

Alpha

Brand

Guidelines



01

Introduction

Welcome to the Alpha Brand Guidelines

These guidelines are designed to help you use Alpha brand assets, including the Alpha logo, fonts, and colours, creatively and effectively.

Alpha is a global brand, with over 50 offices and courses in over 100 countries. We connect with thousands of people every day; inviting them to try, run, or give to Alpha.

When we apply the Alpha brand consistently, and with a passion for creative excellence, we are giving the church our best, and acting as guardians of the Alpha brand. Together, we are raising awareness of Alpha in every town, city, and country around the world.

If you have any questions about the brand guidelines or how to use them, please contact:
comms@alpha.org



02

**Our vision, mission
and values**



Our vision

The evangelisation of the nations, the revitalisation of the church, and the transformation of society.

Our mission

Our mission is to equip and serve the church in its mission to help people to discover and develop a relationship with Jesus.



Our values

01 Community

We are for the church, by the church and through the church.

Our hope is for people to discover a relationship with Jesus through connection with their local church community.

02 Unity

We are passionate about unity.

Alpha is a tool that is used by all major Christian traditions and helps to build relationships and unity at a local level.

03 Innovation

We believe the church deserves our best.

We're focused on innovation to continually improve our offering and to respond to the evolving needs of the global church.

04 Accessibility

We believe in giving it all away for free.

We believe that everyone should have the opportunity to explore a relationship with Jesus, wherever they are in the world, for free.

03

**Our creative values
and tone of voice**

We believe the church deserves our best. That's why we aim for creative excellence in all we do.

Our five creative values

To help shape creative excellence across our marketing and communication, we are guided by five values. These creative values inform both our design aesthetic and our tone of voice.

Friendly
Inspiring
Bold
Authentic
Simple



Friendly

Open
Welcoming
Diverse
Engaged

How does friendly sound?

We want to provide a positive, welcoming and inclusive first impression – just like at a session of Alpha. We are flexible, understanding, and quick to help where we can. We are relatable and speak to people on their level. We're personal, not corporate.

Inspiring

Positive
Thought provoking
Encouraging
Uplifting

How does inspiring sound?

The experience of Alpha is always fun and often life-changing. Whether it's an invitation to run, try, or give to Alpha we present it as an exciting and uplifting opportunity. Our writing should encourage and inspire our readers to take action.

Bold

Innovative
Adventurous
Exciting
Aspirational

How does bold sound?

We want people to see Alpha as a bold and exciting experience. We see life as an adventure and the exploration of faith as a key part of that journey. We understand people may be nervous to try or run Alpha, we encourage them to take a risk and see what happens.

Authentic

Honest
Trustworthy
Genuine
Vulnerable

How does authentic sound?

We are open about Alpha and how it works. When we connect with people we allow our human characteristics to shine through, such as humour and vulnerability. We don't sugar-coat the truth or upsell our offering. We're always upfront and honest.

Simple

Clear
Concise
Uncomplicated
Easy to understand

How does simple sound?

We are down to earth and accessible. When we speak we are clear and get straight to the point. We don't use Christian jargon or language that alienates or confuses our readers. We are not ambiguous, vague or rambling. We are not verbose.

04

The Alpha logo

Primary logo

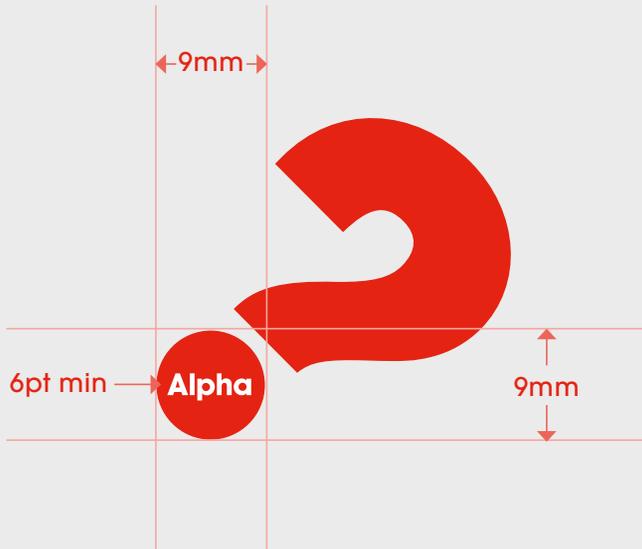
The big red question mark

The tilted red Alpha question mark is the most recognisable symbol of our brand. It sits at a 45° angle with the Alpha text reading flat. This primary logo should be used wherever possible.

