

# Alpha Brand Guidelines

2023 V1.0



**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](mailto: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**

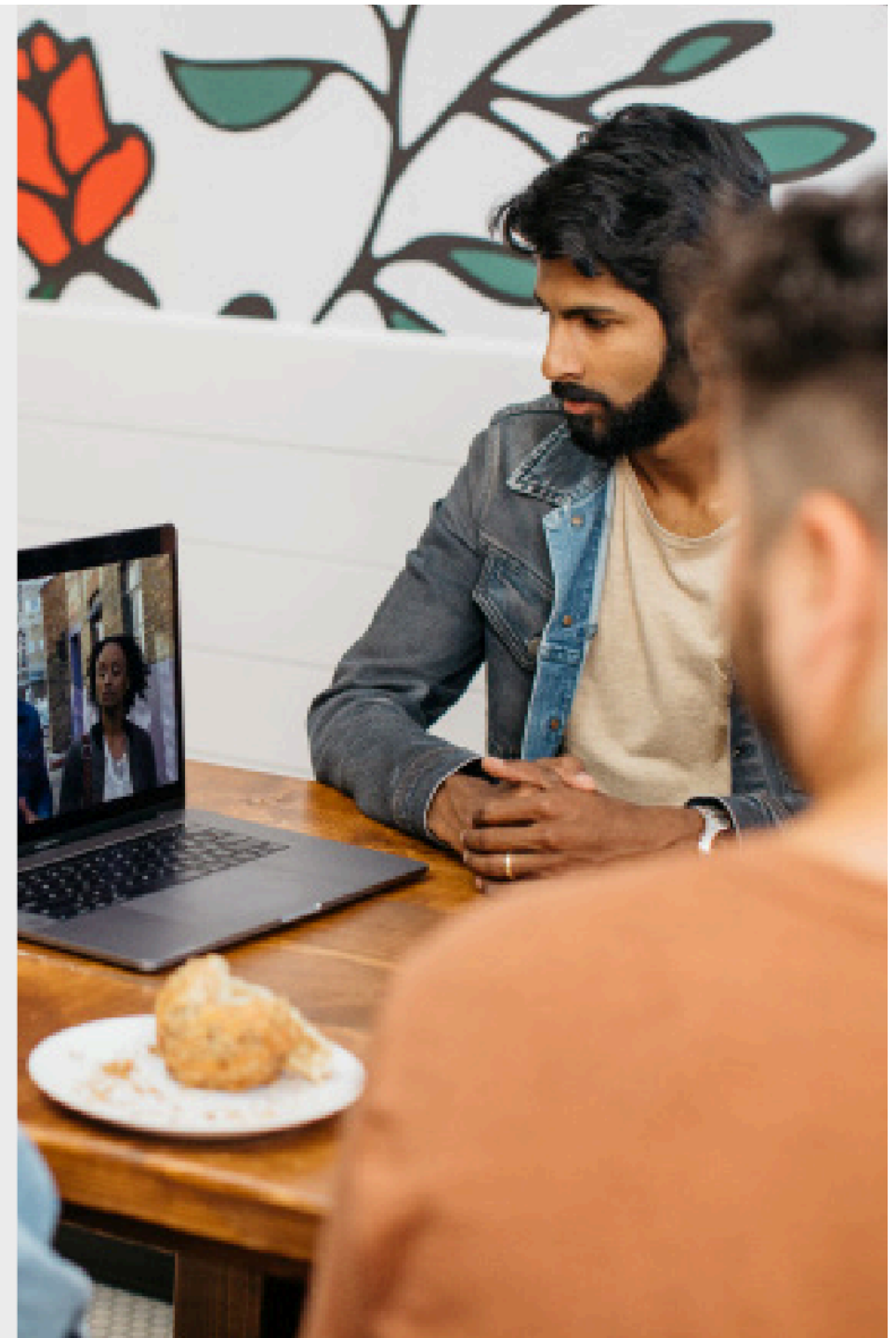
**Our creative values  
and tone of voice**

