


Colors Palette

The main colors of Alden Advisors are red and blue for the text with gradient colors effect for the graphic icon.

Text colors

 PMS = 1797 C RGB = 183 32 37 CMYK = 20 99 99 10 #B72025

 PMS = 534 C RGB = 27 65 117 CMYK = 99 82 27 13 #1B4175

Gradient colors

 #B72025 #4792CF

Light blue effect color

 #FF0107

Typeface

The Alden Advisors has two official fonts.
Trajan Pro for Alden and Arial for the Advisors
words.

TRAJAN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890