

Alpha Brand Guidelines

Version 2.0
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Welcome to the Alpha Brand Guidelines.

INTRODUCTION

Before we begin, let's run through some background questions.

One Alpha, Many Contexts.

Alpha has one single identity visually represented by a question mark logo.

Although Alpha is run in many contexts, for example in the Catholic Church, in a prison or school, the logo remains the same.

Alpha's brand identity is articulated both visually and in our tone of voice, both of which are explained in this document.

Why one Alpha?

One Alpha means that wherever you are in the world, a person's experience of Alpha is the same.

When we apply the branding consistently in our location, there is less confusion or lack of recognition.

A simple and consistent articulation helps present Alpha as a trusted brand, which is important for anyone who interacts with us, whether it is an Alpha guest, an Alpha office staff member or a church leader.

Why many contexts?

Alpha is easy to run and adaptable, which is why we've seen it run in many contexts, including gyms, on army bases, in universities, in prisons and churches.

What is my role if I use the Alpha branding?

We consider anyone using the Alpha brand identity to be a brand guardian. You are responsible for protecting the integrity of Alpha through brand application, as laid out in these guidelines.

You are sharing Alpha not only locally but as part of one global team working for the same goal; the evangelisation of our nations and the transformation of society.

Thank you for everything you do to support and share Alpha.

For advice and support, please contact: campaigns@alpha.org



ABOUT ALPHA

Alpha began in 1977 as an introduction to the Christian faith for new Christians attending HTB Church in central London.

When curate Nicky Gumbel took over the running of Alpha at HTB in 1990, he noticed its appeal to those who would not describe themselves as Christians.

Alpha became increasingly popular and, after the first training conference for church leaders in 1993, it started in other churches in the UK and around the world.

Vision

Our vision is to play our part in the evangelisation of the nations and the transformation of society.

Alpha has run on every continent in the world.

Alpha has run in every major Christian denomination.



OUR CREATIVE VALUES

Alpha’s creative values direct how the brand looks.

Whether it is a video, a website, an app or an advertisement, these values should help you to set the standard for your creative output.

| | |
|------------------|--|
| INTEGRITY | Honest Unified Holistic Environmental |
|------------------|--|

| | |
|---------------|--|
| SIMPLE | Pure Functional Effective Minimal Clever |
|---------------|--|

| | |
|----------------|---|
| EMOTIVE | Moving Playful Expressive Fun Life-changing |
|----------------|---|

| | |
|---------------|---|
| BEAUTY | *Kalos Beautifully designed Stylish Refined Brilliant <small>* (Greek word meaning beautiful, as an outward sign of the inward good)</small> |
|---------------|---|

| | |
|-------------|---|
| BOLD | Innovative Iconic Audacious Eye-catching Relevant |
|-------------|---|

OUR TONE OF VOICE

Alpha's tone of voice guides how we communicate using words.

Whether is a video script, a tweet, an advertisement or a marketing email, these values should help you to maintain a consistent tone of voice across your creative output.

Inspiring

What we mean

Creative, innovative, aspirational, life-changing

What we don't mean

Cheesy, sales-like, ambiguous, lacking intention

How does 'inspiring' sound?

The experience of Alpha is always fun and often life-changing so an invitation to run or try should feel positive. Where could Alpha take you? Every story, every message and every interaction with Alpha should inspire our target audience to do something.

Adventurous

What we mean

Bold, risk-taking, innovative, daring, unafraid

What we don't mean

Reckless, melodramatic, exaggerated

How does 'adventurous' sound?

We believe life is an adventure and, whatever part of the journey you are on, faith is an important part of this. We want people to see Alpha as a bold, fun experience and as something you dare to try or dare to run.

Authentic

What we mean

Genuine, credible, trustworthy

What we don't mean

Rude, unclear, condescending, irreverent

How does 'authentic' sound?

We connect with our audience when we are authentic and allow our human characteristics, such as humour, vulnerability, honesty and grace, to shine through. We are open about Alpha and how it works. We avoid Christian jargon and we speak clearly, saying exactly what we mean.

