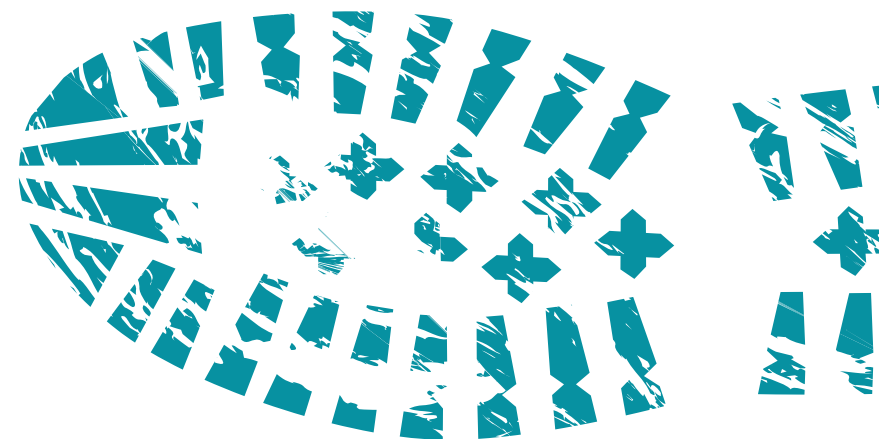


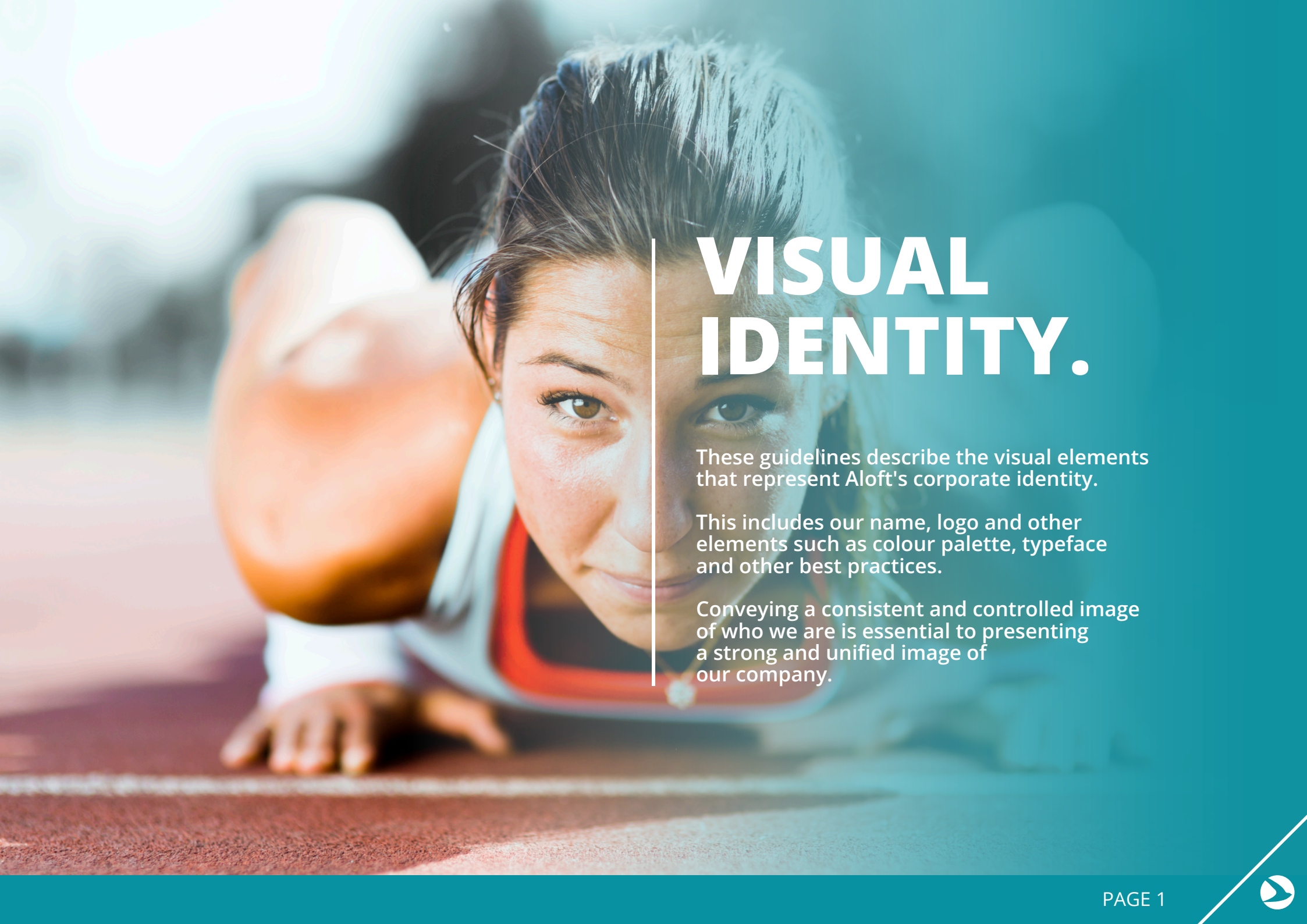


Aloft

# BRAND GUIDELINES

OUR MOTTO  
GREEN IS THE NEW GOOD.





# VISUAL IDENTITY.

These guidelines describe the visual elements that represent Aloft's corporate identity.

This includes our name, logo and other elements such as colour palette, typeface and other best practices.

Conveying a consistent and controlled image of who we are is essential to presenting a strong and unified image of our company.



# VISUAL IDENTITY

## LOGO

Aloft's logo conveys lightness, movement and technology - central elements in the brand's identity. It must be used with adequate free space and never altered in its proportions, colours or composition.

MAIN VERSION



## COLOUR PALETTE



**RGB:** 7 / 145 / 161    **HEX:** #0791A1    **CMYK:** 96 / 10 / 0 / 37    **PANTONE** 7710C

Aloft's blue represents confidence, precision and stability.



**RGB:** 255 / 255 / 255    **HEX:** #FFFFFF    **CMYK:** 0 / 0 / 0 / 0

White symbolises clarity, lightness and simplicity.



# TYPOGRAPHY

# OPEN SANS

REGULAR | SEMIBOLD | **BOLD** | **EXTRABOLD**

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## GRAPHIC STYLE

**CLEAN, MODERN, WITH ECO-FRIENDLY ELEMENTS**

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## LOGO USAGE RULES

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1



2

- 1 The blue logo should be used on light, neutral backgrounds to ensure legibility. It is the main version of the brand and the one that best represents its institutional identity.
- 2 The white logo should be applied on dark, photographic or coloured backgrounds when the blue logo does not provide sufficient contrast. This version ensures visibility and visual consistency in contexts with greater colour density.

