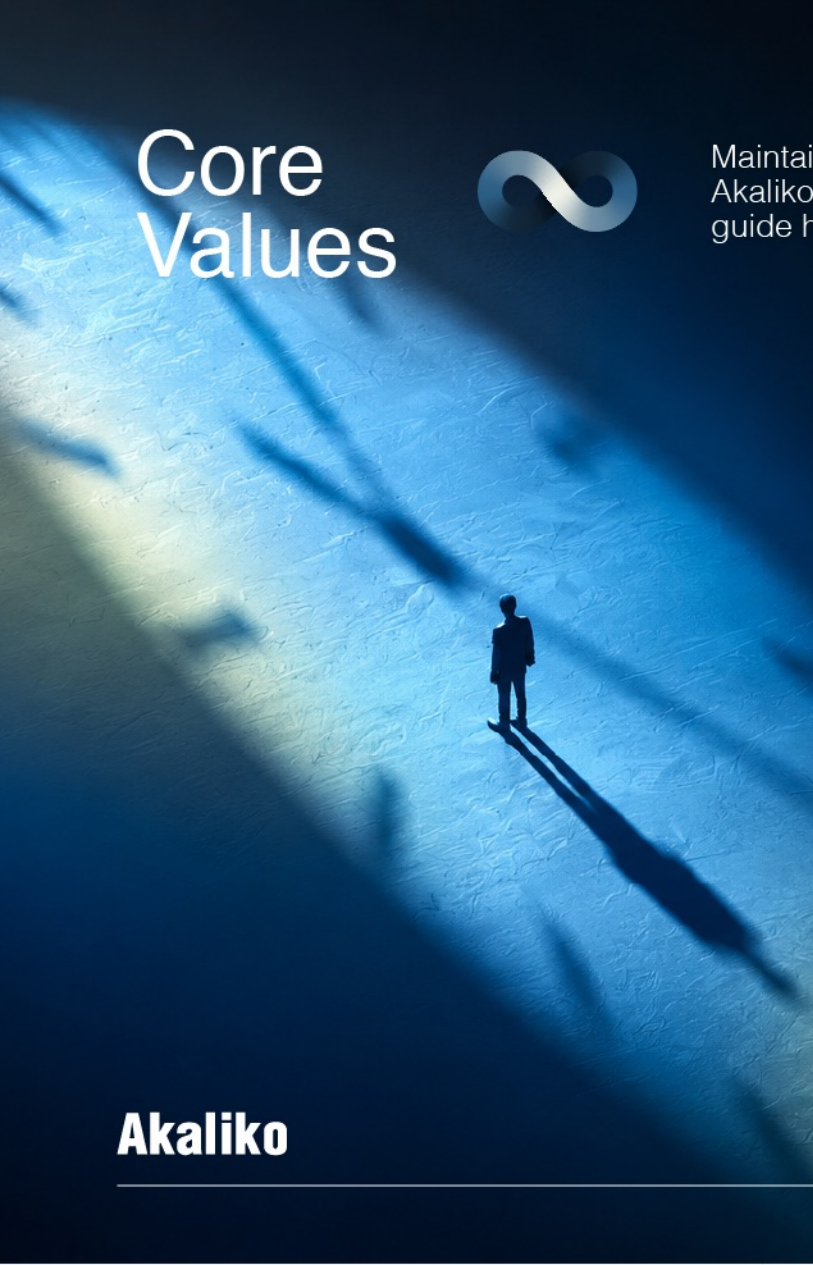
Akaliko

Core Values

Maintaining a strong culture anchored in clear, frequently communicated values is central to how Akaliko delivers world-class reliability for mining customers worldwide. These **TIMELESS** values guide how we make decisions, work together across branches, and serve customers.



Together We Thrive

Succeed through collaboration across teams, branches, and cultures aligning around shared goals and supporting one another to deliver.

Made for Customers

Focus on what matters most to customerscand measure our success by the value we help them achieve performance, uptime, and reliability.

Lead with Humility

Listen, learn, and improve, staying grounded in facts, open to feedback, and committed to doing the work the right way.

Integrity Always

Build trust through transparent actions, principled decisions, and accountability.

Embrace Change, Drive Growth

Pursue ambitious goals and continuously evolve how we work challenging conventions to create better outcomes for customers and the business.

Sustainable Success

Take a long-term view, balancing growth with safety, quality, and responsible practices that strengthen the company over time.

Logo
Clear Space

The clear area surrounding the logo is a **designated space around the mark to prevent it from being visually disturbed** or crowded by surrounding elements.
This also helps improve the visibility and clarity of the logo.

The minimum clear space around the logo must be equal to half the height of the letter “a”.



