



# Logo Usage Guidelines



f @Alba4world  
in @Aluminium-Bahrain

Askar, Kingdom of Bahrain  
Email: [info@alba.com.bh](mailto:info@alba.com.bh)

Phone: +973 17 830000  
Fax: +973 17 830083

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# Company Profile

At plus-1.62 million metric tonnes per annum (mtpa) (2024), Alba is a world-leading aluminium smelter with a proud 50-year legacy in operational excellence, safety, environmental responsibility, and community development.

A cornerstone of the Bahrain’s economy, Alba produces high-quality aluminium, including standard and value-added products, which are exported to over 280 customers globally. With sales’ offices in Europe (Zurich), Asia (Singapore), and a subsidiary in the U.S., Alba is a reliable partner on the world stage. Alba is dually listed on Bahrain Bourse and London Stock Exchange and its shareholders are Bahrain Mumtalakat Holding Company B.S.C. © (69.38%), Saudi Arabian Mining Company (Ma’aden) (20.62%) and General Public (10%). Alba prioritises the highest quality standards, reflected in its certifications: ISO 9001 (quality), ISO 14001 (environment), ISO 27001 (information security), ISO 45001 (occupational health and safety), and ISO 18788 (security operations management). Additionally, Alba demonstrates its commitment to responsible manufacturing through certifications like IATF 16949 (automotive quality), ISO 22301 (business continuity), ASI Performance and Chain of Custody Standards, and a top 15% Silver sustainability rating from EcoVadis.

As the first aluminium smelter in the Middle East, Alba is central to Bahrain’s thriving downstream aluminium sector, contributing significantly to the Kingdom’s GDP. Committed to social responsibility, Alba employs a workforce that is 87% Bahrainis (2024) and invests heavily in employee training and development.



# Full Logotype

A crucial part of our identity is our corporate logo. It is a signature of Alba’s intellectual property that reflects our identity.

Alba has two logos, one in English and one in Arabic. The latest update to the logo was introduced in 2011, adding the tagline to the original logo and altering the colours.

Our logo acts as the primary visual branding feature used in all communications; thus, it cannot be altered.

You'll find guidelines for using our logo and colours in various types of communications in this guide. These guidelines are meant to preserve the visual and verbal elements of the corporate logo.

This includes our name, logo and other elements such as colour, type and graphics. Sending a consistent and controlled message of who we are is essential to presenting a strong and unified image of our company.

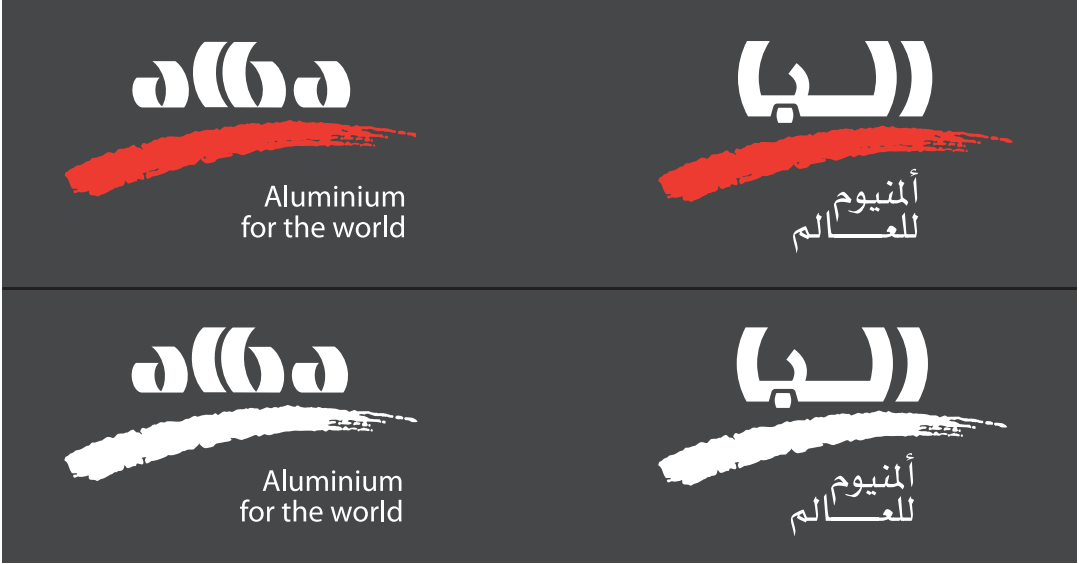
Alba Logos come in variations including original (blue, red and black) used against light solid backgrounds, and alternate (all white, or white and red) which is used when placed against dark backgrounds.



