Aliro Brand Guidelines

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Experience the power of open access.

Aliro is a standardized communication protocol between access readers and user devices, providing a convenient and consistent experience.

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Our strategy

Our narrative and promise

Our brand strategy begins with a guiding narrative that captures our core benefits and future aspirations.

That story in its shortest form is our promise—a mantra conveying the most compelling thing we can say about Aliro. It will help guide the organization as we make business and brand decisions.

While the narrative and promise should inspire us at every step, they should remain internal articulations.

Aliro Narrative

Members of the access control industry are joining together under the guidance of the Connectivity Standards Alliance to create Aliro, the approved technical standard for a common credential and protocol. This global collaboration aims to transform how users unlock doors and openings by developing a consistent, secured, and streamlined mobile access experience. Aliro is designed by major mobile and access control Original Equipment Manufacturers (OEMs) to ensure best-of-class security, privacy, and interoperability among certified smartphones, wearables, other suitable digital devices, and access control readers.

Aliro Promise

Aliro will enable users to experience the power of open access, creating an environment where access control providers and mobile device manufacturers work together, eliminating barriers to innovation for the common good.

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Our messages

Messages are the big ideas behind everything we write, say, and do. Messages are consistent in theme but dynamic in expression. They can be adapted to any part of the organization or conversation.

Ours are purposefully phrasal: use them verbatim to start, but over time, we can introduce fresh turns of phrase. These big ideas should inspire creativity in writers and designers, giving them the discipline to ensure key ideas are always present.

Though these messages tell a cohesive story, they do not need to be used all at once. Depending on the context, we can elevate one, a combination of two or three, or all four.

Simplicity

Lower barrier to implementation by reducing complexity for integration and streamlining troubleshooting.

Flexibility

Supports different types of installations or architectures, offering convenient access to both common and individual entry points.

Security

Foundation to implement state-of-the-art secured and trusted mobile access solutions.

Interoperability

Standardized communication protocol enables manufacturer-independent devices and readers to work together at the door.

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Our personality

Our personality traits guide the feeling of every experience of our brand—from the way we speak and the way we look to how we move and where we show up.

These traits directly inform the way we write and design, and are important to keep in mind when creating any aspect of brand collateral. While it is the combination of all three of these traits that create our personality, they can each be dialed up or down depending on the intent and purpose.

Confident

Aliro is confident. Its relentless pursuit of creating easy mobile access for all has led to successful solutions it's proud of.

Credible

Aliro's depth and breadth of knowledge and know-how has earned it respect and credibility amongst its peers. It's why it is trusted to create an industry standard for all to adhere to.

Contemporary

Aliro is aligned with the times. In lockstep with an evolving digital lifestyle, creating solutions that reflect the way we want to interact with the places we live and work.

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Our brandmarks

Introduction

Our logo for Aliro contains a wordmark that has been crafted to feel simple, modern, and unique and it also has a mark that reinforce access control.

Aliro logo

Our primary use logo is one color; Black. The logo can be used in positive and negative forms and horizontal and vertical applications.
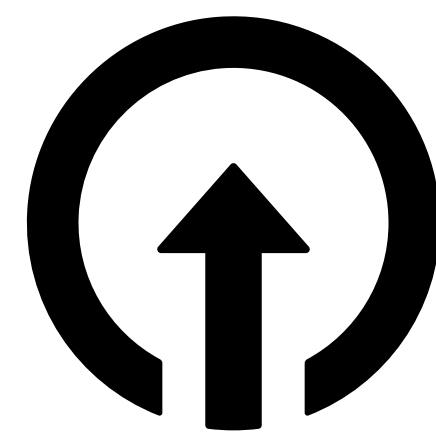
Asset overview

Our brandmark consists of the the Aliro Wordmark and the icon. These two core elements should always be used together.

Only use the icon when applications definitely do not have space for the full logo (which includes the wordmark). Examples of this include app icons or a websites favicon.
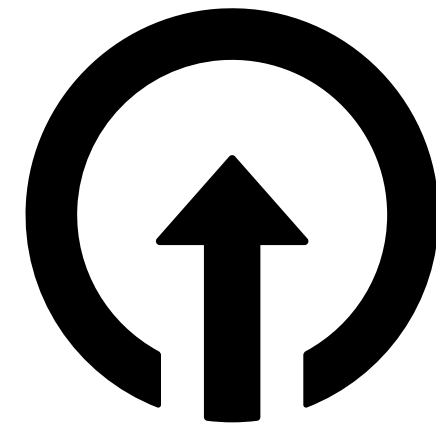
Exclusion zone

All the logos have exclusion zones around them to help them stand out. The exclusion zone is equal to the height of the letter O.

Other elements cannot be displayed within this logo exclusion zone.

Minimum size

Minimum size based on width

Landscape
1 inch = 72 pixels

Portrait
0.64 inch = 50 pixels

Min width 1 inch = 72 pixels

Min width 0.64 inch = 50 pixels

Brandmark don'ts

It is critical that our brandmarks are applied correctly to ensure consistency across the experience.