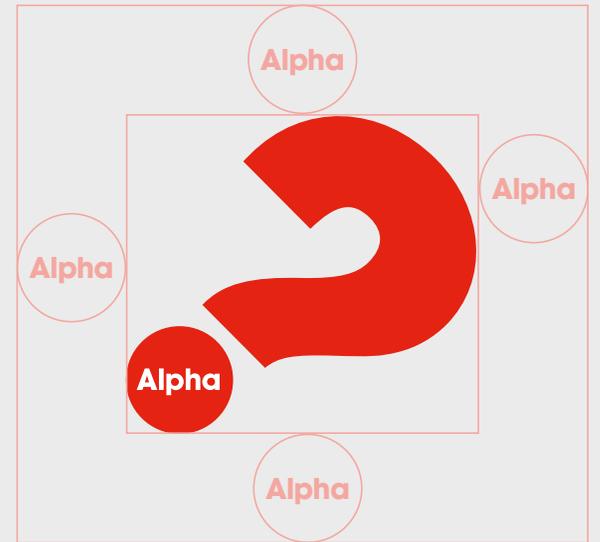
Primary logo



Minimum size of logo



Minimum space around logo

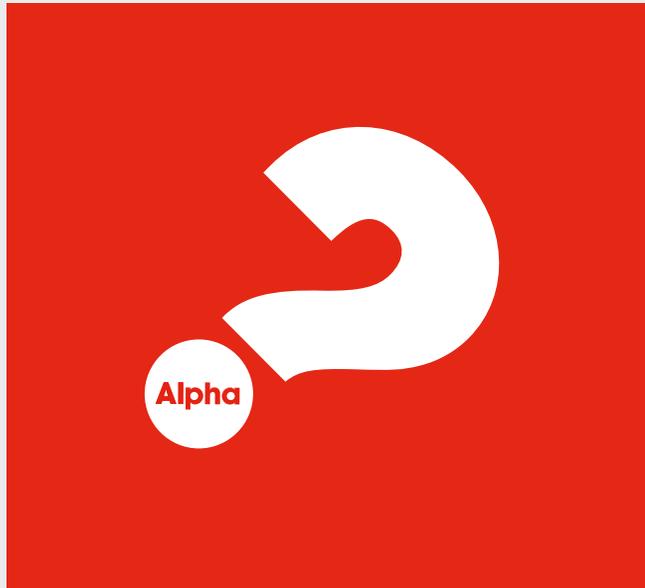


Secondary logos

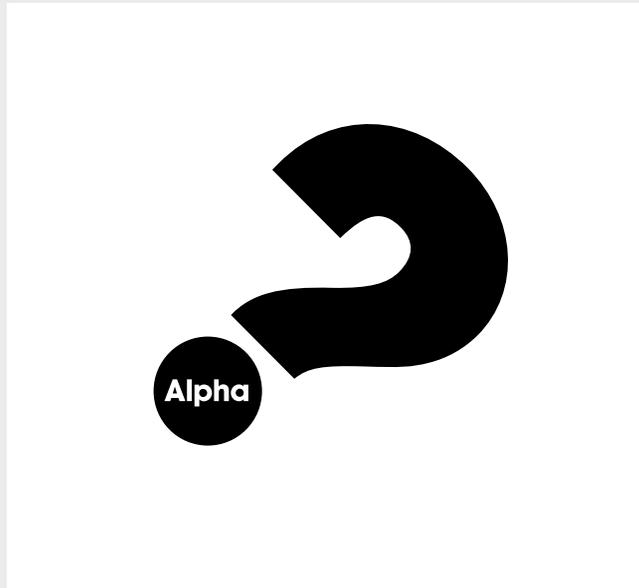
Alternative options

To preserve brand recognition, do not use secondary logos on guest-facing communication. Use secondary logos for church leader or donor-facing communication only. Please use sparingly and only if necessary.

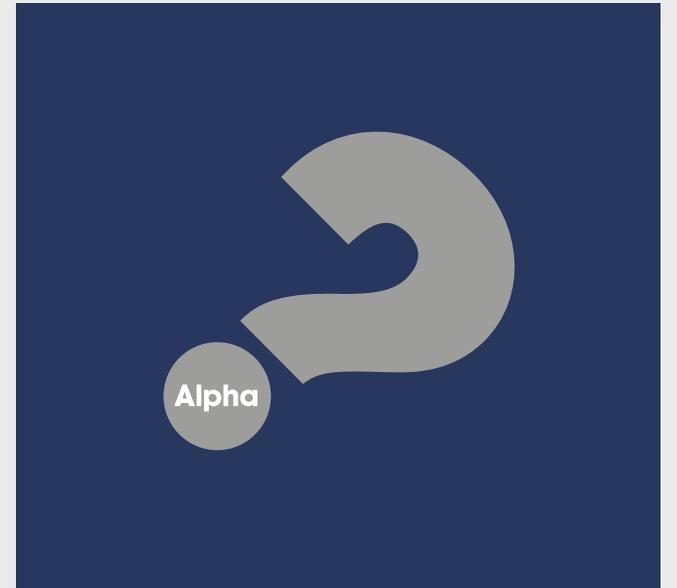
White version



Black version



Grey version



Logo restrictions

Usage guidelines

In previous iterations of the Alpha brand, the logo font and colour shade has been flexible. However, please now only use the primary and secondary versions of the logo, and do not adjust the font, colour, or angle of the logo.

Examples

01



The Alpha logo is one single colour, not multi-colour or patterned. Do not remove the word Alpha from the dot. Please request permissions if translation is required.

02



The Alpha logo does not join with other words to create a sub-logo for a region or context. Please also refrain from adding words within the space of the logo.

03



Do not rotate the logo or edit its proportions in any way. The Alpha logo is not the official logo if it does not follow guidelines on size and angle.

05

Colours and fonts

Primary colours

The Alpha red is the same as the one used in our primary logo. It is ideal for use in headings or as an accent colour. It is our most commonly used colour, alongside tints of black and white.

Tints of Red

C0 M95 Y100 K0
R228 G35 B18
HEX #e42312

Tints of Black

C60 M40 Y40 K100
R0 G0 B0
HEX #000000

Bright white

C0 M0 Y0 K0
R255 G255 B255
HEX #ffffff

Secondary colours

These secondary colours are to be occasionally used as standout background colours, highlight colours, or accent colours.

Navy blue

C95 M80 Y34 K27
R39 G55 B94
HEX #27375e

Saffron yellow

C0 M39 Y91 K0
R248 G169 B31
HEX #f8a91f

Sage green

C60 M41 Y65 K32
R96 G105 B81
HEX #606951

Primary font

Availability

In countries where the specific Alpha brand fonts are unavailable, please use the closest font possible and seek permission.

Exceptions

Alpha may use additional fonts for advertising campaigns (eg the Alpha Invitation), events (eg The Leadership Conference) and products (eg The Alpha Youth Series). Please only use additional fonts with permission from the Global Alpha Team.

ITC Avant Garde

Bold
Medium
Book
Extra Light

Secondary fonts

Helvetica

Bold
Regular
Light

A clear and simple alternative sans font

Helvetica is to be used as an alternative body copy font when our primary font is unavailable. For instance in editable documents, in emails, or in regions without access to our primary font.

Baskerville

Bold
Regular
Italic

A sans serif font for more emotive design

Baskerville is only to be used when a sans-serif font is required for design purposes. For instance, in editorial feature design, as a stylised graphic pull quote, or in formal donor communications.

06

**Photography
and videography**

We are inclusive, positive and natural when we present Alpha visually.

In our photography and videography we want to capture the heart of Alpha.

Our images should reflect our creative values: friendly, inspiring, bold, authentic, and simple. To our audience, they should communicate that Alpha is a fun experience where you can be yourself and that everyone is welcome.



Capturing Alpha



Observational

We want to give the impression of observing a natural moment, where the people featured are unaffected by the presence of the camera. Illustrating the depth of field can help provide a sense of intimacy and authenticity.



Spontaneous

Communicating that Alpha is relaxed and spontaneous is essential. Make sure to avoid posed or static images in favour of capturing natural, organic moments where the atmosphere is active and changing.



Informative

Through our visuals it's helpful to communicate key information to our audience. Glimpsing the Alpha materials, seeing a spread of food, and profiling the context of a small group dynamic help to inform our viewer about Alpha.



Engaging

The most important part of any Alpha session is the discussion. Capturing engaging moments – emotive or light-hearted – helps to demonstrate the interactive dynamic of an Alpha small group, whether online or in person.

Photography

Photo guidelines

Visual styles will vary by project and context, but these guidelines help us to reflect our brand values and achieve consistency.

Talent

People featured should be diverse, authentic, and relatable. Wherever possible, profile those with direct experience of Alpha and avoid hiring models or using stock imagery.

Clothing

Clothing should be clean, modest, and without logos or slogans.

Context

Capture subjects in their natural, authentic context. Ensure the background is simple, welcoming and not too distracting.

Lighting

Natural light is ideal. Ensure sufficient light is faced towards the subject, not from behind.

Grading

Photo and video grading should feel natural and not overly stylised. It should reflect our creative brand values of friendly, inspiring, bold, authentic and simple.



Videography

Video guidelines

In addition to the photo guidelines on the previous page, please also follow these video guidelines when creating Alpha film content.

