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

Inspiring

Positive
Thought provoking
Encouraging
Uplifting

Bold

Innovative
Adventurous
Exciting
Aspirational

Authentic

Honest
Trustworthy
Genuine
Vulnerable

Simple

Clear
Concise
Uncomplicated
Easy to understand

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.

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.

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.

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.

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.

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

←9mm→

6pt min →

9mm
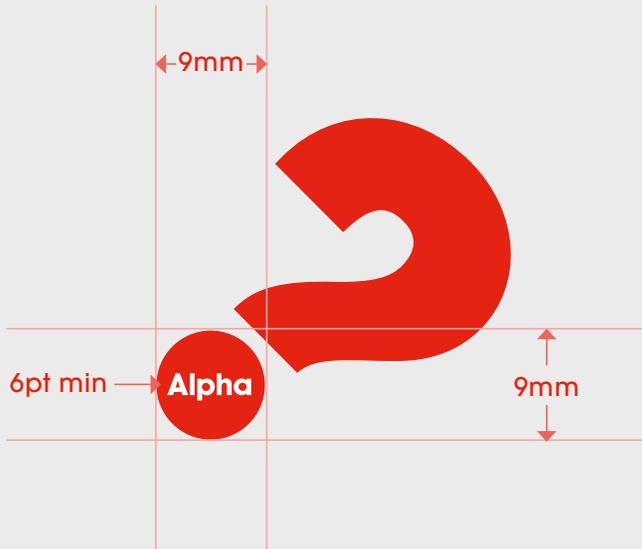
Minimum space around logo
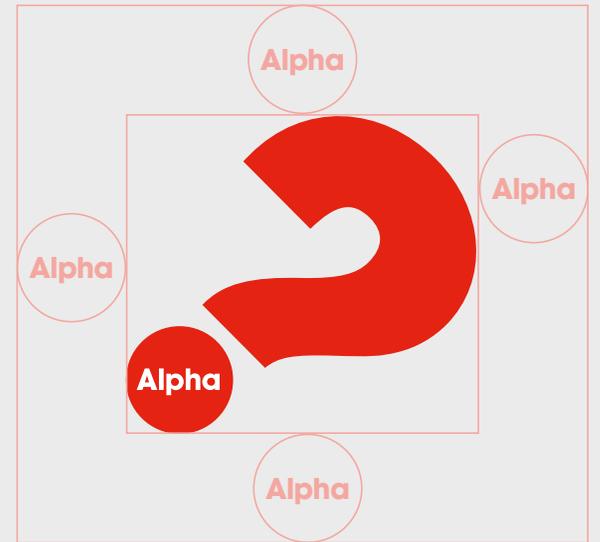
Secondary logos

