



Brand Guidelines

BRAND GUIDELINES · V1.0 · 2026

VERSION

1.0

ISSUED

September 2026

CHAPTERS

12

PREPARED BY

Libra Intelligence

01 Brand

CHAPTER 01

What ALBA is, what it holds to and who it is for, in the words the project uses itself.

01.1 Positioning

01.2 Values

01.3 Audience

01.4 In one sentence

ALBA Residences is a building of forty-two homes on Rothschild Boulevard, in the White City of Tel Aviv. Eighteen floors of white render, glass and grey limestone continue the lines of the street: curved balconies, long bands of glass, a building raised on columns over a garden. The identity takes its form from the entrance arch and carries the project from the site hoarding to the day the keys are handed over, in 2028.

01

Light

White render, deep terraces, rooms that face south and west.

02

Proportion

Every measure comes from the arch, from the logo to the signs on each floor.

03

Quiet

A building that joins the street rather than competing with it.

WHO

Buyers of a first or final home in the centre of Tel Aviv; families returning from abroad; people who know the boulevard and want to stay on it.

WHAT THEY EXPECT

Plans, areas and dates, early and accurate.

WHERE THEY MEET US

The hoarding on the boulevard, the website, the sales gallery by appointment.

WHAT THEY DO NOT
WANT

Pressure, vague promises, or renders that hide what is being built.

01.4 THE BRAND IN ONE SENTENCE

For the first line of a press release, the hoarding or the sales book.

ALBA IN ONE SENTENCE

ALBA is forty-two homes on
Rothschild Boulevard, built in the
white, curved language of the street.

CHAPTER 02

02 Voice & tone

ALBA speaks like a good architect presenting a plan: calmly, in measurements, and only about what will be built.

02.1 Principles

02.2 Tone by context

02.3 House style

01

Lead with the place

Where comes first: the street, the city, the view.

— DO

42 residences on Rothschild Boulevard,
Tel Aviv.

/ DON'T

~~Luxury living redefined in the heart of the
city.~~

02

Measurements, not superlatives

Give the number and let it do the work.

— DO

A 28 sqm terrace facing west.

/ DON'T

~~Breathtaking, unparalleled views.~~

03

Say what happens next

Every message ends with one clear step.

— DO

Register interest and we will send the
floor plans and the price list.

/ DON'T

~~Act now — only a few units left!~~

04

Respect the street

The building joins a street with a history; the words
should too.

— DO

The balconies turn the corner in a single
radius, as they do on the 1930s houses
around it.

/ DON'T

~~An iconic statement tower that stands
above the rest.~~

02.2

TONE BY CONTEXT

The voice stays the same; the register moves a little with the medium.

CONTEXT	REGISTER	EXAMPLE
Website	Plain, spatial	Two to five bedrooms, from the 2nd to the 16th floor.
Hoarding	One line	42 residences on Rothschild Boulevard. Delivery 2028.
Buyer email	Clear, courteous	Thank you for registering. The floor plans are attached; the sales gallery is open by appointment.
Social	Short, factual	View west from the 16th floor. Visualisation.
Signage	Names and numbers only	12 ↑

02.3

HOUSE STYLE

Small rules that keep every text consistent.

ITEM	WRITE	AVOID
Areas	118 sqm	118m2 · 118 sq.m.
Floors	Floors 2-9	2nd-9th floors
Street	Rothschild Boulevard; Rothschild Blvd. in addresses	Rothchild · Rot. Blvd
Dates	Delivery 2028	'28 · Q4 2028*
Visualisations	Always labelled: Visualisation.	Unlabelled renders
Name	ALBA Residences, then ALBA	Alba · A.L.B.A.

CHAPTER 03

03 Logo

A mark, a logotype and the lockup that joins them. They are drawn, not typed, and are only ever used from the master files.

03.1 Logo family

03.2 The idea

03.3 Construction

03.4 Clear space

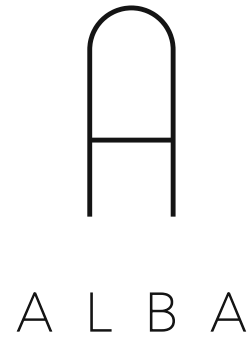
03.5 Minimum size

03.6 Colour versions

03.7 Misuse

03.1 LOGO FAMILY

The lockup is the primary logo. The logotype is for narrow spaces and running lines; the mark is for signs, objects and small sizes.



PRIMARY · LOCKUP The hoarding, the sales book, the entrance, every first appearance.

The image shows the secondary logotype 'ALBA' in a light gray, sans-serif font, centered within a light gray rectangular background.

A L B A

SECONDARY · LOGOTYPE Website header, email, narrow formats.



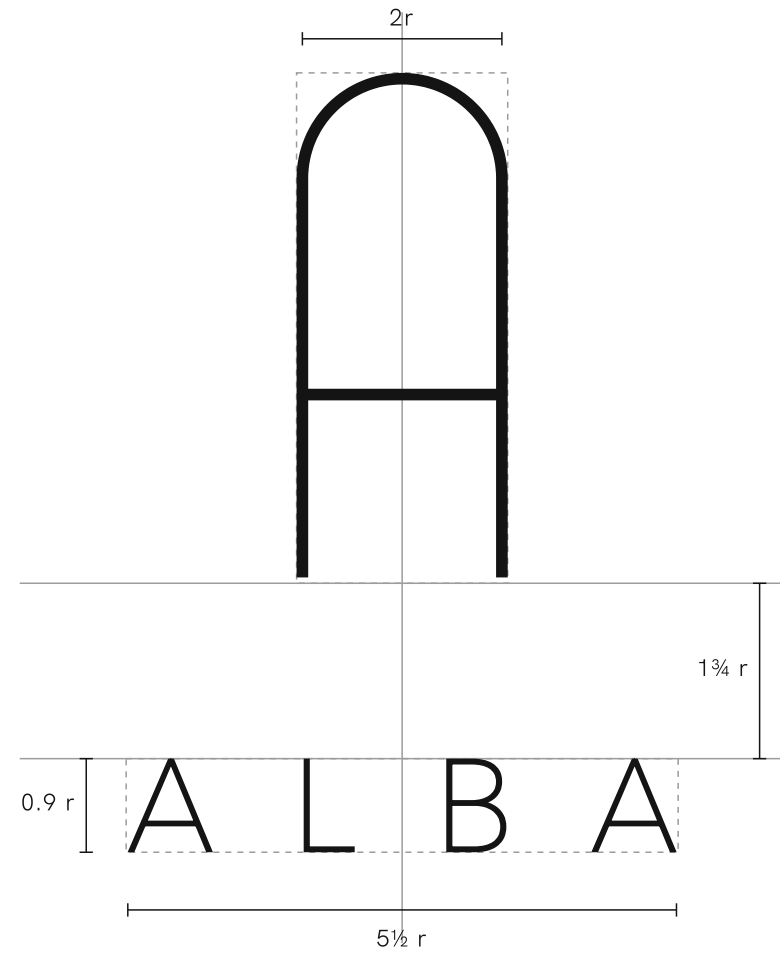
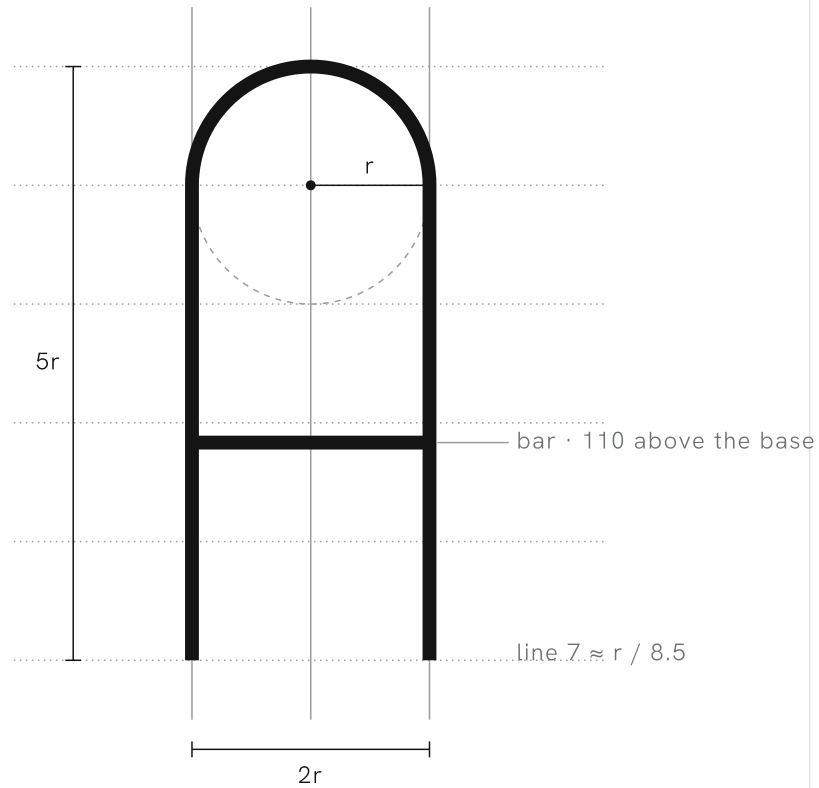
MARK · ARCH Signs, key cards, favicon, social avatar.