- Branding** | Make sure to keep to the brand guidelines when using fonts, logos and colours.
- Sound** | Choose music that complements the tone of the story or interview – ensure that it doesn't distract from the messaging. Soft ambient noise can add authenticity and help root the story in its context.
- B-Roll** | Additional footage should support the story being told by providing context to where the subject lives and the lifestyle they lead.
- Framing** | Make sure the subject appears natural, conversational, and relaxed on camera. Follow the rule of thirds when framing shots.
- Consent** | Ensure that the appropriate consent forms have been completed by every individual appearing in photo or video footage.



Example: Framing and focus

The speaker is one third into frame, looking diagonally across the camera. Depth of field simplifies the backdrop, keeping our attention on the subject.



Example: Animation

Alpha red and our primary brand font are used in this animated video. The style of animation is simple and bold, reflecting our creative brand values.



Example: Graphic text

In this example, graphic text stands out against the simple backdrop. Ensure graphic text is always legible and, where possible, use our primary font.



Example: Group framing

The out of focus foreground and background demonstrate the group context. Each person appears relaxed, giving an authentic feel.

07

Event branding

We host diverse events around the globe, all under the Alpha brand.

A consistent look and feel

These guidelines provide parameters for the creation of events branding on a local level.

At Alpha, we run multiple types of events, for multiple audiences, all around the world. While each event is distinct, it's important they all retain the recognisable look and feel of Alpha.

These event brand guidelines are organised into three separate categories:

Explore

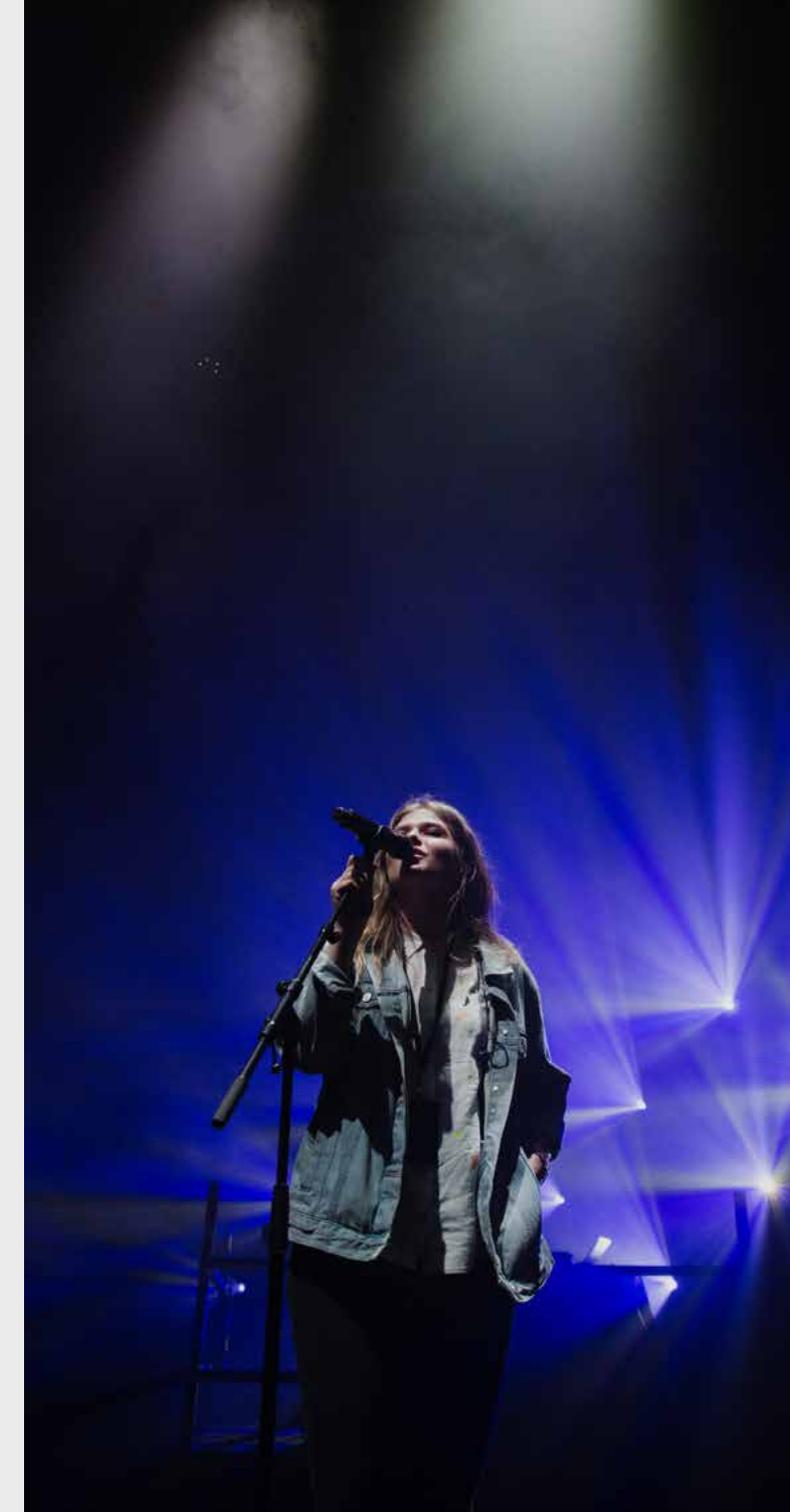
Events designed for leaders to learn what Alpha is and/or how to start running a course.

Experience

Events designed to further train churches and leaders already running Alpha.

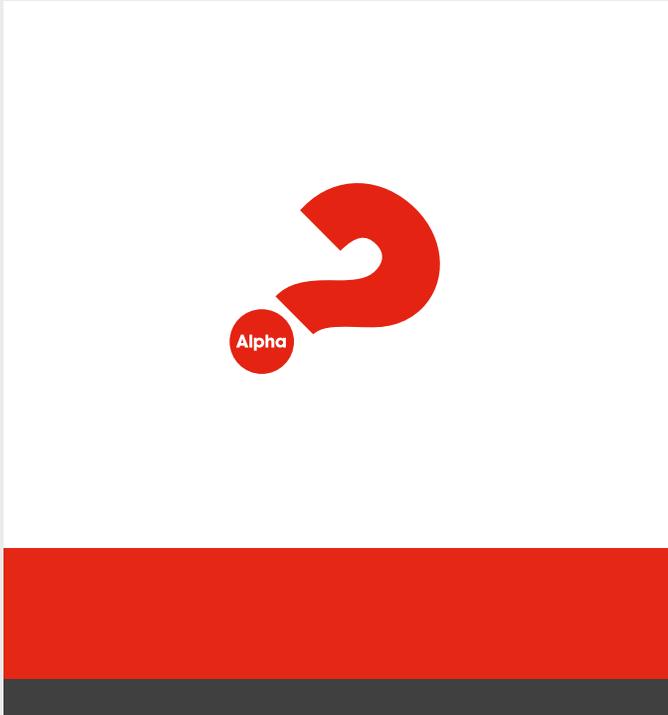
Extend

Events designed to encourage and train key Alpha churches to develop relationships and train other churches to run Alpha.



