ALPHA
CANADA

ALPHA CANADA

BRAND
STANDARDS

ALPHA CANADA IDENTITY
PRIMARY LOGO

ALPHA

CANADA

PRIMARY LOGO

The primary full color logo for Alpha Canada is shown above in its process colour representation, which is the standard expression of the Alpha Canada brand.

This primary logo should only appear against white or light coloured backgrounds (the darkest background should be less than 10% black).

ALPHA CANADA IDENTITY
PRIMARY LOGO (QUIET ZONE AND MINIMUM SIZE)

PRIMARY LOGO

QUIET ZONE

MINIMUM SIZE

0.75 INCHES

The 'quiet zone' or minimum clear space around the Alpha Canada logo lockup (wordmark and logo icon) is indicated by the gray outer borders.

The 'quiet zones' are areas free from type or other graphics. Use the x-height of the wordmark to determine 'quiet zone' dimensions. Note that these measurements are the minimums, wherever possible, allow for more space.

The logomark's minimum reproduction size is based on the smallest size the wordmark can reproduce in its full colour form. The method of reproduction should be considered when sizing a logo to ensure it will reproduce legibly, particularly in instances where colours print as halftones not solids.

ALPHA CANADA IDENTITY
TAGLINE LOCKUP

No Stone Unturned.

A. TAGLINE

No Stone Unturned. | alpha

B. TAGLINE LOCKUP

alpha | *No Stone Unturned.*

C. TAGLINE LOCKUP – ALTERNATIVE

The Alpha Canada tagline appears in it's CMYK/ RGB form above (A). The tagline can only appear if the primary logo form appears in the same piece of communication.

The Alpha Canada tagline can also appear with the Alpha International logo as lockups shown above (B-C). The Alpha International logo must be on the outer edge in relation to the piece of communication it appears on. For example, if the lockup appears on the bottom right of a page, the Alpha International logo must appear on the outer edge of the paper (right side).

In accordance to the Alpha International brand standards, the minimum size of the Alpha International logo cannot be any less than 6mm tall.

ALPHA CANADA IDENTITY
COLOUR VARIATIONS

	1. CMYK/RGB colour	2. SPOT COLOUR	3. ONE COLOUR	5. REVERSE/KNOCKOUT
A. PRIMARY LOGO	ALPHA CANADA	ALPHA CANADA	ALPHA CANADA	ALPHA CANADA
B. TAGLINE LOCKUP	No Stone Unturned. | alpha	No Stone Unturned. | alpha	No Stone Unturned. | alpha	No Stone Unturned. | alpha
C. TAGLINE	No Stone Unturned.	No Stone Unturned.	No Stone Unturned.	No Stone Unturned.

The primary Alpha Canada logo in its CMYK form (1A) should be used for all corporate and marketing material. Depending on the reproduction method, the primary spot colour version of the logo (2A) can also be used for corporate and marketing materials, where appropriate. The tagline lockup and tagline (1B-1C or 2B-2C) can be used when the primary logo is present on the same piece of communications. In online situations such as electronic PDFs or Web, the RGB colour version(s) should be used.

For reproduction methods that have reduced capabilities or extremely difficult or small reproduction methods (e.g. silkscreen or engraving), use the One Colour versions (3A-3C).

Reverse knockout versions (4A-4C) are also available for use over black or dark coloured backgrounds. Note that these can be applied in either process or spot colour versions as required by the graphics or reproduction method.
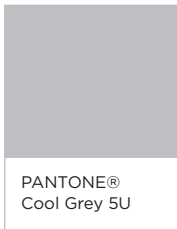
ALPHA CANADA IDENTITY COLOURS

| PANTONE® 716U | PANTONE® 7462U | PANTONE® Cool Grey 11U | PANTONE® Cool Grey 5U | PANTONE® Cool Grey 1U |

716 U (Uncoated)
CMYK: 0/48/85/0
RGB: 219/134/91
HTML: #E88554
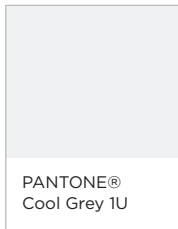
7462 U (Uncoated)
CMYK: 78/32/10/11
RGB: 61/92/115
HTML: #51779C

Cool Grey 11 U (Uncoated)
CMYK: 30/17/8/53
RGB: 94/99/104
HTML: #75777B

Cool Grey 5 U (Uncoated)
CMYK: 14/9/10/23
RGB: 139/144/146
HTML: #ACADAE

Cool Grey 1 U (Uncoated)
CMYK: 4/3/7/7
RGB: 228/232/230
HTML: #E2E1DC

The Alpha Canada brand colours are described above with their CMYK, RGB, and HTML equivalents. The usual reproduction method for the Alpha Canada brand is the process (CMYK) versions of the brand colours. As such, the spot colours shown would then be used primarily as colour targets for the reproduction methods.

Note that the target Pantone® colours are for uncoated stocks. This is due to the design specification for uncoated paper stocks to be used for Alpha Canada materials in general. Inks have a different appearance on uncoated stocks compared to coated stocks and the process colour equivalents are designed to match the inks' respective appearances on uncoated stock.

ALPHA CANADA IDENTITY
PRIMARY TYPEFACE (PRINT)

Gotham Book (© 2000 Hoefler Type Foundry, inc.)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Gotham Medium (© 2000 Hoefler Type Foundry, inc.)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Satisfy (© 2004 Sideshow Foundry)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

The typeface used throughout the Alpha Canada brand materials is 'Gotham' by Hoefler Type Foundry, inc.

'Gotham Medium' is used primarily as headings for continuous copy applications. 'Gotham Book' is used for body copy.

'Satisfy' by Sideshow Foundry is primarily for quotes, but can also be used for dramatic headings (always in sentence case).

'Gotham' is available from the Hoefler foundry at http://www.typography.com, purchasable in Opentype format. Opentype format is the recommended format as it is compatible with both Mac and PC operating systems.

'Satisfy' is available for free download from http://www.google.com/webfonts/ in TrueType format.

ALPHA CANADA IDENTITY
ONLINE TYPEFACE (WEB)

Cantarell Bold(® 1992 Monotype Imaging, Inc.)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Cantarell Regular (® 1992 Monotype Imaging, Inc.)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

The online typeface equivalent for 'Gotham' used throughout the Alpha Canada digital materials is 'Cantarell' by Dave Crossland. 'Arial' by Monotype Imaging can be used when 'Cantarell' is not applicable or unavailable.

'Cantarell Bold' is used primarily as headings for continuous copy applications while 'Cantarell Regular' is used for body copy.

'Cantarell' is available from http://www.google.com/webfonts/, for free download in TrueType format.

ALPHA CANADA IDENTITY
ALTERNATE TYPEFACE (POWERPOINT, ETC.)

Arial (® 1992 Monotype Imaging, Inc.)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Arial Bold(® 1992 Monotype Imaging, Inc.)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

The alternative content typeface used throughout the Alpha Canada digital document materials is 'Arial' by Monotype Imaging.

For continuous copy applications (body copy), 'Arial Regular' is used and 'Arial Bold' is used for headings and sub-headings.

'Arial' is available from Fonts.com at http://www.fonts.com/font/monotype-imaging/arial, purchasable in Opentype format.

Opentype format is the recommended format as it is compatible with both Mac and PC operating systems.