



Brand Standards & Style Guidelines

I. Logo Standards

The Alpha Three logo should never have to compete visually with other graphical elements. The minimum negative space surrounding the logo should never be below 1x the space between the logo icon and the logo text (see page 2). These spacing rules apply to all variations of the mark.

Primary Logo



Alternate Logo



I. Logo Standards: Usage

The clear space of the logo is equal to the width of the letter “a” in “alpha”. Suggested uses of the primary logo are all printed collateral, email and newsletters, any stand-alone items.



a — “1x” is the area of the “a”.

I. Logo Standards: Other Colors

Alternative logos are recommended for certain types of backgrounds.

Colored Logos (Preferred)



White and orange logo is used for dark colored backgrounds.

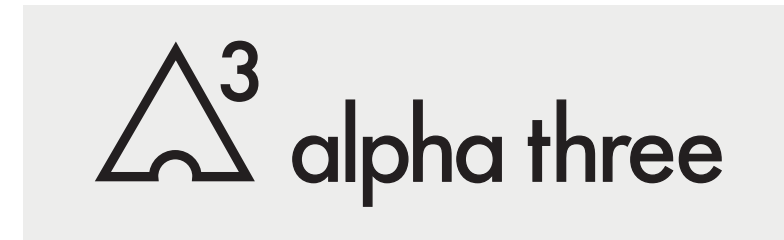


Dark blue logo is used for light colored backgrounds.

Black and White Logos



White logo is used for dark colored backgrounds.



Black logo is used for light colored backgrounds.

I. Logo Standards: Do-Not's

Changing the logo is not recommended.



Do not use non-brand colors.



Do not stretch or distort the logo.



Do not rearrange logo elements.



Do not tilt the logo.

II. Color

The Alpha Three identity is built with a combination of primary palette and secondary palette. The CMYK, RGB and HEX conversions are provided for use in multiple applications.

Primary Palette



CMYK
100.92.41.43
RGB
22.32.72
HEX
#162048



CMYK
1.49.87.0
RGB
245.149.58
HEX
#f5953a

Secondary Palette



CMYK
31.34.64.2
RGB
178.156.11
HEX
#b29c6f

III. Typography

The Futura family is used for the Alpha Three branding. Futura Heavy is the primary typeface should be used in elements that are higher up in the hierarchy of the piece, such as large headlines or calls to action. Futura Book and Futura Medium are the secondary typefaces should be used for any body or descriptive copy that is longer in length.

Futura Std Book

abcdefghijklmnopqrstvwxyz

Futura Std Book Oblique

abcdefghijklmnopqrstvwxyz

Futura Std Medium

abcdefghijklmnopqrstvwxyz

Futura Std Medium Oblique

abcdefghijklmnopqrstvwxyz

Futura Std Heavy

abcdefghijklmnopqrstvwxyz

Futura Std Heavy Oblique

abcdefghijklmnopqrstvwxyz

IV. Graphic Elements

Graphic elements are used to add visual interest and reduce empty spaces. They should be used sparingly.

Triangle Pattern

The white triangle pattern is transparent and can be used either on the orange or the blue in the Primary Palette. The triangles are placed on the corners of the design. This design is used for backgrounds.



Small Triangle Icons



Three Small Triangle Icons can be used as a divider between the header and body text. One Small Triangle Icon can be used as a bullet point.