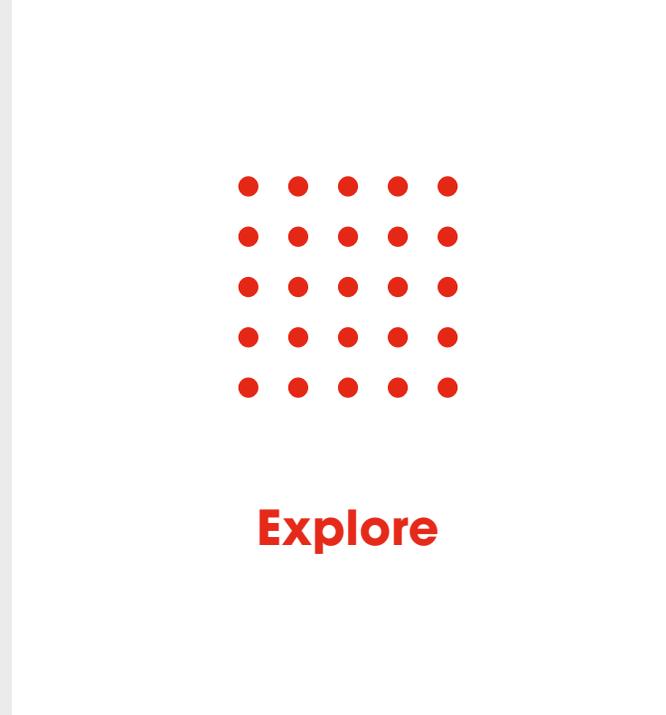
Explore event branding

Colours



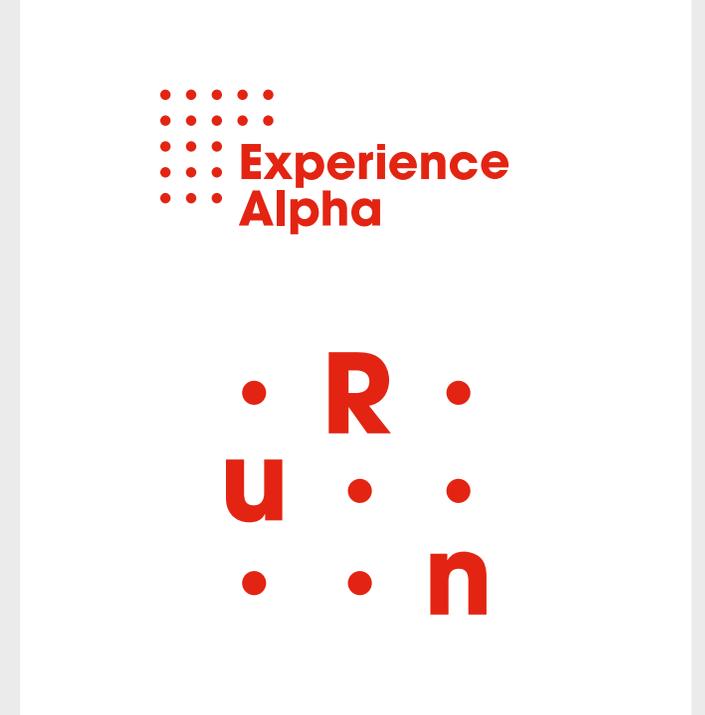
Light and airy, the primary colour used is white. This allows the primary red logo to dominate, increasing brand recognition with the Explore audience. The secondary colour is red to match the logo, with shades of grey used sparingly.

Concept



Explore events are all about profiling the different elements of Alpha. For this reason the concept features multiple individual dots. This demonstrates the flexibility of Alpha and echoes the branded dot in our logo.

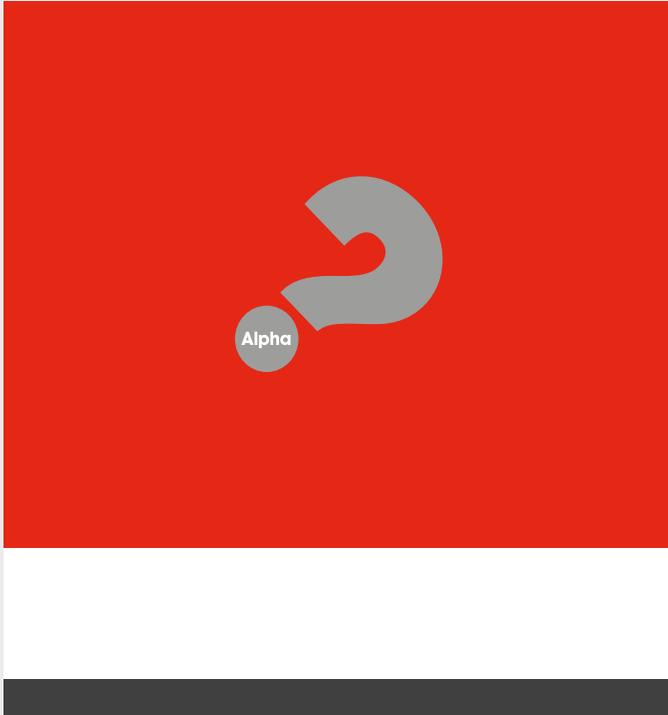
Examples



We want Alpha to feel accessible and exciting for the Explore audience. Multiple red dots can be used flexibly, in any formation and any size. Keep a white background where possible and use the red logo in every piece of creative.

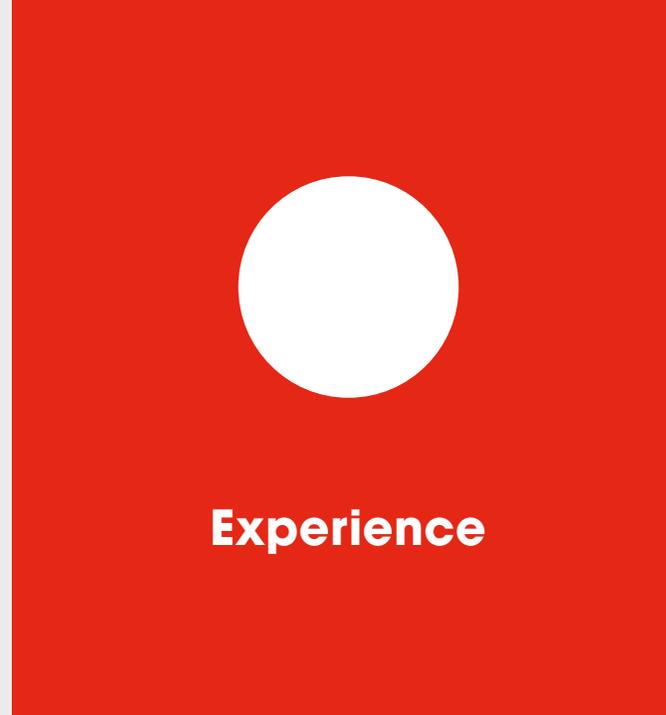
Experience event branding

Colours



The Experience palette is bold, leading with the Alpha red as its statement colour. Our audience is already familiar with our primary brand logo and using the red as a background enables us to utilise the secondary grey or white logos.