# 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

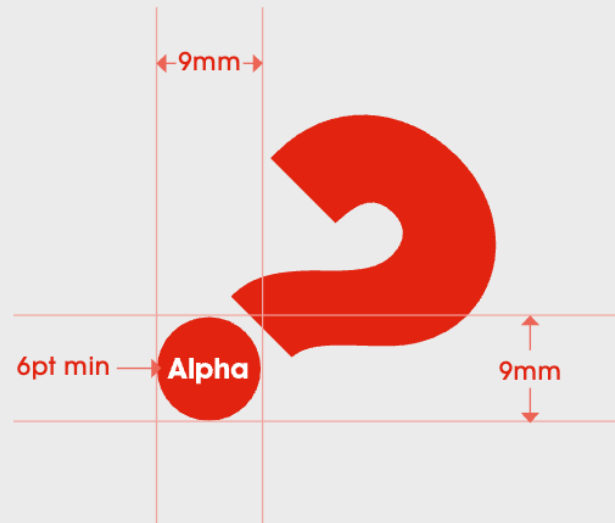
## The big red question mark

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.

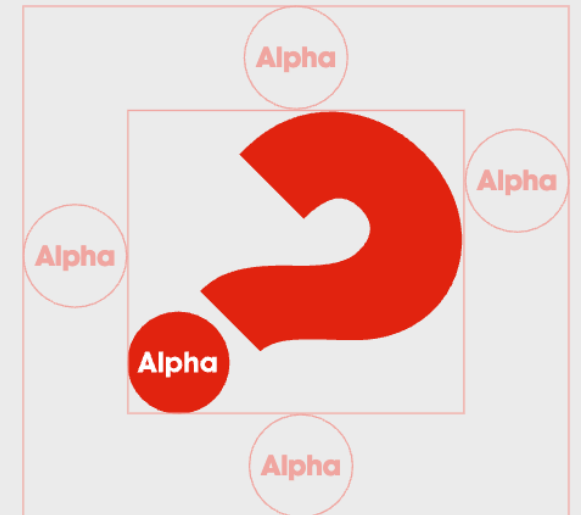
### Primary logo



### 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.

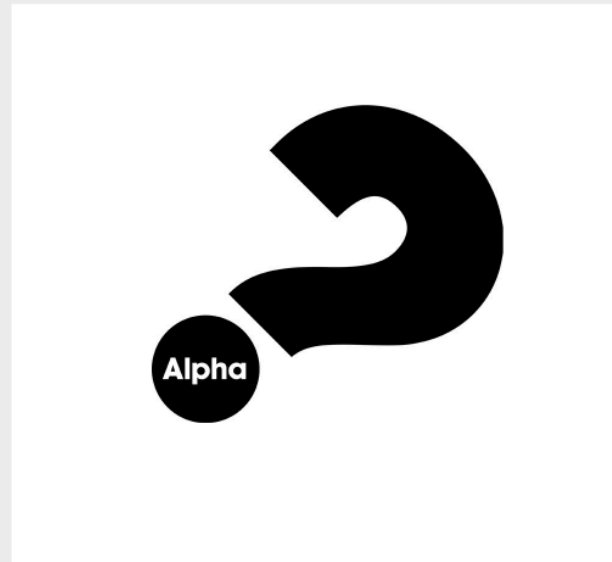
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### White version



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### Black version



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### 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. All three core fonts listed in these guidelines are available with an Adobe Creative Cloud license and can be found at **[fonts.adobe.com](https://fonts.adobe.com)**

## 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 Gothic Pro

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**Bold**  
**Medium**  
**Book**

# Secondary fonts

## Open Sans

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**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 PT

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**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.



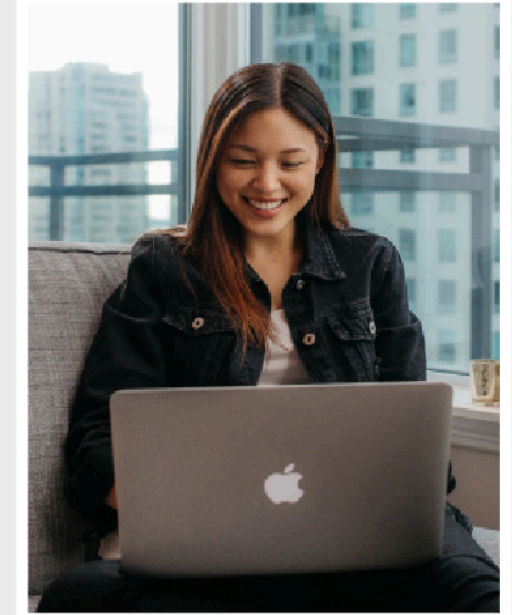
## Spontaneous

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.

