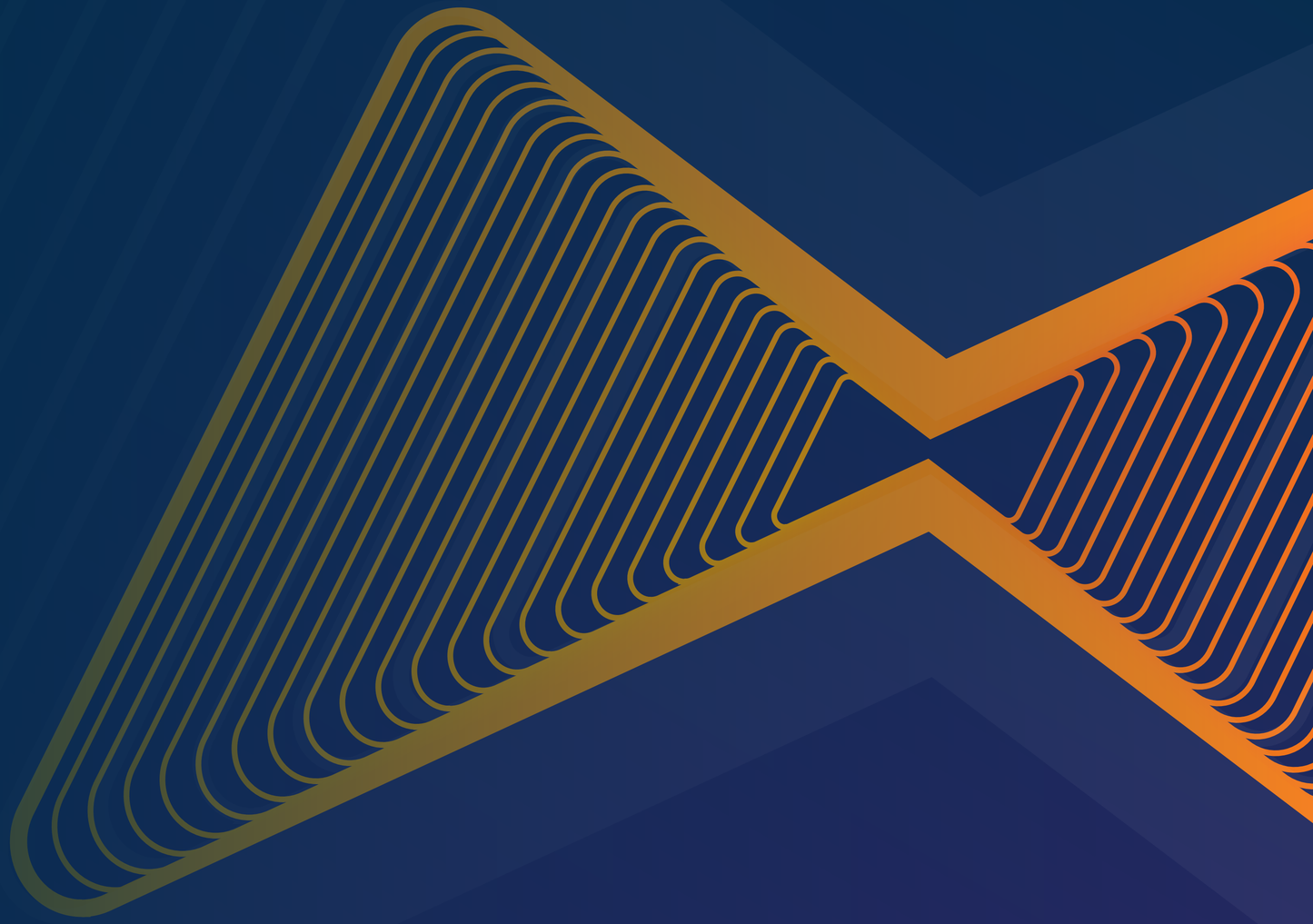
Alation

SEPTEMBER 2024

Alation Brand Guidelines



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Logo Usage

Using the Alation Logo

Logo/Brandmark

Our logo, or brandmark, is made up of two elements — the icon and wordmark. Whenever possible, the full logo should be used, but the icon can be used alone as well.

Icon

The icon (wings), is an identifying element of our brand. It can be used by itself for certain applications, notably in swag or digital use cases that require a 1:1 aspect ratio.