Concept



Experience events are an opportunity to gather together. The use of a single solid circle in the branding concept helps demonstrate the unity that Alpha promotes and the uniformity of experience that training events enable.

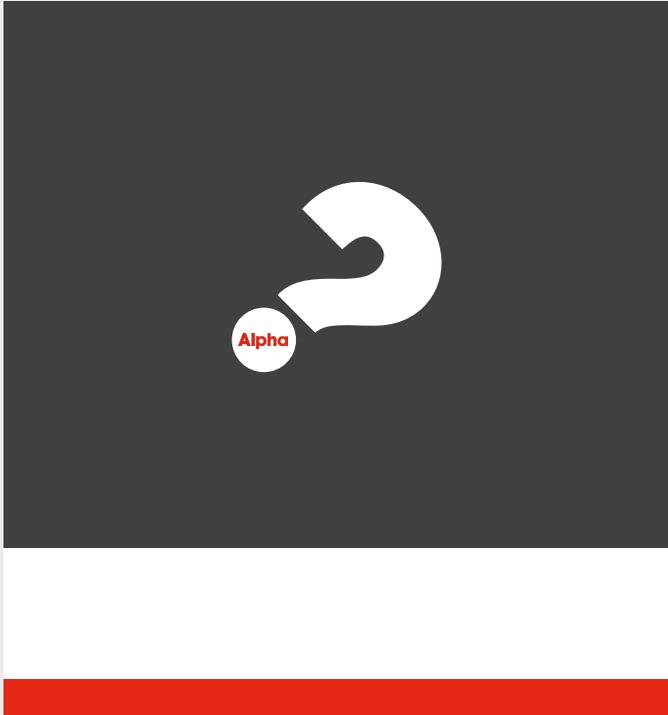
Examples



Making use of bold font weighting and a variety of tints of black, Experience event branding is more striking than Explore branding. The brand feels primarily recognisable through the use of colour. Please use a logo on all creative assets.

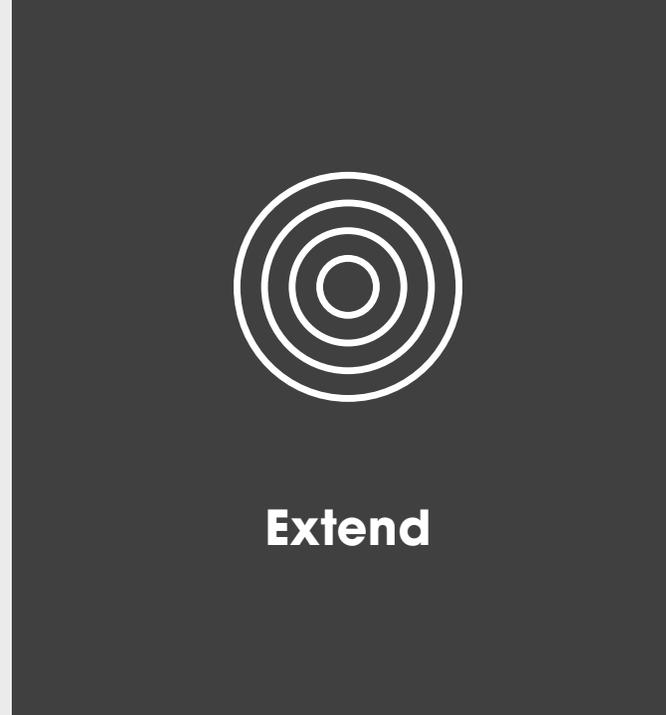
Extend event branding

Colours



Leading with a heavy monochrome, the Extend palette has a mature, established feel. The audience is very familiar with Alpha and is already committed, that's why Extend is the least overtly branded category.

Concept



Extend is all about encouraging churches to inspire others in their area and network. The visual of extending circles communicates widening reach and a ripple effect of growth and impact.

Examples



Event branding for Extend has the potential to feel sophisticated and mature. The darker palette communicates reliability and trust. This scheme is ideal for donor facing events and marketing. Please use a logo on all assets.

Event naming

Choosing your event name

If the style and purpose of your event matches one of the descriptions below, please consider using the corresponding name as its official title. These events can be run online or in person.

Explore events

Explore Alpha

Short vision events designed to get church leaders interested in Alpha. These events briefly explore the why, what, and how of Alpha.

Experience Alpha

Strategically targeted events for senior church leaders that showcase the experience of an Alpha session in action, the culture of Alpha, and its impact.

Experience events

Run Alpha

Events that outline the basics of how to run a course in practice, for church leaders and course administrators.

Grow Alpha

Events for church leaders who have experience running Alpha and want to improve their course and its impact in their church.

Extend events

Alpha Collective

Gatherings of church leaders currently running Alpha to a high standard. Designed to develop new Hub Churches who can influence those in their area and network.

08

Alpha in words



One course, run in multiple environments.

Four Alpha contexts

There are four contexts in which additional resources are available for churches to use to run Alpha: in prisons, for young people, in the workplace, and in the Catholic Church. The contexts are named:



Alpha Prisons

Alpha Youth

Alpha Workplace

Alpha Catholic Context

Referencing Alpha

Partnerships

We describe a partnership with Alpha in the following ways:

- In partnership with Alpha
- Supported by Alpha

Collaborations

We may introduce content as coming from Alpha in these terms:

- In association with Alpha
- Powered by Alpha
- Supported by Alpha

Copyright

We reference copyright as Alpha International, followed by the year of copyright. For instance:

- © Alpha International 2020

Also from Alpha

As a global organisation, Alpha oversees the following ministries:

- The Marriage Course
- Bible in One Year
- Leadership Conference



09

Alpha Youth



Our Alpha Youth mission

We help young people discover and develop a relationship with Jesus.

Two audiences. One style.

Our primary audience are **youth leaders** who have the potential to run Alpha Youth in their community. We also engage with **young people** directly through our content and product.

We believe the best way to engage youth leaders with Alpha is to share content that resonates with young people, so for both audiences we want our brand and messaging to demonstrate that Alpha is relevant for young people.

An expanded brand for the next generation.

Alpha Youth sits within our main Alpha brand, but we know that we need to adjust our look and feel to reach the upcoming generations. That's why we've expanded our brand guidelines for this context.

This expanded brand offers more flexibility, giving us the opportunity to create distinct content that's tailored specifically to young people and youth leaders.

Expanded colour range

Unique Alpha Youth logos

A new focus on graphic design



A distinct and unique identity.

Our core creative values are just as relevant for the Alpha Youth context. We are always **friendly, inspiring, bold, authentic** and **simple** in our messaging and design, but for Alpha Youth, we want to accentuate other personality traits as well to reach young people.

Alpha Youth has two additional creative values: we are **energetic** and we are **disruptive**.

Energetic

Dynamic

Vivacious

Active

Spirited

How does energetic sound?

We are energetic and full of life in how we present Alpha Youth. The decision to explore faith is positive and proactive. We want to show that the Alpha Youth experience is social, fun and inclusive for all young people.

