



ALTA
LABS

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Introduction

The purpose of these guidelines is to explain the use of the Alta Labs brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

Alta Labs “Identity”

The Alta Labs identity is the face and personality presented to the global community. It's as important as the products and services you provide. The Alta Labs identity is the total effect of our logo, products, brand names, trademarks, advertising, brochures, and presentations—everything that represents the Alta Labs brand.

Because the brand cannot be compromised, this guide was created to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent Alta Labs cohesively to the outside world.

The Logo Design

The Alta Labs logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the Alta Labs brand.

Logos

Use RGB black (0, 0, 0) on white or light backgrounds for any online graphics or documents that are to be primarily viewed online. File image formats are primarily transparent png or jpg for online graphics. For documents created for online viewing, use .ai or .svg vector graphics. For print materials, use CMYK black (0, 0, 0, 100) or rich black (60, 20, 20, 100). Utilize vector graphics, .ai or .svg for all print material.

Horizontal



Stacked



Alternate



Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used.

Logo Spacing

The clear space around the Alta Labs logo should be the height of the A from Alta.



Logos on Dark Backgrounds

Use RGB white (255, 255, 255) on white or light backgrounds for any online graphics or documents that are to be primarily viewed online. File image formats are primarily transparent png or jpg for online graphics. For documents created for online viewing, use .ai or .svg vector graphics. For print materials, use CMYK white (0, 0, 0, 0). Use vector graphics, .ai or .svg for all print material.

Horizontal



Stacked



Alternate



Incorrect Usage

Do not stretch the logo.



Do not skew the logo.



Do not use a dark logo on a dark background.



Do not use a light logo on a light background.



Do not use colors that are not part of the brand identity.



Correct Usage

Original unaltered logo



White logo on a dark background

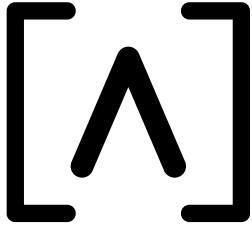


Black logo on a light background



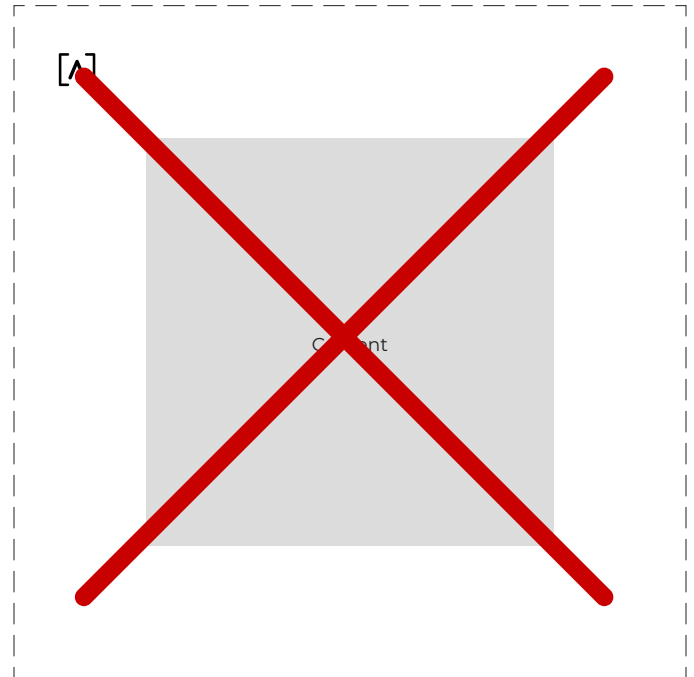
Alta Labs Icon

The Alta Labs icon is not intended to be used alone in partner materials at this time. As brand recognition increases, we will update our guidelines. If you have a special request to use the icon alone, please email marketing@alta.inc with the details of your exception request.