The A drawn as an arch: the entrance to the building and the curve of its terraces.

The arch is a half circle on two straight legs, drawn in one even line, the way the balconies of the White City are drawn in render. The logotype is spaced wide and drawn in the same thin line, so it sits under the mark without competing.

Everything is measured in r , the radius of the arch. The mark is $2r$ wide and $5r$ tall; the lockup follows from it.



Radius

r = 60 units. The arch is a true half circle, centred one r below the top.

Line

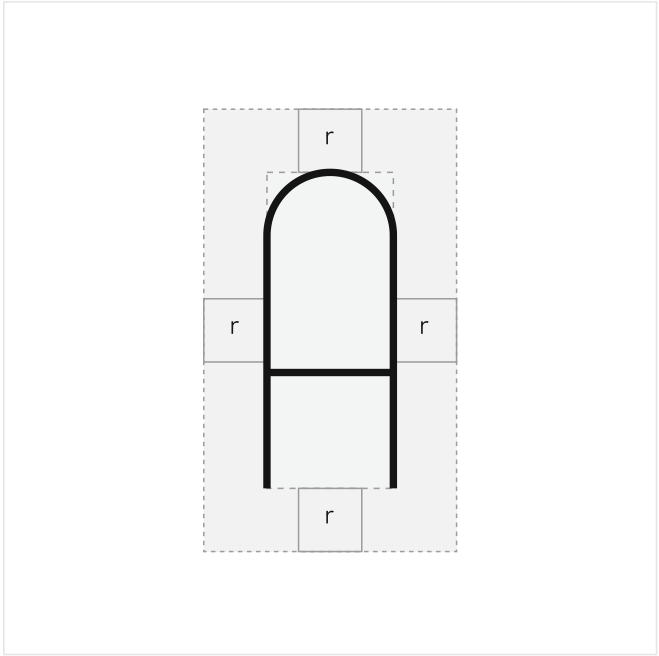
One weight throughout: 7 units, about $r / 8.5$. It never thickens in the curve.

Lockup

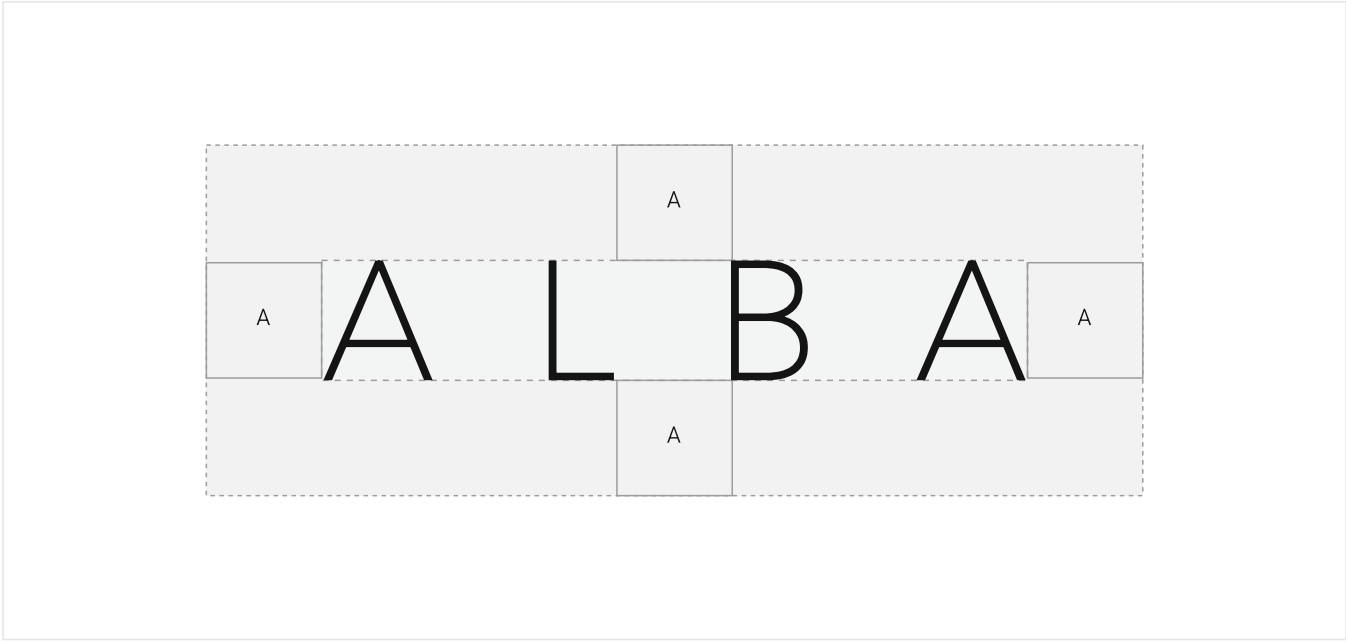
Logotype $5\frac{1}{2} r$ wide, $1\frac{3}{4} r$ below the mark, centred on the same axis.

03.4 CLEAR SPACE

Keep this space free of text, edges and other marks. It scales with the logo.



MARK AND LOCKUP r, the radius of the arch, on every side.



LOGOTYPE The height of the A on every side.

Below these sizes the thin line breaks up. On small screens use the mark alone.



LOCKUP

DIGITAL

64 px

PRINT

18 mm



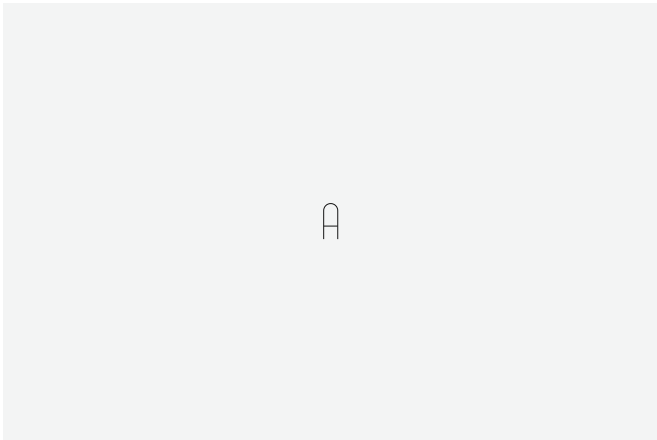
LOGOTYPE

DIGITAL

96 px

PRINT

20 mm



MARK

DIGITAL

24 px

PRINT

6 mm

Steel on light grounds, White on Steel, Concrete and photographs. Nothing else.



STEEL ON WHITE
The primary version.



WHITE ON STEEL
Hoarding, key cards, night pages.