Wordmark

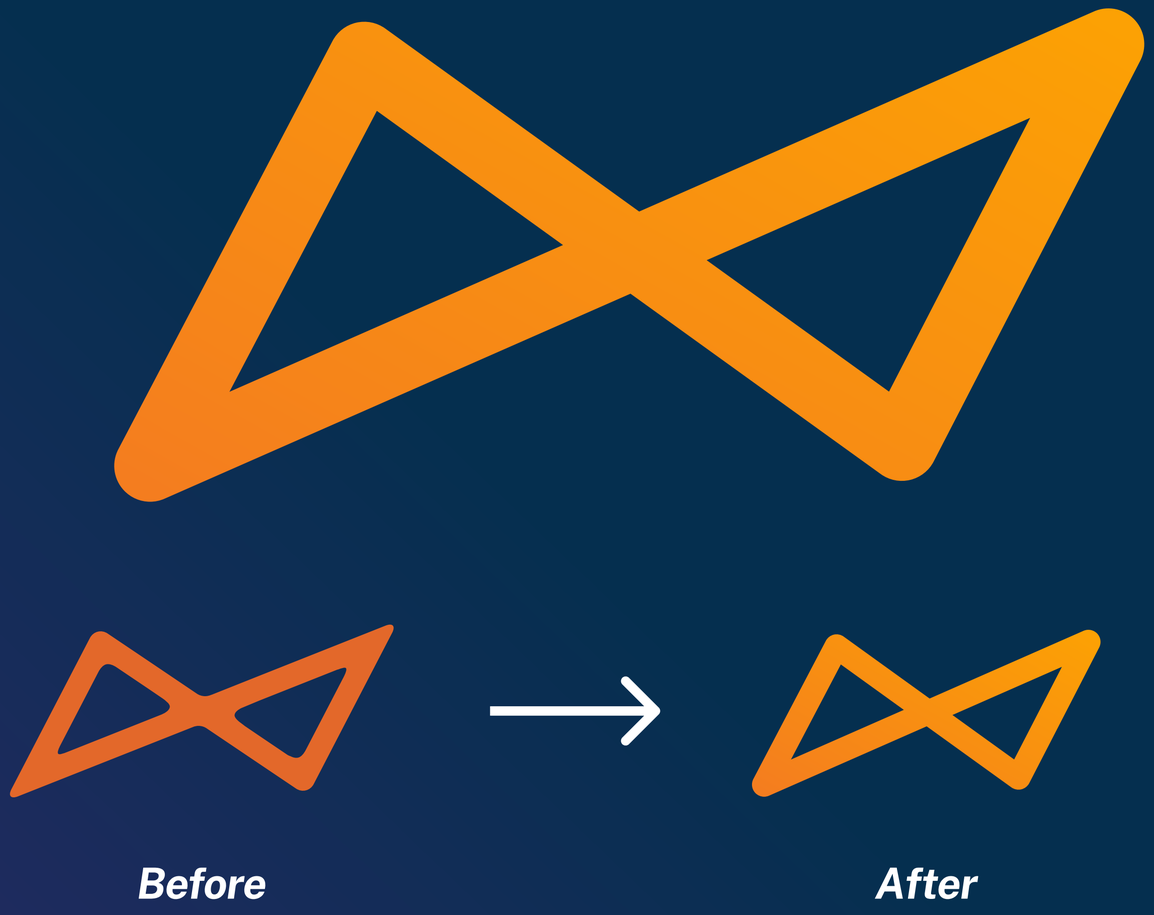
The wordmark should never be used by itself. Ever.

Elements of the Logo

Introducing the Improved Icon

The revised version of the Alation wings has been simplified to have a consistent stroke width throughout its form. This creates a more balanced overall look without removing the innate personality found within the original. The slanted angles are still present, but the negative space within the mark is now truly mirrored.

Evolution of Our Wings



A Logo with a Distinct Style

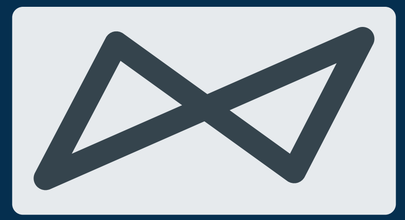
Our icon (wings) should appear in white, slate gray, or as a gradient using the Alation Orange and sun yellow colors.

The brandmark should appear in the same colors as the icon (white, slate gray, or as a gradient using the Alation Orange and sun yellow colors) but only in four distinct ways. The brandmark can be all white, all slate gray, gradient icon with white wordmark, or gradient wings with slate gray wordmark.

Please note: make sure the logo has contrast with the background. Do not use the slate gray logo on Neo Blue.

Wings Colors

White
Hex: #FFFFFF
RGB: 255, 255, 255



Slate Gray
Hex: #35444D
RGB: 53, 68, 77

Alation Orange to Sun Yellow
Hex: #F47C20
RGB: 244, 124, 32
Hex: #FDA600
RGB: 253, 166, 0

Logo | Brandmark Colors

White Hex: #FFFFFF RGB: 255, 255, 255

Slate Gray Hex: #35444D RGB: 53, 68, 77

Alation Orange to Sun Yellow
Hex: #F47C20
RGB: 244, 124, 32
Hex: #FDA600
RGB: 253, 166, 0

White
Hex: #FFFFFF
RGB: 255, 255, 255

Alation Orange to Sun Yellow
Hex: #F47C20
RGB: 244, 124, 32
Hex: #FDA600
RGB: 253, 166, 0

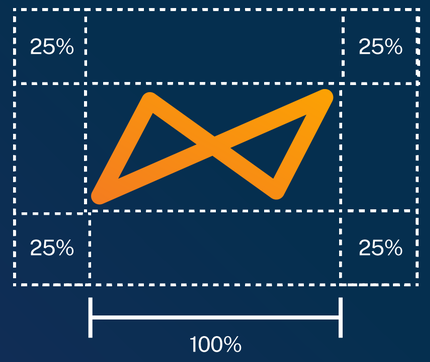
Slate Gray
Hex: #35444D
RGB: 53, 68, 77

Give the Logo Space & Preferred Placement

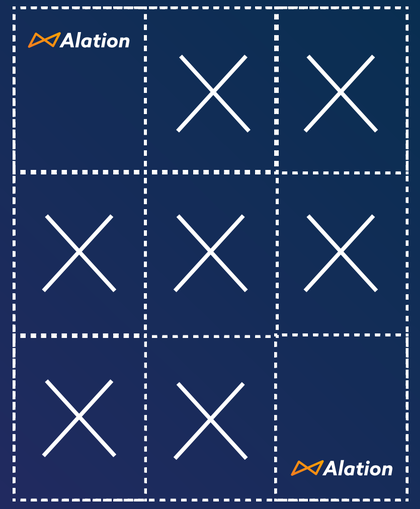
Because our logo is one of the most identifiable components of our brand, we want to make sure it has the necessary breathing room to shine on its own. Imagine that you're in line for a movie and the person behind you is standing four inches from your back. Not fun. We want to make sure we give our logo the clear space it deserves.