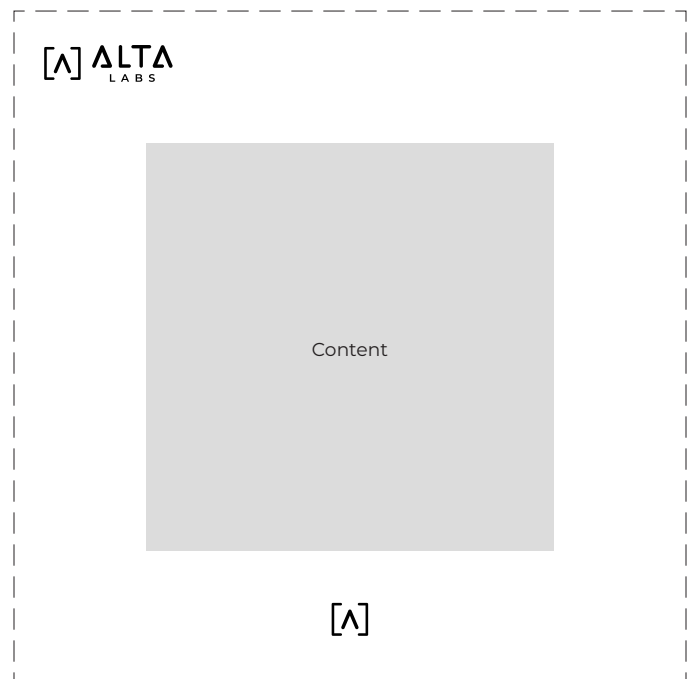


It should be used to complement the Alta Labs brand. This is not to be used to replace any of the primary Alta Labs logos. The Alta Labs logo should be present when using.

Incorrect Usage



Correct Usage



Color Palette

Please adhere to the Alta Labs brand color palette to communicate clear and consistent company imagery and deliverables.

Use RGB colors when creating graphics or documents primarily used on the web, including online PDFs. Any materials specifically created to be printed should use the CMYK color space.

Colors

Solid Black

Solid Black	
Web	#000000
RGB	0, 0, 0
CMYK	0, 0, 0, 100

Solid White

Solid White	
Web	#ffffff
RGB	255, 255, 255
CMYK	0, 0, 0, 0

Alta Primary Black

Alta Primary Black	
Web	#24272A
RGB	36, 39, 42
CMYK	74, 65, 62, 67

Alta Accent Black

Alta Accent Black	
Web	#101820
RGB	16, 24, 32
CMYK	100, 79, 44, 93

Alta Accent Gray

Alta Accent Gray	
Web	#B0B3B2
RGB	176, 179, 178
CMYK	32, 24, 26, 0

Alta Purple Light

Alta Purple Light	
Web	#7A5AF8
RGB	122, 90, 248
CMYK	65, 70, 0, 0

Alta Purple 2

Alta Purple 2	
Web	#6938EF
RGB	105, 56, 239
CMYK	71, 77, 0, 0

Alta Purple 3

Alta Purple 3	
Web	#5925DC
RGB	89, 37, 220
CMYK	75, 81, 0, 0

Alta Purple 4

Alta Purple 4	
Web	#4A1FB8
RGB	74, 31, 184
CMYK	80, 89, 0, 0

Alta Purple Dark

Alta Purple Dark	
Web	#3E1C96
RGB	62, 28, 150
CMYK	88, 100, 0, 0

Color Gradients

If you'd like to utilize gradient elements to enhance your deliverables, we incorporate the following gradient color schemes in the official Alta Labs documentation.

Alta Black-Gray



Alta Primary Black

[Color swatch]	
Web	#24272A
RGB	36, 39, 42
CMYK	74, 65, 62, 67

Alta Accent Black

[Color swatch]	
Web	#101820
RGB	16, 24, 32
CMYK	100, 79, 44, 93

Alta Accent Gray

[Color swatch]	
Web	#B0B3B2
RGB	176, 179, 178
CMYK	32, 24, 26, 0

Alta Purple



Alta Purple Light

[Color swatch]	
Web	#7A5AF8
RGB	122, 90, 248
CMYK	65, 70, 0, 0

Alta Purple Dark

[Color swatch]	
Web	#3E1C96
RGB	62, 28, 150
CMYK	88, 100, 0, 0

Typography

The primary typeface is Montserrat. This has been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