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
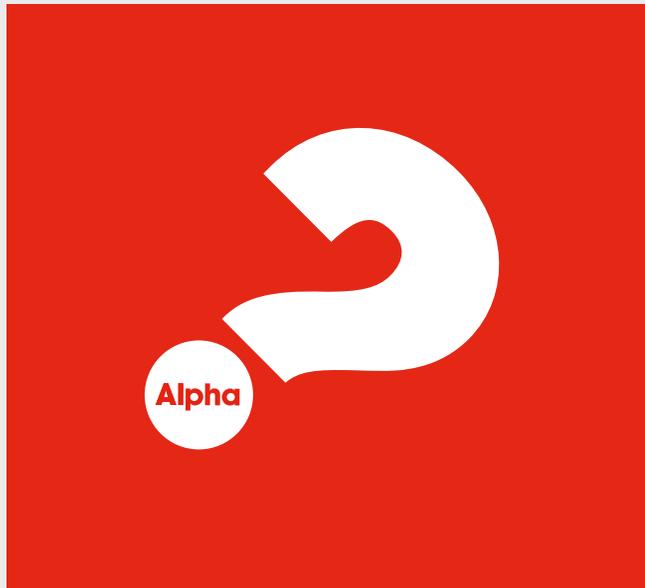
Black version
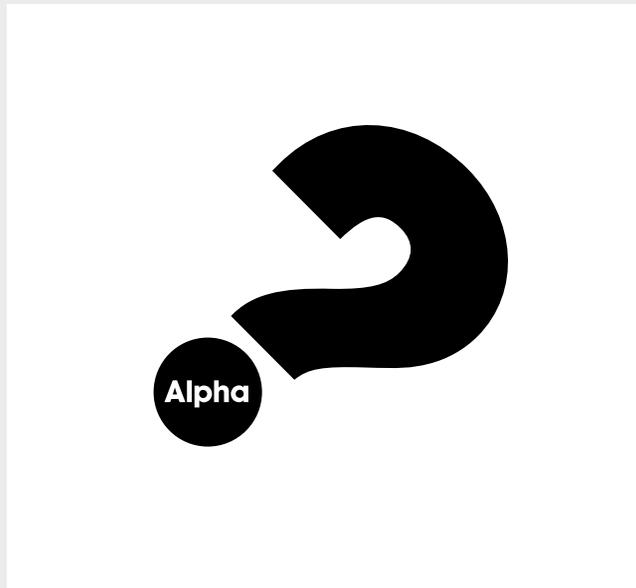
Grey version
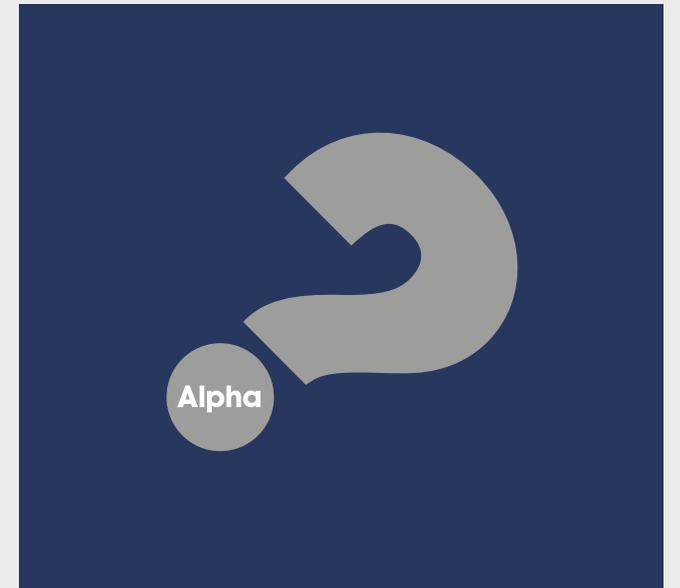
Logo restrictions

Usage guidelines

In previous interations 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

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.

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
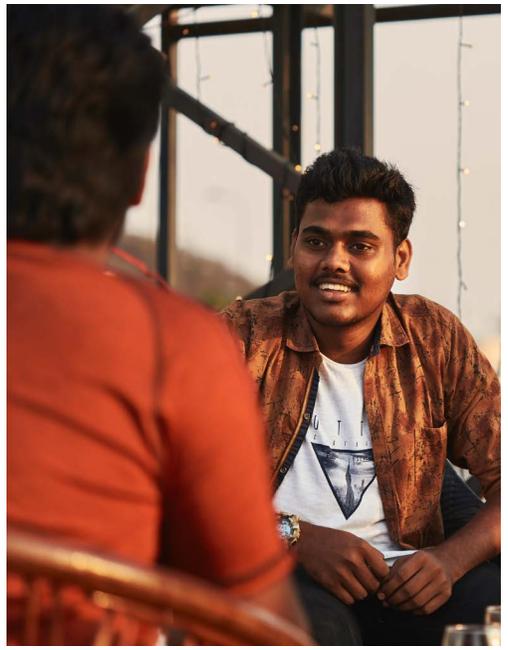
Observational

