

# Brand Guidelines

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Identity & Visual Style Guide | April 2020

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# Introduction

## WELCOME TO THE ALPHAGRAPHICS TEAM.

Our brand guidelines serve as the framework to maintain a consistent brand voice and visual identity to be used throughout all communications. The AlphaGraphics network consists of more than 270 centers across the globe. Each center is independently owned and communicates to its local community. That is why it is so important for us to share a single message and speak in a unified voice.

Consistent messaging and design are an important part of strengthening our brand equity, reputation, and prominence. It will help the public easily identify us and feel confident in their decision to partner with their local AlphaGraphics center.

The principles outlined here are relevant to all of us and to every communication. And when we practice them consistently, we'll speak in a cohesive, approachable voice and express the AlphaGraphics brand clearly, memorably, and authentically.

If you have any questions or concerns about how to best use our brand guidelines, please contact [marketing@alphagraphics.com](mailto:marketing@alphagraphics.com).

# Section 01 Brand Platform

Our brand platform is the core of our organization. It is who we are, what we do, what we believe in, and how we act.

Our Purpose  
Solutions  
Service Pillars  
Brand DNA  
Core Values

# 01

# We make ideas come to life.

## WHO WE ARE

AlphaGraphics was founded in Tucson, Arizona, in 1970 and began franchising in 1979. Today there are more than 270 independently owned and operated centers across six countries, offering custom print and marketing solutions to local businesses.

Inside of each AlphaGraphics center, you will find an owner that knows how it feels to put everything into a business. That is why at each location, you will not only find passionate, quality-driven experts but a team dedicated to the success of their customers. The relationships with our customers are highly collaborative, instead of a transactional service. We are most successful when we tightly integrate with their internal team and work together.

From ideas to execution, we are trusted partners to our customers, developing custom solutions every step of the way.

## WHAT WE DO

**We offer  
custom print  
and marketing  
solutions that  
get noticed and  
get business.**

## Solutions

At AlphaGraphics, our custom print and marketing solutions prepare our customers for success.

### WHY PRINT AND MARKETING ARE AN INTEGRAL PART OF ANY BUSINESS:

High quality printed materials give a positive impression and reflect the quality of service an organization offers and represent the standards they set. Quality printed materials help establish the credibility that a business needs to build a loyal customer base.

Marketing allows businesses to interact with their customers. The bottom line of any business is to make money, and marketing is an essential channel to reach that end goal. Marketing drives sales, and without it, many companies wouldn't exist.

# Service pillars

At AlphaGraphics, we have the experience and state-of-the-art equipment to support our customers every step of the way.



**PRINT**



**MARKETING**



**SIGNS**



**TECHNOLOGY**

# Brand DNA

The components of our brand DNA are the foundation of our identity and should serve as key message themes for our communications. They are the deep-rooted truths that we embrace every single day. They are what sets us apart from our competitors, and what we want the public to know about us. Keeping these top of mind as you decide how to convey your information will ensure consistent positioning of AlphaGraphics.

## EXCEPTIONAL SERVICE

We pride ourselves on our work. We deliver fast, high-quality results that our customers can rely on every single time.

## CREATIVE MINDSET

We are not order takers. Instead, we work closely with our customers to develop innovative solutions and outcomes to bring their ideas to life.

## PROVEN EXPERTISE

We are a dedicated team of experienced professionals that our customers can trust to meet deadlines and provide reliable results.

## ENGAGED PARTNERSHIP

We are a responsive, customer-centric company that consults and collaborates with clients to provide custom, hands-on solutions. We are not just a business, but we are a part of the community. We go above and beyond for our customers, because to us, they are family.

# Core values

Our core values are the promises we make to our customers and should guide every decision you make.

Core values aren't just about *what* we deliver, but also *how*. They define the way we conduct ourselves in the world—both internally (how you treat team members) and externally (how you treat customers).

## HONEST

We act with integrity. We do the right thing for our team members and our customers. We are honest, and we treat others with respect.

## RELIABLE

We do what we say. We can be trusted to be responsive, meet deadlines, and deliver high-quality solutions, time and time again.

## EMPATHETIC

We put ourselves in our customers' shoes to understand their needs to offer custom solutions with a caring, personalized touch.

## PROACTIVE

We work to solve our customers' problems before they arise, and we work hard to bring innovative ideas and thoughtful solutions to the table.

# Section 02 Brand Voice

Voice is much more than what we say—it's how we say it. It's the combination of the language we choose, our personality, and tone. It is one of the primary ways our customers connect and identify with our brand.

- Nomenclature
- Personality
- Tone
- Key Message Themes
- Vocabulary

# 02

# Nomenclature

Our name is an integral part of our brand and customer recognition. This section aims to clear up any confusion.

## FULL NAME

Our official name is “AlphaGraphics” and is how we should refer to ourselves in all communications (marketing collateral, social media, etc.).

## SHORTHAND

“AG” is only an acceptable shorthand for internal communications.

## WHAT TO AVOID

“Alphagraphics” and “Alpha Graphics” are not approved for use within our brand.

# Personality

Every communication from AlphaGraphics not only conveys information but also leaves an impression. To ensure that our communications carry a strong and consistent voice, use these personality traits as a guide. These are not words that should necessarily appear in our writing, but rather the emotive qualities our work should have, and the characteristics of the people with whom the piece should resonate.

## At AlphaGraphics, we are...

### APPROACHABLE & FRIENDLY

We are easy to talk to and make our customers feel at ease.

### GENUINE

We are sincere, honest, and authentic.

### PASSIONATE

We love what we do and take pride in our work.

### PERSISTENT

When problems arise, we persevere to find solutions, confident that the best ideas are yet to come.

# Tone

When we craft communications in a way that reflects our personality, they carry a certain tone. Here are some good ways to check whether the tone of your copy reflects our brand.

Our communications should sound friendly yet professional.

## DOES IT SOUND LIKE IT IS COMING FROM A TRUSTED FRIEND?

Our communications should be relatable and sound like they are coming from a trusted friend, devoid of “corporate speak.” They should be sincere, honest, and authentic.

## DOES IT SOUND LIKE IT IS COMING FROM AN EXPERIENCED PROFESSIONAL?

Our communications should be credible and accurate. We want our customers to feel confident and secure in their decision to partner with AlphaGraphics.

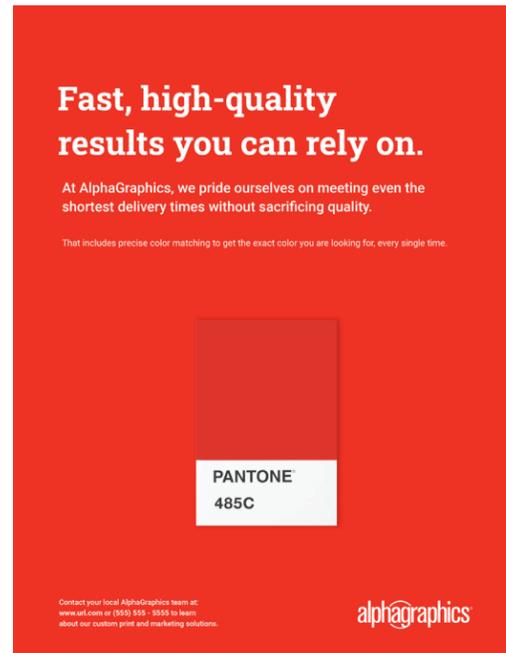
# Key message themes

Our key message themes derive from our brand DNA: exceptional service, creative mindset, proven expertise, and engaged partnership (p.9).