Montserrat Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890
 !@£\$%^&*()i€#¢∞§ ¶·ªº - _ = + { } [] ; / \ , ~
 å ß ç ð ´ f © ` ^ Δ ° ~ μ ~ ø π o e @ β † ¨ √ ≈ ¥ Ω

Montserrat Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()i€#¢∞§ ¶·ªº - _ = + { } [] ; / \ , ~
å ß ç ð ´ f © ` ^ Δ ° ~ μ ~ ø π o e @ β † ¨ √ ≈ ¥ Ω

Product Images

We have product images featuring the front, back, and side views of our products. The images include a reflection. We recommend using our images whenever possible. If you need alternate images, contact us at marketing@alta.inc

Front



Back



Side



Collage Graphics

We have full graphic banners that we can customize for your web store needs.



Marketing Materials

- Alta Labs is happy to provide design assistance by creating artwork for trade show booths, printed handouts, and other marketing promotional materials. Alta Labs will do our best to accommodate requests made in a timely manner. We cannot guarantee that we can accommodate every request. It is also your responsibility to proof any artwork provided by Alta Labs.
- Partners link directly to the [Alta website](#) for product documentation, datasheets, case studies, and marketing materials to ensure customers received the latest versions

Downloadable Assets

You can access product images and logos from the following locations:



Google Drive



Dropbox

Requests or Questions?

Contact us at marketing@alta.inc with any requests or questions you may have.



DATASHEET

CLOUD-BASED MANAGEMENT

Alta Labs provides an intuitive and easy-to-use cloud-based management interface for Alta Labs access points and switches. Designed for optimum scalability, using a high-availability architecture for the ultimate in commercial and worldwide accessibility. The management interface is easily accessible via mobile app or web browser. Sign up for an Alta Labs account using just your name, email, and password or use Google Authentication to access the portal.

Scalable Multi-Site Management

Deploy and manage multiple sites quickly and easily. Add, delete, or rename sites instantly. Toggle between sites from a site selection drop-down. Each site contains its own data set.

Mobile App

Monitor and manage your networks from the convenience of your mobile device.

FEATURES

- Scalable Multi-Site Management
- Mobile App
- Customizable Dashboard
- Device Cassettes
- Wireless Network Color Coding
- Status Snapshots
- Multi-Password Authentication
- Dark Mode
- Site Manager
- Internet Access Schedules
- Extended Access Requests
- QoS Engine
- Redeef Functionality
- On-The-Fly Changes and Scanning
- Global Cloud Infrastructure
- SSID Broadcasting Flexibility

ALTA LABS

YOUR NETWORK, ELEVATED

BE MORE COMPLEX

CASE STUDY: BE MORE COMPLEX

Be More Complex Deploys AP6-Pros to Upgrade #1 Sports Complex to WiFi 6

The Be More Complex in St. George, Utah is multi-use facility that is home to a Cheer Coaching Business, a Roller Skating rink, a NBA-based basketball court, a ninja warrior business, a private gym, a sports medicine practice, and a cafe. They wanted to replace their existing wireless network with a new WiFi 6 solution. They've had intermittent issues streaming music on their WiFi network using iPad HD APs.

Clitch Busters assessed the needs of the Be More Complex and recommended the deployment of AP6-Pros access points.

"The Alta Labs AP6-Pro is a WiFi 6 access point but with its utilization of 6E QAM, it's really utilizing one of the key features of WiFi 7. The sleek compact design of the AP6 also makes these a no-brainer for use in an environment such as this!"

- Ronnie Letterson, Owner, Clitch Busters

Site Overview

The number one sports complex in Southern Utah, the Be More Complex averages 150 connected devices during the week but the number grows to 500+ on the weekends and during tournaments.

Comprehensive Coverage

Twelve AP6-Pro access points were deployed at the Be More Complex. Post-deployment, a site survey was done verifying that every square inch of the complex had a signal strength of -65 dB or greater.

Be More Complex AP6-Pro WiFi Coverage Map