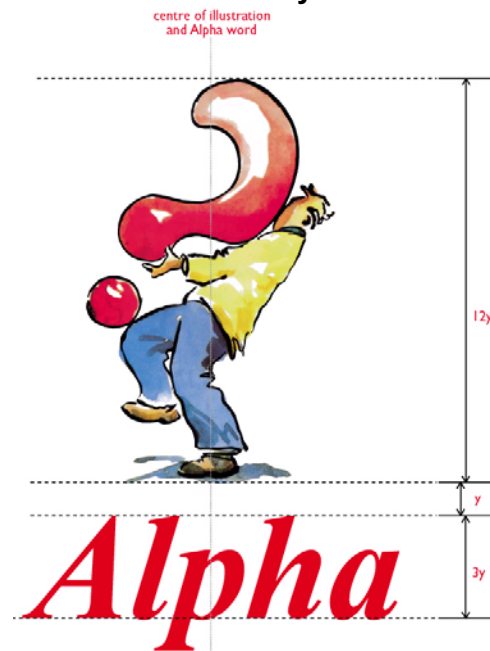


The Alpha Logo

Should you use the Alpha logo on any items you produce such as:

- Products
- Stationery
- Leaflets/Brochures/Newsletters
- Adverts
- Websites

the logo must appear in this format as it is being trademarked internationally



Centred Alpha logo - illustration is centred above the Alpha word

The logo elements

The logo is made up of 2 elements, the word Alpha and the person illustration.

The word 'Alpha' is centred directly below the illustration and is written in red, Times New Roman, bold and italics.

The distance between the person and the word is 'Y'. The height of the person is 12xY and the height of the word is 3xY.

A black and white version of the logo will be available, this should only be used when the printing is not in full colour. No other colour variations of the logo can be used.

N.B This is for the guideline document and in the future we will supply the logo in various formats and sizes on CD for use internationally.

Incorrect use of the logo

The logo should only be used in the format as stated above. We therefore cannot break this logo up such as:

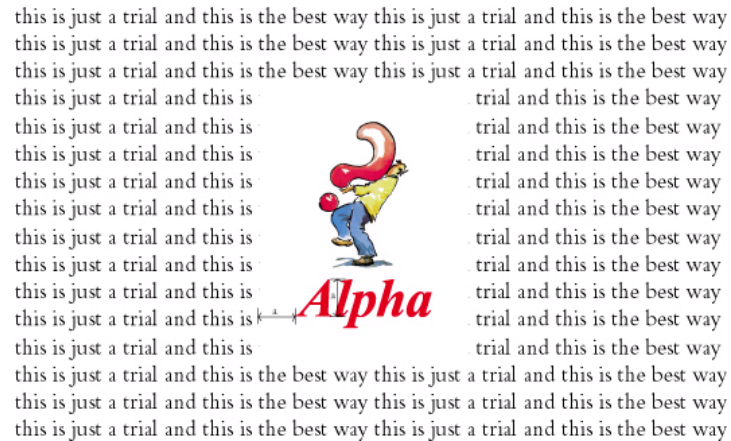


- The person and word should not appear separately or in any other format than the way it is trademarked.
- The word should not be translated into any other language.

The logo exclusion zone

The exclusion zone is the area around the logo which protects any infringement of the logo.

The logo will have the following exclusion zone [the exclusion zone is the height of the letter A in the word 'Alpha'] the exclusion zone applies to type and images and extends outwards from each furthest edge:



Personalisation of the logo

The exclusion zone allows the following example to be created:



- The font following the logo should be in line with the rest of the product/leaflet/web page title copy. The personalisation should not be written in red, Times New Roman, bold and italics as this is an infringement of the logo.

Promotional Material

The Alpha Initiative promotional material available from the UK is our preferred method of promoting Alpha courses at the church level.

If a church would like to use other materials such as t-shirts, badges etc. these may be produced with specific reference to your church printed clearly on the item e.g.

'Alpha at First Baptist Church, Cape Girardeau'

These items should not be sold.

N.B The logo should appear with the exclusion zone as detailed above

Suitable backgrounds for the logo

The logo should appear on backgrounds that do not infringe the logo colours such as:



Examples of backgrounds that could infringe/detract from the colours in the logo are:

- In this instance the logo should appear in a white box with the appropriate exclusion zone