Our brand DNA represent the core of who we are as an organization. Therefore, our communication pieces should convey at least one of these four themes (with some messaging that may include up to all four).

**Note:** These examples are not an exhaustive list but may serve as a guide for developing communication materials.

## Exceptional Service Messaging



EXAMPLE 1:

### Fast, high-quality results you can rely on.

At AlphaGraphics, we pride ourselves on meeting even the shortest delivery times without sacrificing quality. That includes precise color matching to get the exact color you are looking for, every single time.

EXAMPLE 2:

### Tight deadline? No problem.

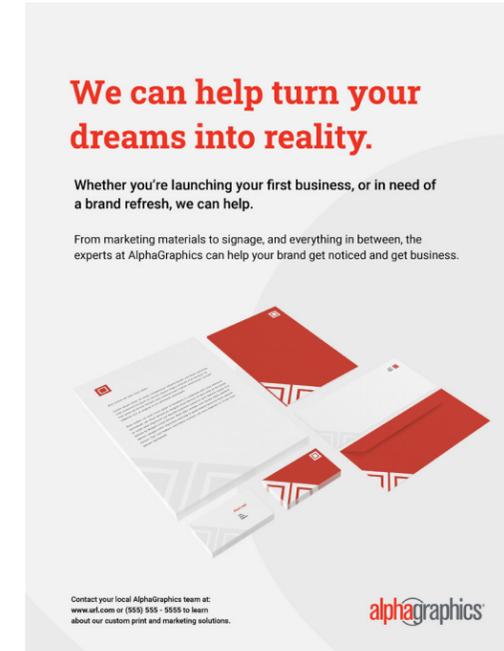
We measure delivery times in hours not days. If you need a poster, sign or banner NOW, we have the solution.

EXAMPLE 3:

### Easy, best-in-class service.

From easy order entry and proofing, to production and installation, we provide a simple and seamless process for our customers. No matter the size of your project, our team is ready to support your business needs.

## Creative Mindset Messaging



EXAMPLE 1:

### We can help turn your dreams into reality.

Whether you're launching your first business, or in need of a brand refresh, we can help. From marketing materials to signage, and everything in between, the experts at AlphaGraphics can help your brand get noticed and get business.

EXAMPLE 2:

### We make your ideas come to life.

From ideas to execution, we work closely with our customers to develop innovative solutions every step of the way.

EXAMPLE 3:

### From ideas to execution, we can help.

At AlphaGraphics, we develop custom, innovative solutions, and use the latest technology to take your brand to the next level, at the most reasonable price.

## Proven Expertise Messaging



EXAMPLE 1:

**We can help your business every step of the way.**

At AlphaGraphics, we provide custom print and marketing solutions to drive your business forward.

EXAMPLE 2:

**At AlphaGraphics, you're in good hands.**

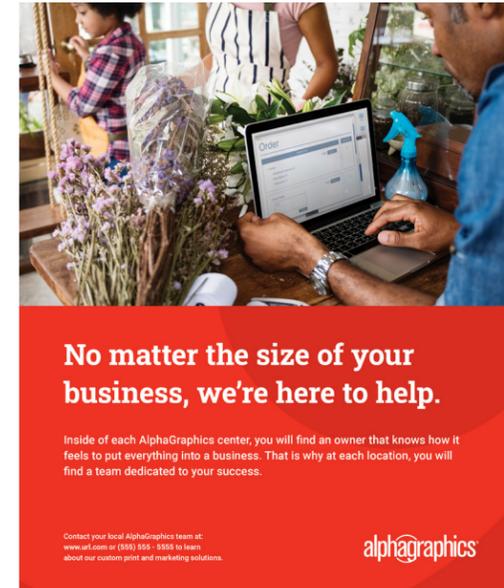
Inside of each center, you will find a team of print and marketing experts that you can trust to meet deadlines and provide reliable, high-quality results.

EXAMPLE 3:

**A print and marketing partner you can trust.**

With 50 years of proven experience, our print and marketing experts develop custom solutions to get your brand noticed, to get you business.

## Engaged Partnership Messaging



EXAMPLE 1:

**No matter the size of your business, we're here to help.**

Inside of each AlphaGraphics center, you will find an owner that knows how it feels to put everything into a business. That is why at each location, you will find a team dedicated to your success.

EXAMPLE 2:

**Building honest relationships since 1970.**

We're looking for a partnership—not a transaction. That is why at every AlphaGraphics center, you will find a responsive, customer-focused team that consults and collaborates to provide custom solutions for your business.

EXAMPLE 3:

**Your success is our success.**

At AlphaGraphics, we're in it for the long-haul. We provide a complete solution coordinated through a single point of contact. We believe in building relationships with our customers to become their trusted print and marketing partner.

# Vocabulary

Our brand vocabulary includes words we use when we talk about ourselves and in all our communications. These words have been chosen because they support the messages we want to send to our costumers.

## AlphaGraphics center:

Refers to individual AlphaGraphics franchise locations. Center should be used in place of company, store, or shop.

## Team member:

Refers to individual AlphaGraphics staff members. Should be used in place of employees.

## Solutions:

Use in place of products and services to emphasize our ability to create individualized solutions for our customers.

## Services:

Refers to what we provide to our customers. Print, marketing, signs and technology.

## Additional words that help convey who we are:

Quality	Transparency	Solutions
Experts	Collaborates	Dependable
Partnership	Fast	Creative
Reliable	Professional	Responsive
Problem solvers	Community	Dedicated
Innovative	Custom	Customer-focused

# Section 03 Visual Style

Our logos, color, typography, graphic elements, icons, and photography are the core of our visual style. Our brand identity is the total of all communication that our audiences see, making it imperative that our collateral is consistent among all AlphaGraphics centers.

Logos  
Color  
Typography  
Graphic Elements  
Service Pillar Icons  
Photography

# 03

# Logos

Our master logo, globe logo, globe lockups, and brand slogan primary visual elements that identify us.

The AlphaGraphics logo is a symbol of our brand identity, an identity that has been established for over 50 years. It is a trademark, and it represents our brand. The company rigorously protects our logos and trademarks against those companies and individuals who try to copy or denigrate them.

By following these guidelines, you can be assured that everything you create will protect our trademark and maintain a consistent look and feel for AlphaGraphics.

## Master Logo

### 2-COLOR

The 2-color master logo appears in AG Red and AG Gray. The 2-color master logo is the primary AlphaGraphics logo for all uses.



### 1-COLOR

When 1-color printing is required, you may use the 1-color master logo in AG Red, AG Gray, rich black and white.



## Master Logo Exclusion Zones

Our master logo requires a certain amount of space to maximize its presence. Exclusion zones prevent other graphic elements from interfering with their legibility or reproduction. Our exclusion zones are based on the height of the “a” in the logo, and the width is the same as the height, creating a perfect square.

Use the full exclusion zone whenever possible. No type or graphics may appear within this zone.