Disruptive

Distinctive

Counter-cultural

Eye-catching

Surprising

How does disruptive sound?

Young people have expectations of faith organisations; that they're rigid, slow and safe. At Alpha Youth, we are the opposite. We create eye-catching content and start engaging conversations that cut through the noise.

Colours

In addition to the core Alpha colours, the Alpha Youth palette features a wider range of options. These colours can be used flexibly in design to create distinct, youthful content. This palette also informs colourway options for the Alpha Youth logo.

Core palette

HEX #e42312

Tints of red

HEX #000000

Tints of black

HEX #27375e

Navy blue

HEX #f8a91f

Saffron yellow

HEX #606951

Sage green

Please note

This extended colour range is to be used in Alpha Youth designs only and does not form part of the core Alpha brand.

HEX #3f7932

Forest

HEX #010941

Night Sky

HEX #eb6f44

Burnt Orange

HEX #93654d

Chestnut

HEX #4ba7a2

Sea Green

HEX #7b699c

Mauve

HEX #f5bb57

Tangerine

HEX #bf8566

Caramel

HEX #98f753

Lime

HEX #9cd7fb

Sky Blue

HEX #ffa29

Neon Yellow

HEX #f4d4d1

Candyfloss

Primary logo

When branding Alpha Youth products and content, the Alpha Youth primary logo or cutout logo can be used in place of the regular Alpha logo.

Logo Colours

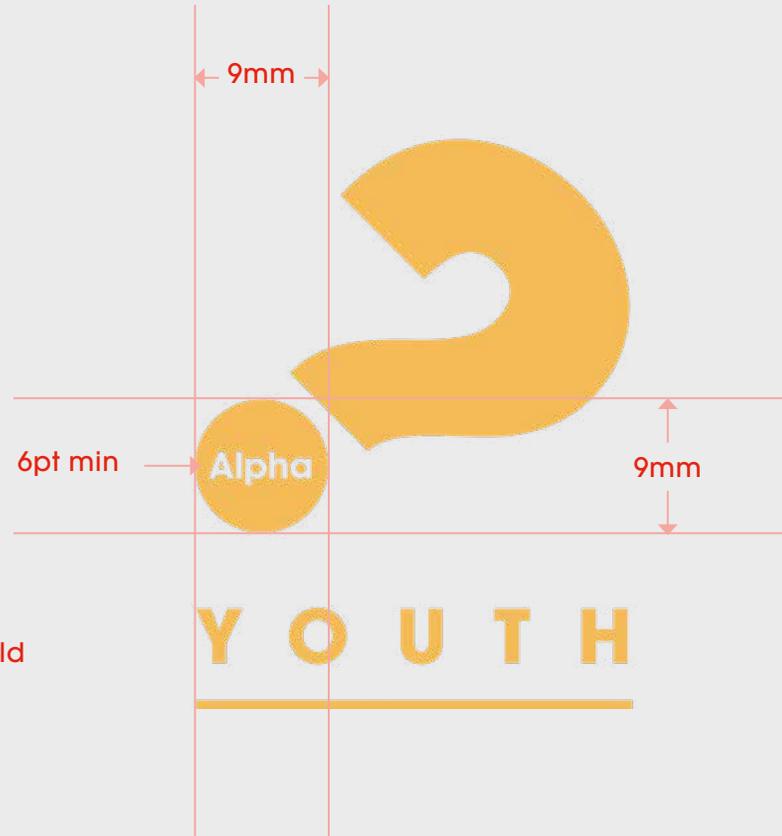
This logo is available in the full Alpha Youth extended colour range, as well as the core Alpha brand primary colours: Alpha red, white and black. Please select a logo colour that complements your design. Ensure all text on the logo is legible.



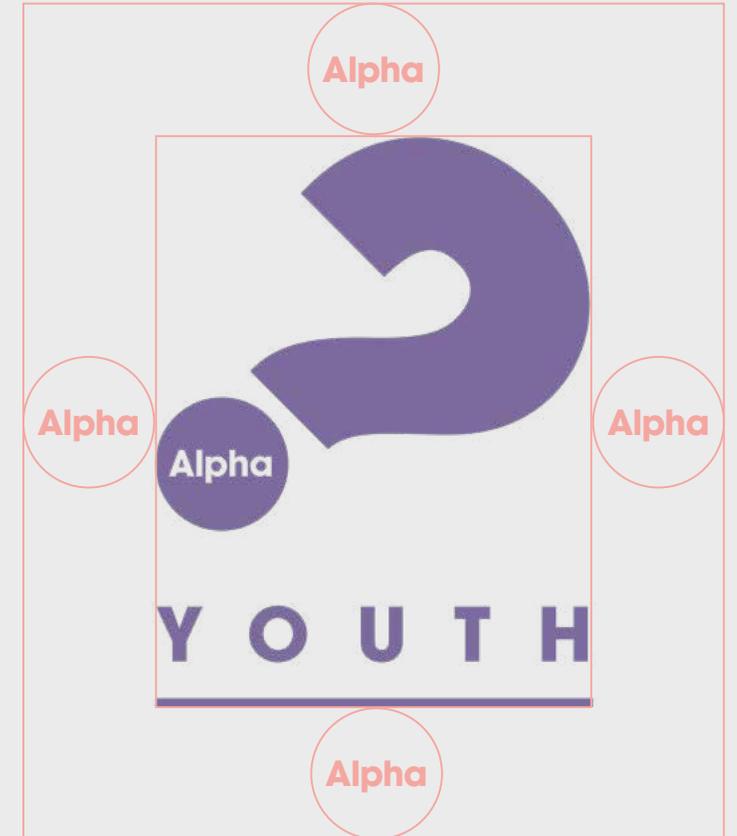
Primary logo



Minimum sizing



Minimum spacing



Cutout logo

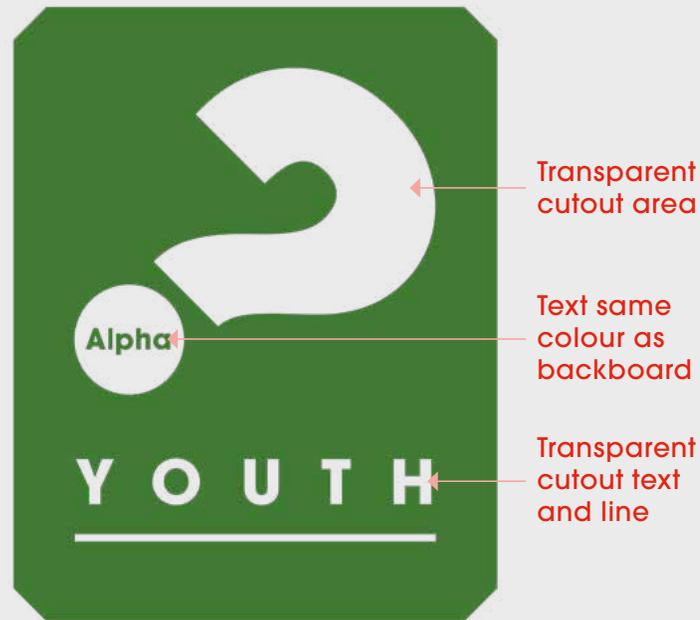
The cutout version of the Alpha Youth logo features the same layout as the primary logo, with the design transparent against a coloured, beveled backboard.