<b>Branding</b>	Make sure to keep to the brand guidelines when using fonts, logos and colours.
<b>Sound</b>	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>B-Roll</b>	Additional footage should support the story being told by providing context to where the subject lives and the lifestyle they lead.
<b>Framing</b>	Make sure the subject appears natural, conversational, and relaxed on camera. Follow the rule of thirds when framing shots.
<b>Consent</b>	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

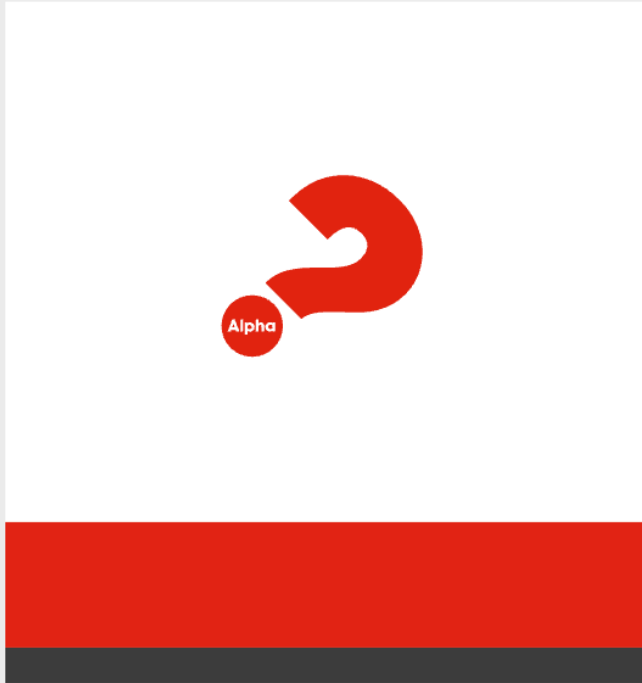
Events designed to encourage and train key Alpha churches to develop relationships and train other churches to run Alpha.



# Explore event branding

## Colours

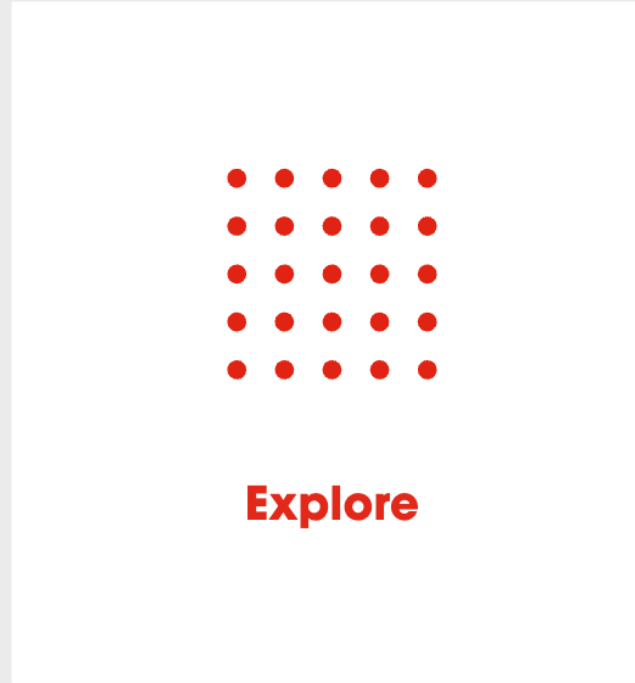
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Light and airy, the primary colour used is white. This allows the primary red logo to dominate, increasing brand recognition with the Explore audience. The secondary colour is red to match the logo, with shades of grey used sparingly.