Advertising Example

The image shows a white rectangular card with red text. At the top, the hashtag #TRYALPHA is written in a large, bold, sans-serif font. Below it, there are several lines of smaller red text, each on a new line, separated by small gaps. The text reads: 'LIFE IS SHORT. LIFE IS AN ADVENTURE. LIFE IS THIS. LIFE IS THAT.' followed by 'SO WHAT DO WE DO? DO WE SPEED UP OR SLOW DOWN? DO WE QUIT OUR JOBS AND SEE THE WORLD OR DO WE STAY PUT AND CLIMB THE LADDER?' followed by 'MAYBE ALL THAT MATTERS IS THAT WHILE WE'RE HERE ON EARTH, WE NEVER STOP EXPLORING WHAT IT'S ALL ABOUT.' followed by 'ALPHA IS A SERIES OF INTERACTIVE SESSIONS EXPLORING THE CHRISTIAN FAITH. THERE IS NO PRESSURE, NO FOLLOW UP AND NO CHARGE.' followed by 'AND IT'S FUN.' At the bottom, in a smaller font, it says 'Explore life #TryAlpha' and 'Visit alpha.org to find an Alpha near you.'

OUR TONE OF VOICE

Gracious

What we mean

Kind, humble, servant-hearted, forgiving, good

What we don't mean

Unconfident, indecisive, bland

How does 'gracious' sound?

We acknowledge our purpose with Alpha is to serve the local church. We seek to honour the teams and individuals involved in Alpha's vision to play our part in the evangelisation of the nations. We want to be of service and ask what can we do to help. How do we share and give away freely what we are given? We are patient, friendly and helpful.

Open

What we mean

Inviting, true, self-confidence, transparent, heartfelt

What we don't mean

Unpolished, unprofessional, run-of-the-mill, lacking beauty

How does 'open' sound?

The emerging generation look up to brands and people who say it like it is. They are marketing-savvy and sales talk is a turn-off. Good conversation is two-way, it's social and it doesn't have a hidden agenda. Whether online or offline, we are always professional but we are also down-to-earth and accessible.

Communication Example

YOUR ALPHA INVITATION

The Alpha Invitation 2014 is about making it easy to invite a generation to Alpha. This guide is designed to help you get the most out of what's on offer.

In the following pages you'll find out the story behind the new campaign. Our new Invitation website is also full of fun and useful content to help you launch your next Alpha.

We've got a couple of special events coming up for you to add to your calendar. Join us for livestream prayer in September as we unite churches across the UK to pray for the nation and prepare for launching Alpha (p. 9). We're also looking forward to Run Alpha – a brand new event designed to give an emerging generation of leaders everything they need to run Alpha and reach a generation (p. 12).

Every year, more and more people try Alpha to find answers to life's big questions. Over 3.5 million people have already done Alpha in the UK. It's time to get ready to launch.



Tim May
Director of Alpha UK

HERO COPY

How should we describe Alpha and what is the call to action in our communication (our websites, an advertisement, in our social media)?