Logo Colours

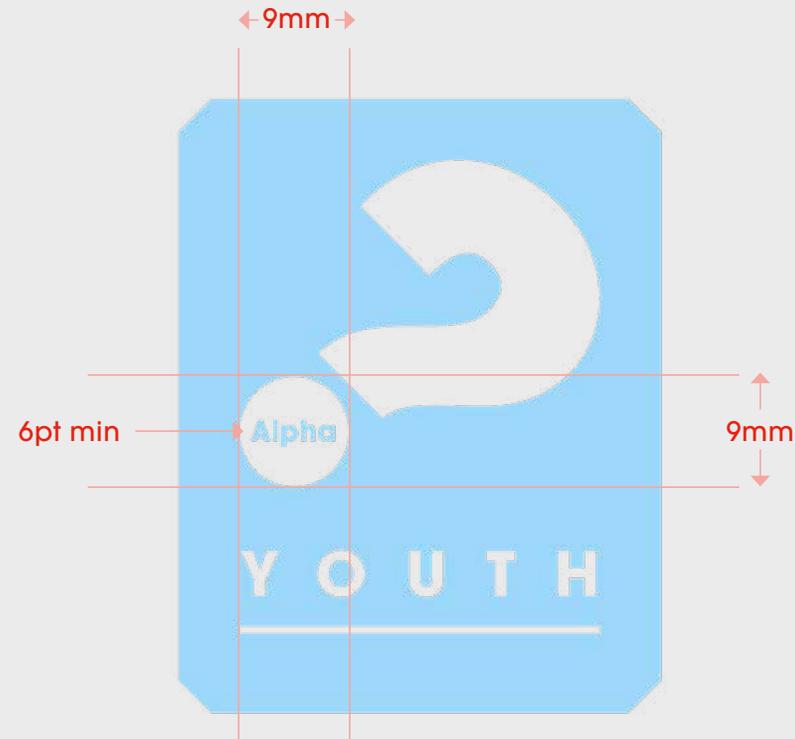
This logo is available in the full Alpha Youth extended colour range, as well as the core Alpha brand primary colours: Alpha red, white and black. Please select a logo colour that complements your design. Ensure all text on the logo is legible.



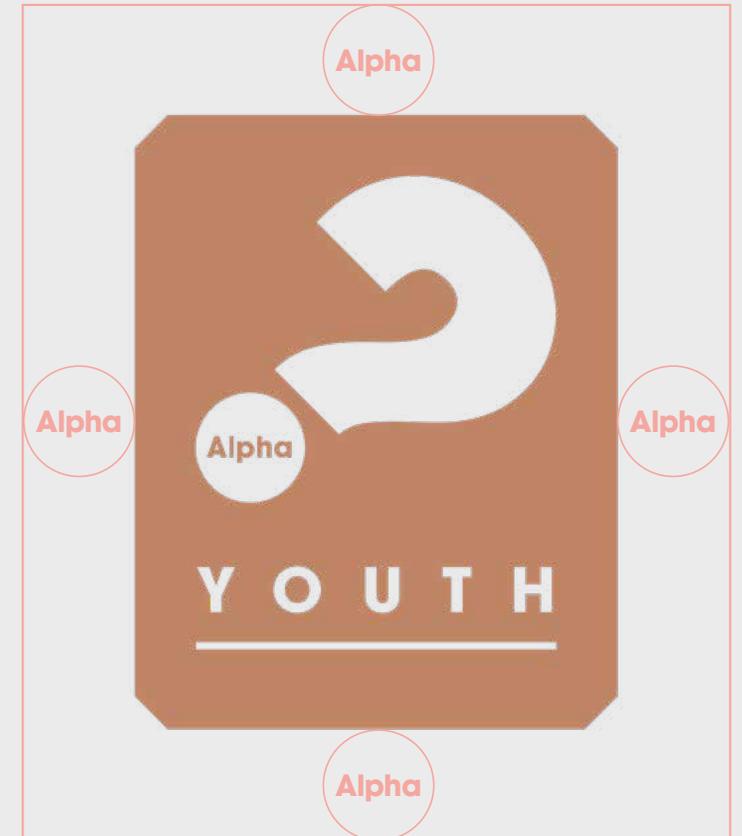
Cutout logo



Minimum sizing



Minimum spacing



Logo guidelines

Please observe these limitations on logo use and translation. These guidelines apply to both the primary logo and the cutout version.

Restrictions



Do not add additional text to the logo or edit the text, except for the purpose of direct translation. Keep text on one single line.



Do not use multiple colours in the same logo, use off brand colours, edit the font weight, warp the logo, or create an 'adult' version.

Translation guidelines



Please do keep text fully justified so that it spans the full width of the logo. When translations are longer, reduce font size marginally to maintain generous spacing between letters. When translating into a non-Latin alphabet, please use a font that resembles the weight and style of ITC Avant Garde Bold.





**A VOICE
MORE THAN
A FACE**

Visual identity

The Alpha Youth brand is driven by conversation, typography and language.

Our visual identity builds on our brand identity to create conversation starters through visually engaging content. The words themselves take the lead in our visual identity. This focus on typography allows us to speak to a diverse audience while making sure no one feels unrepresented in our content.

Typography over photography.

When creating content for Alpha Youth, focus on using words to visually engage your audience rather than photography. While there are times that photography is useful, try to start conversations and depict questions through creative typography.

Typography & design

Fonts

The same font range is available for Alpha Youth as for the core Alpha brand. Our primary brand font is **ITC Avant Garde Std** – please use this font as standard for Alpha Youth. If you require a serif font, use our secondary brand font, **Baskerville**.

Design

Please incorporate shapes and structure into your graphic design, but please avoid hand-drawn elements or cartoon depictions of people.

Please note that alternative fonts and styles may be used in globally created products and content for Alpha Youth. However, National Alpha Offices and third parties should always follow the rules set out in these guidelines.

Guidelines

Please do creatively use to type in designs to capture the theme or mood of your messaging.

Rotate text

Create outlines

Adjust opacity

Play around with spacing

Layer text

type on a path

Restrictions

Please do not warp or manipulate the text itself so to change its structure and shape.

Bend text

Warp text

Make text 3D

Write by hand

Typography & design

Example artwork

Example artwork that follows our Alpha Youth typographic guidelines. Please switch colours and edit layouts to best suit your audience.