Logo Blue
#205079

R: 32 G: 80 B: 121
C: 99% M: 70% Y: 29% K: 11%

Gradient
New Blue

Social Blue
#225a8a

R: 34 G: 90 B: 138
C: 97% M: 65% Y: 22% K: 5%

Grey
#efefef

R: 239 G: 239 B: 239
C: 5% M: 3% Y: 3% K: 0%

Warm Ivory
#fafaea

R: 250 G: 250 B: 234
C: 2% M: 0% Y: 9% K: 0%

Sage Grey
#9baeaa

R: 155 G: 174 B: 170
C: 43% M: 21% Y: 32% K: 0%

Rich Blue
#133e5e

R: 19 G: 62 B: 94
C: 100% M: 75% Y: 39% K: 27%

Rich Black
#010110

R: 1 G: 1 B: 16
C: 79% M: 72% Y: 60% K: 83%

Primary Colours



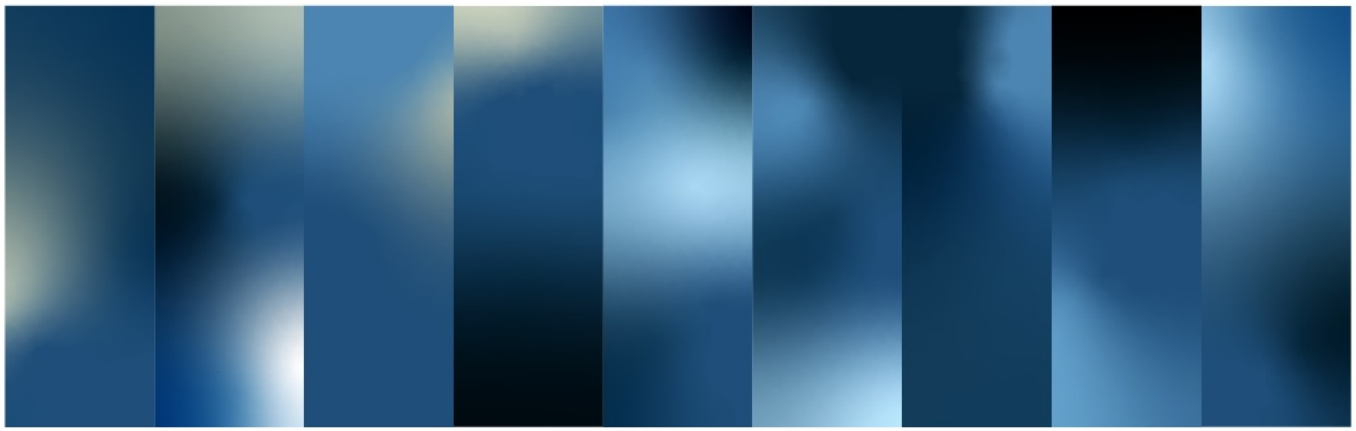
Logo Blue (#205079)

Akaliko's signature blue and the foundation of the brand identity. Created specifically for Akaliko, this original tone represents trust, clarity, and confidence while maintaining a modern, professional presence across all brand touchpoints.

Social Blue (#225a8a)

A slightly lighter variation of the core Akaliko blue, designed to add depth and flexibility to the visual system. It brings a more dynamic and approachable feel, particularly suited for digital, social, and supporting brand applications.

Secondary Colours



Gradient Colours

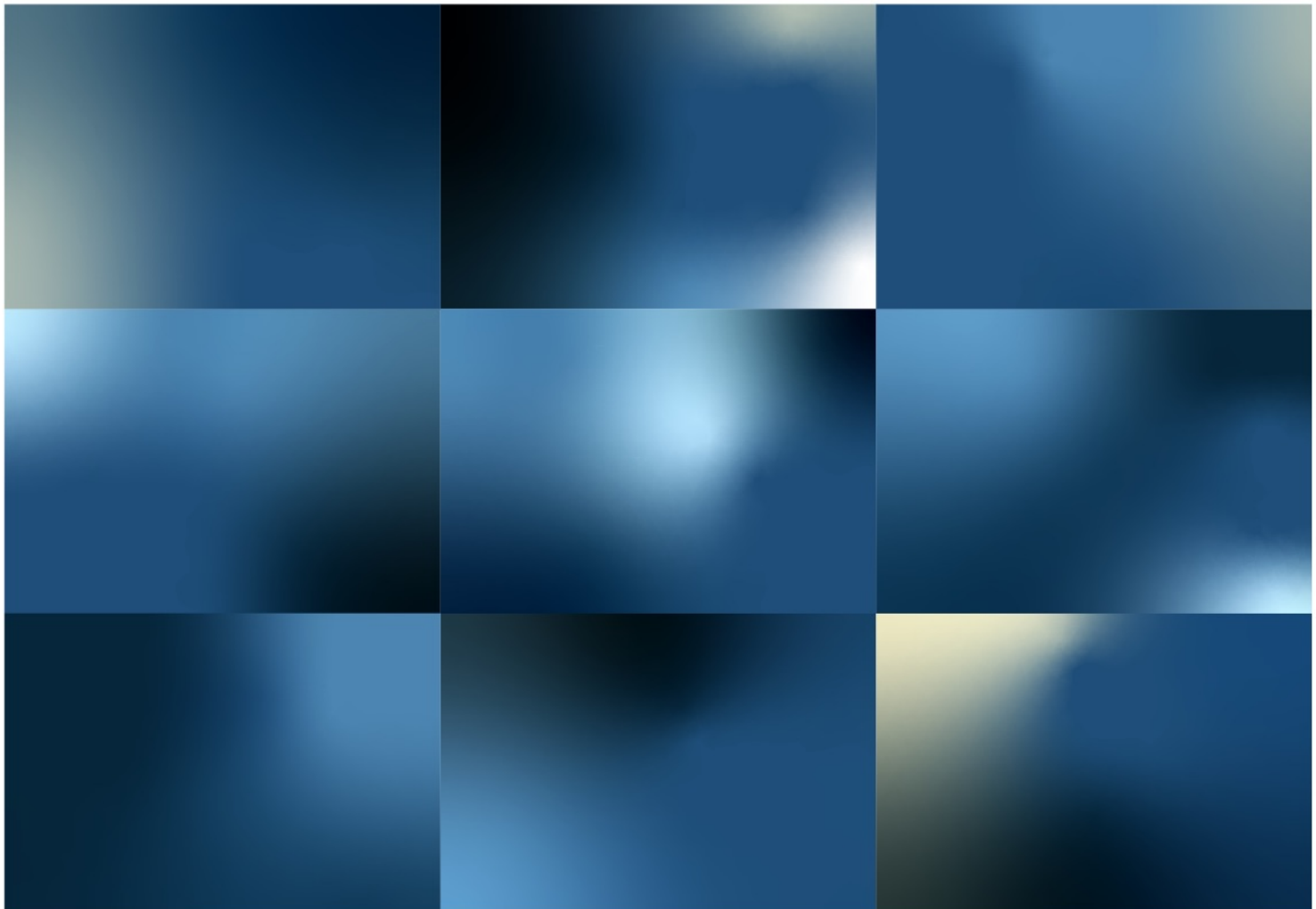
The Akaliko gradient system is built around Akaliko's original signature blue, creating a fresh and contemporary extension of the core brand identity. By blending the original blue with lighter and deeper tonal variations, the gradients introduce depth, movement, and visual energy while remaining distinctly recognisable as Akaliko.