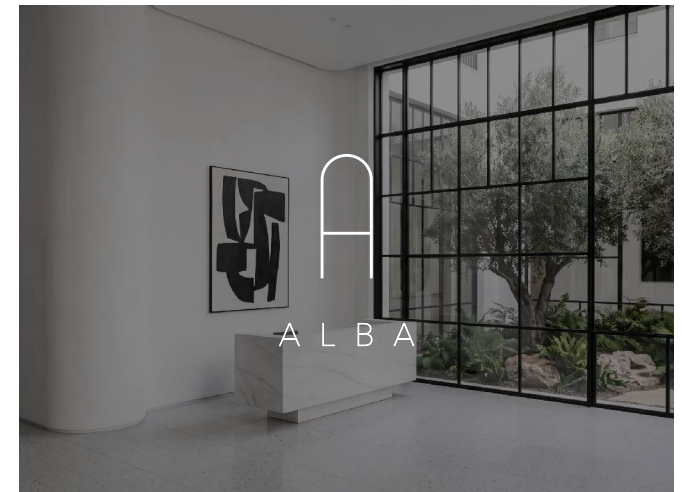
STEEL ON PLASTER
Panels, signs, printed stock.



STEEL ON STONE
The limestone base.



WHITE ON CONCRETE
Secondary dark ground.



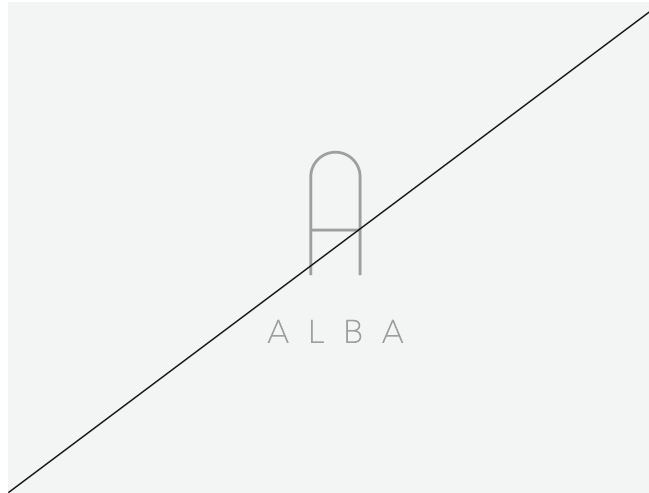
WHITE ON PHOTOGRAPH
Only on a calm, even area.

The logo is never redrawn, re-set or decorated. Six things not to do.



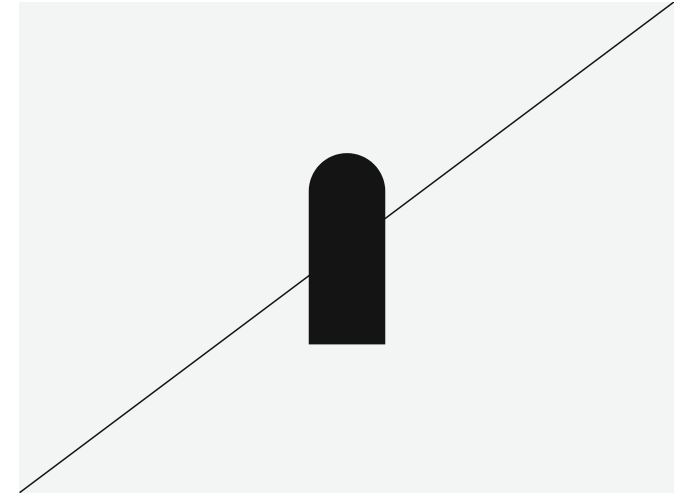
DO NOT STRETCH

Scale it in proportion, from the corner.



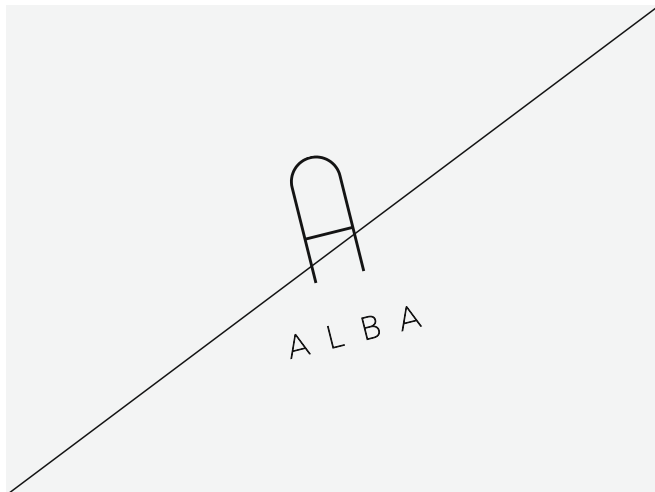
DO NOT USE TINTS

Steel at 100%, never a grey tint of it.



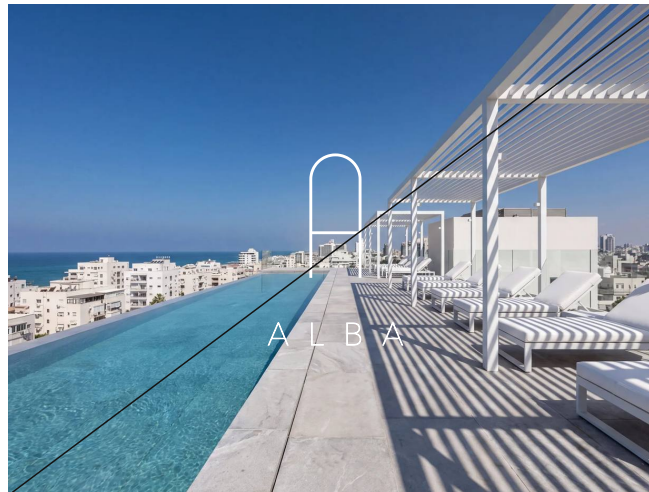
DO NOT FILL THE ARCH

The mark is a line, never a solid shape.



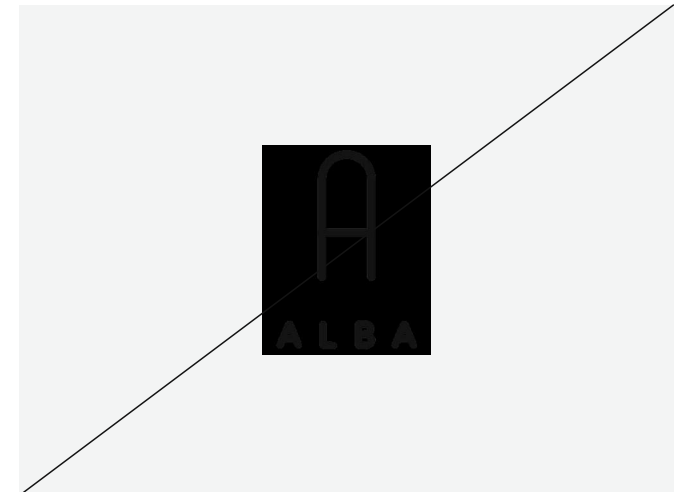
DO NOT ROTATE

It stands upright, like the building.



NOT ON BUSY IMAGES

Place it only where the image is calm.



NO EFFECTS

No shadows, glows, bevels or gradients.

04

Colour

CHAPTER 04

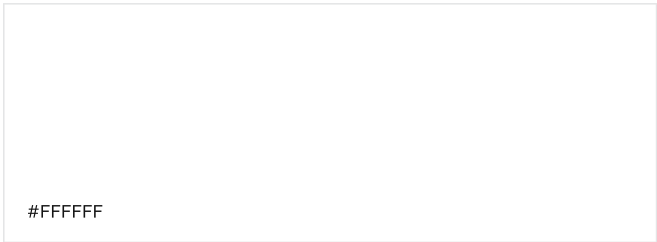
The colours of the building itself: white render, plaster, stone, concrete and steel. There is no accent colour.

04.1 Palette

04.2 Proportion

04.3 Accessible pairings

Values for screen, print and the nearest Pantone reference. Check Pantone against a printed swatch before approving a proof.