**Note:** AlphaGraphics Headquarters may approve special logo treatments, such as the 50th anniversary logo. All special logo treatments must be approved by AlphaGraphics Headquarters.

## Master Logo Improper Use

It is important that we be consistent in how we present our identity. Shown here are some common misuses. To avoid these, always use the provided artwork without modification.



**DO NOT** apply drop shadows or other visual effects to the identity.



**DO NOT** skew or warp the identity, or set it on an angle.



**DO NOT** condense, or change the dimensions of the identity elements.



**DO NOT** change the color of the identity elements beyond the approved colors.



**DO NOT** rearrange or change the scale of elements in the identity.



**DO NOT** adjust the opacity in any way to the identity.



**DO NOT** alter or replace the typefaces in the identity.



**DO NOT** add extra elements or text to the identity.

## Globe Logo

The Globe Logo can be used as a social media icon or graphic element. The Globe Logo can only be used on its own if “AlphaGraphics” is visible elsewhere.

### 2-COLOR

The 2-Color Globe Logo appears in AG Red and AG Gray.



### 1-COLOR

You may use the 1-Color Globe Logo as is or filled in. You may use the 1-Color Globe Logo in AG Red, AG Gray, rich black, and white.



## Globe Logo Improper Use

It is important that we be consistent in how we present our identity. Shown here are some common misuses. To avoid these, always use the provided artwork without modification.



**DO NOT** apply drop shadows, gradients or other visual effects to the identity.



**DO NOT** skew or warp the identity, or set it on an angle.



**DO NOT** condense, or change the dimensions of the identity elements.



**DO NOT** change the color of the identity elements beyond the approved colors.



**DO NOT** rearrange or change the scale of elements in the identity.



**DO NOT** adjust the opacity in any way to the identity.



**DO NOT** alter or replace the typefaces in the identity.



**DO NOT** add extra elements or text to the identity.

## Filled Globe Logo Cutoff Treatment

The cutoff treatment of the AlphaGraphics 1-Color Filled Globe Logo has been approved for use. Remember, this treatment only applies to the 1-Color Filled Globe Logo. Please follow the outlined guidelines below when using the cutoff treatment.

When cutting the left or right side of the AlphaGraphics 1-Color Filled Globe Logo, place a horizontal guide on top of the "g" descender. The proper cut line is found at the point where the horizontal guide meets the edge of the circle (as shown below).



### EXAMPLES



## Globe Lockup

Below are the approved vertical and horizontal logos for agSigns and agOnline. Use the provided logos without modification. If a special treatment is wanted, please contact [marketing@alphagraphics.com](mailto:marketing@alphagraphics.com) for approval.

### VERTICAL



### HORIZONTAL



## Brand Slogan

A brand slogan is a small set of words or a short phrase that encompasses a company's mission. Our brand slogan, "Get Noticed. Get Business.", communicates the essence of who we are and what we can do for our customers. It reflects our professional reputation—what we are known for. Our brand slogan can be used in both advertising and promotional materials.

### 1-COLOR

Our 1-color brand slogan, may be used in AG Red, AG Gray, rich black and white.

**GET NOTICED.  
GET BUSINESS.**

**GET NOTICED.  
GET BUSINESS.**

**GET NOTICED.  
GET BUSINESS.**

**GET NOTICED.  
GET BUSINESS.**

## Brand Slogan Improper Use

It is important that we be consistent in how we present our identity. Shown here are some common misuses. To avoid these, always use the provided artwork without modification.



**DO NOT** place the slogan under the logo in anyway.



**DO NOT** skew or warp the identity, or set it on an angle.



**DO NOT** condense, or change the dimensions of the identity elements.



**DO NOT** change the color of the identity elements beyond the approved colors.



**DO NOT** change the scale of elements in the identity.



**DO NOT** apply drop shadows or other visual effects to the identity.



**DO NOT** alter or replace the typefaces in the identity.



**DO NOT** add extra elements or text to the identity.

## Minimum Sizes

To make sure the master logo, globe logo, and brand slogan are always clear and legible, we have minimum size requirements. The minimum size requirements are based on width.

### PRINT

Master Logo



Globe Logo



Slogan



### DIGITAL

Master Logo



Globe Logo



Slogan



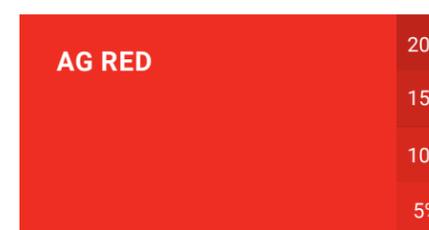
## Color

### Primary Color Palette

Beyond the logo, our red has the most brand equity of any of our visual elements. The hue is unique among our competitors and is a significant identifier of our company as a whole. To add dimension to our communication pieces, shades of AG Red are permitted. Drawing from the logo, tints of AG Gray are also allowed. By limiting our use of color, we create a cohesive, identifiable family of communications that rely on subtle shifts for differentiation.

Though our primary palette consists of AG Red and AG Gray, layouts utilizing white as the predominant color are also encouraged. With plenty of white space, our communications feel clean and modern. Rather than viewing white space as a blank area, see it as a pause. Don't rush to fill white space. It can focus attention on what is there. Use the usage diagrams on pages 35 and 36 as a guide.

**Note:** Use rich black for the master logo, globe logo, brand slogan, and body or headline text larger than 12 points. When setting text at sizes smaller than 12 points, process black should be used.



#### Color Codes

Pantone	485C
CMYK	000 095 100 000
RGB	218 041 028
HEX	DA291C



#### Color Codes

Pantone	Cool Gray 9C
CMYK	030 022 017 057
RGB	117 120 123
HEX	75787B

#### RICH BLACK

CMYK	050 050 050 100
RGB	000 000 000

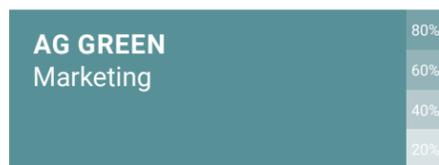
## Secondary Color Palette

Our secondary colors are complementary to our brand colors and may be used to represent specific pillars.



### Color Codes

Pantone	7408C
CMYK	000 037 099 000
RGB	248 170 029
HEX	F8AA1D



### Color Codes

Pantone	5483C
CMYK	069 030 038 000
RGB	086 145 151
HEX	569197



### Color Codes

Pantone	647C
CMYK	082 060 030 000
RGB	064 097 132
HEX	406184



### Color Codes

Pantone	484C
CMYK	027 096 095 026
RGB	148 037 034
HEX	942522

### USAGE

Secondary colors should be used sparingly, that is, in less than 25 percent of the palette in one piece. Under no circumstances should any of them become the predominant color.

## Color Usage - General

When creating communication materials with general brand messaging (i.e., We offer custom print and marketing solutions that get noticed and get business), layouts should consist of AG Red, AG Gray, white, and rich black.

