



## STYLE GUIDE | 2020

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Visual identity is the graphic elements, such as color and typography, that come together to portray Alpha Capital Partners’ symbolic entity in a cohesive and consistent way.

Adhering to the visual identity of Alpha Capital Partners in all communications ensures customer recognition, preference, and loyalty.

# LOGO

These are Alpha Capital Partners’ logos and should be used in all communication materials and media whenever possible. They ideally appear on a white background.

PRIMARY LOGO



SECONDARY LOGO



ICON



# CLEARSPACE

Clearspace is the area around a logo that excludes other graphics and typography. Its purpose is to protect the logo’s impact and visibility, as well as to ensure that it always appears unobstructed from other graphic elements. The proximity of the edges should be distanced at the height of the “A” found in the Alpha Capital Partners’ logo subheading.

PRIMARY LOGO



SECONDARY LOGO



# APPLICATION

CMYK versions of the logo will always be used for print applications. RGB versions of the logo will always be used for digital applications. We also provide a Logo Mark version, but it should only be used when the Primary Logo cannot fit into the given space.

The minimum size for the Primary Logo is 1 inch or 72 pixels in height.



The minimum size for the Secondary Logo is 0.5 inches or 36 pixels in height.



CMYK refers to the four inks used in some color printing: cyan, magenta, yellow and key (black).  
RGB (red, green, and blue) refers to a system for representing the colors to be used on a computer display.

# COLOR SPECIFICATIONS

When the Alpha Capital Partners Primary Logo appears on color or photography, the most important issue is legibility. The Reversed Color Logo should be used whenever there is a lack of high contrast. If reproduction constrains the use of color, the Reversed White Logo can be used. However, both can be used with color backgrounds if required.

FULL COLOR



REVERSED COLOR  
OPTION 1



REVERSED COLOR  
OPTION 2



BLACK



WHITE

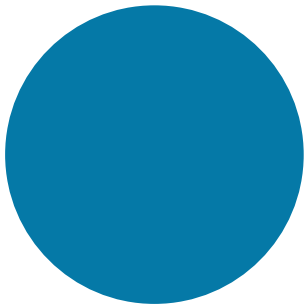


# COLOR SWATCH

Color is an essential part of the Alpha Capital Partners brand. It makes Alpha Capital Partners instantly recognizable to current and potential customers. The primary brand colors come from the main logo. The secondary brand colors can be used depending on the look and feel of the campaign. Both the primary and secondary sets can be accompanied by up to two of the accent colors per campaign look.

The following color chart includes PMS, CMYK, RGB, and Hex values.