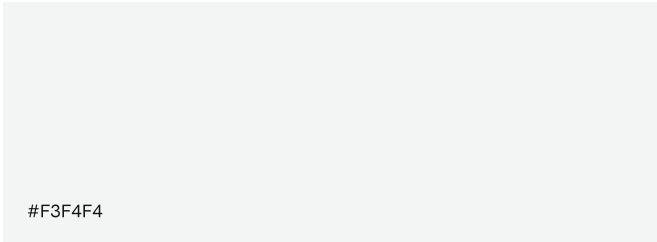
White
Facades, pages: the ground of everything.

HEX
#FFFFFF

CMYK
0 0 0 0

RGB
255 255 255

PANTONE · NEAREST
Bright white stock



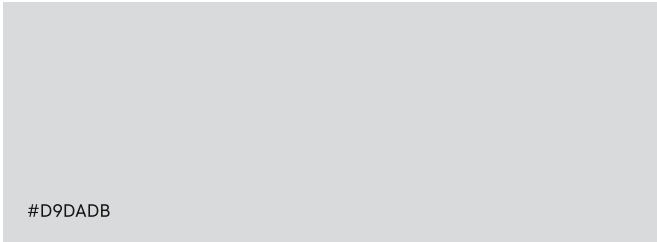
Plaster
The second surface: panels, printed stock, signs.

HEX
#F3F4F4

CMYK
2 1 1 0

RGB
243 244 244

PANTONE · NEAREST
Cool Gray 1 C at 20%



Stone
Rules, quiet fills, the limestone base.

HEX
#D9DADB

CMYK
0 0 0 15

RGB
217 218 219

PANTONE · NEAREST
Cool Gray 1 C



Concrete

Secondary text and captions.

HEX
#6D7072

CMYK
0 0 0 65

RGB
109 112 114

PANTONE · NEAREST
Cool Gray 10 C



Steel

Type, the mark, the hoarding, signs and key cards.

HEX
#141414

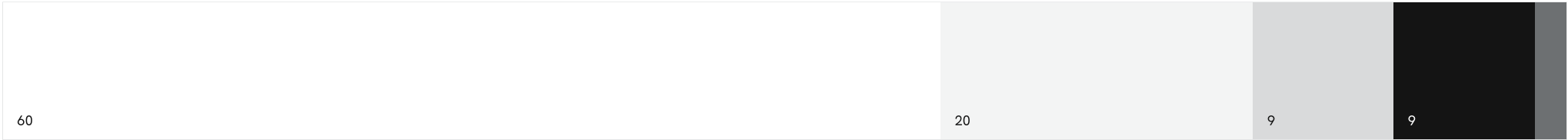
CMYK
0 0 0 92 · solids 60 40 40 100

RGB
20 20 20

PANTONE · NEAREST
Black 6 C

04.2 PROPORTION

Roughly how much of each colour a typical page, sign or printed piece shows.



White 60% Plaster 20% Stone 9% Steel 9% Concrete 2%

Contrast ratios are calculated live on this page (WCAG 2.2). Running text needs AA, 4.5 : 1; text over 18 px needs 3 : 1.

Aa

Steel on White

All text.

18.42 : 1

AA

AAA

AA 18+

Aa

White on Steel

All text.

18.42 : 1

AA

AAA

AA 18+

Aa

Steel on Plaster

All text.

16.71 : 1

AA

AAA

AA 18+

Aa

Concrete on White

Captions and data.

4.98 : 1

AA

★★★

AA 18+

Aa

White on Concrete

Labels and large text.

4.98 : 1

AA

★★★

AA 18+

Aa

Stone on White

Never for text. Rules only.

1.39 : 1

★★

★★★

★★+6+

CHAPTER 05

05 Typography

Two typefaces. Bodoni Moda for names and numbers, drawn with the same contrast as the logotype. Hanken Grotesk, light, for everything that informs.

05.1 Typefaces

05.2 Type scale

05.3 Specimen

05.4 Rules

Both are open source (SIL Open Font License) and served from Google Fonts. Hebrew pages use Frank Ruhl Libre and Heebo Light in the same roles.

BODONI MODA

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789 & sqm

ROLE

Headlines, names, figures

DESIGN

Owen Earl

WEIGHTS

Regular 400 · Medium 500

HEBREW

Frank Ruhl Libre

HANKEN GROTESK

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789 & -

ROLE

Text, labels, signs

DESIGN

Alfredo Marco Pradil

WEIGHTS

Light 300 · Regular 400 · Medium 500

HEBREW

Heebo

Measured live from the styles on this page. On smaller screens the sizes step down; the proportions stay.

DISPLAY
The hoarding, the cover

42 residences

SIZE
94.9 px
TRACKING
-0.015 em
LEADING
93 px
WEIGHT
400

HEADING
Section titles

Rothschild Boulevard, Tel Aviv

SIZE
36 px
TRACKING
-0.005 em
LEADING
40.3 px
WEIGHT
400

FIGURES
Areas, floors, dates

118 sqm · Floors 2–9

SIZE
44 px
TRACKING
-0.01 em
LEADING
44 px
WEIGHT
400

LEAD
Openings

Every residence has a curved terrace, facing south or west.

SIZE
21 px
TRACKING
0 em
LEADING
32.6 px
WEIGHT
300

BODY
Running text

The tower stands on columns six metres high. Beneath it the ground floor is a garden, with the lobby at its centre behind glass.

SIZE
17 px
TRACKING
0 em
LEADING
27.2 px
WEIGHT
300

LABEL Buttons, navigation, signs	REGISTER INTEREST	SIZE 11.5 px	LEADING 16 px
		TRACKING +0.2 em	WEIGHT 500

CAPTION Captions, notes, legal	View west from the 16th floor. Visualisation.	SIZE 12 px	LEADING 17 px
		TRACKING +0.04 em	WEIGHT 400

05.3 **SPECIMEN** Text set as it appears on the website and in the sales book.

THE BUILDING

Eighteen floors on the boulevard

We are building eighteen floors of white render, glass and grey limestone on the boulevard. The lines come from the houses of the White City around it: curved balconies, long bands of glass, a building raised on columns over a garden.

Inside there are forty-two residences, each with a terrace, and a pool on the roof.

MEASURE	Up to 65 characters
ALIGNMENT	Start of line, always
PARAGRAPHS	One line of space, no indent
NUMBERS	Words in prose, figures in data

05.4 **RULES** How the two faces behave together.

CAPITALS	Hanken Grotesk 500 only, tracked +0.2 em. Bodoni Moda is never set in capitals. Hebrew has no capitals: labels use Heebo 500 without tracking.	REGISTER INTEREST
-----------------	--	--------------------------

FIGURES Bodoni Moda for large figures: areas, floors, dates. Hanken tabular figures in tables and price lists.

118 · 156 · 198 · 310

WEIGHT	Light 300 for text, Medium 500 for labels. Nothing bold, nothing italic.	Light, then Medium.
LINE LENGTH	Up to 30 em for lead text, 65 characters for running text.	30 em · 65

CHAPTER 06

06 Grid & layout

A twelve-column grid and an 8-point spacing system. Pages are built like the facade: long horizontal bands, generous openings.