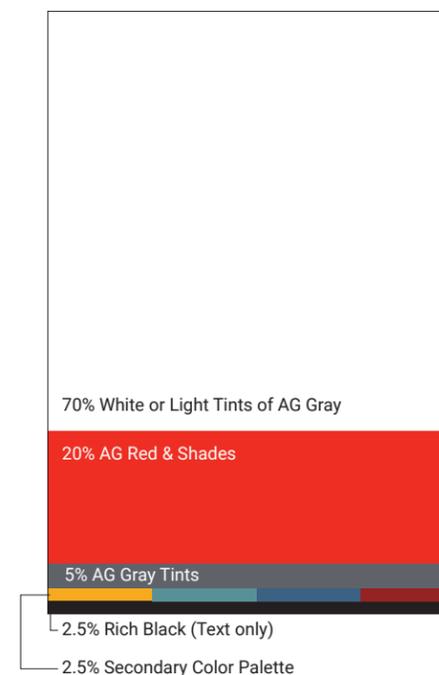
When using general brand messaging that features our four service pillars (print, marketing, signs, and technology), secondary colors may be used. For example, see page 56, of a general brand messaging postcard that utilizes our service pillars icons in our secondary color palette.

You may choose between predominantly AG Red or predominantly white (or light tints of AG Gray) layouts. Use the diagram here as a guide when balancing our color ratio.

### RED PREDOMINANT LAYOUT



### WHITE PREDOMINANT LAYOUT

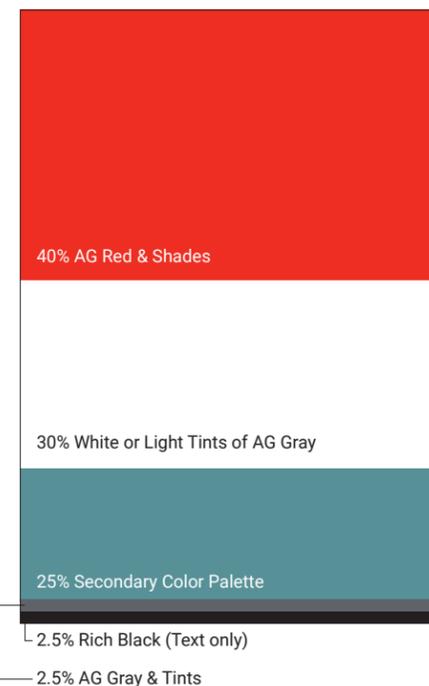


## Color Usage - Pillar Specific

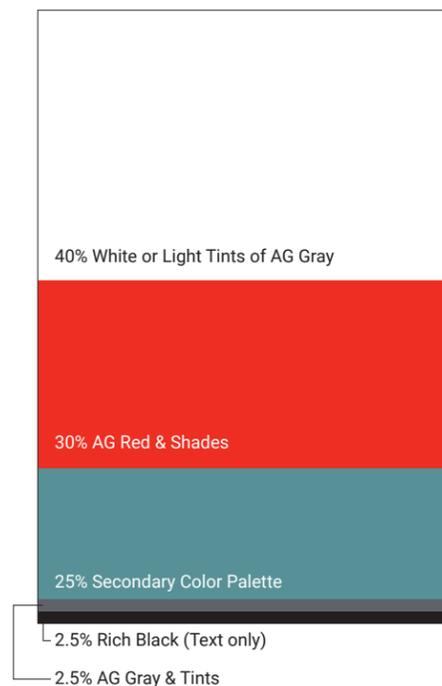
When creating communication materials that are specific to a pillar (i.e., a marketing ebook, see pages 63-65 for reference), its corresponding secondary color may be used up to 25% of the design. Under no circumstances should the secondary color become the predominant color of a design.

You may choose between predominantly AG Red or predominantly white (or light tints of AG Gray) layouts. Use the diagram here as a guide when balancing our color ratio.

### RED PREDOMINANT LAYOUT



### WHITE PREDOMINANT LAYOUT



## Typography

When used thoughtfully, typography becomes a powerful brand tool.

Our typefaces—Roboto and Roboto Slab—have been selected because of their structure and relationship to one another, as well as their legibility at a variety of sizes. Flexibility comes from the various weight options available. Our typography communicates clearly and cleanly and is suitable for a wide range of situations.

Lastly, our brand fonts provide ease of use as they are free Google fonts that can be used for both print and web.

## Primary Font

Roboto is our typographic workhorse. Available in 12 weights, our font, is a highly legible, cleanly constructed typeface that can be used for headlines, subheads, body copy, and captions.

### LICENSE

Roboto is a free Google font that can be used for both print and web.

Thin

*Thin Italic*

Light

*Light Italic*

Regular

*Regular Italic*

Medium

*Medium Italic*

Bold

*Bold Italic*

Black

*Black Italic*

## ROBOTO

### BOLD

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

### REGULAR

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

### FIGURES

0 1 2 3 4 5 6 7 8 9 0

### CHARACTERS

! " § \$ % & / ( ) = ? ` ; :  
i " ¶ ¢ [ ] | { } ≠ ¿ ‘  
« Σ € ® † Ω ¨ / ø π • ± ‘

## Secondary Font

Available in 9 weights, Roboto Slab is best suited for headlines and titles. It is not recommended for body copy.

### LICENSE

Roboto Slab is a free Google font that can be used for both print and web.

Extra Light

Thin

Light

Regular

Medium

SemiBold

Bold

ExtraBold

Black

## ROBOTO SLAB

### BOLD

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

### REGULAR

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

### FIGURES

0 1 2 3 4 5 6 7 8 9 0

### CHARACTERS

! " § \$ % & / ( ) = ? ` ; :  
i " ¶ ¢ [ ] | { } ≠ ¿ ‘  
« Σ € ® † Ω ¨ / ø π • ± ‘

## Text Hierarchy

Text hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Use the layout below as a guide (actual font sizes will need to scale based on project).

Large  
Headlines  
& Titles

# Roboto Slab Bold

Size : 36 pt  
Leading : 43 pt  
Tracking : 0

Headlines &  
Titles

## Roboto Bold

Size : 21 pt  
Leading : 25 pt  
Tracking : 0

Subhead  
Sections

### ROBOTO BOLD

Size : 14 pt  
Leading : 14 pt  
Tracking : 0

Body  
Copy

Roboto Regular

Size : 10.5 pt  
Leading : 14 pt  
Tracking : 0

## Graphic elements

The use of graphic elements creates a unique look and makes us instantly recognizable.

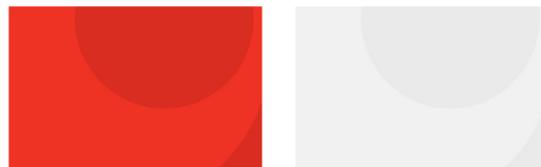
Like our logos, color palette, and typography, the AlphaGraphics graphic elements will become identifiable as they are used consistently and clearly. In addition, they allow us to express our personality and stand out from our competitors.

## Circle Overlay

The Circle Overlay is inspired by our partnerships. From the relationships between our customers, our community, and the AlphaGraphics network, each center is deeply connected.

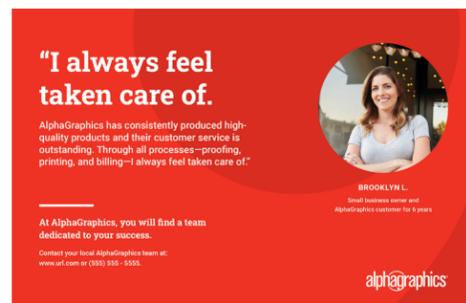
### COLOR

The Circle Overlay may be used in two colors: AG Red and its shades and AG Gray and its tints.



