



ALIVE

**BRAND
BOOK
2023**

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INTRODUCTION

THIS BOOK

This brand book serves as an introduction to our visual brand, and provides some helpful guidelines for using it. Please refer to the design team in the first instance if you have any questions or need some help. Thank you for your part in strengthening the ALIVE brand!

LOGO BRANDING



THE ALIVE LOGO

Whenever we use the ALIVE logo, it's like we're stamping our seal of approval onto something. We're also supporting the promise of delivering on our values. In short, we are representing ALIVE.

This section of guidelines is designed to help you benefit from using the brand, and also to help you contribute to its strength.

Our logo, in its available variants, is stable and unchanging no matter where it is seen. We want it to make a positive impact, but this is only possible if it's used correctly.

The following few pages should help you do that.



PRIMARY LOGOTYPE

The ALIVE logotype is clear, bold and simple for maximum impact and clarity. Yet, there is a hint of extra depth through the shadows on both the A and V letters.

The horizontal stem of the A has been removed – this conveys the concept of resurrection life in a subtle way. Elevating us upward.



ALIVE

VARIATIONS

Monochrome

Sometimes in the context of a design piece, the colour logo will not work visually. This tends to happen when there is a full colour background.

In this case, it's a good idea to use a monochrome version. There is a light off-white version which will sit on colour backgrounds well.



ALIVE

(IN)CORRECT USAGE

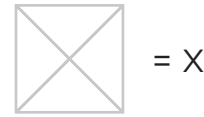
When using the ALIVE logo in any media, we must be careful to use it correctly. Please ensure you always use a file supplied by the design team and do not alter it in any way. This includes stretching horizontally or vertically, rotating, altering colours, changing the typeface or mixing and matching elements.



PROTECTIVE SPACE

Logos need some protective space around them, to maintain clarity and ensuring maximum impact. This means no text copy, or any sort of complex foreground/primary visual content of any kind should be positioned within this defined space.

We work out the minimum protective space for the primary logo as 'x' (which equals twice the stem width of each letter).



USING TYPOGRAPHY

The quick brown fox jumps over the lazy dog

Light 300 Italic

The quick brown fox jumps over the lazy dog

Regular 400

The quick brown fox jumps over the lazy dog

Regular 400 Italic

The quick brown fox jumps over the lazy dog

Medium 500

The quick brown fox jumps over the lazy dog

Medium 500 Italic

The quick brown fox jumps over the lazy dog

SemiBold 600

The quick brown fox jumps over the lazy dog

USING TYPOGRAPHY

Our primary font is Barlow Condensed. It's a popular, flexible, legible and contemporary font and is freely accessible on the Google Fonts platform. There are various different weights making it very useful for separating headers & titles from main copy.

Barlow Condensed Extra Bold is used for main titles and must be uppercase. All other weights can be used for lower-level titles, sub-titles and copy (with the exception of Barlow Condensed 'Black' weight – we avoid using this in copy).

Some examples →

NB: we are not totally restricted to our corporate fonts for design work, but these should be used where appropriate. Please contact the design team if you are unsure.