## Concept

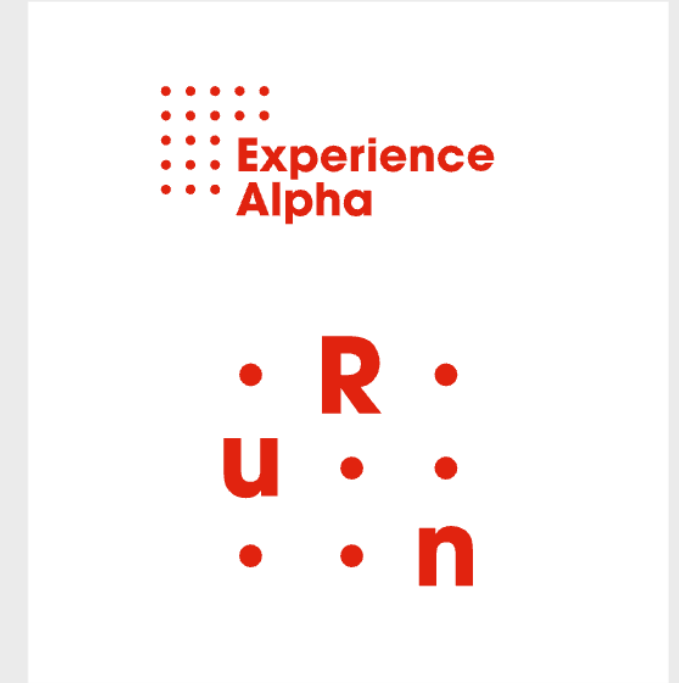
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Explore events are all about profiling the different elements of Alpha. For this reason the concept features multiple individual dots. This demonstrates the flexibility of Alpha and echoes the branded dot in our logo.

## Examples

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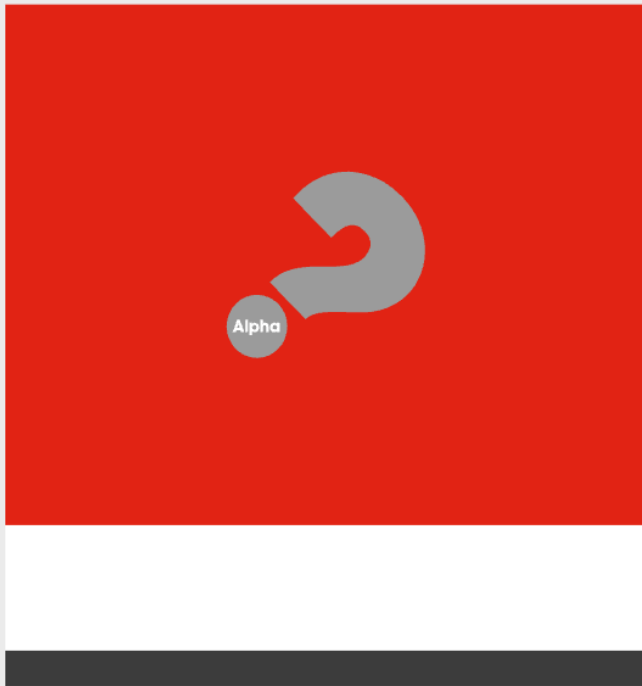


We want Alpha to feel accessible and exciting for the Explore audience. Multiple red dots can be used flexibly, in any formation and any size. Keep a white background where possible and use the red logo in every piece of creative.

# Experience event branding

## Colours

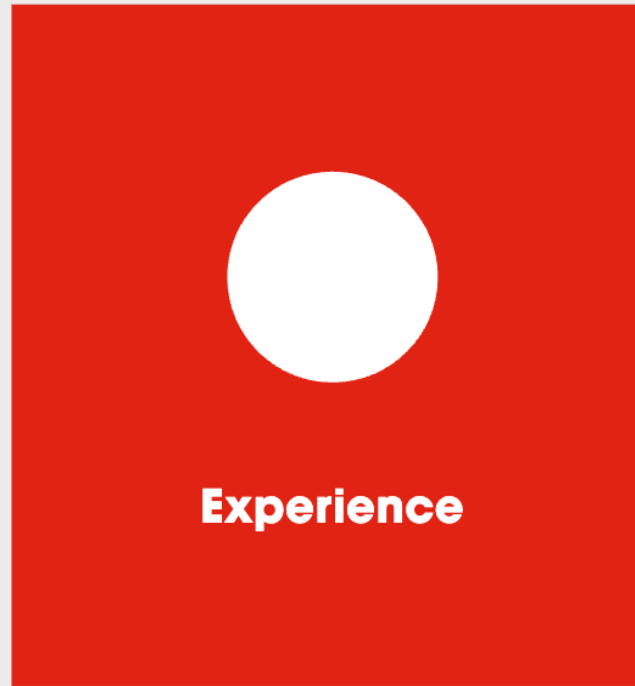
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The Experience palette is bold, leading with the Alpha red as its statement colour. Our audience is already familiar with our primary brand logo and using the red as a background enables us to utilise the secondary grey or white logos.