Outlined here are a number of things to avoid:

1. Don't distort, stretch, rotate or crop the logo

2. Don't create your own sub-brands or logo lock-ups

3. Don't change the color of the assets supplied

4. Don't add strokes or effects to the brandmarks
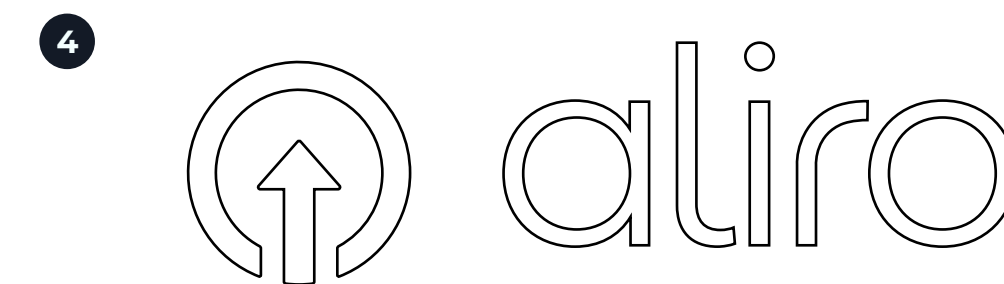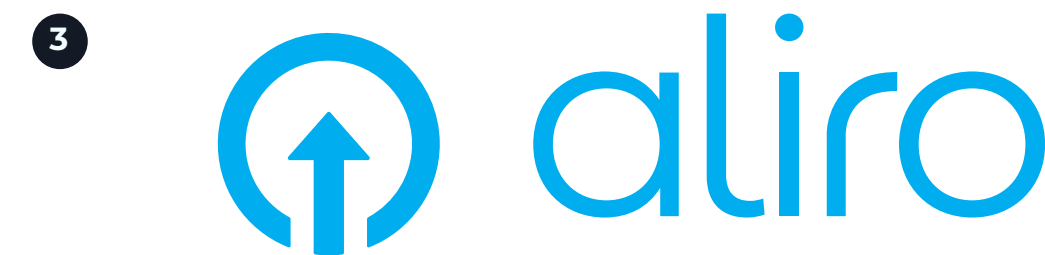
Using color

Our colors

Primary and Secondary colors.

Our primary colors are black and white for the logo.

For a secondary color we have selected green PMS 3522 C. This color should be used as an accent to add visual interest.

Primary Colors

Black

R0 G0 B0
#000000
C60 M40 Y0 K100

White

R255 G255 B255
#ffffff
C0 M0 Y0 K0

secondary Colors

Green
PMS 3522 C

R0 G114 B58
#00723A
C83 M14 Y89 K26

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Crafting type

Our typeface

Our brand type family is the geometric sans-serif, Poppins.

General principles

- We keep our typography light and airy. Our brand should never feel bold, loud, or heavy.
- We use the different weights of Poppins to optically keep the thickness of the type consistent at every scale. As a general principle, when using a larger font size, you should use a lighter weight, and when using a smaller font size, you should use a heavier weight.
- We use large shifts in scale to create hierarchy in our typography.
- Our copy should always left align to the grid of the collateral.

abcdefghijklmn
opqrstuvwxyz?!

ABCDEFGHIJKLMN
OPQRSTUVWXYZ?!

abcdefghijklmn
opqrstuvwxyz?!

ABCDEFGHIJKLMN
OPQRSTUVWXYZ?!

abcdefghijklmn
opqrstuvwxyz?!

ABCDEFGHIJKLMN
OPQRSTUVWXYZ?!

abcdefghijklmn
opqrstuvwxyz?!

ABCDEFGHIJKLMN
OPQRSTUVWXYZ?!

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Writing Aliro

We write Aliro with a capital A.

The only time Aliro appears with a lowercase A is in the Aliro logo.

When Aliro is in a headline,
we capitalize it as a proper noun.

Aliro is capitalized regardless of where it falls in a sentence.
Treat this as a proper noun.

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Articulating
voice & messages

Our voice tactics

Voice is how we say what we say. It helps our audiences hear, recognize, and remember us. These tactics are stylistic writing guides to bring out our lively, effortless, and wise personality in everything we type and say.

Confident

We speak with confidence that reflects our depth and breadth of experience. While we are confident we are not arrogant.

Credible

Aliro is direct and to the point. We are no nonsense. We don't use flowery or esoteric language. We keep it simple straightforward and clear so that our standards and technology are clear, easy to understand and implement.

Contemporary

We are open and adaptive to our audiences. We speak their language so they feel heard, understood, and ready to act. We invite questions and feedback to improve and innovate.

Boilerplate for PR

The boilerplate is a summation of the Matter brand, designed to be placed across touchpoints like websites, press releases, or sales decks. Consider it the "About us" of the brand, detailing who we are and what we do.

What is Aliro?

The Aliro standard streamlines secured communication allowing access control readers and mobile devices to work easily together.

Members of the access control industry are joining together under the guidance of the Connectivity Standards Alliance to create Aliro, the approved technical standard for a common credential and protocol. This global collaboration aims to transform how users unlock doors and openings by developing a consistent, secured, and streamlined mobile access experience. Aliro is designed by major mobile and access control Original Equipment Manufacturers (OEMs) to ensure best-of-class security, privacy, and interoperability among certified smartphones, wearables, other suitable digital devices, and access control readers.

Questions?

Contact our Marketing Team
Marketing@csa-iot.org

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