Soft transitions between rich navy, vibrant blue, and illuminated highlights create a modern and refreshing aesthetic that feels fluid, sophisticated, and digital-first. These gradients bring warmth and versatility to the brand system, adding a more dynamic visual layer across web, social, and brand applications while always staying grounded in Akaliko's original blue colour.

Colour Gradients

The Akaliko gradient system introduces a refined and modern colour expression inspired by strength, depth, and innovation. **Developed from the brand's core blue palette,** these gradients add a contemporary and dynamic feel while maintaining a professional industrial identity.

The smooth transitions between deep blue, soft light tones, and metallic-inspired hues create a visually striking aesthetic that enhances digital and print applications with a more premium and modern appearance.



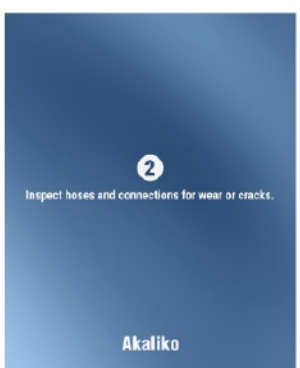
Brand Evolution Note

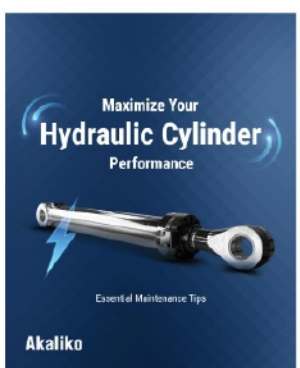
While Akaliko is officially introducing a structured gradient colour system into the brand identity, this visual direction is not a departure from the brand's existing character. **Throughout Akaliko's social media and digital communications over time, various shades and applications of blue gradients have already been consistently used across campaigns, promotional content, and visual assets.**

The purpose of introducing an official gradient system is to create consistency rather than change. By formalising these existing visual elements, Akaliko establishes a more unified and scalable design language while preserving the familiarity of its established brand presence. The gradients remain rooted in Akaliko's original signature blue, ensuring the brand continues to feel recognisable while introducing greater depth, flexibility, and a more contemporary visual expression.











Colour Gradients



#000000	#082a3f	#265574	#4a81a9	#205079	#9baeaa	#d2d8c5	#fafaea	#ffffff

Tertiary Colours Usage

The tertiary colour palette is designed to support and complement the primary brand colours, adding flexibility, depth, and balance across all brand applications. These colours should be used thoughtfully to enhance layouts, improve readability, and create a refined visual hierarchy without overpowering the core brand identity.



Grey (#EFEFEF)

Used for backgrounds, section dividers, subtle containers, and supporting design elements. It helps create clean spacing and a modern, minimal appearance.

Warm Ivory (#FAFAEA)

A soft neutral tone that adds warmth and elegance to layouts. Best suited for background applications, presentation slides, packaging, and premium brand materials where a softer visual feel is preferred.

Tertiary Colours Usage

Sage Grey (#9BAEAA)

A muted accent colour used to introduce calmness and sophistication. Suitable for highlights, infographics, icons, UI elements, and supporting graphic accents.

Rich Black (#010110)

Intended for typography, dark backgrounds, overlays, and high-contrast applications. Use selectively to maintain a premium and modern visual identity.

Together, these tertiary colours create a balanced and versatile system that supports consistency across digital, print, environmental, and marketing materials.