## Concept

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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

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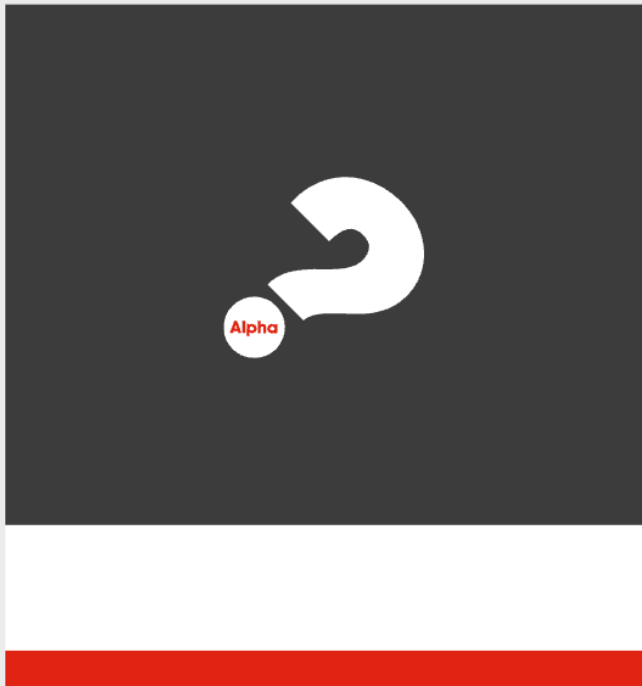


Making use of bold font weighting and a variety of tints of black, Experience event branding is more striking than Explore branding. The brand feels primarily recognisable through the use of colour. Please use a logo on all creative assets.

# Extend event branding

## Colours

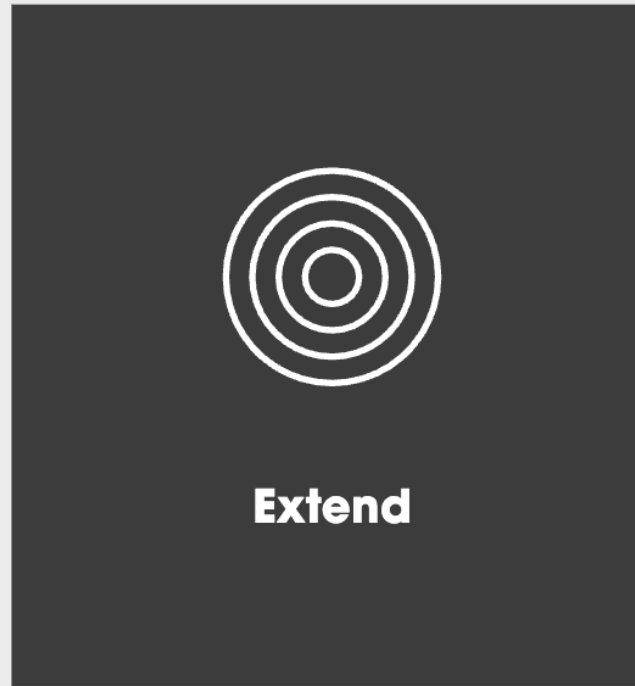
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Leading with a heavy monochrome, the Extend palette has a mature, established feel. The audience is very familiar with Alpha and is already committed, that's why Extend is the least overtly branded category.

## Concept

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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

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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

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#### 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

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#### 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

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#### 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



## 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.

