

MANUAL BRAND IDENTITY

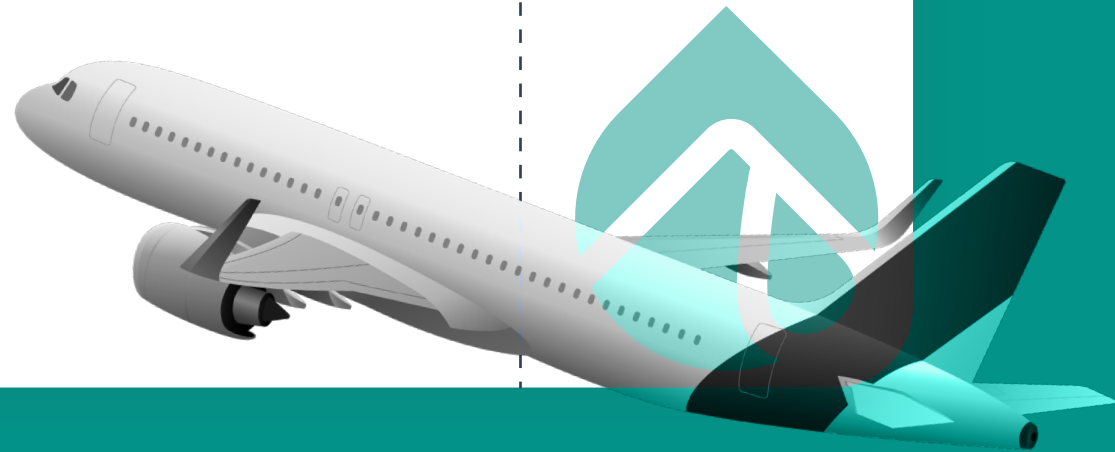
ALRIGH2T

N°/1A – F/2024

Future aviation
refuelling system



coming soon





ALRIGHT2T

BACKGROUND

ALRIGH2T aspires to serve as a key reference in the transport sector, generating a great impact on the way of considering the aviation of the future in terms of sustainability, contributing to the Clean Aviation and Clean Hydrogen objectives, and making a difference in the methodologies used to date.

To achieve this, ALRIGH2T aims to develop innovative and complementary solutions for refuelling processes for commercial aviation, in addition to meeting safety standards, and to demonstrate them at two major European airports: Milan-Malpensa International Airport and Paris Airport.



THE BRAND

The brand is composed of an imagotype (icon and logo). They can be used together or separately depending on the medium on which they are applied and the reductions of their use.

The icon covers the main concepts of the brand, hydrogen and liquid (represented by a drop) and aviation (represented by the aerial view of an airport), this route, in turn, forms the letter A, the initial letter of the project. This icon is ready to be used in linear form or in colour with a large reduction or on a large scale.

The logo is represented in a tall box, in a font that is balanced in both height and width. It has two different thicknesses, highlighting the fine stroke H₂ (hydrogen). These characters are represented in sans serif, with rigid strokes that evoke solidity and great legibility.

CONCEPT



RESULT



BRAND PRESENTATION



ALRIGHT2T

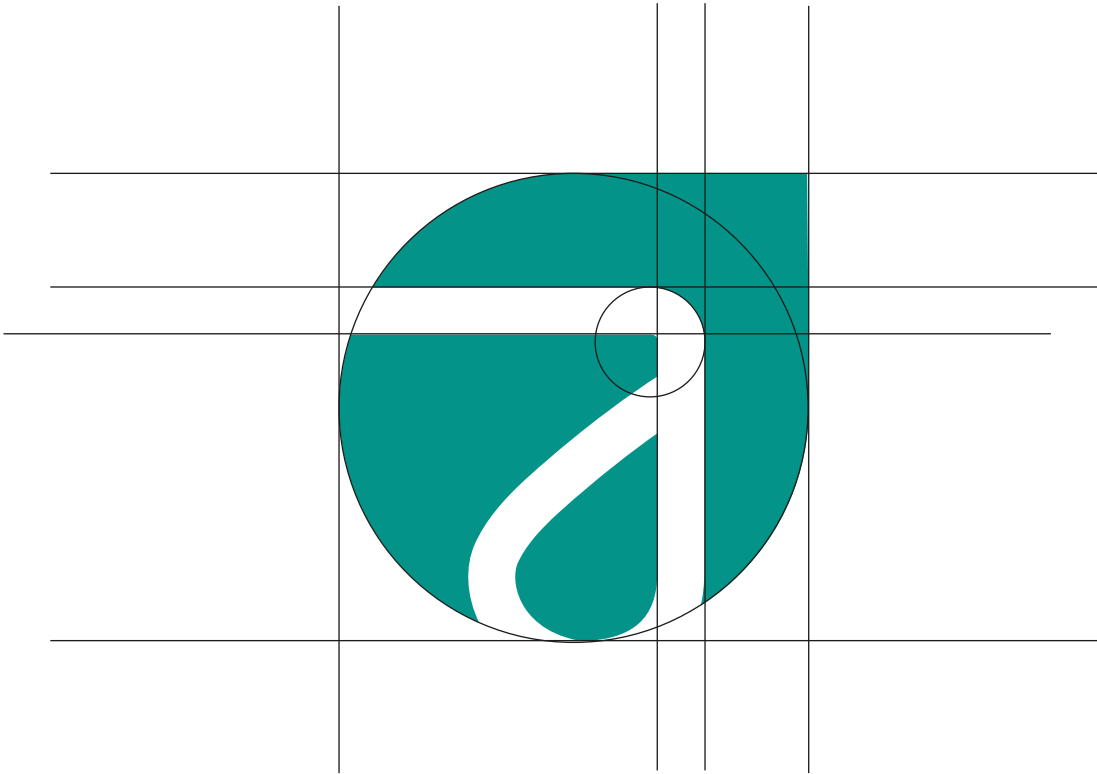


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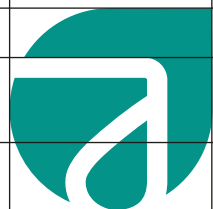


ALRIGHT2T

CONSTRUCTION



CONSTRUCTION



ALRIGHT

BRAND & REDUCTION



BRAND & REDUCTION



ALRIGH2T



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COLOUR 

#039388
03 147 136
81 19 51 03



#16b1c1
22 177 193
72 3 25 0



#1193a8
17 147 168
78 21 29 4



FONTS



IBM PLEX
typography for headlines

a b c d e f g h i
j k l m n
ñ o p q r s t u
v w x y z

BARLOW
typography for paragraphs

a b c d e f g h
i j k l m n
ñ o p q r s t u
v w x y z

CORRECT USES



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INCORRECT USES