### USAGE

To add dimension and visual interest to a layout, the Circle Overlay graphic element is best used as a background. In this application, the Circle Overlay works best at full bleed.



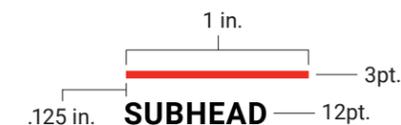
**Note:** For design consistency between centers, please use the Circle Overlay files provided instead of making your own.

## Rules

Rules are a simple way to add structure to a page, to divide content, or to connect content in different areas of a layout.

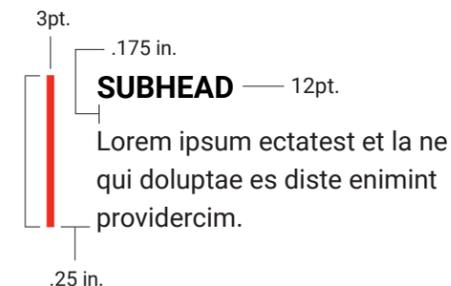
### HORIZONTAL RULE

Rule should be left justified in the horizontal usage.



### VERTICAL RULE

When used vertically, the Rule begins with the first line of content and ends with the last line of content.

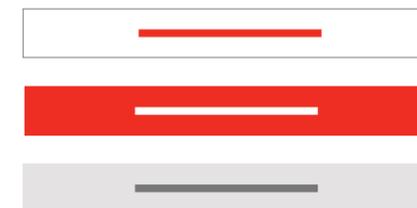


### COLOR

AG Red Rule on white and light gray backgrounds.

White Rule on red or dark backgrounds.

AG Gray Rule on light backgrounds.



**Note:** The Rule can be scaled proportionally based on font size and when creating pieces larger than 8.5"x11".

## Scene Illustrations

Illustrations add personality to our brand. They are an excellent way to set our brand apart and push brand awareness. Our scene illustration helps visualize what we do, which is to provide custom print and marketing solutions to all businesses, large or small.

### COLOR

Our illustrations may be used on AG Red, AG Gray at 10%, or white backgrounds.



### USAGE

Our illustrations are best used for digital applications, such as social media posts, display ads, and presentations. View example on page 73 of the Application Inspiration section.



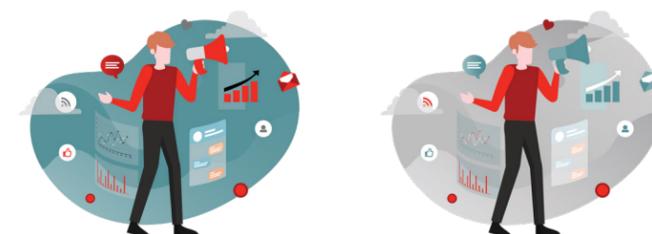
## Service Pillar Illustrations

Our service pillar illustrations may be used to help draw attention to a specific service: print, marketing, signs, and technology.

### PRINT



### MARKETING



### SIGNS



### TECHNOLOGY



# Service pillar icons

The use of icons is great for brand recognition as they can communicate messages quickly and grab attention.



PRINT



MARKETING



SIGNS



TECHNOLOGY

## USAGE

Our icons should be used to highlight our pillars and to add a pop of secondary color to our communication pieces. They should not be the main design element as the use of icons is commonplace among our competitors. Instead, we recommend using the Half-Circle or Circle Overlay graphic elements, as they are unique to the AlphaGraphics' brand.

For light backgrounds, you may use styles 1, 2, 3, and 4. And for dark backgrounds use only style 4.

For AG Red or AG Gray backgrounds, a white border around the Style 4 circle is permitted. See page 66 for reference.



# Photography

Through photographs, we can capture the essence of AlphaGraphics and connect with people in ways words can't. To help us to tell a richer, more comprehensive story, our image library can be divided into two categories: brand DNA and service pillars.

## Brand DNA

Photos are a vivid way to portray our brand DNA: exceptional service, creative mindset, proven expertise, and engaged partnership. With this in mind, our image library should reflect the collaborative and professional experience we offer at AlphaGraphics.

### DETAILS

Images of people should feel candid, natural, and in the moment. The subject should not typically be looking directly at the camera. Single individuals should never seem lonely, and groups should always seem engaged and collaborative.

For an editorial-style portrait, testimonial shot, or to complement local business messaging, it is acceptable for the subject to be looking at the camera.

Use full-color images whenever possible and avoid images with complicated or cluttered backgrounds.

AlphaGraphics is a global brand with an audience filled with different races, cultures, mindsets, and abilities. Be mindful of this when documenting our organization.

**Note:** For access to images, please contact [marketing@alphagraphics.com](mailto:marketing@alphagraphics.com).

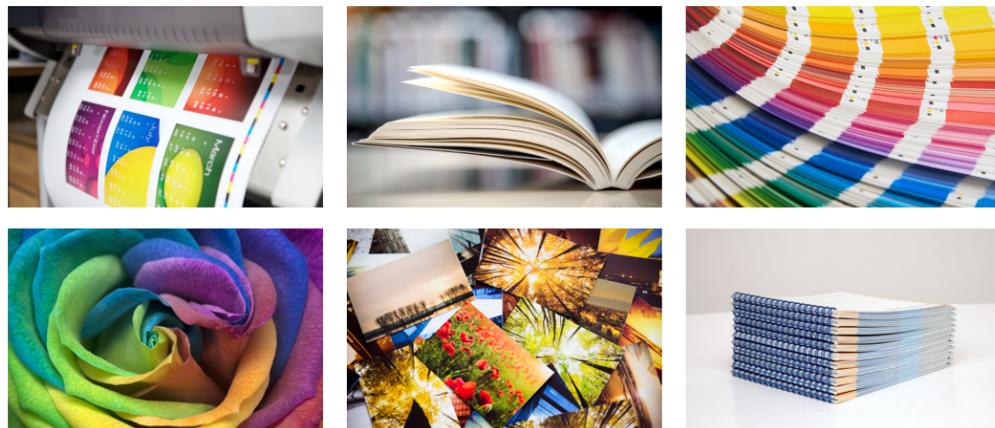


## Service Pillars

Our pillars (print, marketing, signs, and technology) are the core of our service offerings. When creating communication materials specific to a pillar, use images with subjects engaging with the product, or vibrant product-only shots.

When selecting images, consider photos that complement the pillar's corresponding color (i.e., print and AG Yellow).