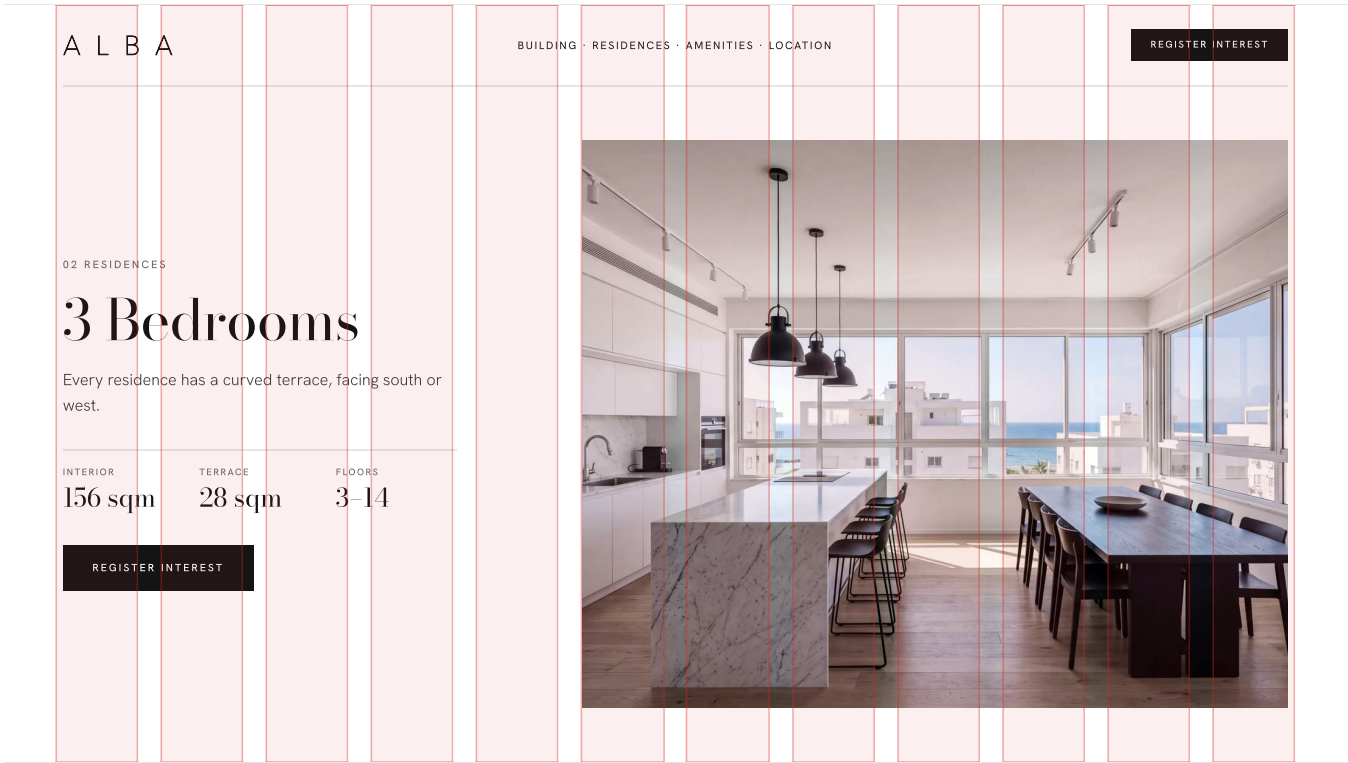
06.1 Page grid

06.2 Spacing

06.3 Breakpoints

06.1 PAGE GRID

Desktop: 12 columns, 64 px margins, 24 px gutters. Phone: 4 columns, 20 px margins, 16 px gutters. Switch the grid off to see the page as it ships.



DESKTOP · 1440 12 columns



PHONE · 390 4 columns

06.2 SPACING

Every distance is a multiple of 4, and almost always of 8.

4		Icon to its label
8		Label to value; the base unit

16		Inside a component
24		Gutter; between tiles
32		Between related blocks
48		Between groups
64		Section spacing on a phone
96		Section spacing on desktop
128		Before a new chapter

06.3 BREAKPOINTS

Margins and columns by screen width.

SCREEN	WIDTH	COLUMNS	MARGIN	GUTTER
Desktop	≥ 1280 px	12	64 px	24 px
Laptop	1024–1279 px	12	40 px	24 px
Tablet	768–1023 px	8	32 px	16 px
Phone	< 768 px	4	20 px	16 px

CHAPTER 07

07 Photography

Architecture photographed as it is: hard daylight, straight lines, white walls. The building is the subject; people pass through it.

07.1 Principles

07.2 Selects

07.3 Not us

01

Light

Hard Mediterranean daylight, deep shade, a clean sky. No HDR, no orange sunsets.

02

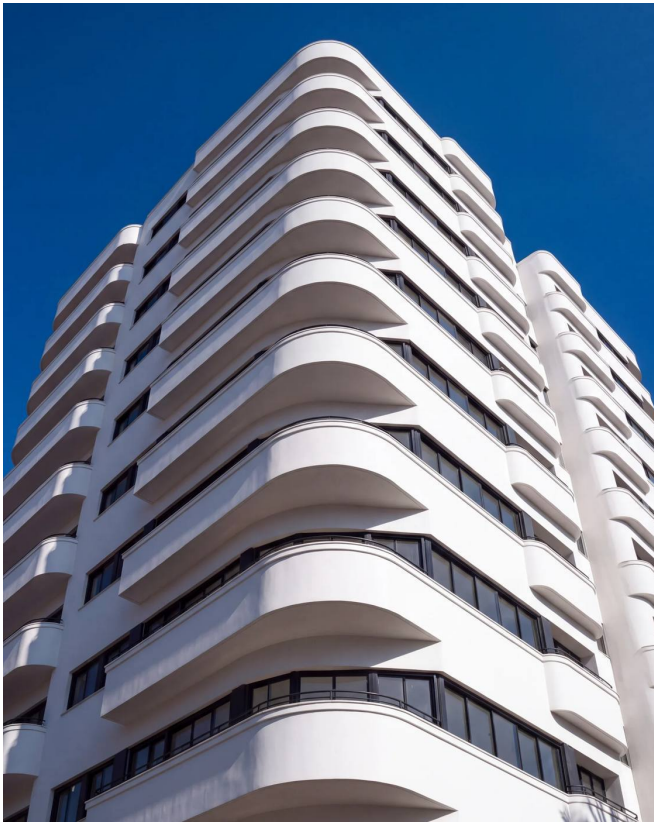
Lines

Verticals straight, horizons level, shot from the height of a person.

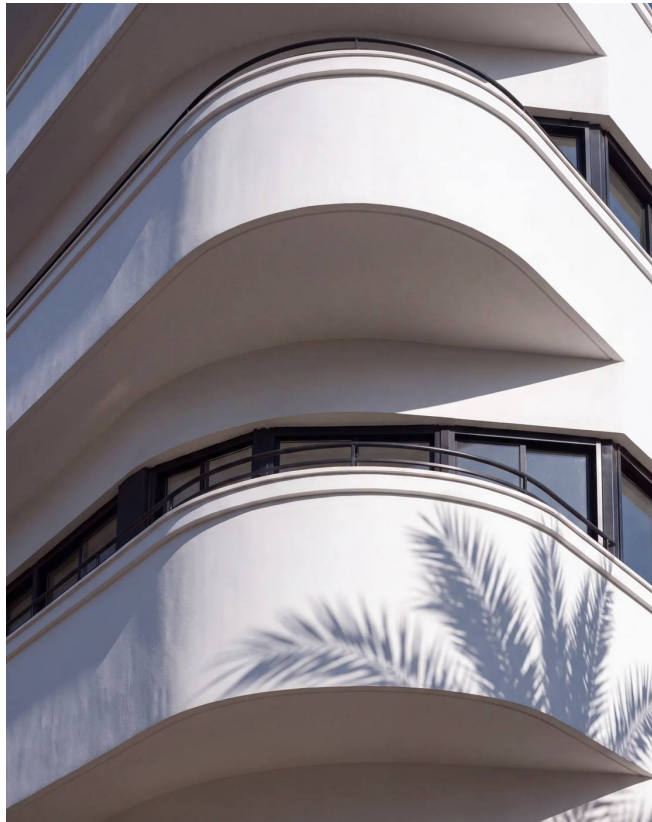
03

Composition

One curve, one room, one view. People small and walking, never posing.



FACADE Verticals straight, the sky clean, every slab in one curve.