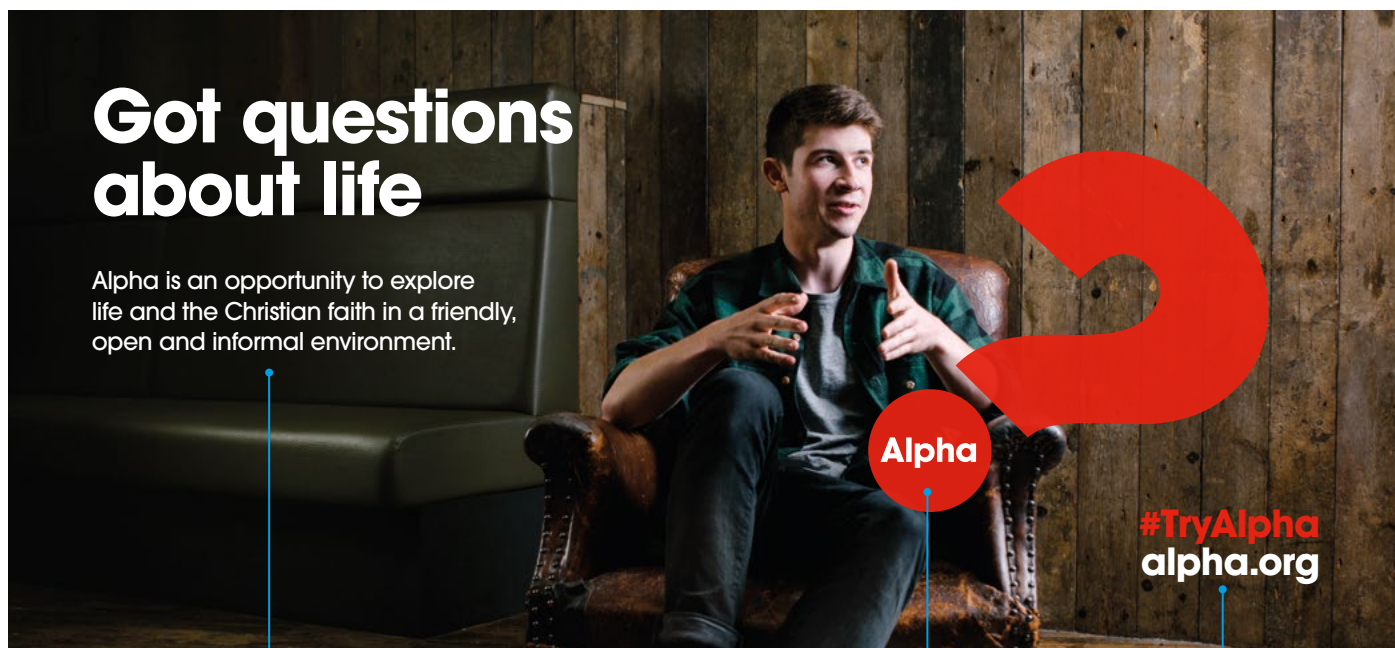
What is Alpha?

Alpha is an opportunity to explore life and the Christian faith in a friendly, open and informal environment.

Call to action

#TryAlpha
alpha.org (your country URL)

Example placement:



What is Alpha

This is how we describe what Alpha is to our audience

Alpha

Logo

We recommend setting the red to 95 per cent opacity when applied over images

#TryAlpha
alpha.org

Call to action

Drop the www.
Eg. *alpha.org*
instead of
www.alpha.org

HERO LOGO

The Alpha logo brings to life our central brand-positioning statement:

Everyone carries a unique question.

This is why the Alpha logo is a question mark with the word Alpha in the dot.

There are endless question marks to choose from, reflecting the endless questions people have.

For the purposes of explaining the logo, we will use this version to demonstrate the guidelines for use. These guidelines are therefore true of any Alpha question mark.



LOGO DON'TS

It is important to note that since the new branding launched, we have learnt a great deal about how best to use it.

This includes some good examples of how not to use the Alpha logo:



The Alpha logo is one single colour, not multi-colour or patterned.



The Alpha logo does not join with other words to create a sub-logo for a National Alpha office or context.



The Alpha logo is not the Alpha logo if it does not follow guidelines on size and angle.



The smallest size logo is no smaller than the word Alpha at 6pt.



No other words are permitted in the dot or around the dot. Exceptions only by permission of Alpha.