When adding the logo to anything, placement is key. To keep a consistent look across the assets, the Alation logo should be placed in specific areas for optimal viewing.

Spacing



Placement



The Incorrect Way to Use the Alation Logo

Using our logo consistently ensures brand recognition and allows for creativity elsewhere. Avoid these usages.

1. Placing to logo on a busy background
2. Rotating or stretching the logo
3. Placing the logo on a background with low contrast
4. Adding effects, like drop shadows or inner shadows.
5. Using colors not approved for the logo
6. Placing in a shape or container

Things to Avoid

1.

2.

3.

4.

5.

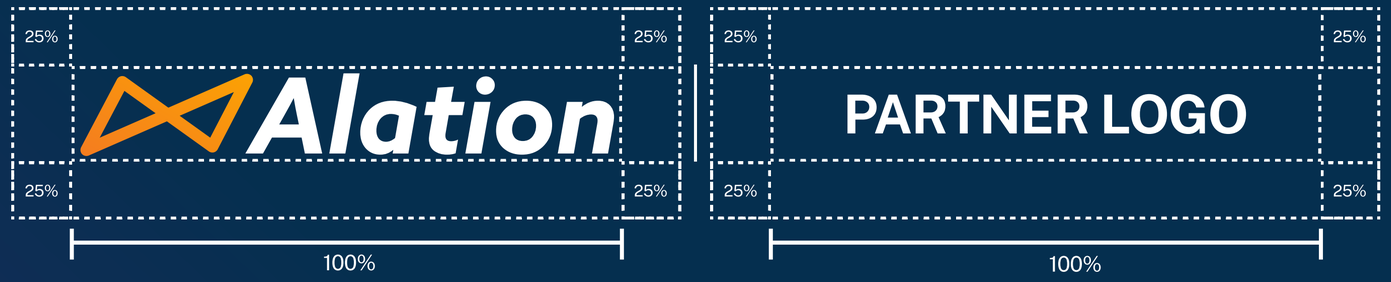
6.

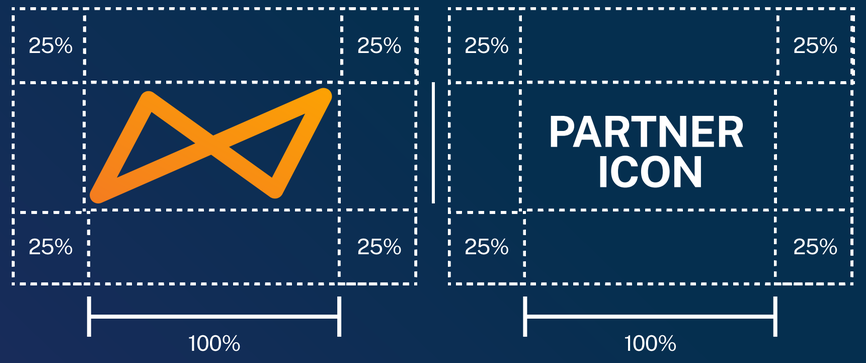
Co-branding & Partnership Lockups

Partners approved to use the Alation logo within a lockup should ensure that the Alation logo appears first, there is a complete parity of size, and that there is appropriate spacing between the logos per our space guidelines. Generally, if a partner is using the icon, the wings icon should be used. If a partner is using the full logo, use the full Alation brandmark.

The design element that separates the two marks is flexible in form and color based on the context of the partnership, but our default is slate gray or white, depending on the font color.

Alation Logo and Partner Logo Lockup





Colors

Color Palette

Our color palette provides flexibility and allows for high contrast, dynamic layouts that reflect Alation's vibrant brand story.

Our prominent color of Alation Orange is saved for emphasizing important information or highlighting key terms and phrases.

Neo Navy is primarily used as a connected element to the Alation product while Vivid Purple, Sun Yellow, and Sea Foam are all used as accents for gradients, drop shadows, and graphic elements.

Primary Color Palette

Alation Orange

Hex: #F47C20
RGB: 244, 124, 32
CMYK: 0/63/100/0

Web accessible

Primary
Hex: #E3682A

Hover
Hex: #D95F22

Neo Navy

Hex: #002E4B
RGB: 0, 46, 75
CMYK: 100/80/44/43

Vivid Purple

Hex: #442374
RGB: 68, 35, 116
CMYK: 90/100/21/8

Sun Yellow

Hex: #FDA600
RGB: 253, 166, 0
CMYK: 0/40/100/0

Sea Foam

Hex: #80DED8
RGB: 128, 222, 216
CMYK: 44/0/20/0

Slate Gray	Hex: #35444D	RGB: 53, 68, 77	CMYK: 78/62/52/40
White	Hex: #FFFFFF	RGB: 255, 255, 255	CMYK: 0/0/0/0

Color Tints

We use color tints to further express our main color palette and create dynamic visual impact.