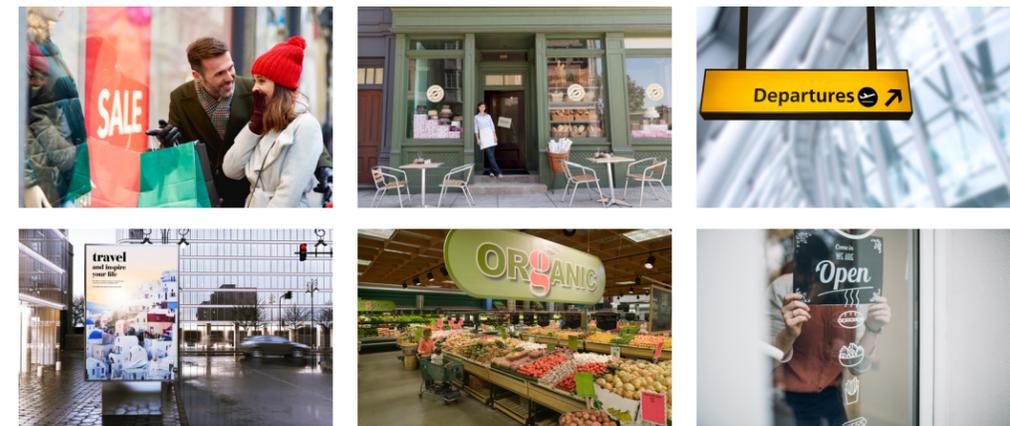
### PRINT



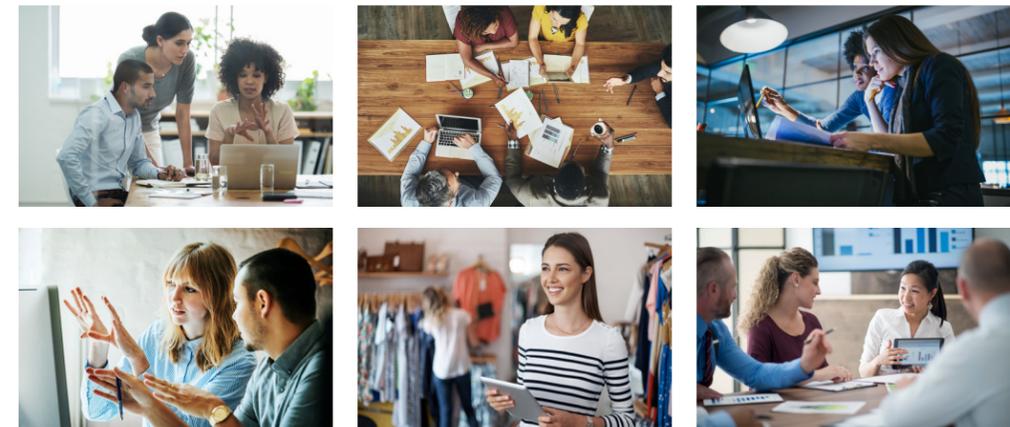
### MARKETING



### SIGNS



### TECHNOLOGY



**Note:** For access to images, please contact [marketing@alphagraphics.com](mailto:marketing@alphagraphics.com).

# Section 04 Application Inspiration

To demonstrate the brand in use, this section provides design inspiration.

- Business Cards
- Postcards
- Print Ads
- Ebook
- Pull Up Banners
- Facebook
- Instagram Ads
- LinkedIn

# 04

## Business cards

FRONT



BACKS

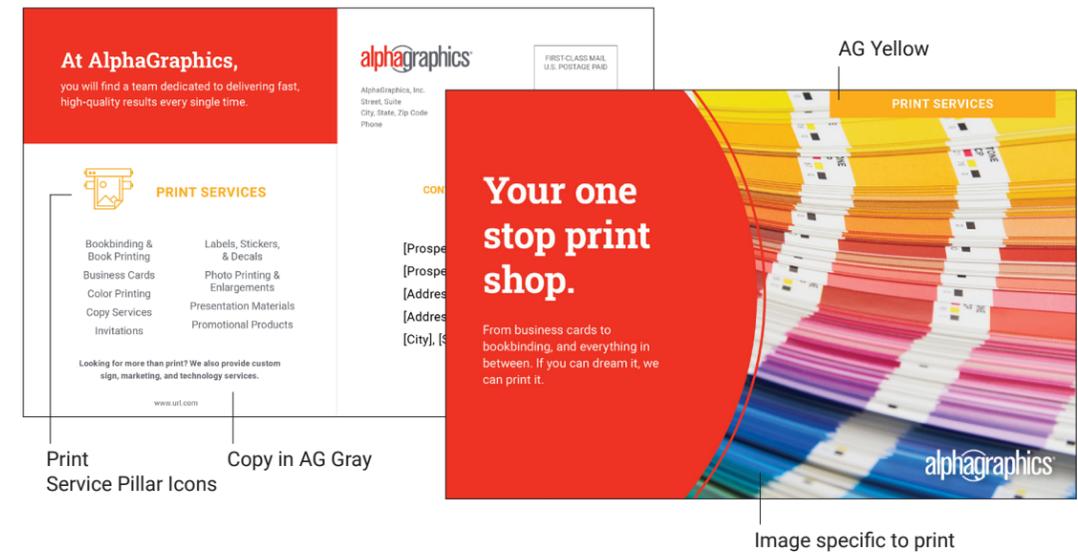


# Postcards

## GENERAL



## PRINT



## MARKETING



SIGNS

At AlphaGraphics, we offer a full range sign solutions to support your business and increase your reach.

**SIGN SERVICES**

- Posters and Prints
- Signs and Banners
- Window, Wall, and Floor Graphics
- Vehicle Graphics
- Tradeshow Materials

Looking for more than signs? We also provide custom print, marketing, and technology services.

www.alf.com

**AG Blue**

**SIGN SERVICES**

**Get noticed and get business.**

From indoor or outdoor signage, trade show booths, vehicle wraps to simple posters—we have a sign solution for all of your large format needs.

alphagraphics

Signs Service Pillar Icons

Copy in AG Gray

Image specific to signs

TECHNOLOGY

At AlphaGraphics, we offer a best-in-class print and marketing management system that's great for any business.

**TECHNOLOGY SERVICES**

- Personalized Print
- Brand Management
- Marketing Campaigns
- Inventory Control
- Manage Costs

Looking for more than technology? We also provide custom print, sign, and marketing services.

www.alf.com

**AG Maroon**

**TECHNOLOGY SERVICES**

**Increase efficiency and reduce costs...**

with online management of your print and marketing needs.

alphagraphics

Technology Service Pillar Icons

Copy in AG Gray

Image specific to technology

Print ads

AD 1

**Half-Circle**

**We can help your business every step of the way.**

At AlphaGraphics, we provide custom print and marketing solutions to drive your business forward.

**Proven Expertise Messaging**

Contact your local AlphaGraphics team at: [www.alf.com](http://www.alf.com) or (555) 555 - 5555 to learn about our custom print and marketing solutions.

alphagraphics

AD 2

AD 3

Creative Mindset  
Messaging

## We can help turn your dreams into reality.

Whether you're launching your first business, or in need of a brand refresh, we can help.

From marketing materials to signage, and everything in between, the experts at AlphaGraphics can help your brand get noticed and get business.



Circle Overlay in  
AG Gray

Contact your local AlphaGraphics team at:  
[www.urf.com](http://www.urf.com) or (555) 555 - 5555 to learn  
about our custom print and marketing solutions.



## Fast, high-quality results you can rely on.

At AlphaGraphics, we pride ourselves on meeting even the shortest delivery times without sacrificing quality.

That includes precise color matching to get the exact color you are looking for, every single time.