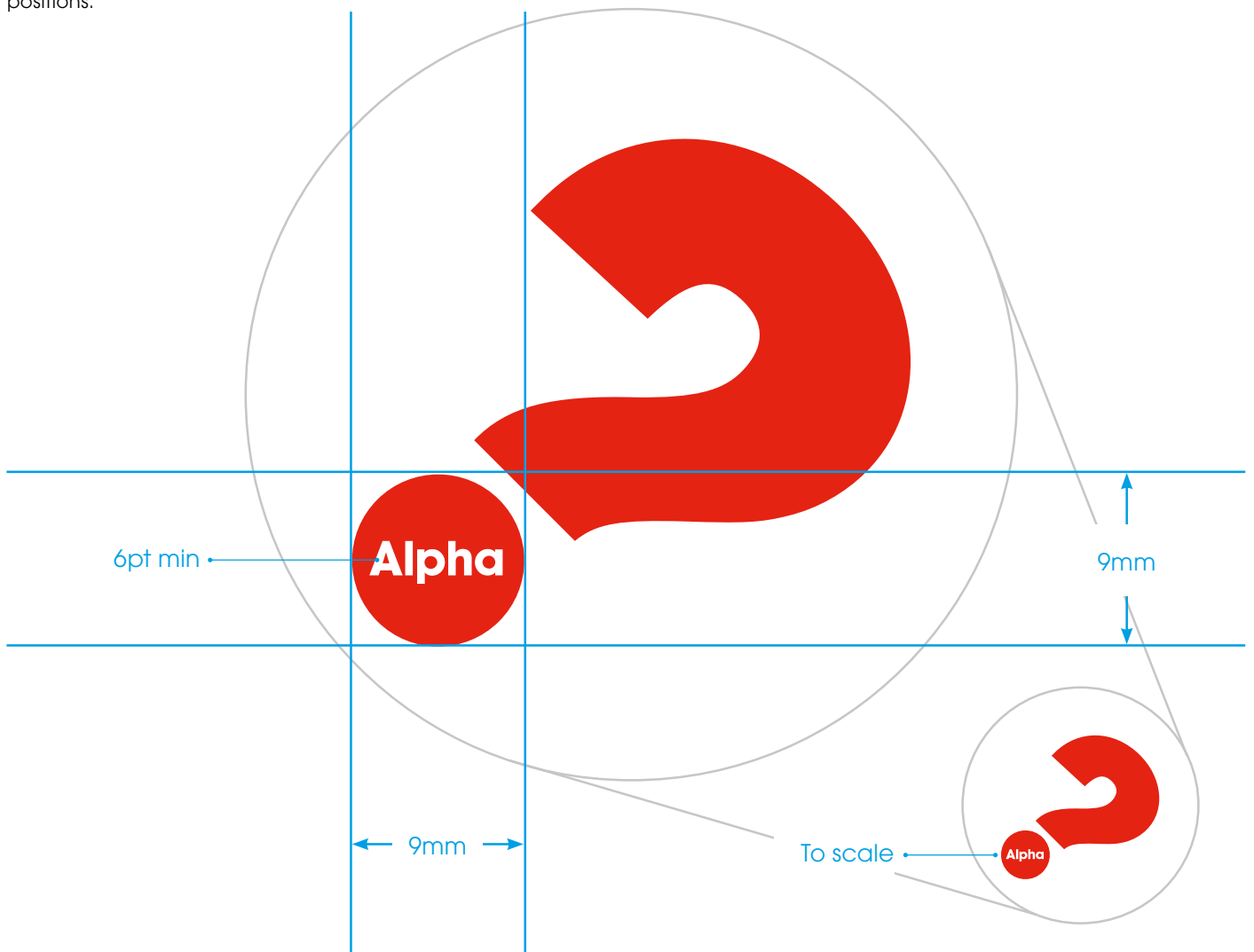


Do not remove the word 'Alpha' from the dot.