Color Tints

	90	80	70	60	50	40	30	20	10
	#F58936	#F6964D	#F7A363	#F8B079	#F9BD8F	#FBCBA6	#FCD8BC	#FDE5D2	#FEF2E9
	#1A445E	#345970	#4D6D82	#678294	#8097A5	#99ACB7	#B3C1C9	#CCD5DB	#E6EAED
	#573982	#694F90	#7C659E	#8F7BAC	#A191B9	#B4A7C7	#C7BDD5	#DAD3E3	#ECE9F1
	#FDAF1A	#FDB833	#FEC14D	#FECA66	#FED380	#FEDB99	#FEE4B2	#FFEDCC	#FFF6E5
	#8DE1DC	#99E5E0	#A6E8E4	#B3EBE8	#BFEFEB	#CCF2EF	#D9F5F3	#E6F8F7	#F2FCFB
	#4B5961	#626E75	#788288	#8F979C	#A5ACB0	#BCC1C4	#D2D5D7	#F4F5F7	

Gradients

For specific occasions, we use gradients to drive connection back to the brand. The gradients are meant to extend the idea of connectedness and community and capture the importance that access to data creates.

Gradients may only be positioned in the following angles;

- 0°
- 45°
- 90°

Gradients

Slate Gray 20 to White

Sea Foam 10 to Sun Yellow 10

Alation Orange 10 to Sun Yellow 10

Sea Foam 100 to Sun Yellow 100 to Alation Orange 100 *

Alation Orange 100 to Sun Yellow 100 *

Vivid Purple 100 to Sun Yellow 100

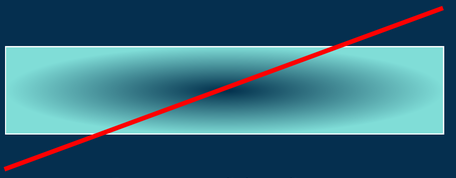
Vivid Purple 100 to Neo Navy 100

Slate Gray 100 to Vivid Purple 100

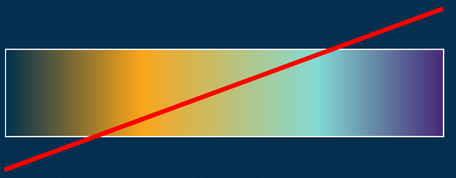
Sea Foam 100 to Neo Navy 100 *

*Do not use behind text

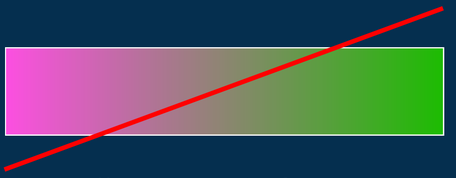
DO NOT



Do not use radial gradients.



Gradients should be subtle and transition smoothly between colors (preferably dark to light). Do not add intermediate values to the gradient.



Use only brand colors from the Alation brand palette to create a gradient. Never use unauthorized color combinations.

Typography

Typography

Public Sans provides great readability and accessibility as a font. If Public Sans is not available on an application, Open Sans is a close substitute.

Public Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Public Sans Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Public Sans Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Public Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Public Sans Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Aa

HEADER

09

BODY

Aa

EMPHASIS

This is the typographic style

Use Medium for large titles and headline content. Examples include cover page, section break titles of presentations, stand-alone statements, and quotes.

Use header typography with the yellow to orange gradient to emphasize keywords.

BOLD FOR EYEBROW COPY

Use Bold in ALL CAPS for eyebrow copy.

Bold for Headlines.

Use Bold in TITLE CASE for headlines.

Medium for subheadings

Use Medium in SENTENCE CASE for subheadlines.

Use Regular for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec felis metus, vulputate eu ultrices at, finibus a velit. **Suspendisse potenti.** Sed quis leo dolor. Ut quam ex, consectetur vel ullamcorper at, varius vitae dui. Quisque pulvinar efficitur erat id pretium.

Etiam placerat velit sed **velit vulputate** efficitur. Sed sit amet tellus ante. Sed faucibus ligula non risus imperdiet, ac dignissim nulla hendrerit. Pellentesque **bibendum mattis felis**, porttitor dictum **ipsum sagittis sed.** Etiam mattis fermentum sem in varius. Nullam in est in nisi tempor ornare et ut est. Mauris dapibus est sit amet leo rhoncus, at feugiat lorem volutpat. Proin suscipit neque at nisi eleifend ultrices.

Use Regular in SENTENCE CASE for body copy.

Use Bold to highlight key words (optional).

—

Use regular for captions. eleifend ultrices ncus, at feugiat lorem volutpat leifend ultrices ncus, at feugiat lorem volutpat.

Use Regular in SENTENCE CASE for captions.

Emphasis Style

This type style is used for spotlight moments in Alation branding. It introduces a sense of forward motion and depth, emphasizing that we help drive results with data.

Rules:

- Use only the Sun Yellow to Alation Orange gradient
- Gradient direction is left to right
- Maximum word count for emphasis type is 5 words

Proven and trusted by nearly 600 organizations

Sun Yellow 100 to Alation Orange 100

Photography

Photography

Photography is used to visualize the user journey and the data community that we celebrate at Alation.