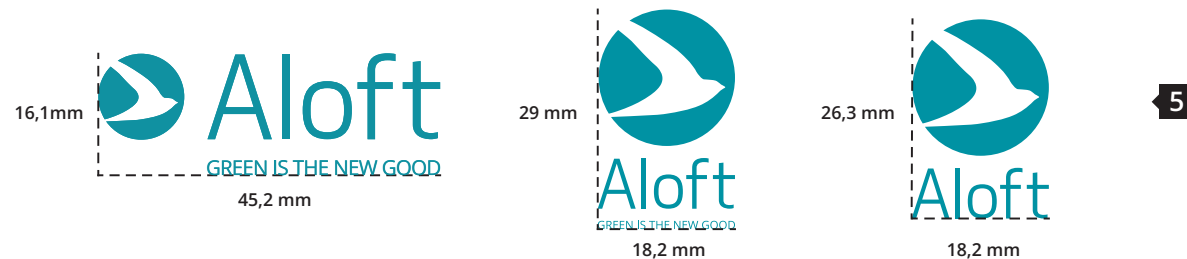




## OTHER CORRECT VERSIONS OF THE LOGO



## LOGO DIMENSIONS AND SCALABILITY



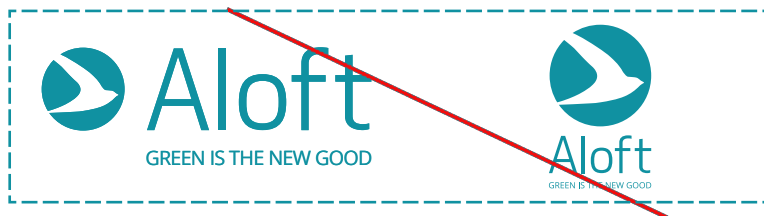
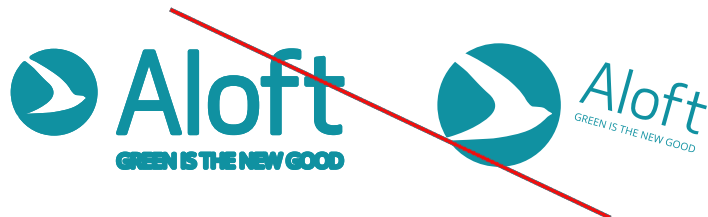
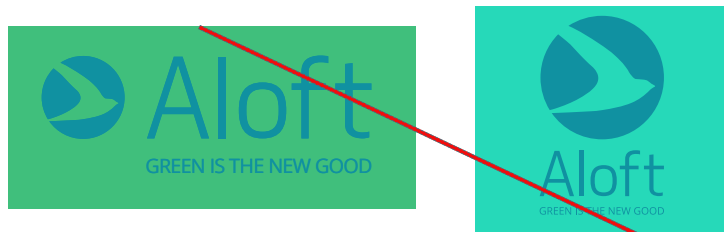
- 5 To ensure the correct application of the logo on all media, it is essential to respect its original proportions. The symbol and signature must not be altered, distorted or adjusted in a way that compromises the visual balance of the whole.

The scalability of the logo should always be done proportionally, maintaining the ratio between height and width. It is recommended that enlargement or reduction be done from the vector file, ensuring maximum quality and legibility in any format. The logo should be used in its original colour scheme, as defined in the brand guidelines.

The measurements presented in this diagram serve as a reference for the construction and reproduction of the logo, allowing for an understanding of its structure and ensuring consistency in all applications.



# INCORRECT VERSIONS OF THE LOGO USE



- 1 Distortion of proportions, whether horizontal or vertical.
- 2 Colour changes are prohibited, with only those mentioned before being permitted.
- 3 Application on unsuitable backgrounds, reducing contrast or impairing readability.
- 4 Alteration of graphic elements, whether position, size, thickness, font size or type, addition of effects, glare, disproportionate resizing, rotation.
- 5 Insertion of the logo in boxes, circles or frames that are not part of the identity.



A man with a beard, wearing a black long-sleeved shirt, black shorts, orange socks, and brown hiking shoes, is hiking up a mossy forest trail. He is using two black trekking poles for stability. He has a black backpack with blue accents. The background is a dense forest with tall, thin trees and green foliage. The right side of the image has a teal overlay where the text is located.

# SLOGAN.

The slogan conveys the essence and purpose of the brand in just a few words.

GREEN IS THE NEW GOOD is more than a message, it is a statement of principles.

A commitment to sustainable practices, responsible development and the creation of lasting value.

These guidelines explain what the slogan communicates and in what contexts it should be used, ensuring consistent application with the brand identity.





# SLOGAN

## GREEN IS THE NEW GOOD

This slogan simply and powerfully conveys Aloft's mission and positioning: to place sustainability at the heart of what is considered 'good' in product development and industrial innovation. Aloft is a company that specialises in the development and production of technical and sustainable product solutions.