Rich Blue (#133E5E)

A strong supporting brand colour used for emphasis, headers, buttons, call-to-actions, and important information. It provides contrast while maintaining a professional and trustworthy appearance.

Helvetica

Helvetica is a timeless sans-serif typeface known for its clean lines, clarity, and modern simplicity. Chosen for the Akaliko brand identity, Helvetica reflects professionalism, reliability, and strength.

As the primary brand typeface, Helvetica is recommended for all marketing and design-related materials, including social media graphics, advertisements, presentations, brochures, and branded artwork.

Its versatile and highly legible design ensures a consistent visual identity across both digital and print applications. Helvetica is available through Adobe Fonts and should be used by designers and creative teams when producing official Akaliko brand communications.

AB ab

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789
+?;:()”&%$@!#*

Light *Light Oblique* Regular *Oblique* **Bold** ***Bold Oblique***

Aptos Typeface

Aptos is the primary supporting typeface for internal communication and everyday business use across the organisation. As the default font available in Microsoft Office applications, it ensures consistency, accessibility, and ease of use for all employees when creating documents, presentations, spreadsheets, and email communications.

With its clean, modern, and highly legible design, Aptos supports clear communication while maintaining a professional appearance across both digital and printed materials. Its wide availability across Microsoft platforms also allows for seamless collaboration and document sharing without formatting issues.

Aptos is recommended for day-to-day operational documents, including reports, proposals, presentations, internal memos, and general office correspondence.

AB ab

0123456789
+?;:()”&%$@!#*

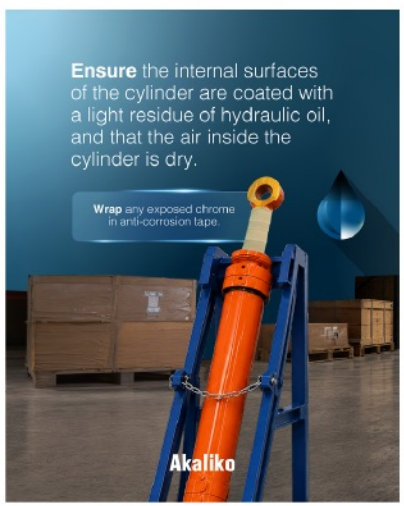
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

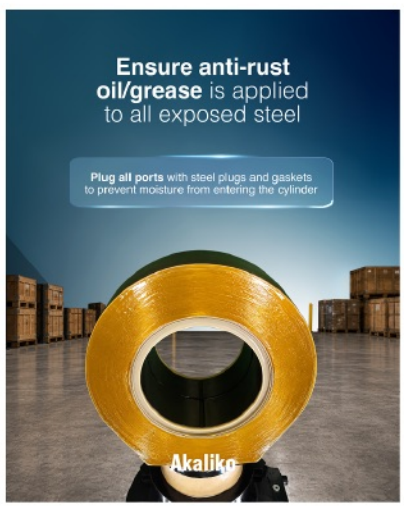
Light Display Regular *Italic* Semibold **Bold** ***Bold Italic*** **ExtraBold** **Black**

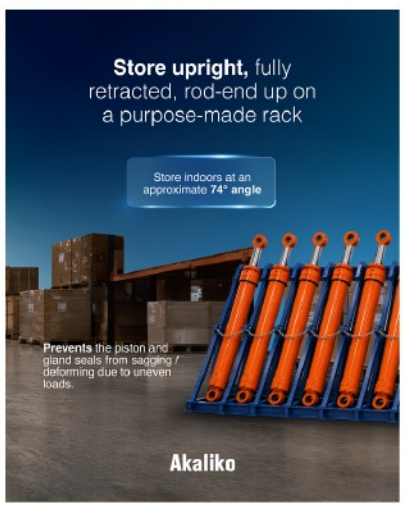
Social Media

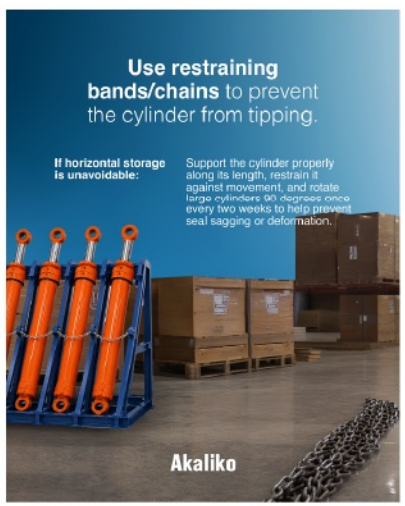
Akaliko's social media design system uses the new gradient palette to create a more dynamic, modern, and visually connected digital presence. Carousel layouts extend visual elements across multiple slides to create continuity and encourage engagement, while **connected graphics allow images, typography, and supporting elements to flow seamlessly between frames**, delivering content in a more immersive and structured way.