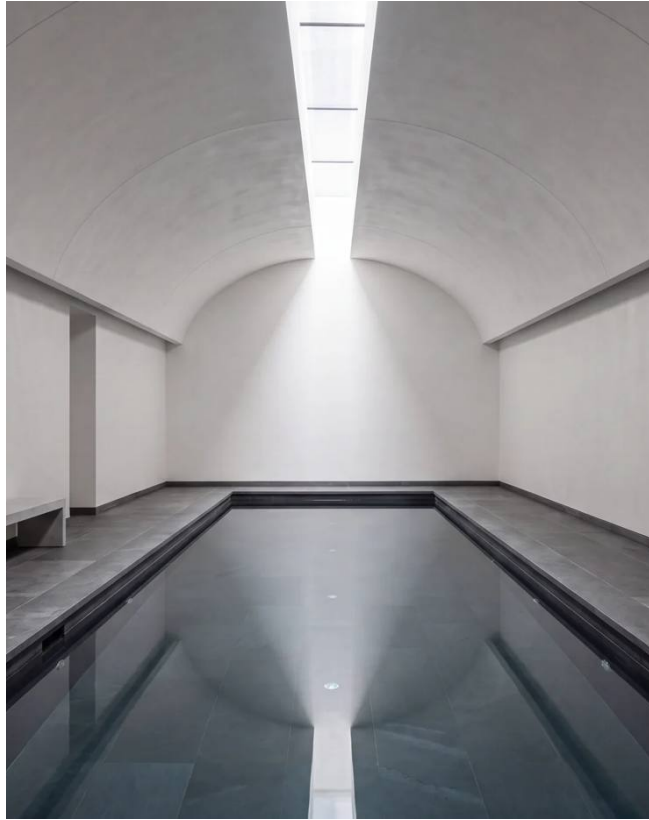
DETAIL One radius and the hard shadow of a palm.



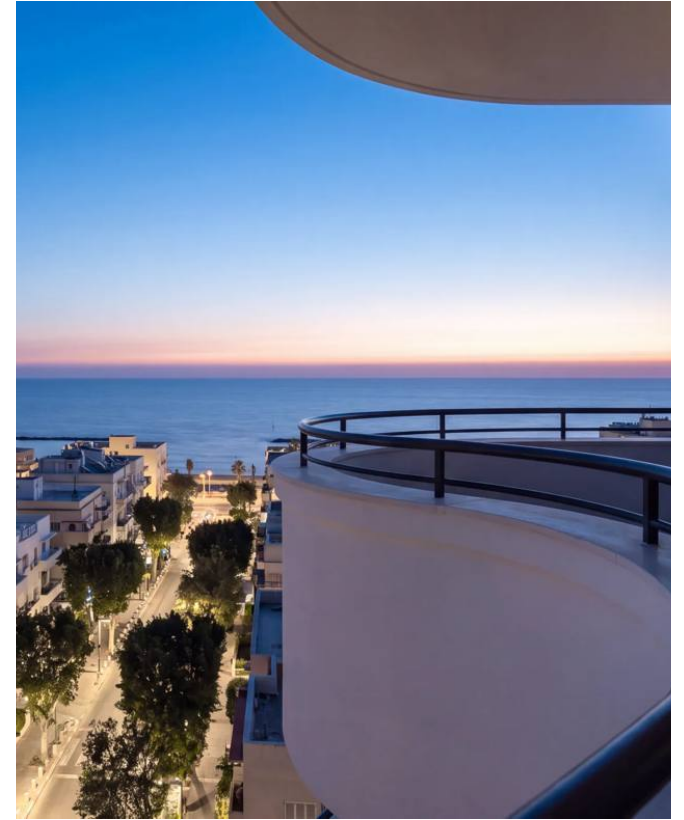
LOBBY Daylight through glass, white stone, one object.



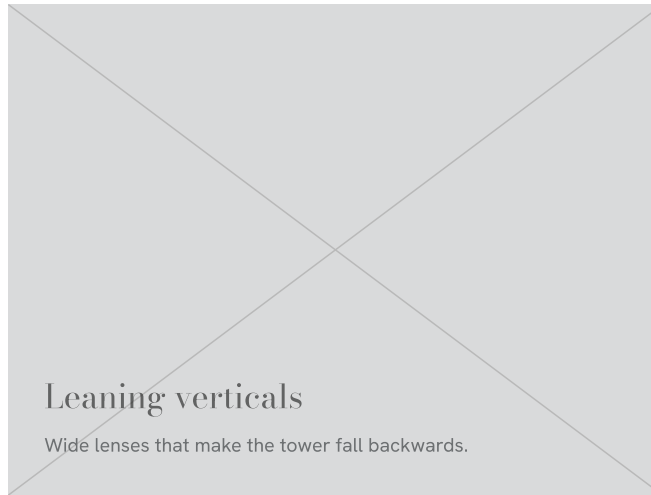
INTERIOR Eye height; the window is the subject.



SPA Symmetry and a single source of light.



VIEW The only dusk image: the city lit, the sky not pushed.



CHAPTER 08

08 Signage

One family from the street to the front door: the site hoarding, the entrance lockup, the floor signs in each lift lobby and the numbers on the doors.

08.1 The family

08.2 Floor sign

08.3 Specifications

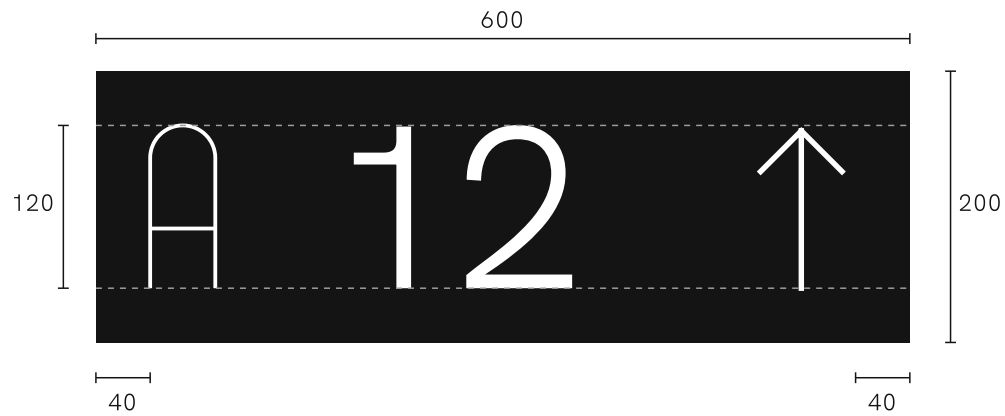
Every sign is built from the same parts: the mark, one line of Hanken Grotesk, Steel and White.



HOARDING Rothschild Boulevard, Steel ground.



ENTRANCE Lockup in satin-black steel.



FLOOR 12 Installed beside the lift doors.

For the sign maker and the site manager.

Hoarding

PANELS	Printed aluminium composite, 2,400 mm high
GROUND	Steel, matt
LOCKUP	White, 1,200 mm tall, every 12 m
TEXT	One line, Hanken Grotesk capitals

Entrance

LETTERS	Stainless steel, satin black, 6 mm
FIXING	Pinned 12 mm off the render
HEIGHT	Lockup 600 mm
LIGHT	Grazed from below, 3000 K

Floor signs

PANEL	Aluminium 3 mm, powder-coated Steel
SIZE	600 × 200 mm
TYPE	Hanken Grotesk Light, White
MOUNTING	Centre 1,500 mm above the floor

CHAPTER 09

09 Applications

The identity at work: on the street, in the sales gallery and in the hands of the first residents.