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.
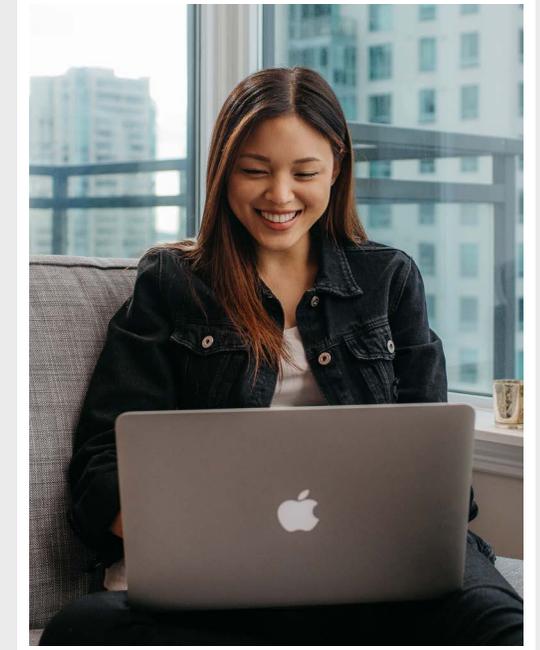
Engaging

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 suffiicent 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 ambiant 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.

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
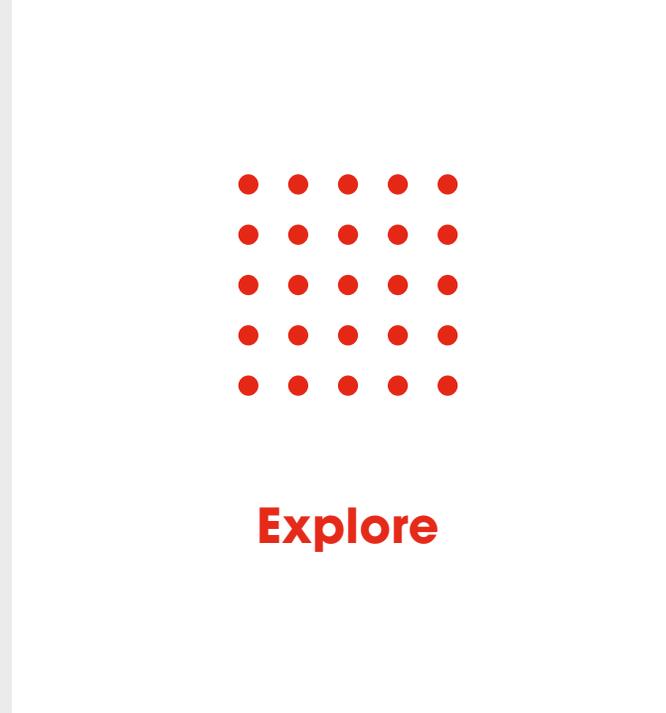
Explore

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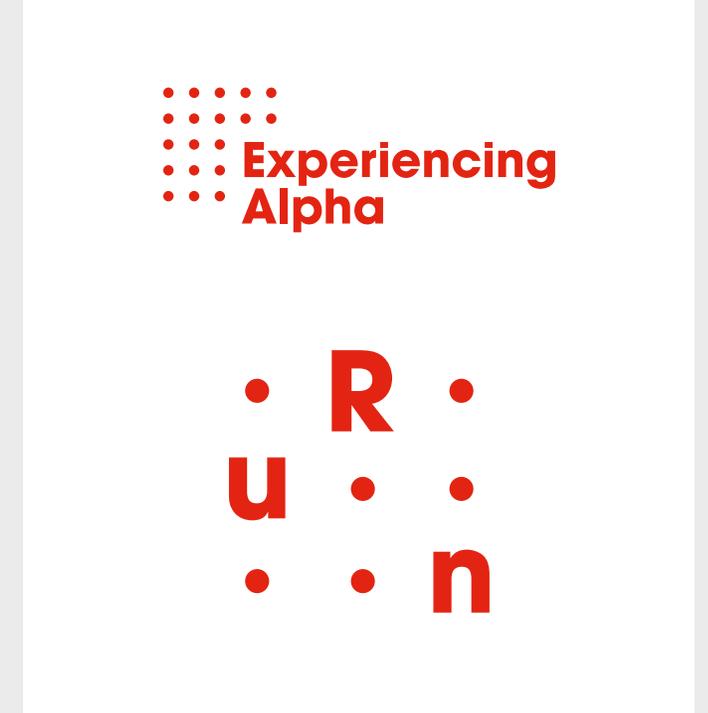
We want Alpha to feel accessible and exciting for the Explore audience. Multiple red dots can be used flexibly, in any formation and any size. Keep a white background where possible and use the red logo in every piece of creative.