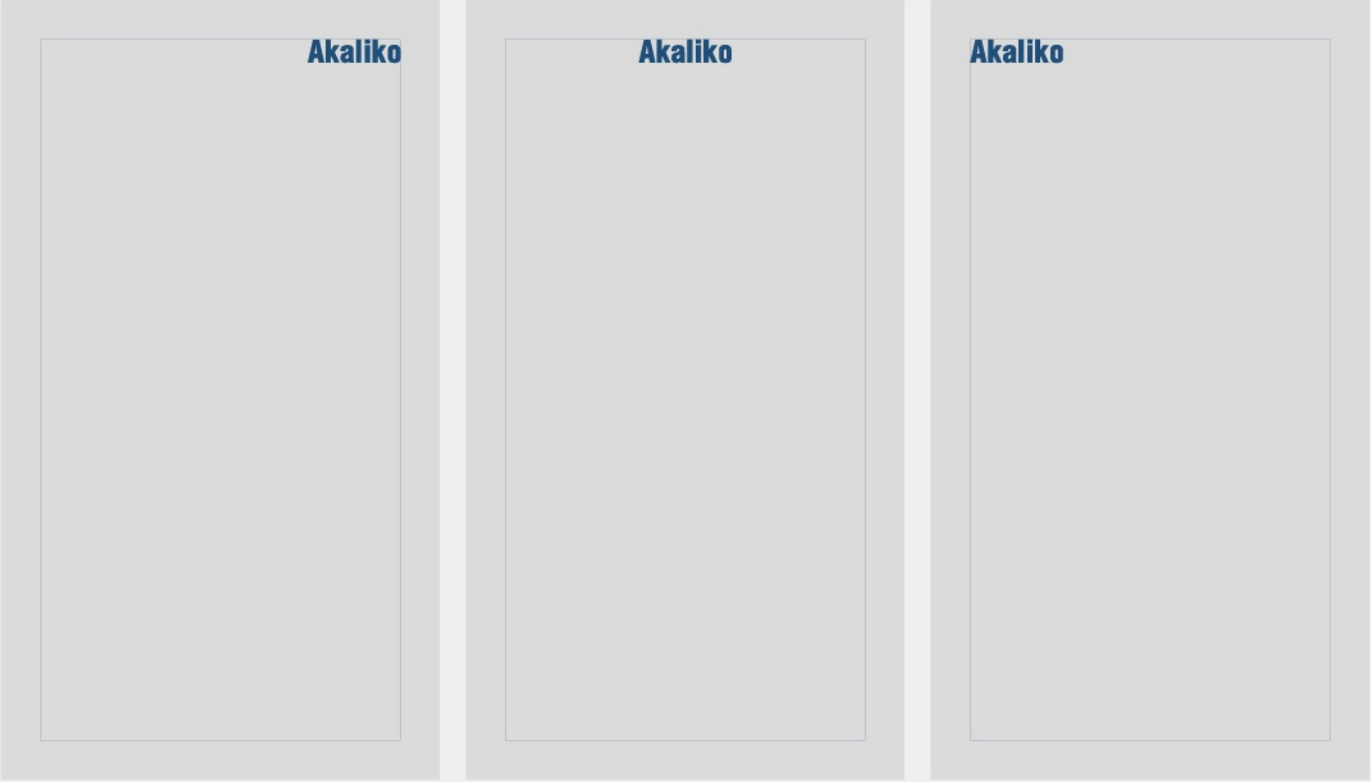




Design Format

A clean and consistent layout system for digital and online artwork. **Structured spacing, modern typography, and clear logo placement** help maintain a professional brand appearance across presentations, social media, and marketing materials.

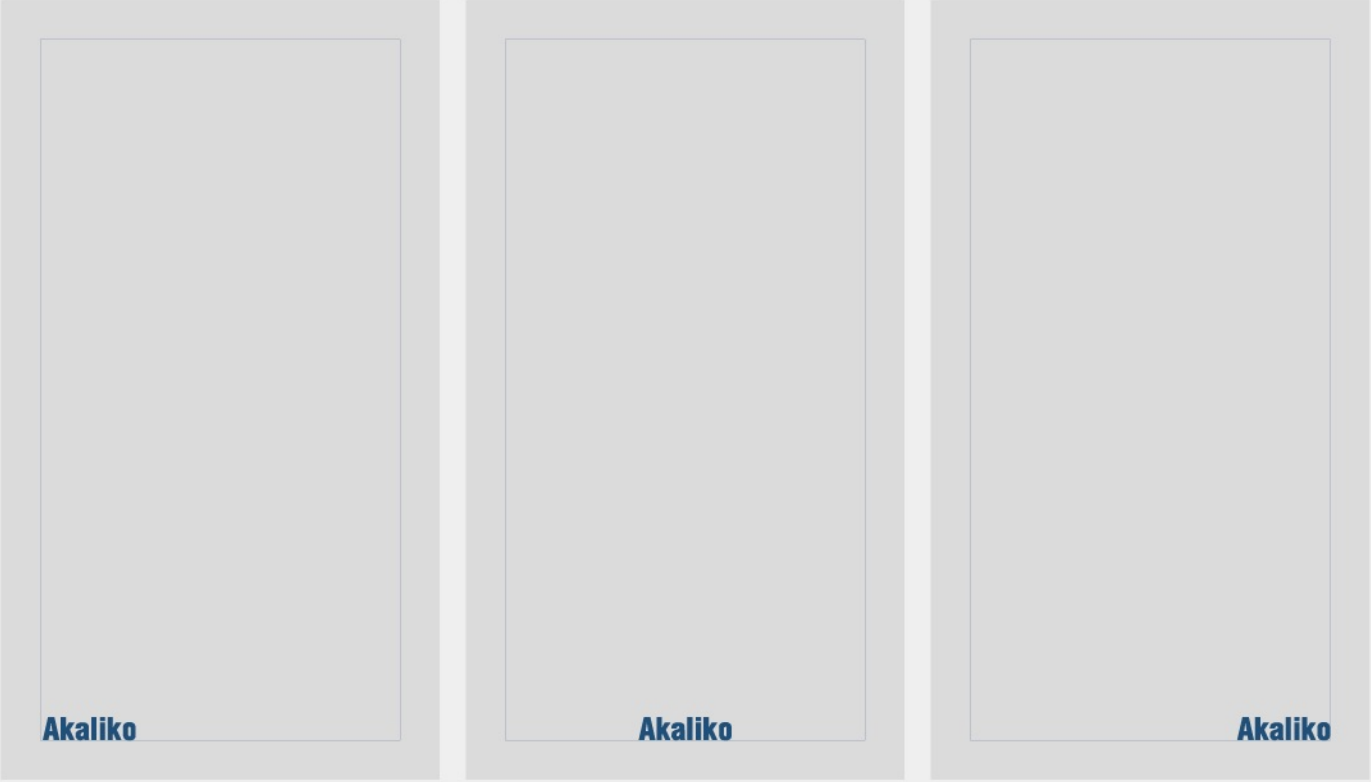
The flexible format ensures all visual communications remain aligned, recognizable, and easy to **adapt across different platforms and content types.**



