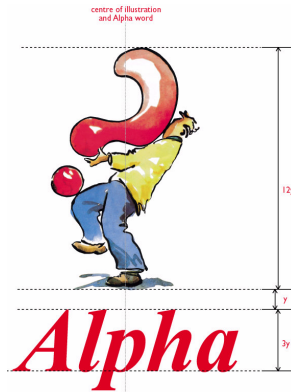


Alpha Branding Guidelines

Quick Reference Guide

The Alpha logo, in the format shown here is trademarked in the UK and internationally. It is very important that the logo appears in this format whenever used.

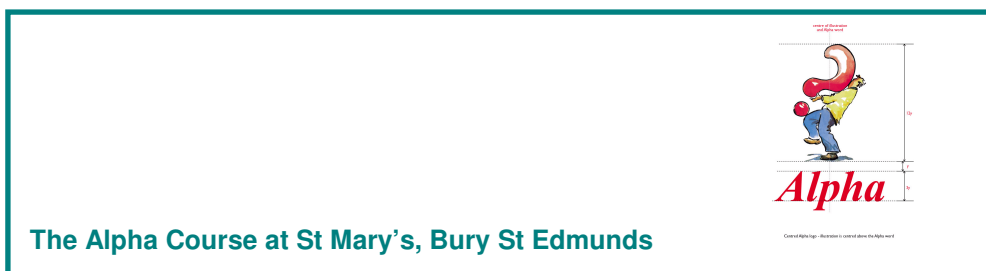


Please do not re-create the logo. The above logo is available to download for all purposes from the website at: <http://www.alphafriends.org/resources/brand-guidelines>

A black and white version of the logo should only be used when the printing is not in full colour. No other colour variations of the logo can be used. For example, a black and white person cannot be used with a red 'Alpha'. Similarly, a colour person cannot be used with a black 'Alpha'.

Personalisation

Local churches may use the logo when promoting their own Alpha courses. However, as the logo is the logo of Alpha International we ask that when used by local churches it is accompanied with a line 'The Alpha Course at [name of church/parish/group] e.g:



Incorrect use of the logo

The logo should only be used in the format above. The logo cannot be broken up e.g:



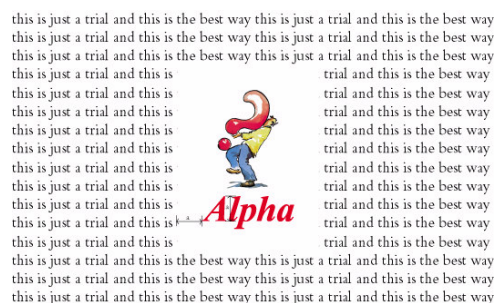
The word should not be used alone in the same format as it stands within the logo [i.e. red, Times New Roman, bold and italics]

~~The *Alpha* Conference~~

The Alpha Conference

Space around the logo – the exclusion zone

There is an exclusion zone that we have placed around the logo to prevent any infringement of the logo both with words and images – the exclusion zone is the height of the letter A on the word 'Alpha':



Alpha Promotional Materials

A full range of Alpha publicity materials have been designed to link with the national campaign in September – including posters, course invitations, postcards and stickers. This way, local and national campaigns work together to strengthen the public profile of Alpha.

If you would like to produce a bespoke Alpha poster in a size not available from the Alpha Publications Hotline, below are a few tips that may help in this process:

- In order to maintain consistency across all Alpha publicity materials, it is important that all posters, postcards and invitations – no matter what size – carry the same font, colours and layout. The designer/printer you use will need the following fonts:
 - Trajan for 'The Alpha Course'
 - GillSans for 'explore the meaning of life', 'a practical introduction to the Christian faith', 'for details call' and 'alphacourse.org'
 - 45 Helvetica light for A4 course invitation body text
- Also, before you print your poster, postcard or invitation, please send an electronic file (Adobe Acrobat pdf if possible) of your proof to the Alpha Invitation office at ukinvitation@alpha.org

In this way, we can help you make sure that your materials have maximum impact by association with the national advertising campaign.

Promotional merchandise

Alpha International does not produce promotional merchandise to be sold since it does not want to be portrayed as a commercial organisation.

However, if a church would like to use merchandise such as t-shirts, badges, etc., these may be produced with specific reference to that church printed clearly on the item e.g. 'Alpha at St Marys', Bury St Edmunds

- These items should not be sold.
- The logo should appear with the exclusion zone as detailed above and the word 'Alpha' should not appear in the same format as it does in the logo.