LOGO SIZE

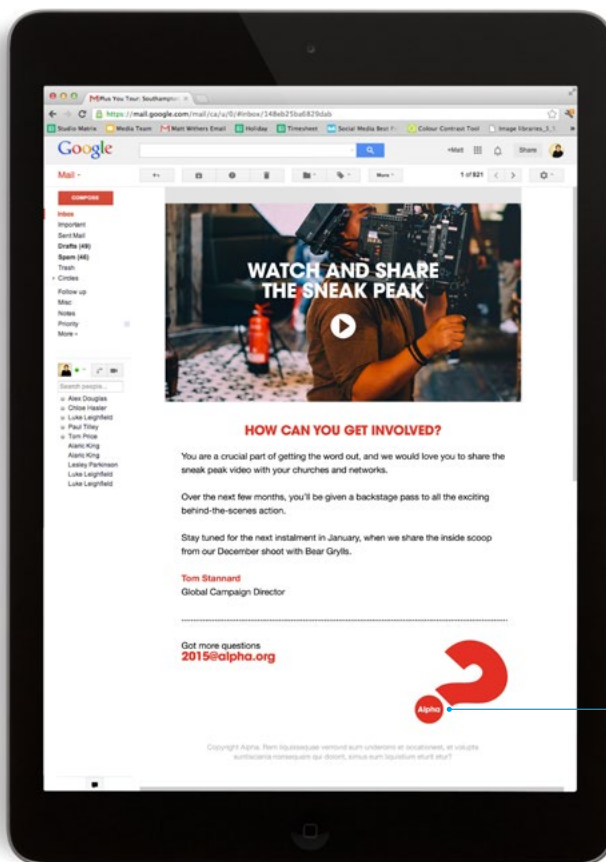
It can take twenty years for a logo to become instantly recognisable. That's why repetition and consistency is very important in our application of the Alpha brand identity.

We encourage that, where possible, the Alpha logo is always placed in prominent positions.



LOGO SIZE EXAMPLES

Here are some examples of size in digital and print.



Digital
We recommend the dot should be no smaller than 45px



Print
'Alpha' no smaller than 6pt

LOGO COLOUR

The logo colour is red.

Other warm colours can be used for secondary communication, however, if we are to build strong recognition of the Alpha logo around the world, we recommend the use of red wherever possible.

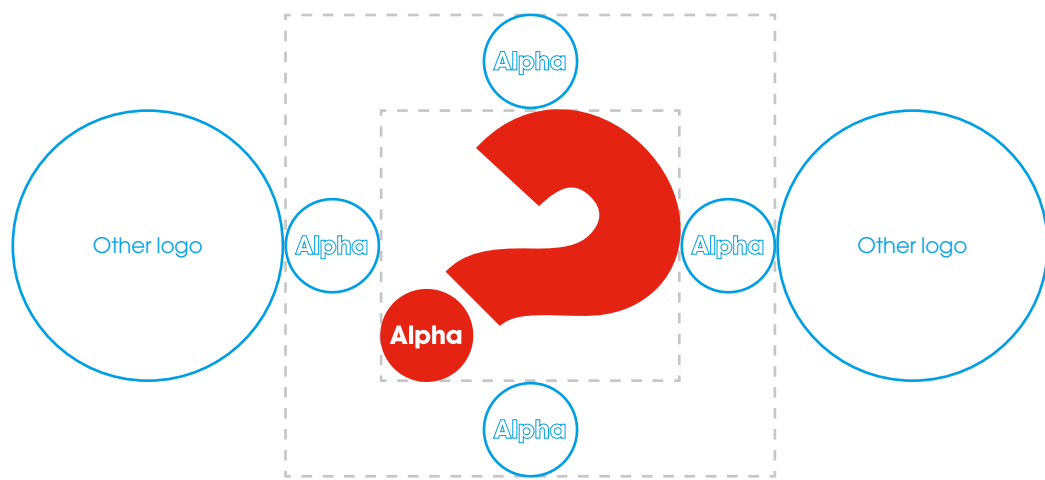
| | |
|---------------------|----------------|
| Print | |
| Coated paper | Pantone 485 C |
| CMYK | C0 M95 Y100 K0 |
| Screen | |
| RGB | R228 G35 B18 |
| HEX# | e42312 |

LOGO ISOLATION AREA

The Alpha logo should always be surrounded by a minimum of a dot's width of space.

This area is a minimum and should be increased wherever possible.

The area of isolation ensures that text or other visual elements do not encroach on the logo.