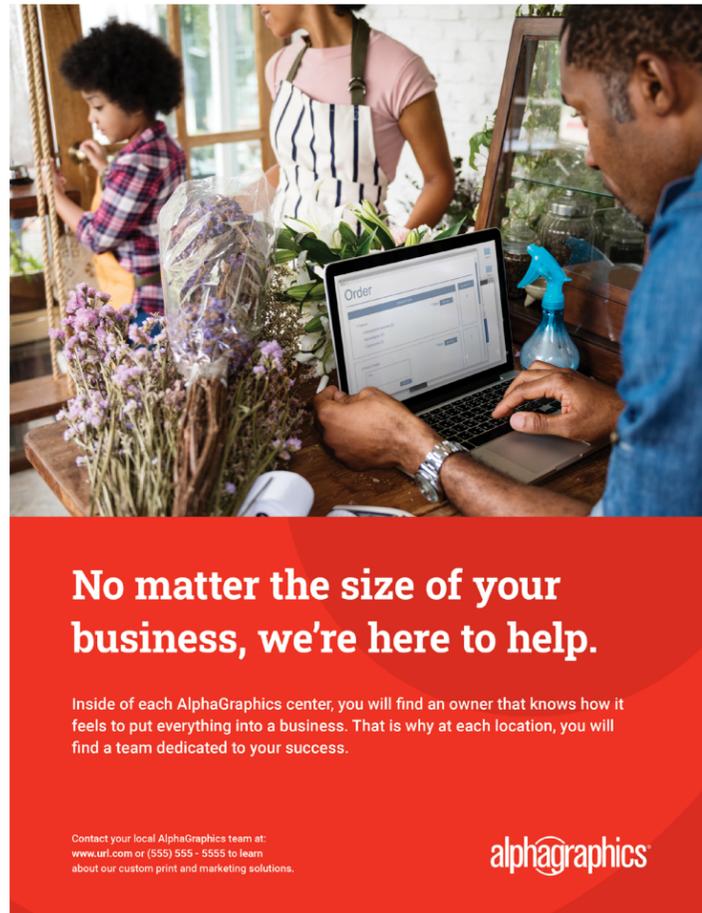


Exceptional Service  
Messaging

Contact your local AlphaGraphics team at:  
[www.urf.com](http://www.urf.com) or (555) 555 - 5555 to learn  
about our custom print and marketing solutions.



AD 4



Engaged Partnership Messaging

Circle Overlay in AG Red

# Ebook

The ebook sample below is specific to the marketing pillar. When creating an ebook, adjust the secondary colors and images with the corresponding pillar (i.e. print, marketing, signs and technology.)



Half-Circle

Roboto Slab Bold

AG Green - Marketing

MARKETING SPRING 2020

Service Pillar

EBOOK

EBOOK

**Improve your 2020 marketing strategy with these five steps**

Savvy marketing professionals know that the best tools and tactics brands can use to reach their desired audiences are continuously shifting. To stay ahead of the curve, you need to regularly adjust and adapt your company's marketing plan.

Significant changes in the world of digital marketing are making the advertising and branding landscape of 2020 particularly challenging. The role that social media giants play in both branding and paid advertising is rapidly changing, and advances in technology are opening new channels for marketers to target. It's more important now than ever before for businesses to take stock of their marketing objectives and the strategies they're using to pursue them.

**Elevating Your 2020 Marketing Plan**

Through careful analysis, brand development, and marketing execution, you can reap the best possible return on your investment in your 2020 marketing strategy and retool your existing marketing strategy to improve the relationship you're building with your audience and allow you to pursue them.

**01 CONDUCT a situational analysis**   **02 DETERMINE marketing research needs**   **03 DEVELOP a marketing plan**   **04 EXECUTE your marketing plan**

Conducting an analysis of your marketing plan and adjusting it accordingly make a substantial difference in the effectiveness of your marketing strategy. Investing time and resources in retooling your existing marketing strategy improve the relationship you're building with your audience and allow you to pursue them.

**01 Conduct A Situational Analysis For Your Brand**

To meaningfully reshape your brand's marketing strategy, you have to first conduct an analysis of what your brand is currently doing right and wrong, and its context in the wider marketplace.

A situational analysis takes a look at your brand's potential customers, your projected annual growth, potential competition, and several other external factors to provide you with a clearer look at your brand's potential for the coming year.

Using this data, you can craft a more holistic marketing plan that accurately responds to the realities of your prospective audience and existing industry competition. A situational analysis will provide you with the information necessary to develop a marketing plan that sets your brand apart from other industry players.

Roboto Slab Bold

Roboto Bold

Vertcial Rule

Roboto Slab Bold

Layout utilizes white space

**How to Analyze Your Brand**

The more metrics and data you include in your brand's situational analysis, the more useful it will be when it comes time to fine-tune or develop your marketing plan.

While the process of conducting a situational analysis may seem tedious and timeconsuming, it's important to remember that the more detail-oriented your plan is, the more useful it will be when you're trying to identify ways to separate yourself from the competition. With that in mind, here are a few ways that you can set yourself apart from other industry players:

**01 DEFINE YOUR MARKET**

To know how to talk to your market, you have to possess a thorough understanding of exactly who your market is. While defining your market, pay attention for any trends that particular segment may be experiencing. For instance, if your market consists primarily of young, urban professionals, attempt to identify what types of messages are succeeding in other markets where they proliferate.

**02 ANALYZE YOUR INDUSTRY**

Next, you should take a close and careful look at the industry that you pay attention to any ongoing trends. Are there any challenges facing it so, what can you do to overcome them? Also, pay attention to new that may be opening up in your field. Growth opportunities often arise market challenges—brands must be bold and savvy to take advantage.

**03 STUDY THE COMPETITION**

Take a look at your brand's main competitors and analyze their marketing strategies to see how they're performing in the marketplace. What lessons from their successes and failures? Obviously, you don't want to copy competitors' marketing strategies. Nonetheless, it's important to possess understanding of their marketing plan so that you can do what it takes to stand apart.

**04 PERFORM A S.W.O.T ANALYSIS**

Finally, you need to turn the lens inward and conduct an honest analysis of the strengths, weaknesses, opportunities and threats (SWOT) facing your own brand. Conducting a SWOT analysis will provide you with the tools necessary to own your marketing decisions and develop a plan that allows you to actively address the weaknesses within your company, as well as external threats. While many brands opt to solely conduct a SWOT analysis, it's really only helpful in the context of a larger situational analysis.

A situational analysis is a powerful tool that marketing professionals can use to maximize the effectiveness of their marketing campaigns. If you're planning on retooling or redeveloping your company's 2020 marketing strategy, it's important to first conduct a situational analysis to optimize the value of your investment.

