Title of presentation here please

16/09/2022

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The Power of the Future

Thank you

Title of presentation here please

16/09/2022

Alychlo
Visual Identity
Guidelines

Real Estate

All the previous rules are the same for Alychlo Real Estate.
The only difference is the use of colors.

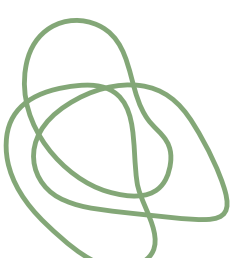
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real estate

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alychlo
real estate



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real estate



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real estate

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CMYK	80, 45, 60, 35
RGB	255, 255, 255
HEX	#ffffff

PANTONE	TO DEFINE
CMYK	52, 20, 65, 0
RGB	131, 167, 119
HEX	83a777

PANTONE	BLACK
CMYK	100, 0, 0, 0
RGB	0, 0, 0
HEX	#000000

WARNING: PANTONE
AND OTHER PRINTED
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COLOR PROOF