Experience event branding

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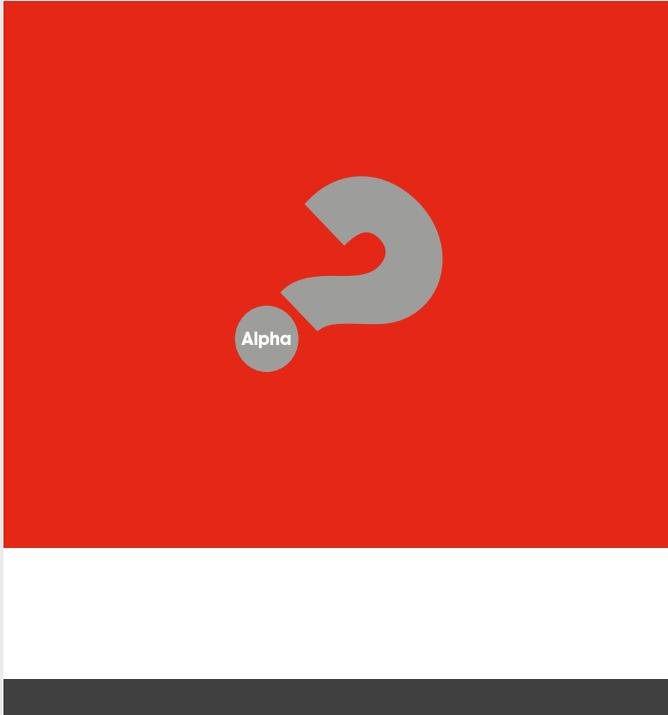
The Experience palette is bold, leading with the Alpha red as its statement colour. Our audience is already familiar with our primary brand logo and using the red as a background enables us to utilise the secondary grey or white logos.