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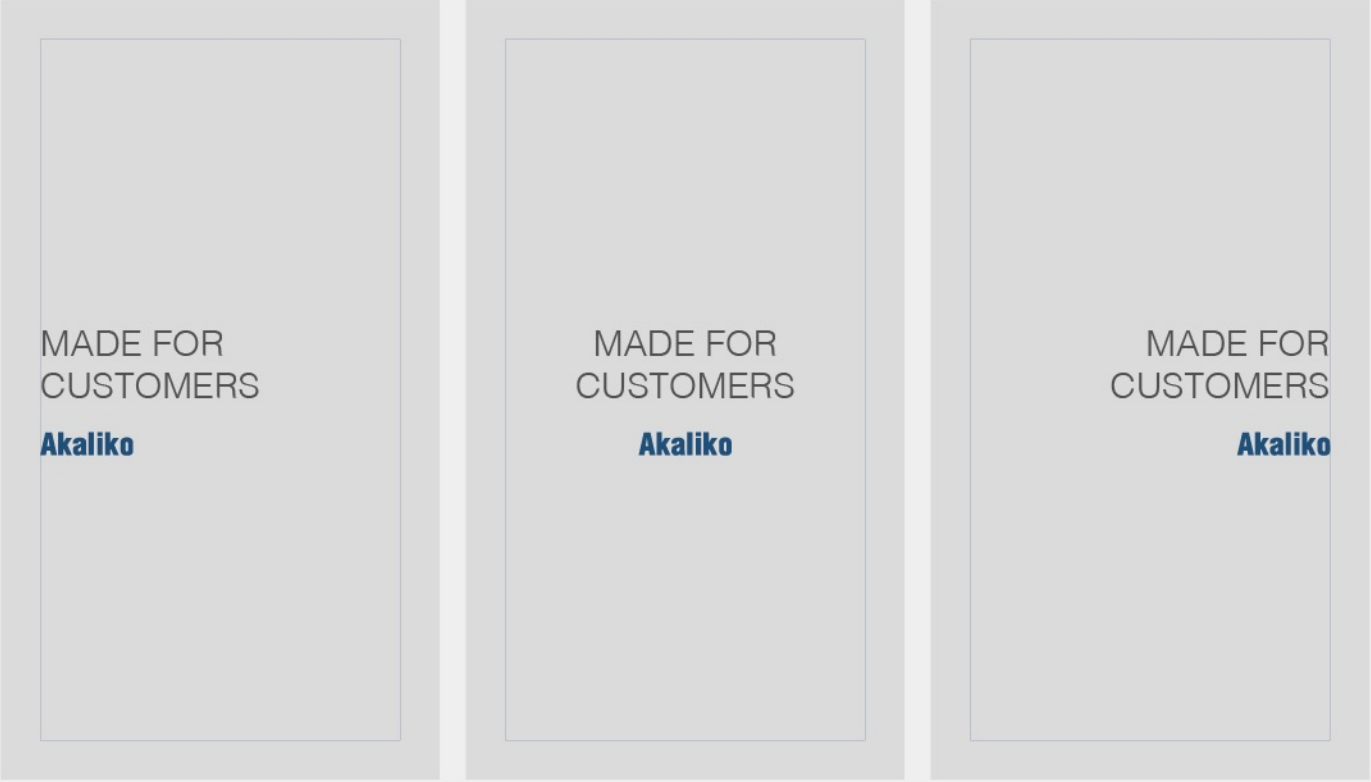
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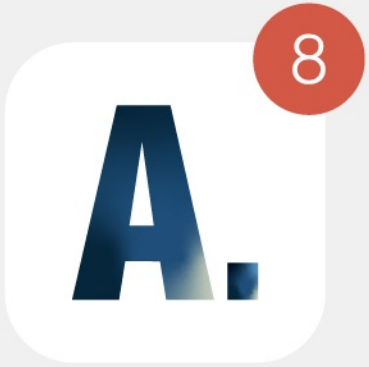
The flexible format ensures all visual communications remain aligned, recognizable, and easy to **adapt across different platforms and content types.**



Web Icon & App Icon

The Akaliko icon brings the brand into the digital space with a clean and modern look. **Designed for flexibility, it can be used across websites, social platforms, and future mobile applications** while maintaining a strong and consistent identity.