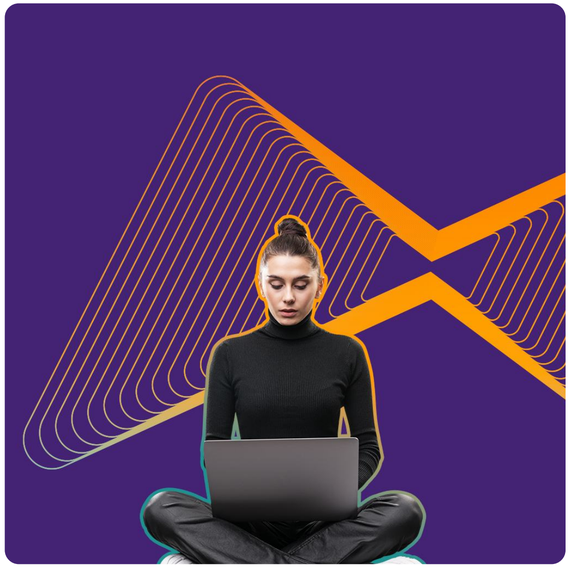
Our images are bright and candid. They highlight the feelings of ease and productivity that comes from using our product. Alation users are depicted in their respective industries to showcase the environments in which data is used to make important decisions.

When sourcing imagery, avoid images with multiple and irrelevant devices, heavy editorial lighting, and abstract motifs.

Image Treatments

We use our colors and graphic elements to add visual interest to imagery. Masks, gradients, overlays, and abstract shapes are mainly used to make imagery more stylistic and recognizable as Alation.

These examples demonstrates ways to make imagery unique to our branding.

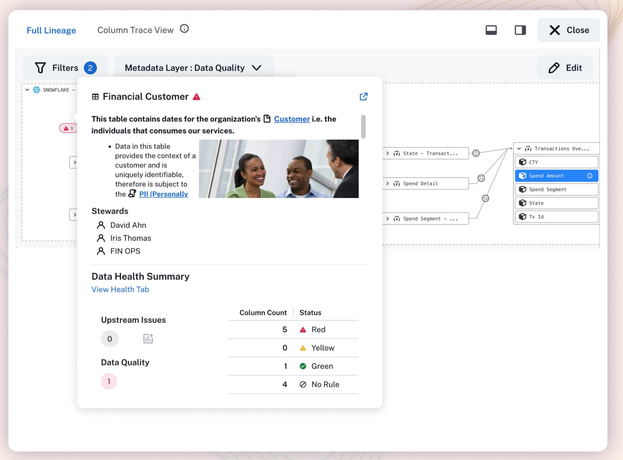


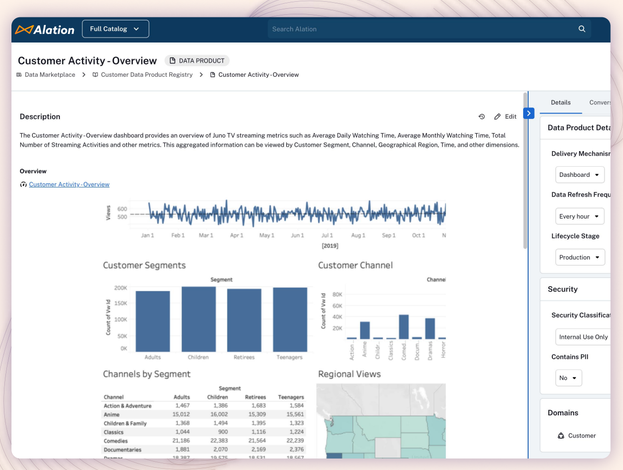
Product Imagery

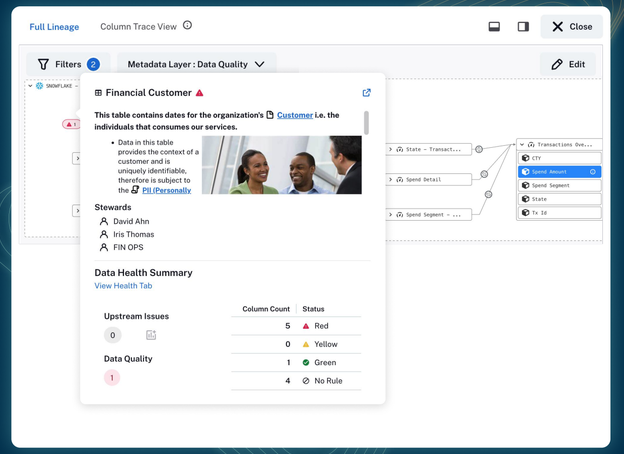
When showing off the Alation product, the product itself should be the main focus with graphic elements and colors as supporting elements. When possible, be sure to include the Neo Navy header from within the product into the screenshot on display. Always be sure to use rounded corners (8px is recommended).

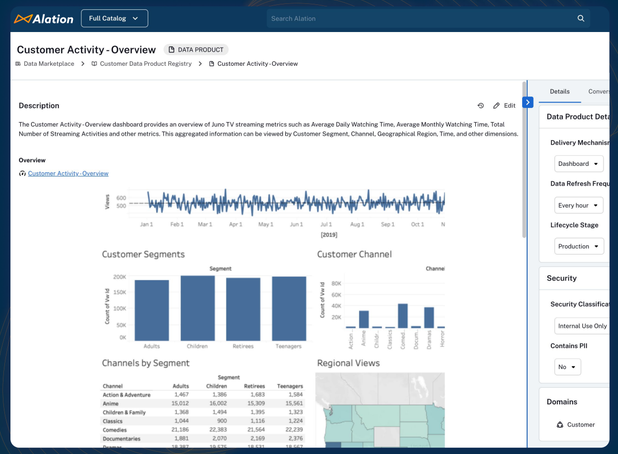
Supporting elements can include:

- Thin, outside stroke
- Drop shadow with blur effect to create a neon, glow aesthetic
- Background graphic elements with gradients and reduced opacity









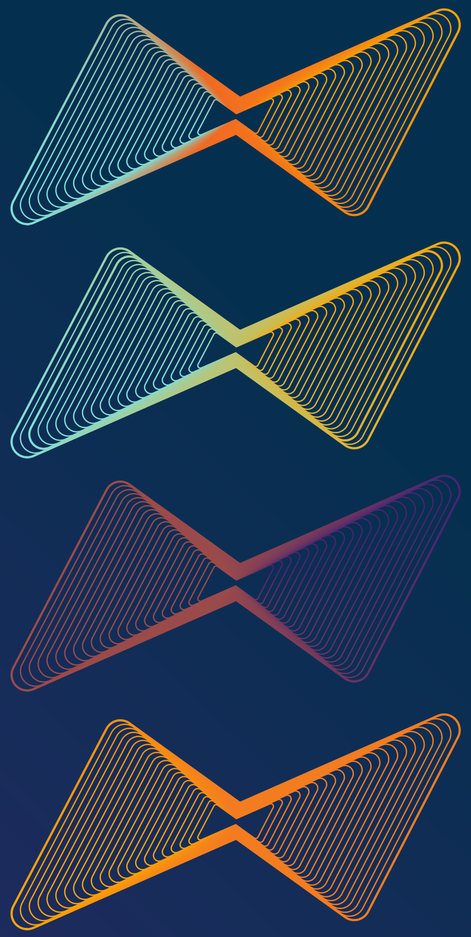
Graphic Elements

Alation Amplifier

The amplifier effect is an expressive metaphor meant to convey the impact and power that Alation brings to its customers and community.

The amplified wings appear as a graphic element that is layered into an existing scene or positioned as a major backdrop. The amplifier effect is not meant to be used as a logo.

Amplifier Effect Applications



The Window

The window enables us to utilize negative space within our icon, and to contain visual references to themes, topics, or conversations that are relevant to the brand in key moments.

The window works best with textures and abstract shapes, or close ups of scenes. If people are present within the window, special care must be taken with how they are cropped within the shape.

Window Applications

Data Wave

Data flows through organizations like a stream of water reaching a new destination, and in some cases, like a mighty wave that brings newfound sustenance. Alation enables and empowers users to access and make the most of their data, utilizing it in new and profound ways. The data wave visuals are meant to symbolize the steady flow of new understanding and discovery of key data insights. We use this visual to create a sense of discovery when utilizing data insights.

Wave Textures

Shapes

Our shapes pull from our visual brand history as an ode to the evolution of our brand identity.

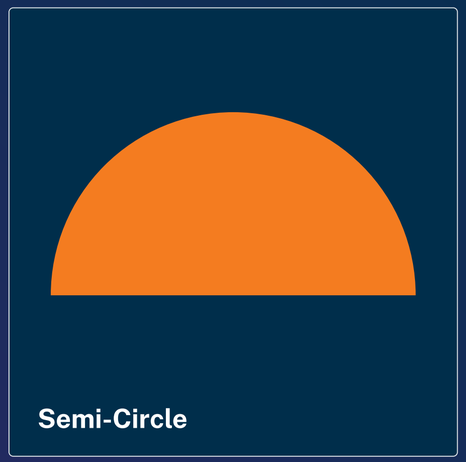
These shapes can be layered, scaled, rotated, or outlined to achieve any visual design goals.

Shapes

Counter

Pie

Parallelogram


Semi-Circle

Arc

Wings

Glass and Glow Effects

Our glass and glow effects expand the possibilities of how we visually display our product and resources. The glass and glow effects are used in tandem to highlight a piece of information, or for visual interest.

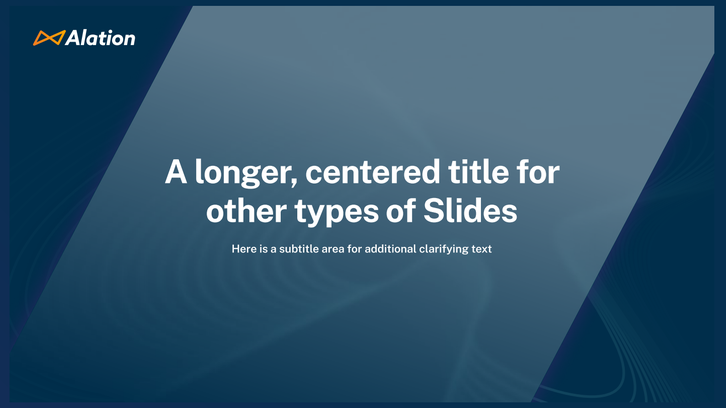
Glass Effect Settings:

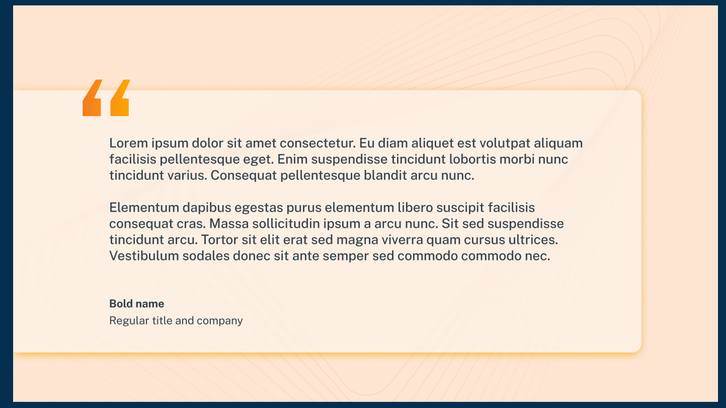
- Background Blur in Figma
- Gaussian Blur in Adobe