Alba’s **original** logo (English)



Alba's **original** logo (Arabic)



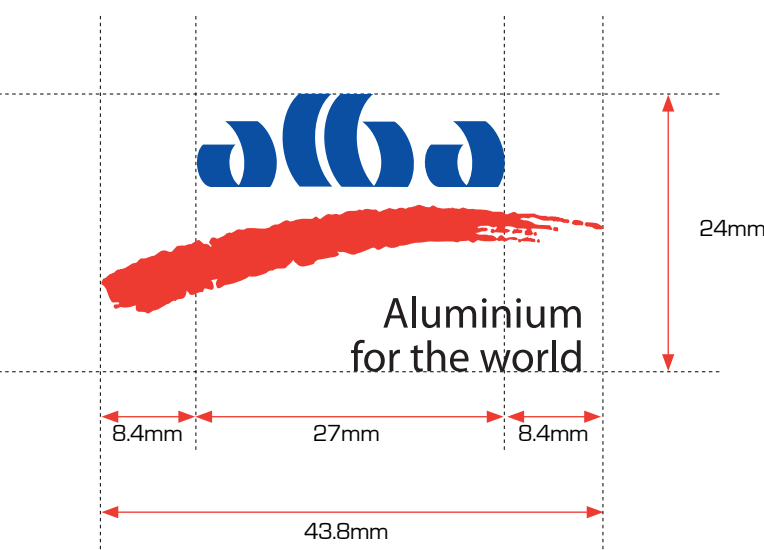
Alba **alternate** logo usage against dark background

# Logo Construction & Clear Space

It is important to keep a clear space around the logo. To regulate this, a clearance zone has been established around the logo to indicate how close any other element or text can be positioned/added around the Alba logo itself.

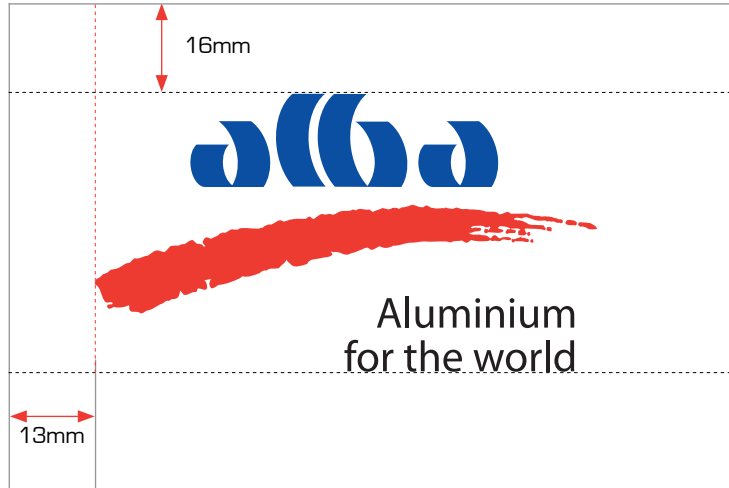
## Logo Construction

Alba logo comprises three elements: company name, swash & tagline. These elements have a fixed interrelated relationship that should never be altered in any way.



## Logo Clear space in (A4 Example)

Always ensure a clear space as per the dimensions given below to preserve the integrity of Alba's logo. No text or graphic elements should invade this zone.



# Incorrect Logo Application

Changes no matter how small could negatively affect our logo's integrity and may impact the consistent image we want to project.

Use of any stylised, hand drawn or other versions of the logo is not permitted at all times.

Please refrain from relying on the applications, as shown on this page, and always ensure to maintain logo usage as per this guideline.