Web Icon 1:
Logo Blue: #205079
White: #ffffff



Web Icon 2:
Rich Blue: #133e5e
White: #ffffff



Web Icon 3:
Social Blue: #225a8a
White: #ffffff



Web Icon 4:
Gradient Colour
White: #ffffff

Iconography



GO TO ONLINE STORE
Products

New Component

NEW



Hydraulic Pump

Solutions
Consulting

Resources
Inventory List

Mining Equipment Components and Services

Hydraulic Cylinders
Exchange Program

Manufacturing
Service and Repair

Equipments
Sleipner Transport System

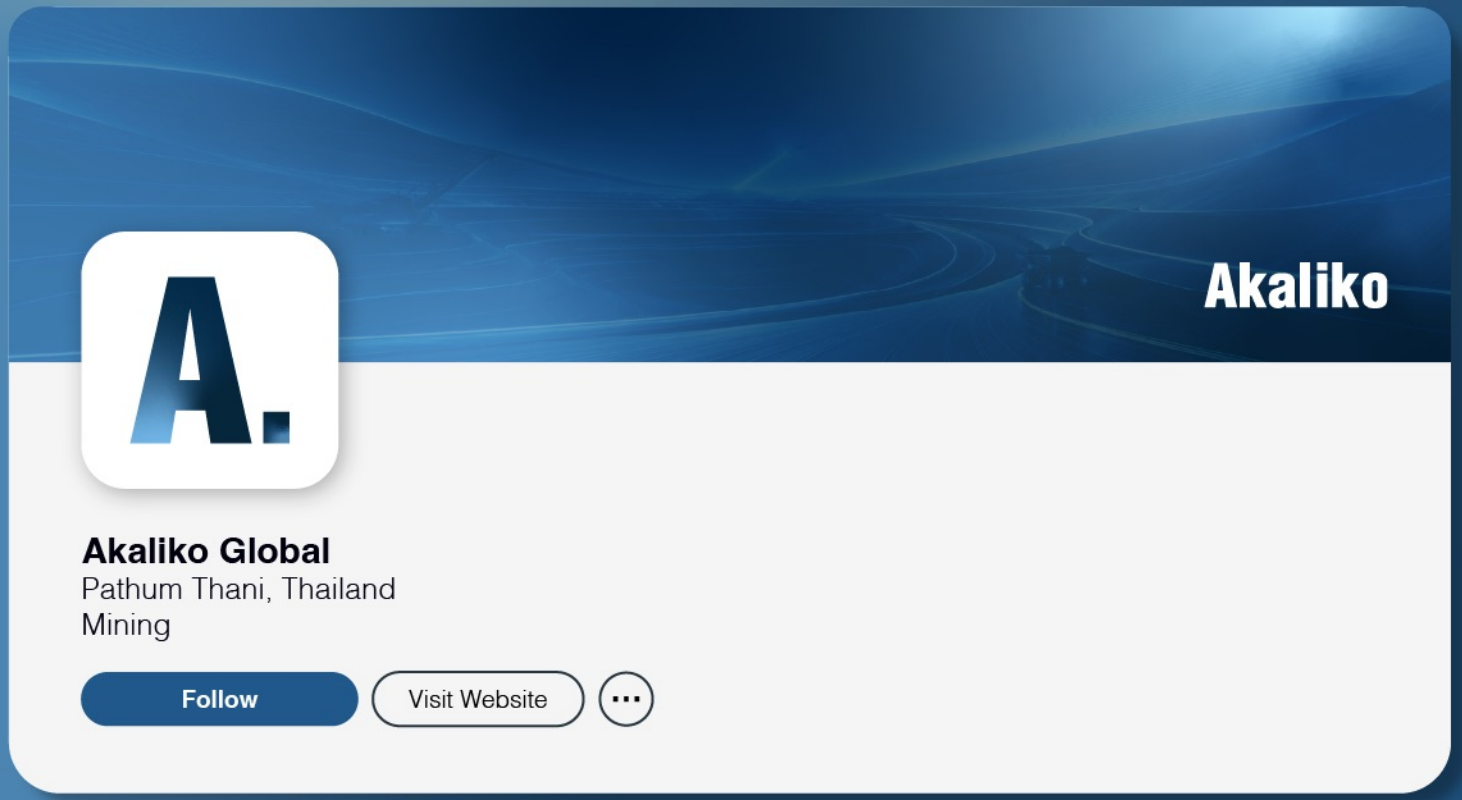
Start the Conversation **Contact Us**

Best Regards,

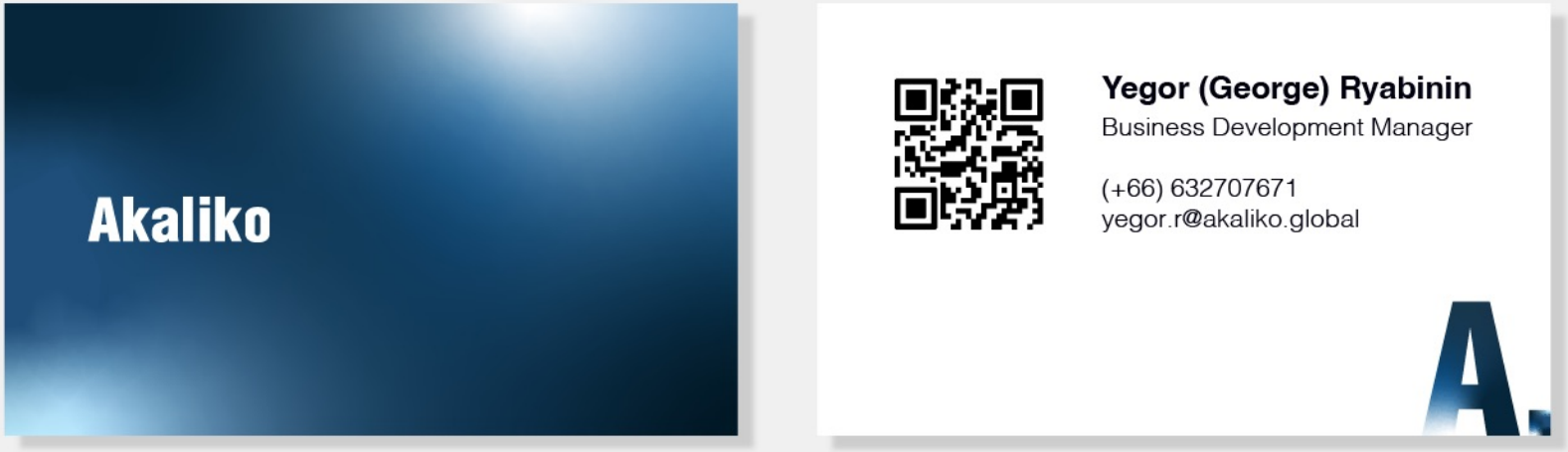
Yegor (George) Ryabinin | Business Development Manager
+66-64-407-2907 (Thailand) | +66-63-270-7671 (Whatsapp)

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TIMELESS



TIMELESS

Timeless Symbol Akaliko Core Values

The Timeless symbol was created as an internal representation of Akaliko's core values and culture. The name Akaliko originates from a Buddhist term meaning "Timeless" or "not limited by time," reflecting principles and truths that remain relevant across generations. Inspired by the concept of infinity and the form of the number eight, the symbol reflects continuity, growth, and values that endure beyond time.

The flowing, connected shape symbolizes the ongoing journey of learning, collaboration, and progress, reinforcing the idea that strong principles remain meaningful regardless of change or circumstance. **Designed specifically for internal use, the Timeless symbol serves as a visual identifier for core value initiatives, employee engagement materials, and company presentations or outings.**

It represents the shared mindset and guiding principles that connect individuals across teams, creating a sense of unity, purpose, and a lasting culture throughout the organization.

Timeless Logo



On a light background



On a dark background