09.1 In use



SITE HOARDING, ROTHSCHILD BOULEVARD



FLOOR SIGN, LIFT LOBBY



SALES BOOK



SALES GALLERY



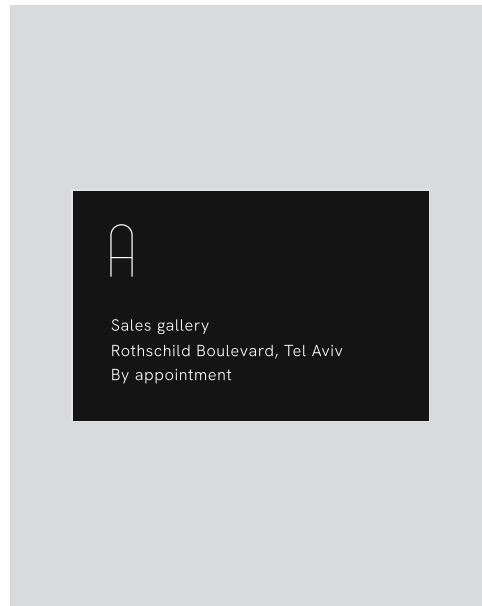
ENTRANCE



STATIONERY



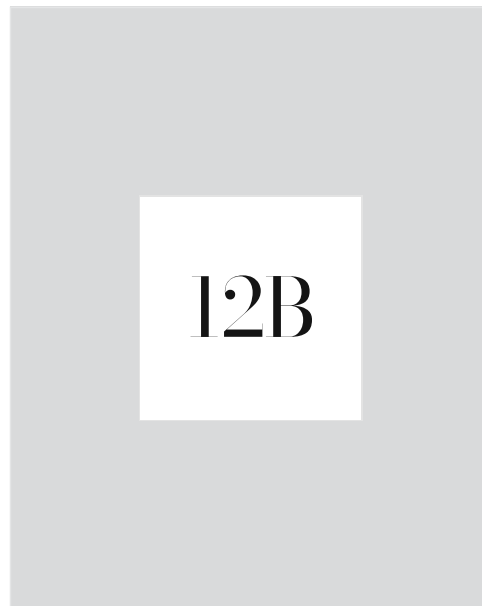
BUSINESS CARD, FRONT



BUSINESS CARD, BACK



KEY CARD



DOOR NUMBER



RESIDENTS' WELCOME BOX

CHAPTER 10

10 Digital

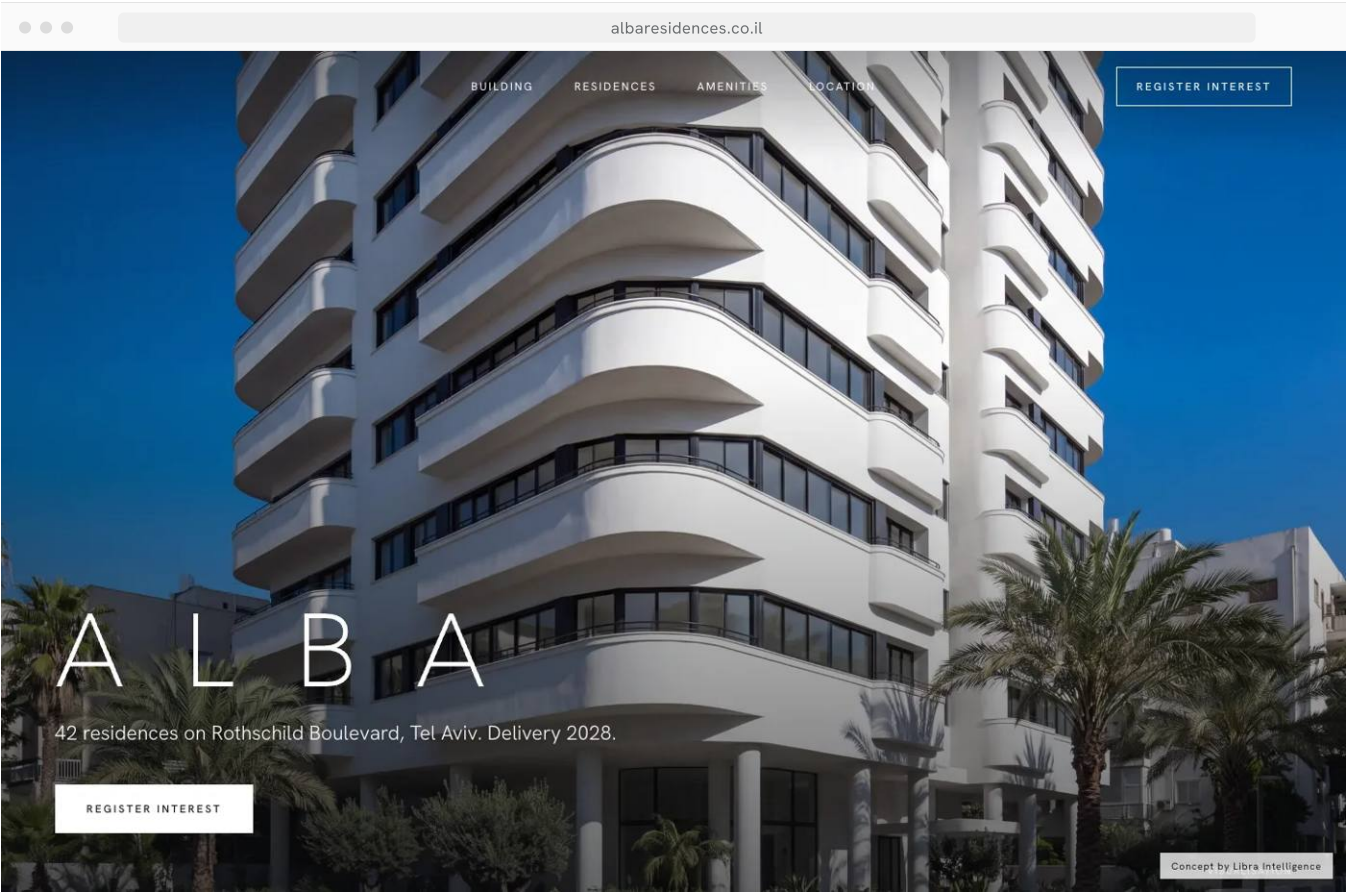
A single page with one action, register interest, and the social and email templates that lead to it.

10.1 Website

10.2 Social

10.3 Email

Screens from the launch page. Select a screen to open it.



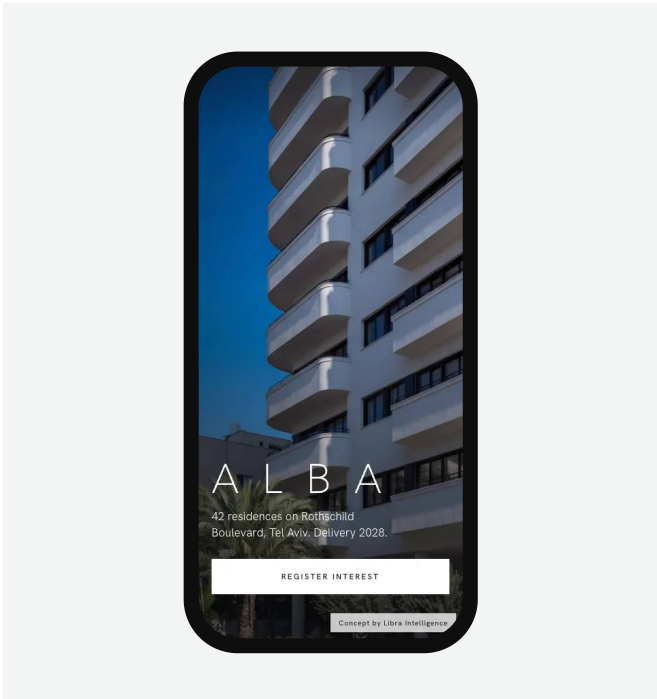
DESKTOP Full-screen opening, one call to action.

Header

76 px, transparent over the film, solid on scroll.

Type

Bodoni Moda 104 / Hanken Grotesk Light 17.