# Primary Colours

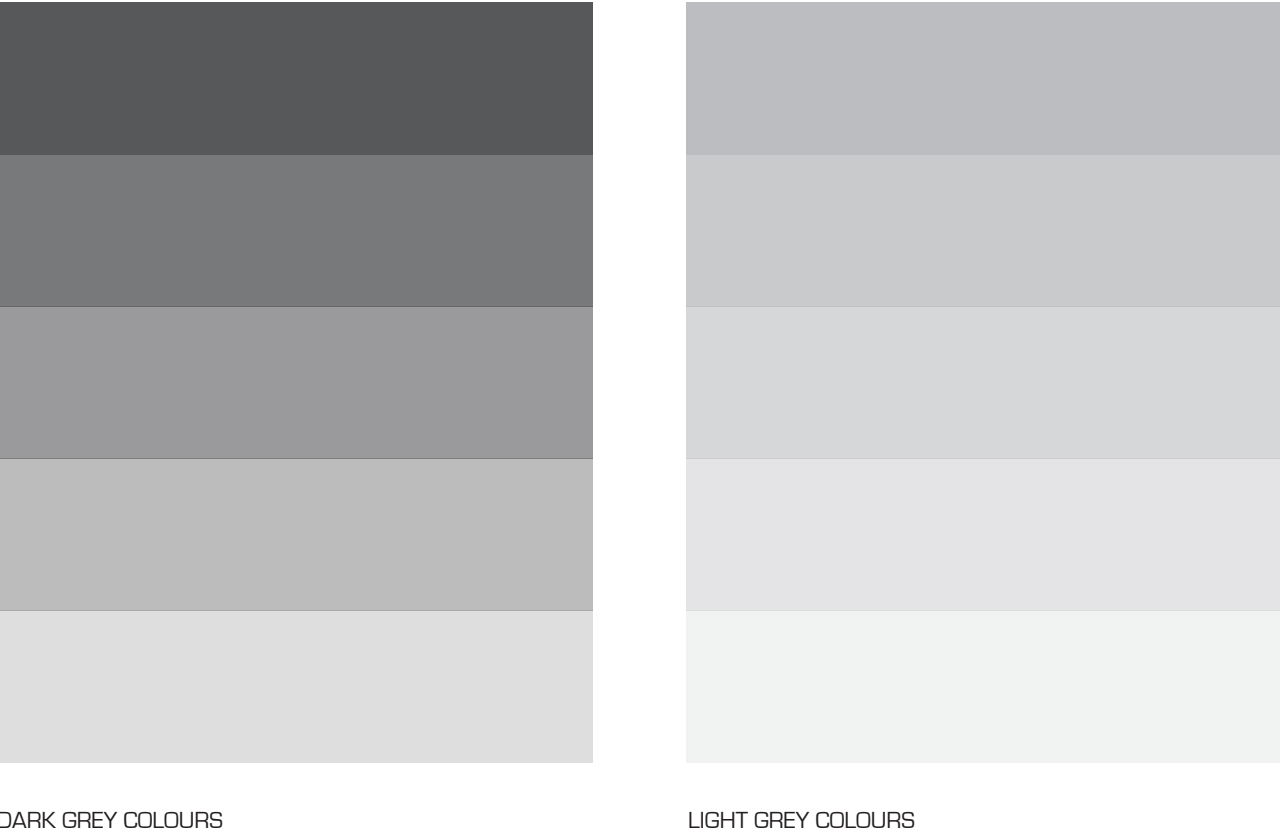
The colours which we rely on in our logo reflect Alba’s corporate identity. The colours, as shown below, are the primary options used for various media, and they are derived from the logo itself.

A primary colour palette has been provided for reference. The consistent use of these colours will contribute to the cohesive and harmonious look of the Alba brand identity across all relevant media.

					
PANTONE COLOUR		PANTONE COLOUR		BLACK COLOUR	
HEX	#004fa3	HEX	#ef3e33	HEX	#000000
RGB	0/79/162	RGB	239/62/51	RGB	0/0/0
CMYK	100/79/0/0	CMYK	0/91/89/0	CMYK	0/0/0/100
Pantone	072 CVC	Pantone	032 CVC		

# Secondary Colours

Different shades of grey can always be incorporated to complement the use of primary colours.