Akaliko is a Buddhist term meaning "not conditioned by time" or "not limited by time." It is commonly used as one of the qualities of the Buddha's teachings (Dhamma), known as the Six Virtues of the Dhamma. Its core meanings are:

Timeless in its results: The practice of the Dhamma can benefit those who follow it at any time, in any era. Whenever one practices sincerely, the results arise accordingly.

Eternally true: The teachings are universal truths that remain valid and unchanging through all ages. They do not become outdated with time.

Timeless Logo

The Timeless Logo is inspired by the form of the number 8 transformed into an infinity symbol, a universal representation of continuity, balance, and eternity. At first glance, the mark resembles an endless flowing loop. This visual language reflects the meaning of Akaliko, a Buddhist term describing something beyond the limitations of time, timeless, ever-present, and eternally true.

The connection to the number 8 carries layered symbolism:

- In many cultures, 8 represents abundance, harmony, and infinite flow.
- When turned horizontally, it becomes the infinity symbol, expressing movement without beginning or end.
- Its continuous path suggests cycles of growth, transformation, and renewal.

For Akaliko, the symbol represents more than eternity alone. It reflects the essence of the Dhamma:

- wisdom that remains true across all eras,
- practice that continuously gives results,
- and a state of presence that exists beyond time itself.

The flowing interconnection within the logo also symbolizes:

- the balance between past and future,
- stillness and motion,
- human experience and higher awareness.

Rendered in Akaliko's signature blue gradient, the logo evokes depth, clarity, water, sky, and light creating a feeling that is calm yet progressive, spiritual yet contemporary.

Together, the mark becomes a visual expression of Akaliko's philosophy.

Akaliko