

# ALERUS LOGO GUIDELINES



## OUR LOGO

Born of our name, the wings within the “A” of our logo represent the soaring aspect of a bird, or flight. The colors and modern font are intentionally selected to represent the professional aspect of our organization.

## LOGO COLOR OPTIONS

In most instances, the primary colors are Alerus navy blue (Pantone 7463) and Alerus bright blue (Pantone 7702). When reversing the logo due to background color, the letter forms become Alerus stone (tan - Pantone 9081) and the wingspan remains Alerus bright blue.

- Use the **Navy/Blue** logo on white/light colored backgrounds.
- Use **Tan/Blue** on dark/black backgrounds

## LOGO NO-NOS

Avoid inappropriate uses or modifications to the Alerus logo.

- Do not reverse the Alerus blues.
- Do not reproduce the logo in an off-brand color.
- Do not place the logo on a surface with insufficient contrast.
- Do not outline the logo.
- Do not add features to the logo.
- Do not stretch the logo.

## LOGO SPACING

To prevent the Alerus logo from being crowded by other elements, a designated clear space of 100% of the “L” height should be used.

- In instances with a modifier, the clear space extends from the baseline of the modifier.
- For digital, the clear space can be reduced by half so the logo and header don’t push crucial content down the page.

## LOGO SIZING

We’ve outlined minimum and recommended size options for the Alerus logo in order to maintain readability, legibility, and brand presence.

- **1.75”** - recommended size for letter sheet and full page ad
- **1.5”** - minimum logo size with a modifier
- **1.25”** - minimum logo size using two colors
- **.75”** - minimum logo size using one color

## EXTERIOR SIGNAGE ONLY

These logos are thicker for improved visibility and should ONLY be used for exterior signs.

ALERUS

NAVY-BLUE  
ALERUS

TAN-BLUE  
ALERUS

NO: REVERSE BLUES  
ALERUS

NO: OFF-BRAND COLORS  
ALERUS

NO: INSUFFICIENT CONTRAST  
ALERUS

NO: OUTLINE  
ALERUS

NO: ADDED FEATURES  
ALERUS

NO: STRETCH  
ALERUS

LOGO ALONE  
X  
ALERUS  
X

LOGO WITH MODIFIERS  
X  
ALERUS  
MORTGAGE  
X

DIGITAL  
X  
ALERUS  
X

1.75 INCH  
ALERUS

1.5 INCH  
ALERUS  
RETIREMENT AND BENEFITS

1.25 INCH  
ALERUS

0.75 INCH  
ALERUS

EXTERIOR SIGNAGE  
ALERUS