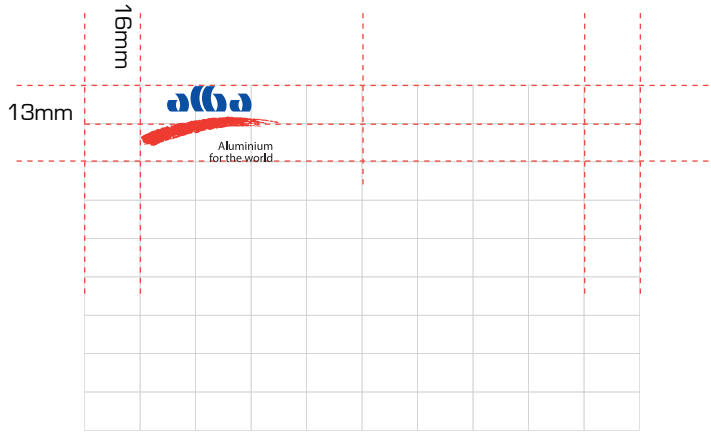
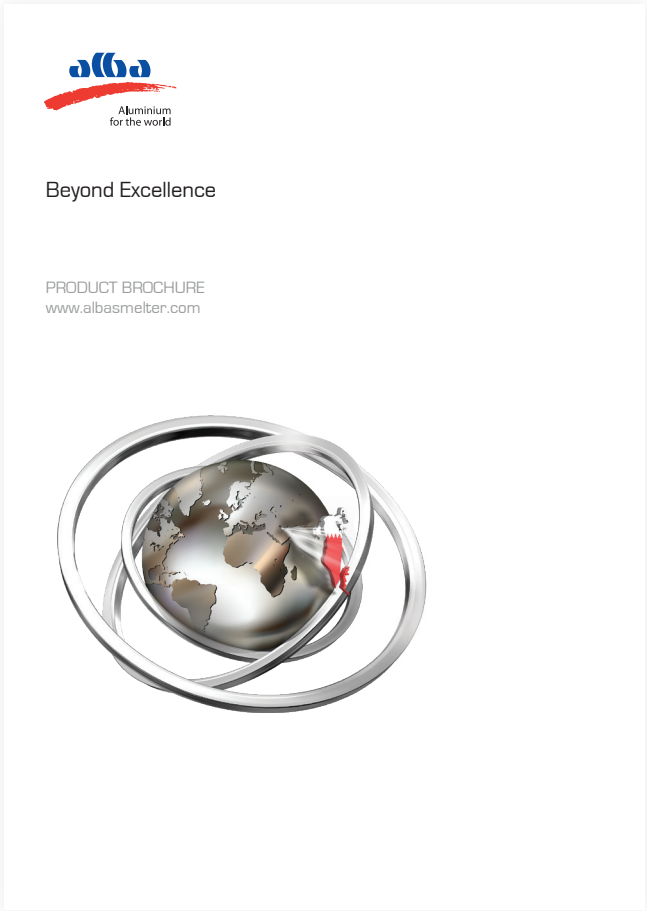
# Logo Application

## A4 Booklet and Letterhead

Size: 210mm (w) x 297mm (h) [A4 Format]  
Paper: Luxury paper 135 gsm  
Printing: Pantone colours. Offset printing 5x0

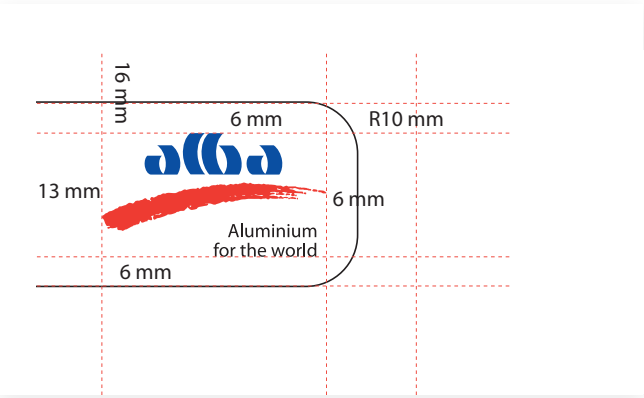
**Note:**  
When printing materials [booklets, guides, books, etc..] which comprise the Alba logo and colours, it is mandatory that printing is done in Pantone colours.

To refrain from relying on CMYK printing as it could result in different shades of reds and blues - this would affect the look and feel of the logo on the materials.



# Logo Placement on Photos & Non-Solid Backgrounds

When placing Alba logo against an image or a detailed graphical background, it is highly advisable to follow the application, as shown on the right, by placing the logo over a solid white object. Clear space must be maintained as shown on this A4 example.



## Aluminium Bahrain B.S.C. (Alba)

Phone: +973 17 830000

Fax: +973 17 830083

Email: [info@alba.com.bh](mailto:info@alba.com.bh)

[www.albasmelter.com](http://www.albasmelter.com)



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