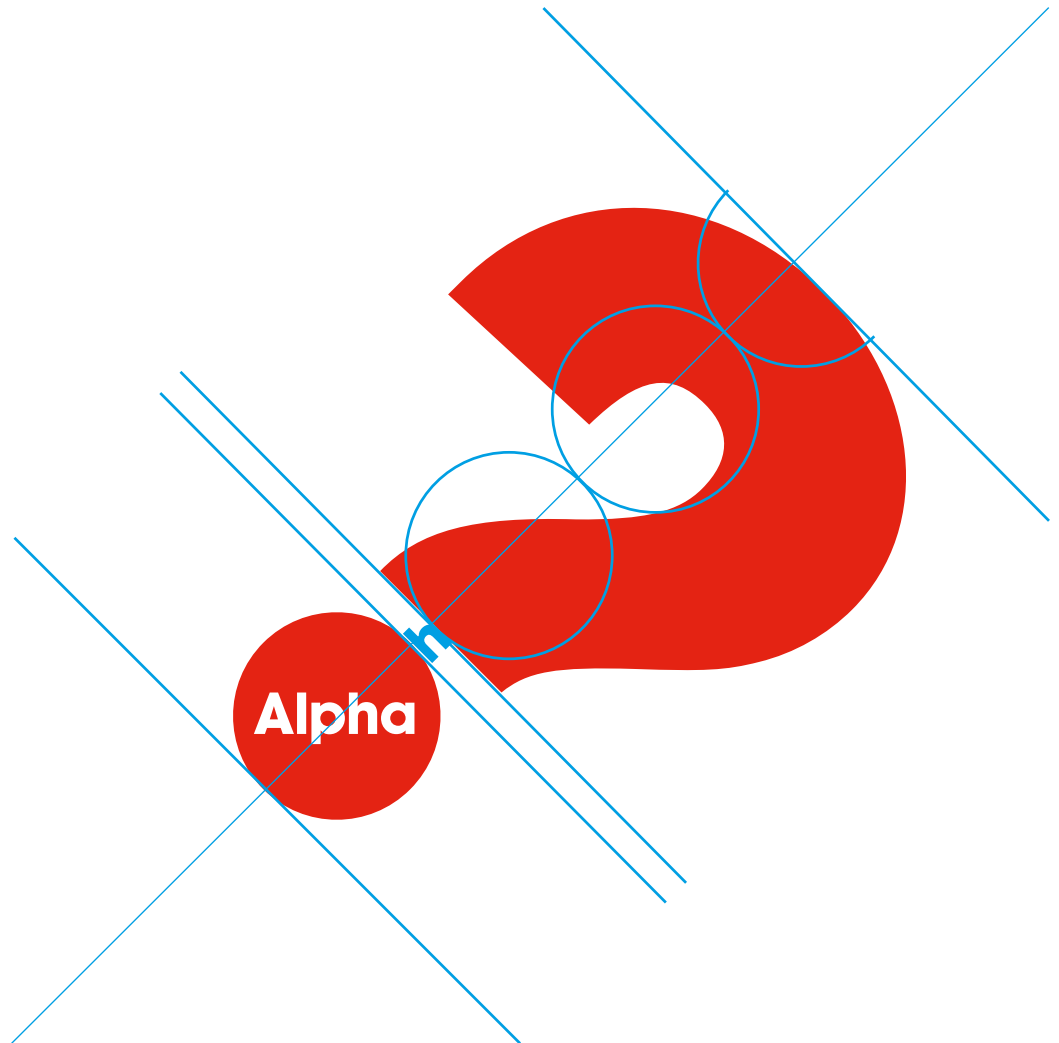
LOGO CONSTRUCTION

The question mark head is exactly 2.5 'dots' tall (indicated below by the blue circles).

The gap between the dot and the question mark head is the width of the 'h' of the Alpha text.

The base of the question mark head aligns centrally to the centre of the dot.

The Alpha logo has been designed to be reproduced at a minimum height of 6 mm. There is no maximum production size.



