ALG

THE LITTLE BRAND GUIDE

Our brand. Ready to use.

A practical starting point for bringing Active Learning Group to life.



Logos. Colours. Typography. Everyday guidance.

Version 1.0 | 29 October 2026. Based on supplied artwork and the current ALG website. Includes suggested everyday usage guidance.

A recognisable mark.

Three letters and a distinctive blue underline. Always start with the original artwork.

PRIMARY / SUPPLIED SVG



REVERSED / WEBSITE SVG



Choose the right file.

SVG stays sharp at any size and is the preferred master artwork. PNG is convenient for documents and presentations. The supplied PNG is 600 x 298 pixels; use the vector for large formats.

The primary SVG lettering is #010101. The existing reversed website artwork uses #F3F3F3 lettering. Both retain the #076FB7 underline. Preserve the original proportions.

A brighter outlook.

The ALG palette, with one consistent brand blue. Colour names are descriptive working labels.

ALG blue

#076FB7

RGB 7, 111, 183

Supplied SVG underline

Coral

#EB604C

RGB 235, 96, 76

Brands and recruitment

Sunshine

#F2BF32

RGB 242, 191, 50

Experiences and about

Charcoal

#363532

RGB 54, 53, 50

Navigation and footer

White

#FFFFFF

RGB 255, 255, 255

Page surfaces

One ALG blue.

Use ALG blue (#076FB7) consistently across the brand. It is the blue from the original logo underline and the single blue in this palette. Use it for buttons and key actions.

Additional observed neutrals: #010101 primary SVG lettering; #000000 website body text; #0F0F0F website buttons; #F3F3F3 reversed logo lettering.

Proposed surface neutral: #F5F5F2. HEX and RGB are digital references. CMYK and Pantone matches have not been specified; approve print conversions with your printer.

Friendly. Clear. Sofia.

Sofia Pro is the ALG website typeface. Use a clear hierarchy and generous spacing.

SOFIA PRO LIGHT / SUPPLIED DESKTOP FONT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

What exists today.

The website uses Sofia Pro Regular (400) and Bold (700) through an Adobe Fonts kit. Your supplied folder contains Sofia Pro Light only. The specimen above uses that supplied Light file.

A simple starting hierarchy.

Web headings: Sofia Pro Bold. Body copy: Sofia Pro Regular. Use sentence case, short paragraphs and line spacing around 1.5 times the body size. These are proposed usage guidelines.

Font access: the included desktop EULA restricts public redistribution and CSS webfont embedding. Use the existing licensed website font service; confirm permitted sharing before distributing font files. This PDF contains static outlined Sofia Pro Light text.

A few good habits.

Suggested everyday guidance to help keep the identity consistent.

01 Give it room.

Allow clear space on all sides. Start with at least the blue bar height, measured at the displayed logo size. Increase the space when the layout allows.

02 Keep the original.

Do not stretch, rotate, recolour or add effects to the logo. Preserve the underline. Use the primary mark on light backgrounds and reversed artwork on dark backgrounds.

03 Make it easy to read.

Use white text on blue or charcoal, and dark text on yellow or coral. Avoid white body text on yellow or coral. Check contrast and legibility in the final application.

Sources & status

Inspected 29 October 2026: activelearninggroup.co.uk homepage and ALG theme stylesheet; supplied ALG Logo FINAL.svg and ALG-Logo.png; existing alg-logo-new.svg on the website; supplied sofiapro-light.otf and Desktop EULA 1.6.

The core palette excludes shared-theme framework colours, social platform colours and individual group-brand palettes. Suggested spacing, hierarchy and colour roles are suggested starting points.

Find logos, colour references and this guide at activelearninggroup.co.uk/active-learning-group-brand-kit/. This kit covers the ALG group identity; individual brands have their own identities.