Concept
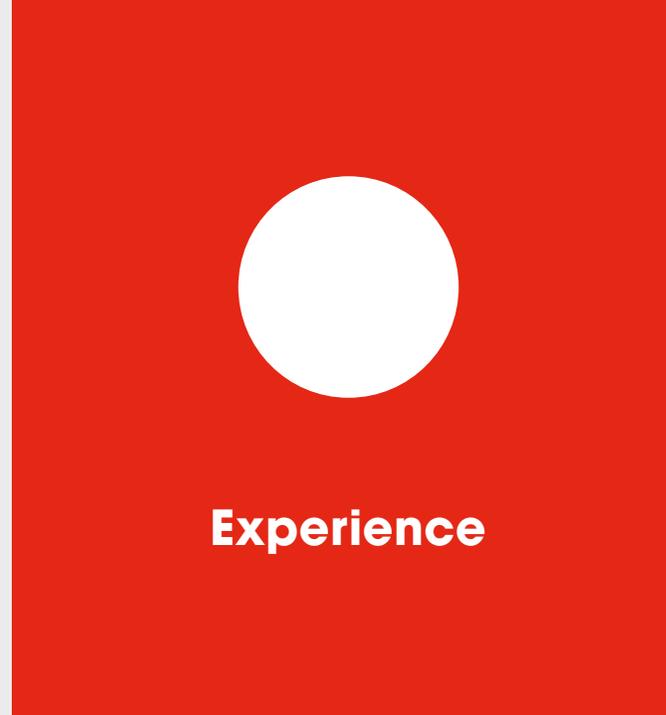
Experience

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

Grow
Alpha
Asia Pacific

Grow
Alpha

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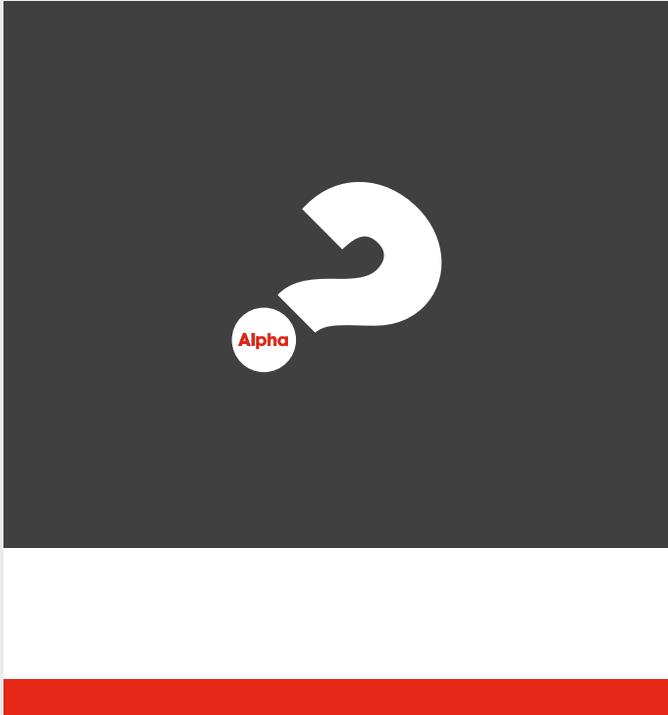
Leading with a heavy monochrome, the Extend palette has a mature, established feel. The audience is very familiar with Alpha and is already committed, that's why Extend is the least overtly branded category.

Concept
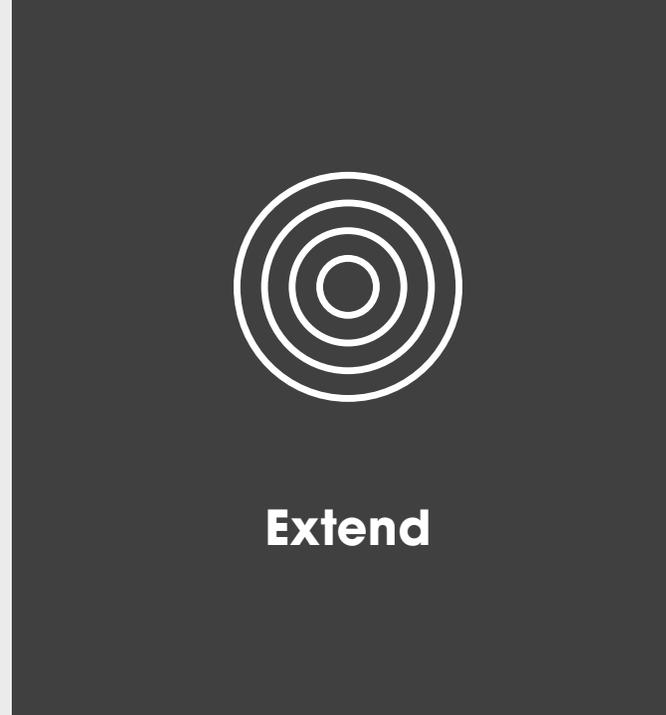
Extend

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

Alpha Collective

Together Alpha

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.

Alpha in words

One course, run in multiple environments.

Five Alpha contexts

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

Alpha Prisons
Alpha Workplace
Alpha Youth
Alpha Students
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