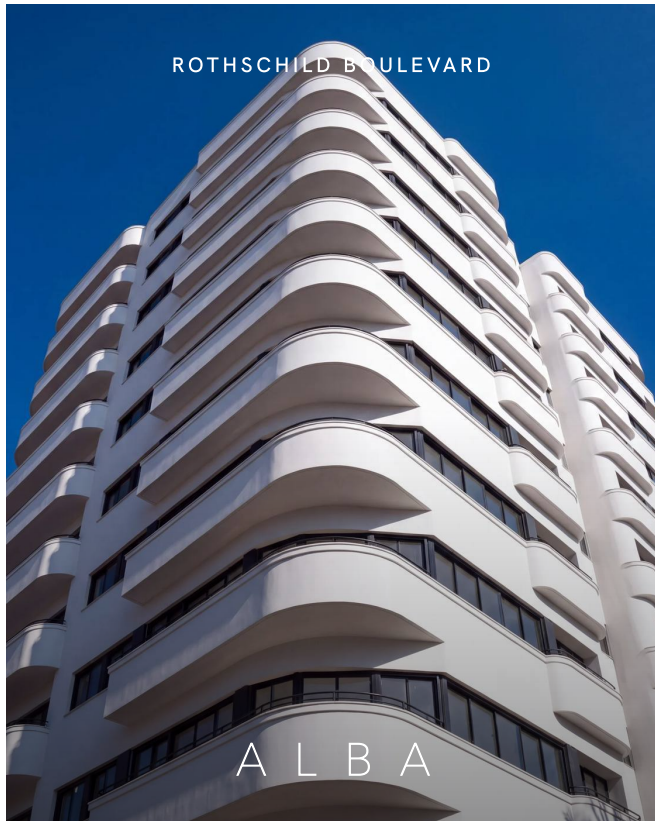


PHONE The same action, within reach of the thumb.

Action

One button everywhere: Register interest.

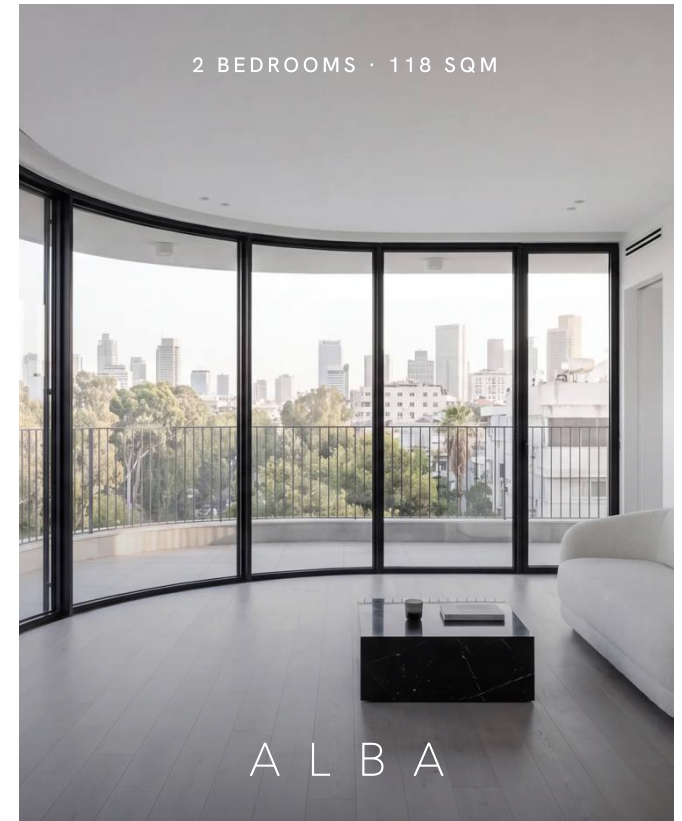
Three Instagram templates, 1080 × 1350. One photograph or one number, the logotype, nothing else.



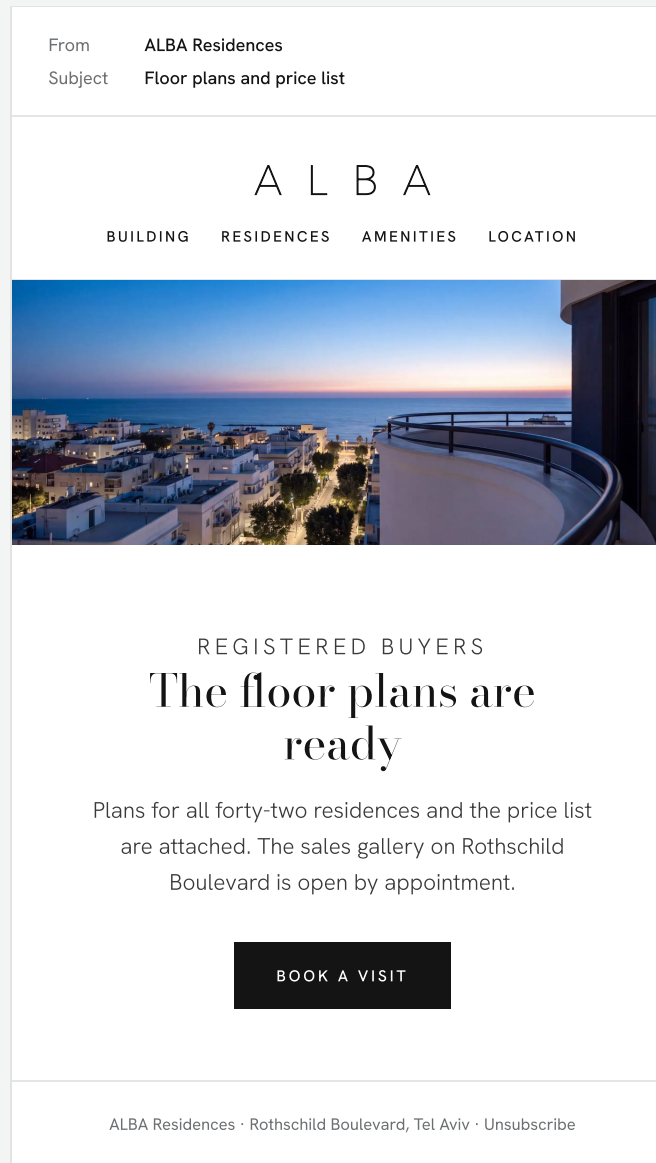
BUILDING One photograph, the logotype.



FACT One number on Steel.



RESIDENCE Interior with the area.



CHAPTER 11

11 Motion

Things arrive slowly and stop softly, like a door on a good hinge. One curve, a narrow range of durations, short distances.

11.1 Principles

11.2 The curve

11.3 Logo and page

01

One curve

cubic-bezier(.22, .61, .36, 1) for everything that enters.
Nothing bounces, nothing overshoots.

02

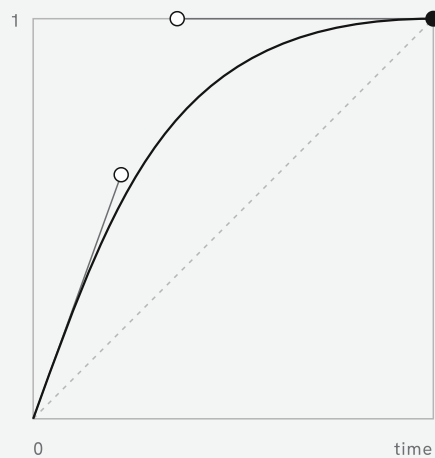
0.6 to 1.4 seconds

Short for controls, long for images and the logo. Never faster than 300 ms.

03

Rise, never slide

Elements rise 16 to 24 px as they fade in; images open like a window, from the bottom up.



cubic-bezier(.22, .61, .36, 1)

linear

cubic-bezier(.22, .61, .36, 1) · 1200 ms

The arch rises first, then the name. Pages change with a single wipe from the bottom.



Logo reveal · 1750 ms



Page transition · 900 ms

12 Downloads

CHAPTER 12

the guidelines and the logo files. Use only these masters.

12.1 Files

Brand guidelines

PDF · A4 landscape · 50 pages · 2.8 MB. The whole book, chapter by chapter, for print, sign makers and agents. In English.

↓ DOWNLOAD PDF

Logo package

alba-lockup.svg	Lockup · Steel
alba-lockup-white.svg	Lockup · White
alba-wordmark.svg	Logotype · Steel
alba-wordmark-white.svg	Logotype · White
alba-mark.svg	Mark · Steel
alba-mark-white.svg	Mark · White

Version 1.0, issued September 2026. Prepared by Libra Intelligence, Tel Aviv.
ALBA Residences is a fictional development, created as a concept.