BARLOW CONDENSED

EXTRA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

BOLD

**abcdefghijklmnopqrstuvxyz
0123456789**

MEDIUM

**abcdefghijklmnopqrstuvxyz
0123456789**

REGULAR

**abcdefghijklmnopqrstuvxyz
0123456789**

LIGHT

**abcdefghijklmnopqrstuvxyz
0123456789**



COLOUR PALETTE

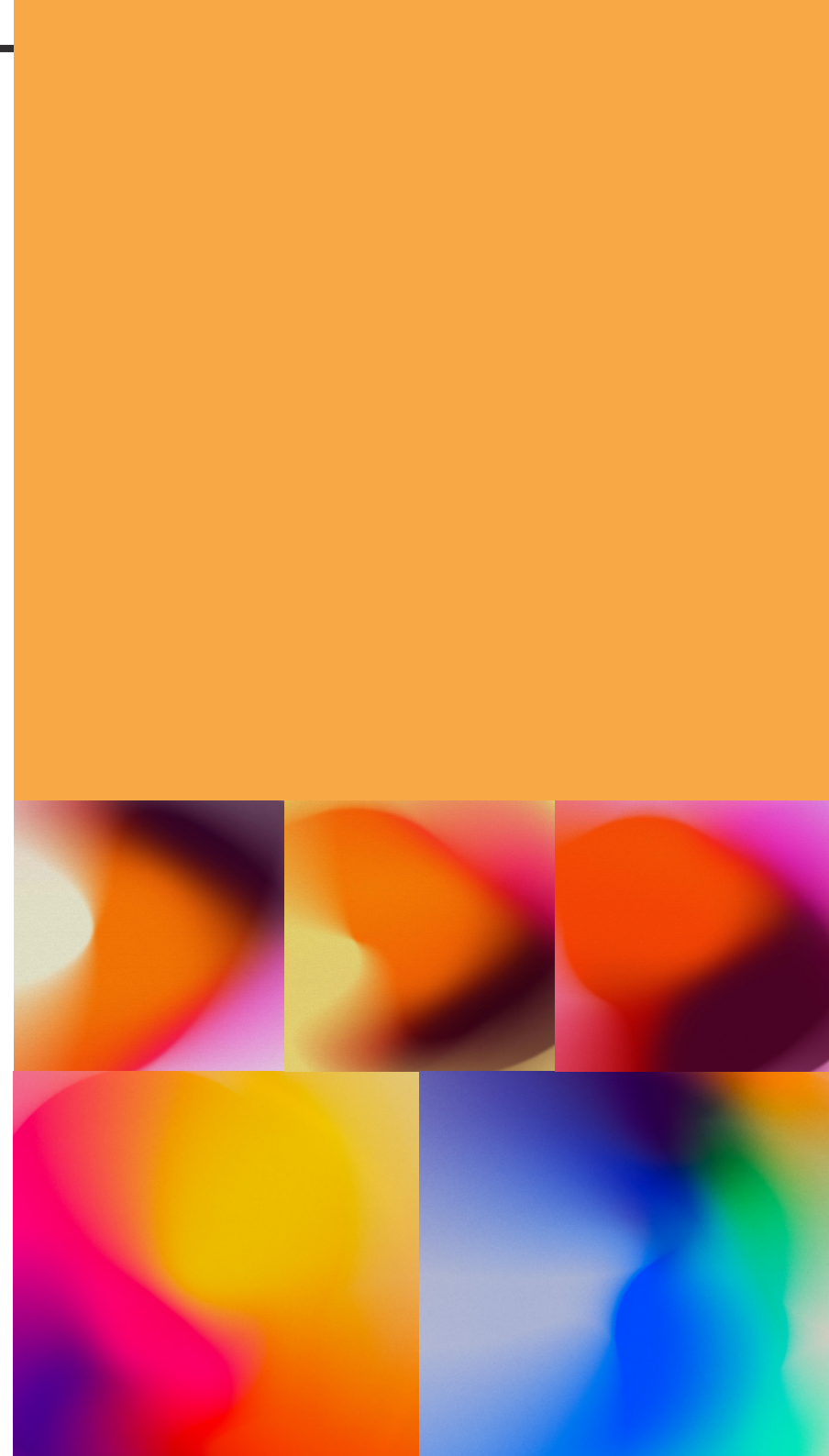
USING COLOUR

We use an ochre-yellow as our primary colour.

HEX # F6AB3B
RGB 246, 171, 59
CMYK 1, 38, 83, 0

This colour should always feature wherever possible in any publicity & designs. We also complement the primary colour with multi-hue gradients. There is advice on how to use colour within design - see the GRAPHICAL LANGUAGE section later in this brand book.

Please use only the gradients provided in the design pack and do not create any additional gradient colours of your own.





PHOTOGRAPHIC STYLE

PHOTOGRAPHY

Photography should always be of people.

When used in colourful design, the person should be isolated from the background wherever possible - and ideally graded black & white. This is to help offset against the brand colours.

There may be instances when the isolated subject can be filled with colour for a variation in design.

Photography of people should be authentic, emotive and intimate. We want to avoid extremes of expression. Happy, peaceful, contemplative.



GRAPHICAL LANGUAGE



GRAPHIC DEVICES

Employing graphical language within our designs helps to support and reinforce the ALIVE brand through a level of visual consistency. We can use shapes to contain colour:

- curved lines
- straight 13 degree lines (the angle of the A from ALIVE)
- squares and circles

These can be foreground elements that work and wrap around photography (lines), and background elements that form a colourful base for titles & photography (circles and squares).







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