



Alter8

Media Kit

Contact us:

647.932.8311

media@alter8.com

alter8.com



About us

*An evolutionary mission to improve
the quality of life, communication and
relationships.*

*Innovating our world through
thoughtful experience management,
quality sourcing and community spirit.*

*We are connecting a diverse tribe of
alternative thinkers, healers, creatives
and evolutionaries who are turning up
to create the future.*

Vision

*Improving the quality of life,
communications and relationships by
expanding awareness and opportunity
through connection and exchange.*



Mission

*To evolve commerce through leading-
edge holistic solutions suited for the age of
information and transparency.*

*We are connecting a diverse tribe of alternative
thinkers, healers, creatives and evolutionaries to
facilitate purpose and progress.*

The Alter8 Trifecta



Alter8

Evolutionary Mission

An evolutionary mission to improve the quality of life, communication and relationships.



ALTERNATIVE
TH!NK!NG

Visionary Eco-Market

Empowering your wellness with thoughtfully sourced offerings to cultivate health, nutrition, wisdom, beauty and spirit.



Altern@ty

Community Hub

A visionary venue designed to incubate human connection with a thoughtfully crafted environment to facilitate meaningful interactions in realms of wisdom, ceremony and celebration.

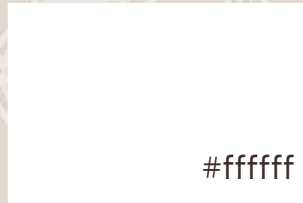
Brand Guidelines



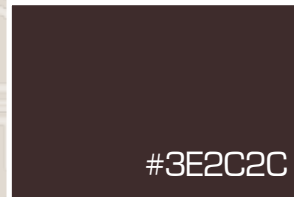
Logo files 



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EB Garamond

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O P Q R S T U V W X Y Z

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0 1 2 3 4 5 6 7 8 9



Eurostile

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9



Design Elements: Backgrounds



Walnut Wood

You may use the darkest tone of wood on the background of graphics designed for Alter8 related communications.



White Oak Wood

The medium tone of wood can be used as a background in graphics designed for Alter8 related communications.



Natural Wood

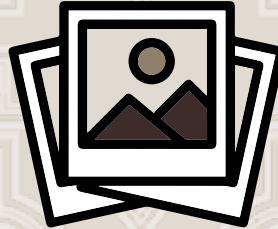
The lightest tone of wood can be used on the background of graphics designed for Alter8 related communications.



Shipibo

The Shipibo pattern is one of our brand assets. It is commonly used as an overlay on wood, our brand colours and sometimes photographs.

Design Elements: Marketing Materials



Photography

Provided are curated photo assets you may use for the promotion of the Alter8 products and services.



Value Proposition

You may use the text in the Value Proposition pdf to guide your communications when describing the Alter8 brands.



Alter8 Insects


The Alter8 insects are a part of our brand assets and can be downloaded to adorn graphics for promotional use.



Contact us

Our contact information can be downloaded in white or black for use on any promotional graphics.

Alter8
Connect with us:

 647.932.8311

 info@alter8.com

 alter8.com

Social Media Platforms & Hashtags



@alter8.portal

An evolutionary mission, providing depth and context to its market-facing brands. #Alter8

@alternativethinking.shop

Discover, experiment and explore alternative lifestyle products. Here is where you'll discover healthy & eco-friendly alternatives. #AlternativeThinking #ThinkAlternative

@alternity.hub

Welcome to our intimate bohemian style living room in Toronto. The immersive, hub experience stimulates all your senses. #alternityhub #alternity



@alternativethinking.shop

@alternity.hub

@alter8.portal

Discover our Facebook community hub where we hold discussions, share our latest news, promotions, and product releases. #BeAltern8tive #AlternativeThinking



@alter8radio

Take our vibe home with Alter8 Radio! Experience the sounds of our Alternative Thinking and Alternity locations in Toronto. We feature the sounds of international and local artists. #Alter8Radio