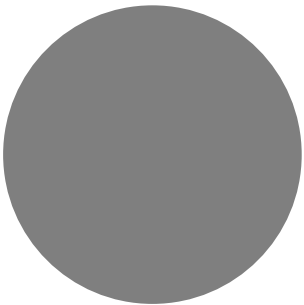
## PRIMARY BRAND COLORS



PMS 641C

C 100    R 0  
M 22    G 103  
Y 0    B 160  
K 29

HEX# 0067A0

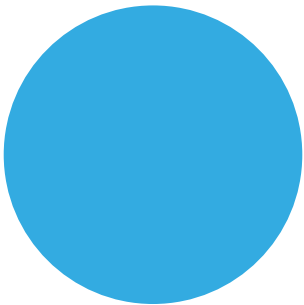


PMS COOL GRAY 7 C

C 52    R 127  
M 43    G 127  
Y 43    B 127  
K 8

HEX# 7F7F7F

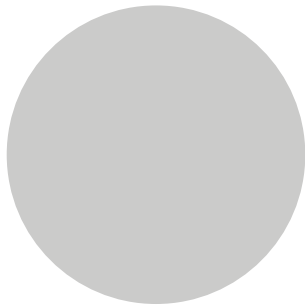
## SECONDARY BRAND COLORS



PMS 298C

C 68    R 50  
M 15    G 171  
Y 0    B 225  
K 0

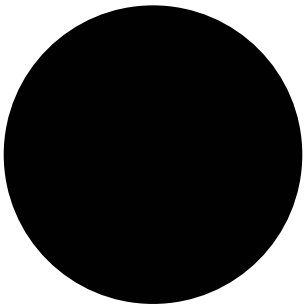
HEX# 32ABE1



PMS COOL GRAY 3 C

C 20    R 203  
M 15    G 203  
Y 16    B 202  
K 5

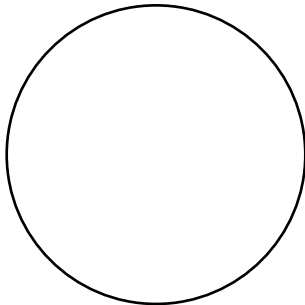
HEX# CBCBCA



BLACK

C 50    R 0  
M 50    G 0  
Y 50    B 0  
K 100

HEX# 000000



WHITE

C 0    R 255  
M 0    G 255  
Y 0    B 255  
K 0

HEX# FFFFFFFF

# RESTRICTIONS

Below are examples of how not to use the Alpha Capital Partners Primary Logo. Never attempt to redraw or retype any elements of the Alpha Capital Partners Primary Logo: Correct logo assets are available for every situation. Never stretch the logo or alter its existing form.

DO NOT SHIFT OR MOVE LOGOTYPE



DO NOT ALTER ICON



DO NOT ALTER THE COLORS



DO NOT REMOVE THE ICON



DO NOT CHANGE TYPEFACE



DO NOT DISTORT OR STRETCH



# TYPOGRAPHY

The following fonts are the preferred typefaces for Alpha Capital Partners’ print and digital elements: Titling Gothic Narrow and Open Sans. Titling Gothic Narrow will be used for headers and callouts, while Open Sans will be used for body text because of its readability.

## TITLING GOTHIC NARROW - HEADERS AND CALL OUTS

REGULAR	STANDARD
ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
1234567890!?,.,;’@#\$\$%&*()--“”	1234567890!?,.,;’@#\$\$%&*()--“”

## OPEN SANS - BODY

REGULAR	BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
1234567890!?,.,;’@#\$\$%&*()--“”	1234567890!?,.,;’@#\$\$%&*()--“”

## MICROSOFT SAFE

For Microsoft users, if Fonts are not available, use Arial Regular and Bold instead.

The tone of voice is essential in communicating the brand of Alpha Capital Partners. The words, their order, rhythm, and pace all come together to create a written identity used in everything from print and digital ads to social media.

# BRAND LANGUAGE

Alpha Capital Partners’ voice is professional, direct, and confident. With a hint of compassion, the voice should transcend a wide spectrum of audiences, speaking to their personalized needs on a basic human level. Alpha Capital Partners utilizes its robust strategies to create value in the lives of its investors and the voice conveys these initiatives with messaging that’s purposeful and engaging. With its bold, self-assured verbiage, it’s a voice that instills trust, allowing audiences to feel confident in pursuing long and prosperous partnerships.

Yet beyond these attributes, the Mission and Vision should echo throughout the messaging while channeling the Values into a singular and unified voice. Stylistically, the voice strives to deliver impactful expressions without being long-winded. Brief, compelling verbiage will produce a more memorable and attractive message. Together, these traits blend seamlessly to portray a company that’s not only innovative but highly capable due to a diverse and powerful skillset.

# BRAND TONE

Alpha Capital Partners’ tones vary depending on the audience they’re talking to. As a rule of thumb, it’s best to consider the audience type when choosing a tone to interact with. Communications to different kinds of investors should slightly differ in comparison. Refer to the following tone descriptions to appropriately adjust the writing style.

## HIGH NET WORTH INVESTORS

### DIRECT AND CONFIDENT

High net worth investors prefer short and concise messaging. They want to see the bottom line in everything they read or hear. Strong, simple, and direct calls-to-action will be a great motivator for this audience. Less generic branding and more informative copy will be beneficial as well.

## INSTITUTIONAL INVESTORS

### PROFESSIONAL AND INFORMATIVE

Institutional investors connect with messaging that clearly expresses a wealth of information. The tone is assertive but the copy should not shy away from messaging that expresses the brand’s values. These investors still strive to build a relationship with their partners and personalized expressions can greatly benefit this journey.

## MULTI-FAMILY & FAMILY OFFICE INVESTORS

### INFORMATIVE AND COMPASSIONATE

Multi-family and family office investors value personal connections with the individuals they do business with. Emotion-driven copy will allow them to resonate with the message, but it’s important to stray away from vague copy. These investors also gain confidence from informative messaging.



5444 Westheimer Rd Suite 200,  
Houston, TX 77056

832.831.7590

[info@versacreative.com](mailto:info@versacreative.com)

[versacreative.com](http://versacreative.com)