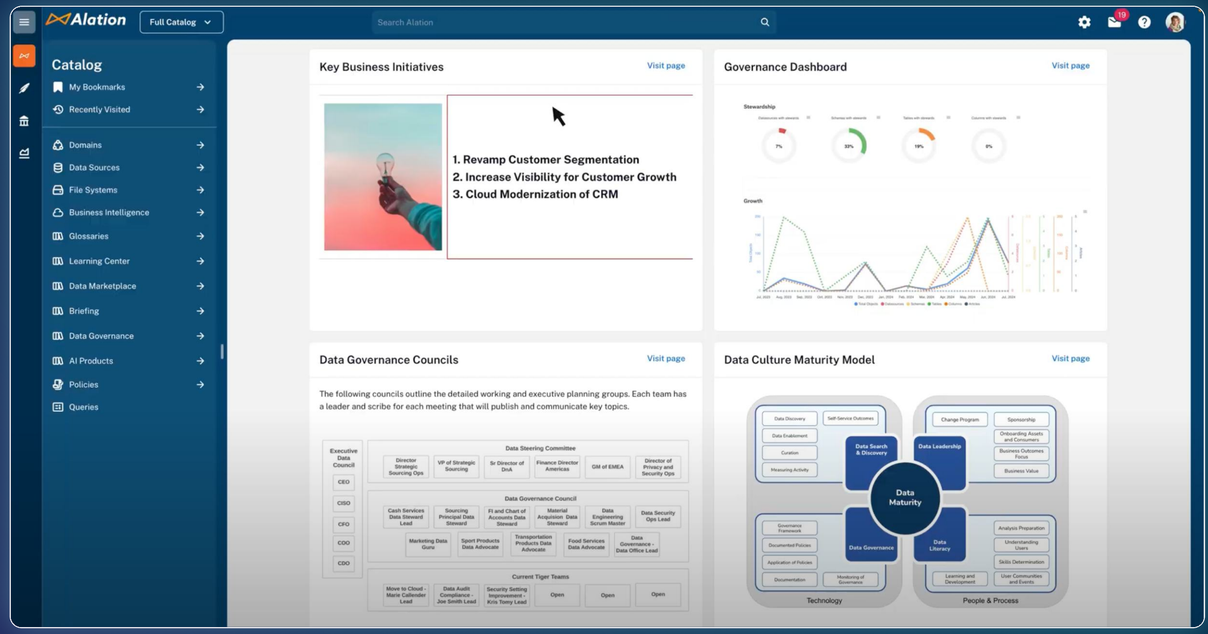
Glow Effect Settings:

- Drop Shadow in Figma
- Outer Glow in Adobe
- Thin outside stroke

Glass and Glow Effects Application







Icon Library

Alation uses the Material Design Icons Library to visually tie our product with the rest of our public platforms. Alation either uses the ‘Outlined’ icons or the ‘Rounded’ icons in an asset. We do not mix styles within the same asset design.

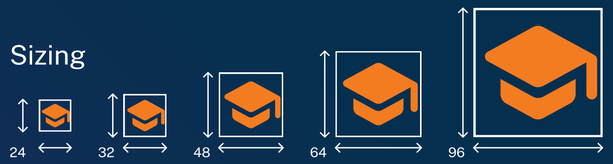
These icons are accessible, universal, and scalable, and should be used in SVG format.

Icons

Outlined

Rounded

Sizing



Icon sizes scale on multiples of 8, with 24x24 being the smallest icon size

Alation Product Icons

Data Catalog
Data Governance
Data Lineage
Compose
Alation Anywhere
Alation Analytics
Intelligent Search
Active Metadata Graph
AI powered by Allie
Workflow Automation
Snowflake
Databricks
Salesforce
Open Connectors Framework
Open Data Quality Framework
Alation APIs

Alation Value Icons

Move the ball
Build for the long term
Listen like you’re wrong
Measure through customer impact

Button Styling

At Alation, we believe the best decisions are made with data. The anatomy of our call-to-action buttons become more meaningful with that belief.

Our primary CTA button color is Web Accessible Alation Orange. When using an orange or orange gradient background, we lean into the Neo Navy fill color.

Button Styling

Button-Primary

Static

Get a demo

Text color: #FFFFFF
Fill color: #E3682A

Hover

Get a demo

Text color: #FFFFFF
Fill color: #D95F22

Inactive

Get a demo

Static version, but with 60% opacity

Static

Get a demo

Text color: #FFFFFF
Fill color: #002E4B

Hover

Get a demo

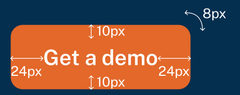
Text color: #FFFFFF
Fill color: #1A445E

Inactive

Get a demo

Text color: #B3C1C9
Fill color: #4D6D82

Button Styling Breakdown



Font weight is SEMIBOLD
16px font size
28px line height

DO NOT

Use gradient fills for a button

Rotate the button

Change the shape

Add a drop shadow

Quote Styles

Customer stories, testimonials, and research are the foundations of our product's success. We highlight our champions' voices in multiple ways as they demonstrate confidence in our product and our market leadership.