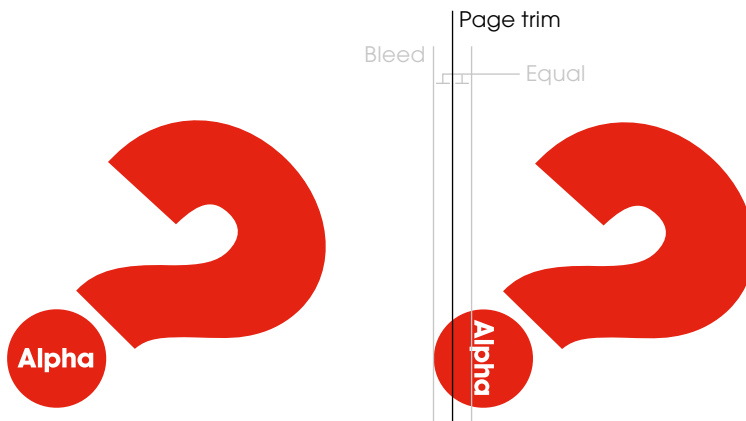
LOGO DOT

The word Alpha in the logo dot is written in lower case with a capital A.

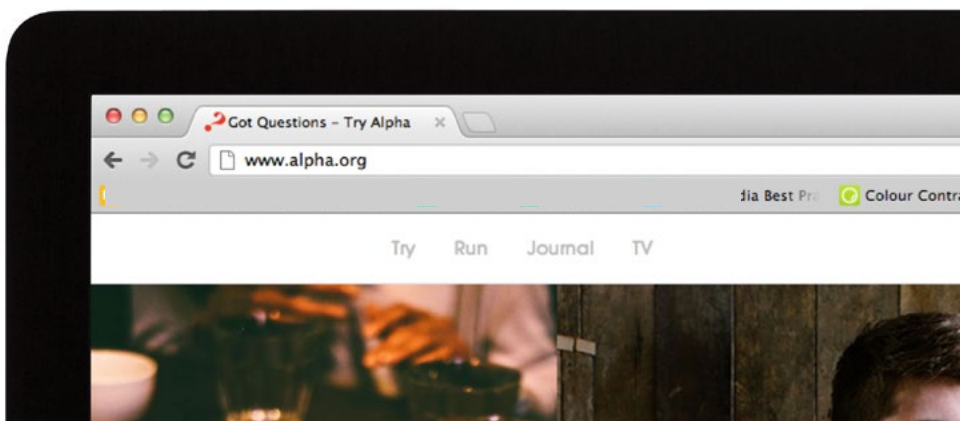
It is positioned either horizontally or vertically in the dot of the question mark.

The vertical positioning of the word Alpha is for when the dot bleeds off the page.

No other words should appear in the dot or in the body of the question mark.



The question mark may appear without the word Alpha in the dot when the question mark is used as a social media profile icon, a social media ribbon, a web tab icon or on an app button.



LOGO ROTATING DOT

Notice that the Alpha dot rotates when it touches the edge of the page. This is so the logo can maximise its space on the page.

Avoid using the rotating dot unless it touches the edge of the page.



ALPHA FONT

The Alpha font is ITC Avant Garde Gothic Std.

We advise purchasing this font family from [fonts.com](https://www.fonts.com) to avoid regional or system variations.

If the ITC font is unavailable in your language, please contact your regional media manager for permission to use an alternative.

If you are unable to purchase the full font family, we recommend purchasing at least two fonts:

ITC Avant Garde Gothic Std Book
ITC Avant Garde Gothic Std Bold

ITC Avant Garde Gothic - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./<>?!@£\$%^&*()

ITC Avant Garde Gothic - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./<>?!@£\$%^&*()

ITC Avant Garde Gothic - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./<>?!@£\$%^&*()

ITC Avant Garde Gothic - Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./<>?!@£\$%^&*()

ITC Avant Garde Gothic - Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./<>?!@£\$%^&*()

ITC Avant Garde Gothic - Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./<>?!@£\$%^&*()