Roboto Bold

Small-size Full-Circle

Vertcial Rule

AG Green - less than 25% of ebook

# Pull up banners

## PILLARS - GENERAL

Service Pillar Icons

Circle Overlay in AG Red

Secondary colors less than 25% of the piece

Brand Slogan

Roboto Bold

## PRINT

AG Yellow - Less than 25%

Rule

Circle Overlay in AG Red

Print Service Pillar Icons

Roboto Slab Bold

Brand Slogan

Full-Circle outer stroke in the print pillar's corresponding color, AG Yellow

### MARKETING

### SIGNS

AG Green - Less than 25%

MARKETING

alphagraphics

MARKETING

**Custom marketing solutions to grow your business.**

Rule

GET NOTICED. GET BUSINESS

Full Circle Marketing specific image

Marketing Service Pillar Icons

Circle Overlay in AG Red

Roboto Slab Bold

Brand Slogan

Full-Circle outer stroke in the marketing pillar's corresponding color, AG Green

AG Blue - Less than 25%

SIGNS

alphagraphics

SIGNS

**Durable, high-quality signs that get noticed.**

Rule

GET NOTICED. GET BUSINESS

Full Circle Signs specific image

Signs Service Pillar Icons

Circle Overlay in AG Red

Roboto Slab Bold

Brand Slogan

Full-Circle outer stroke in the signs pillar's corresponding color, AG Blue

TECHNOLOGY

AG Maroon - Less than 25%

TECHNOLOGY

alphagraphics

TECHNOLOGY

Print and marketing management perfected.

Rule

GET NOTICED. GET BUSINESS

Full Circle Technology specific image

Technology Service Pillar Icons

alphagraphics

TECHNOLOGY

Print and marketing management perfected.

Roboto Slab Bold

Brand Slogan Rich Black

GET NOTICED. GET BUSINESS

Full-Circle outer stroke in the technology pillar's corresponding color, AG Maroon

Circle Overlay in AG Red

# Facebook

PROFILE PICTURE

When creating your profile picture, it is recommended to create them at the highest resolution, 2048px by 2048px. Keep in mind that your Page's profile picture will be cropped to a circular shape.

2-color globe logo with white space

2-color globe logo with Circle Overlay in AG Gray

2-color globe logo filling the entire circular shape

1-color globe logo in AG Red with white space

1-color globe logo in white with Circle Overlay in AG Red

Filled globe logo in AG Red filling the entire circular shape

1-color globe logo in AG Gray with white space

1-color globe logo in white with AG Gray fill

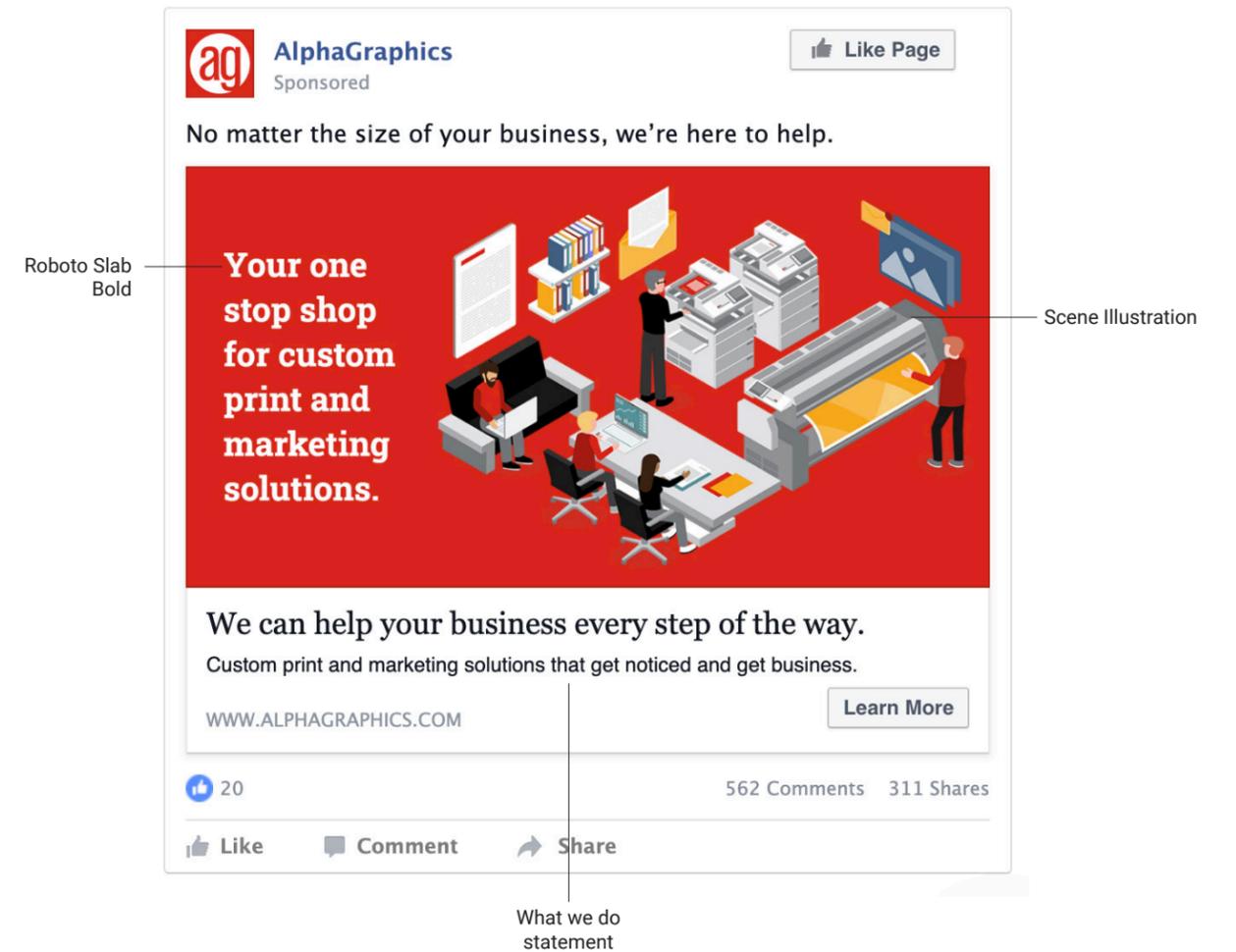
Filled globe logo in AG Gray filling the entire circular shape

**COVER IMAGE**

When creating your AlphaGraphics cover image, create them at a size of 820px by 312px.



**AD**



# Instagram ads



Roboto Slab Bold

Half-Circle outline in AG Yellow

What we do statement



Marketing Service Pillar Icon



Pillar specific image

# LinkedIn

## PROFILE PICTURE

When creating your LinkedIn profile picture, create them at a size of 300px by 300px.



2-color globe logo with white space



1-color globe logo in AG Red with white space



1-color globe logo in AG Gray with white space



2-color globe logo with Circle Overlay in AG Gray



1-color globe logo in white with Circle Overlay in AG Red



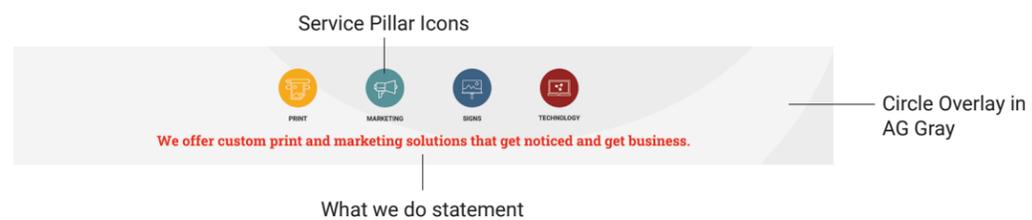
1-color globe logo in white with AG Gray fill



1-color globe logo in white with AG Red fill

### COVER IMAGE

When creating your LinkedIn cover image, create them at a size of 1536px by 220px.



GET NOTICED.  
GET BUSINESS.

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