Quote boxes can be floating or coming in from one side of a graphic. Additionally, they utilize the glass and glow effects.

Quote Styles

Lorem ipsum dolor sit amet consectetur. Eu diam aliquet est volutpat aliquam facilisis pellentesque eget. Enim suspendisse tincidunt lobortis morbi nunc tincidunt varius. Consequat pellentesque blandit arcu nunc.

Bold name
Position, Company

Lorem ipsum dolor sit amet consectetur. Eu diam aliquet est volutpat aliquam facilisis pellentesque eget. Enim suspendisse tincidunt lobortis morbi nunc tincidunt varius. Consequat pellentesque blandit arcu nunc.

Bold name
Position, Company

Lorem ipsum dolor sit amet consectetur. Eu diam aliquet est volutpat aliquam facilisis pellentesque eget. Enim suspendisse tincidunt lobortis morbi nunc tincidunt varius. Consequat pellentesque blandit arcu nunc.

Bold name
Position, Company

Lorem ipsum dolor sit amet consectetur. Eu diam aliquet est volutpat aliquam facilisis pellentesque eget. Enim suspendisse tincidunt lobortis morbi nunc tincidunt varius. Consequat pellentesque blandit arcu nunc.

Bold name
Position, Company

Supporting Links

- Alation Media Center
- Alation Brand Kit
- Alation Logos
- Alation Product Icons
- Alation Product Imagery
- Alation Leadership Headshots

Contact Information

Brand@alation.com

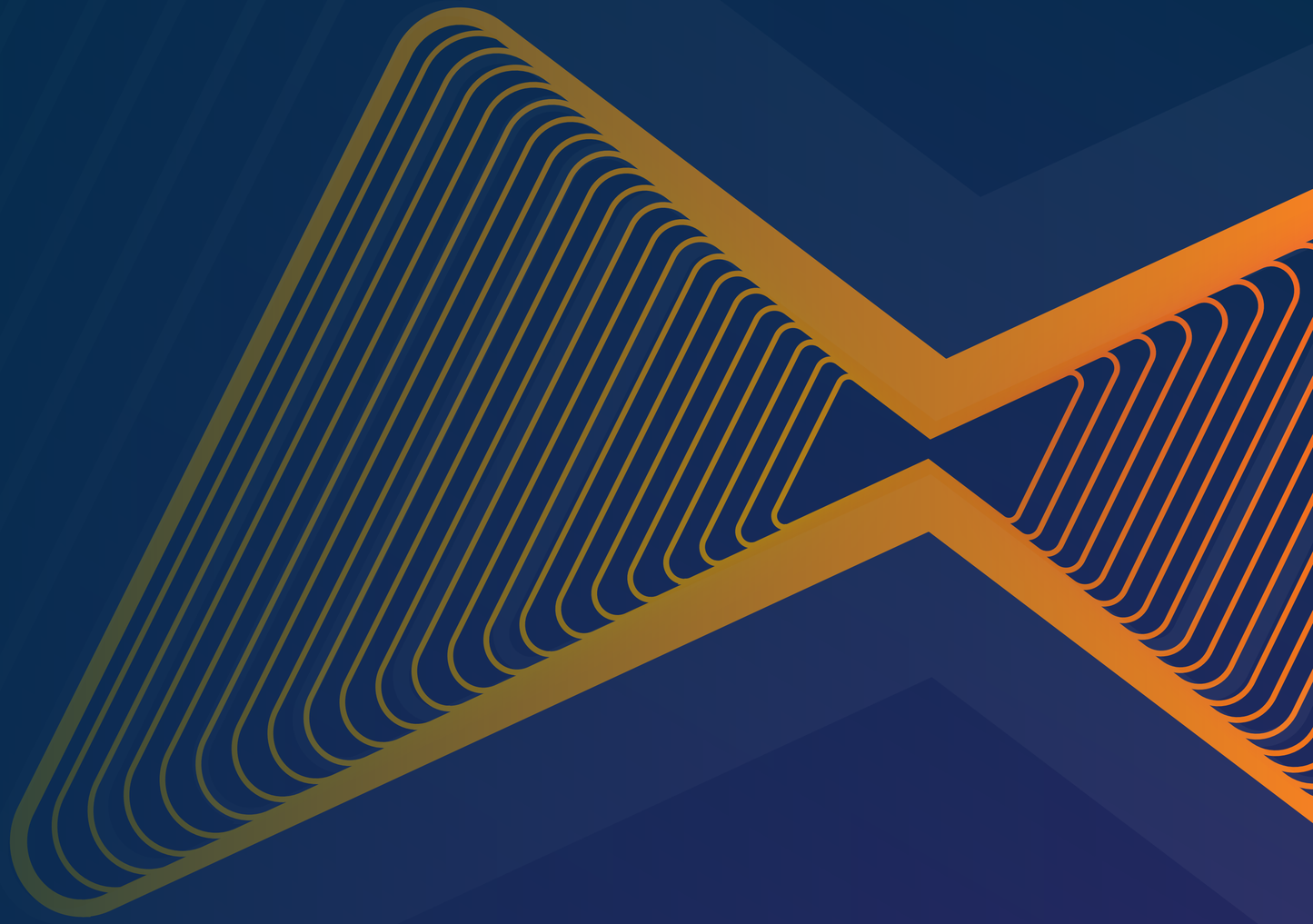
linkedin.com/company/alation/

x.com/Alation

youtube.com/@Alation

facebook.com/alationinc

Alation



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