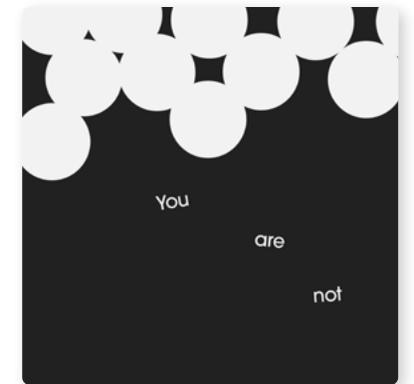
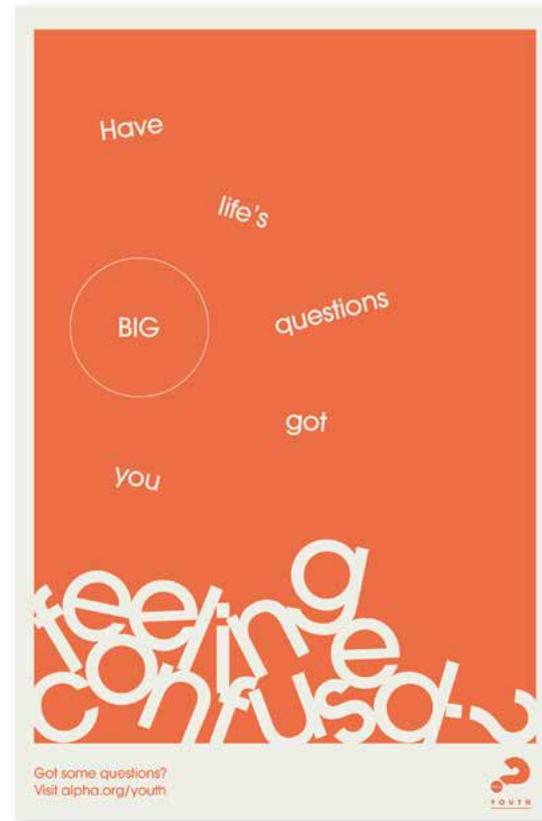
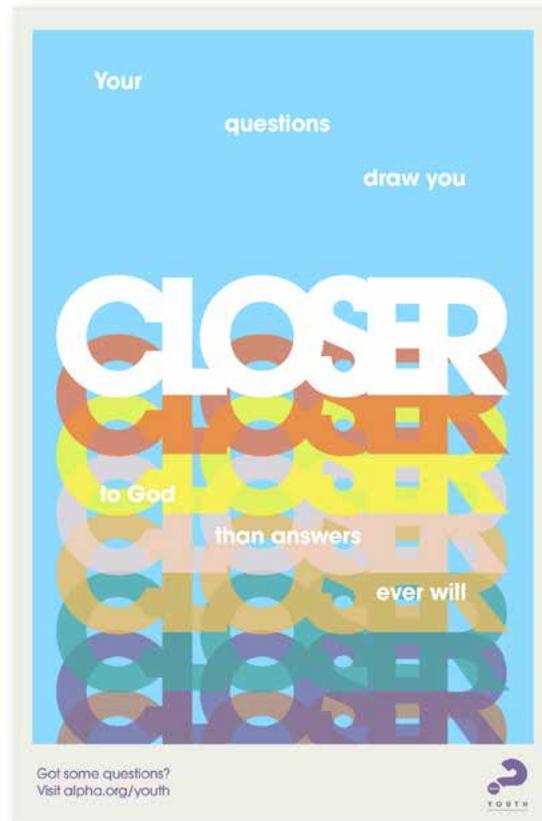
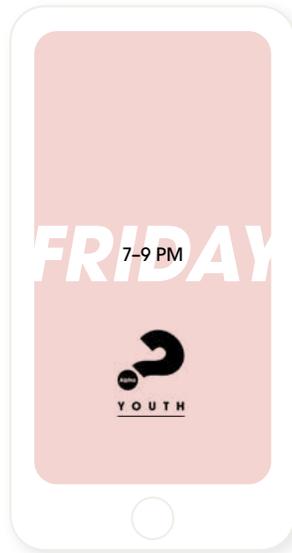


Photo & video

When creating photo and video content for Alpha Youth please follow the core Alpha brand guidelines and incorporate the Alpha Youth palette and logo in graphics. In our visual communication we want to prioritise **diversity** and **authenticity** over appearing cool or aspirational.

Diverse

Diversity and inclusivity are essential values at Alpha. We want every young person to feel that they belong. Representation in our visuals sends a strong message to our audience that they are welcome and that Alpha is for them.

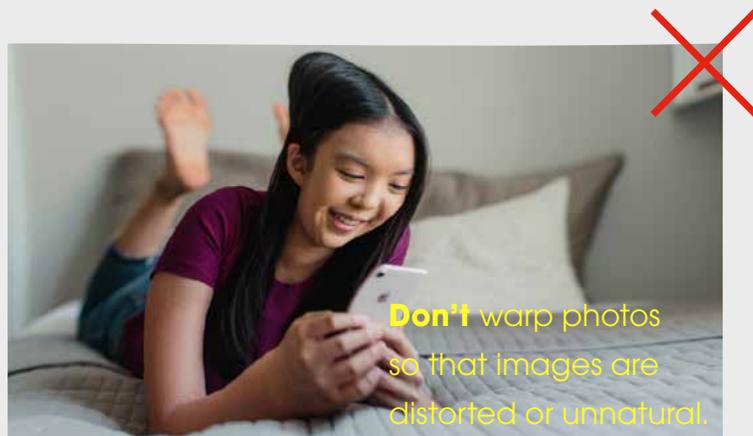
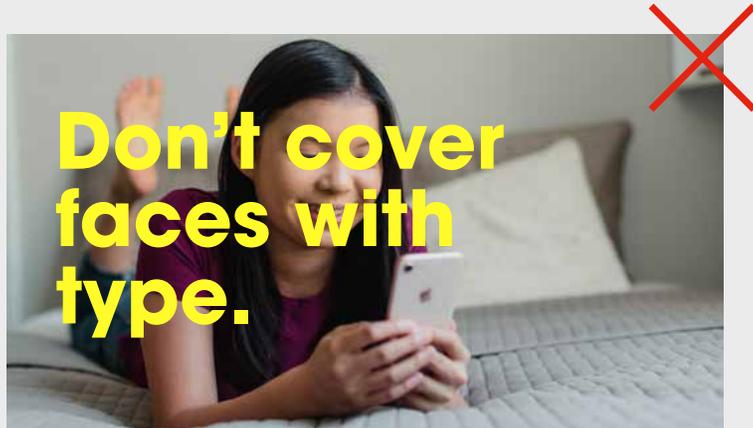
Authentic

When portraying Alpha Youth, we want to paint a realistic and honest picture. This authenticity builds trust, and once again shows that everyone belongs, no matter their background, subculture or beliefs.



Photo & design

We recommend primarily using type and graphics in design, rather than photography. However when you do use photography in design, please follow these restrictions and guidelines.



Example artwork



Legal notice

Alpha International is the proprietor of the tilted Alpha question mark primary logo and secondary logos described in section 04 of these Brand Guidelines ('Alpha Trade Mark') and of the copyright in the Alpha Trade Mark. The Alpha Trade Mark may only be downloaded, stored, reproduced, used and/or otherwise exploited with the specific prior written permission of Alpha International, whether granted pursuant to a contract entered into with Alpha International or otherwise.