LOGO OPTIONS

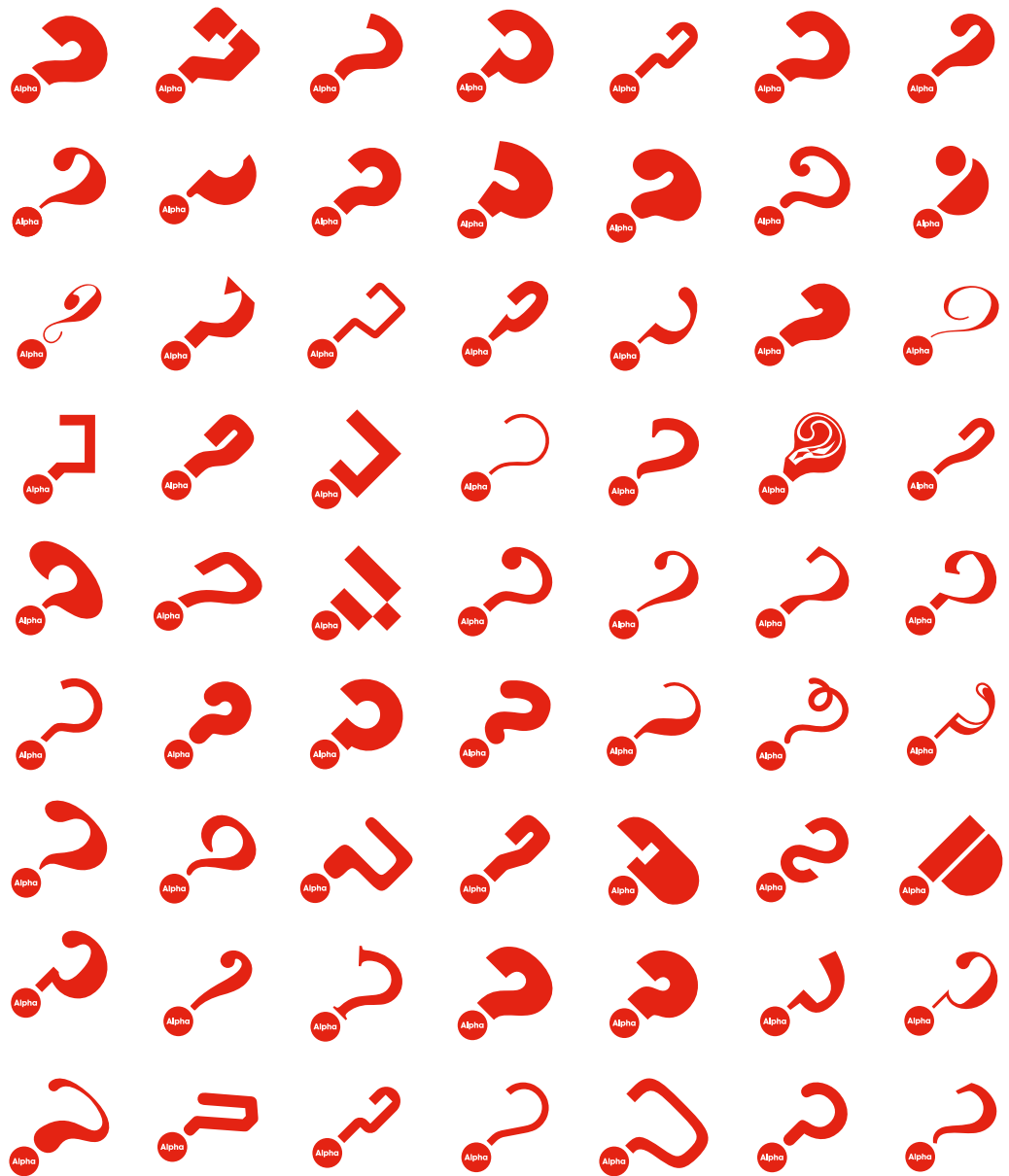
Our logo is unique for each new application.

The dot on the question mark is always consistent while the head of the question mark changes.

This changing question mark represents everyone's unique question that they carry.

Use a different question mark for every new application.

Create your own logos based on the simple construction principles defined in page 15.



CONTACT

For advice and support,
please contact:
campaigns@alpha.org