## WHAT IT COMMUNICATES

- 'GREEN' represents more than just being environmentally friendly—it is a way of thinking, creating, producing, and consuming.
- 'GOOD' is not just about quality or performance. Today, 'good' also implies being responsible, transparent and regenerative.
- By saying that 'GREEN' is the new 'GOOD,' Aloft affirms that innovation with a positive impact is the new standard of excellence.

## HOW IT SHOULD BE USED

The slogan should be used in Aloft's campaigns, events, and institutional content.

As a signature on branded materials.

As inspiration for the tone of voice in communications: **assertive, informed, transformative.**







# INSTITUTIONAL.

Aloft's institutional identity reflects who we are, what we do and what drives us.

More than just a footwear company, we are an engineering and development centre, where technology, knowledge and passion come together to create solutions that make a difference.

These guidelines present the essence, purpose and values of the brand, ensuring solid and consistent communication in all contexts.





# INSTITUTIONAL

## FRAMEWORK

At Aloft, we are inspired by principles of humanisation in economic and social relations. We put people at the centre of everything we do. We believe that growth and profitability must go hand in hand with responsibility, collective well-being and respect for the planet.

### DESCRIPTION

We are more than technical footwear. We are engineering in motion. We create solutions for those who challenge the limits - at work, in sport, in life.

### HISTORY

We were born out of a desire to do things differently. To reinvent the way technical footwear is designed, produced and experienced. We grew up with our feet on the ground and our heads in the clouds.

### WHO WE ARE

We are a team of creators, engineers, and visionaries. We produce for those who lead and transform their environment.

### TEAM

We are united by a simple idea: to do better every day. Technical in what we do, human in how we treat each other.



## MISSION

To be the preferred partner of leading professional, sports and outdoor footwear brands. We achieve this mission through creativity, innovation, fair prices, teamwork, credibility and stability, while promoting economic, social and environmental sustainability. We are committed to our customers, employees and society, and we strive to be the best in what we do.

## VISION

To be a global benchmark in the technical footwear sector, leading the way in value creation, innovation and sustainability. We set ourselves apart through our excellent products and services, driven by a team with a winning spirit.

## VALUES

Ambition and  
Excellence

Social  
Responsibility

Focus on the  
Market

Innovation  
and  
Quality



## PURPOSE

We create positive impact through technical footwear excellence. Sustainable, effective and tailored to real-world challenges.

## FILOSOFIA E CULTURA

We work with passion, learn from our mistakes, and celebrate victories. We value people over processes. We put human beings at the centre of every decision.

## RECONHECIMENTO

We are partners with global brands. We are a benchmark in technical innovation. We are proud to provide footwear for professionals throughout Europe.

## PREMISES

It all starts  
with listening

Creativity  
with  
method

Trust can only  
be earned  
through  
consistency



A close-up photograph of a gloved hand working on a shoe sole mold. The hand is wearing a grey, textured work glove and is positioned over a metallic mold with a complex, star-like pattern. The background is dark and out of focus, with a bright light source creating a lens flare effect. The right side of the image is a solid teal color with white text.

# DIFFERENTIAL.

Aloft's unique selling point lies in the way it integrates technical knowledge, innovation and proximity into each project.

More than just manufacturing footwear, we create complete solutions that combine engineering, design and sustainability - with the agility and rigour that the market demands.

In this section, we present the brand value statement, positioning and competitive advantages that define Aloft as a leading partner in the technical footwear sector.



# DIFFERENTIAL

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## VALUE NOTE

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Our differentiation is not only technical. It is also ethical. We apply a business logic that values human beings and the positive impact of our decisions. This translates into more balanced relationships, purposeful products and a clear commitment to sustainability - all based on principles of humanisation and respect for people.

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## POSITIONING

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We are the creative partner for brands that are not satisfied with 'good enough'. We innovate without excuses.

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## COMPETITIVE ADVANTAGES

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- Innovation with impact
- Results-oriented strategy
- Determination and focus on results
- Sustainability





THIS IS OUR SPIRIT.  
**TECHNIQUE, COURAGE AND HUMANITY,**  
AT EVERY STEP.

