



GRAPHIC STANDARDS MANUAL

Contents

The Alpha Corporation Identity

The Alpha Corporation Logo

The Alpha Corporation Word Mark / Signature

Correct Logo Usage

Minimum Size of Logo

Incorrect Logo Usage

Logo Isolation

Special Circumstances

External Communications

Letterhead

Envelopes/Mailing

Additional Communications Templates

THE ALPHA CORPORATION IDENTITY

The Alpha Corporation Logo

The Alpha Corporation Word Mark / Signature

Correct Logo Usage

Minimum Size of Logo

Incorrect Logo Usage

Logo Isolation

Special Circumstances

THE ALPHA CORPORATION IDENTITY

THE ALPHA CORPORATION LOGO

The official Alpha Corporation Logo is the primary component of the graphic identity system. The Logo was created to replace all other pre-existing logos developed for Alpha Corporation.

The Logo is comprised of a diamond encompassing a stylized alpha symbol paired with the words ALPHA and CORPORATION. The word ALPHA is positioned directly above the word CORPORATION and both words are positioned on the right side of the diamond.

The Logo must be incorporated into all communications, except emails (see Email Signature Guidelines), and must be consistently applied within the guidelines of this manual.



THE ALPHA CORPORATION DIAMOND ICON

The Alpha Corporation Diamond Icon should not be separated from the Alpha Corporation Logo and may not be used without prior approval of the Marketing Department and Owners.



THE ALPHA CORPORATION WORD MARK / SIGNATURE

The Alpha Corporation Word Mark / Signature should not be separated from the Alpha Corporation Diamond Icon and may not be used without prior approval of the Marketing Department and Owners.



CORRECT LOGO USAGE

The official Alpha Corporation Logo must appear in a prominent position on all communications.

The Logo must be used as provided by Alpha Corporation with no changes, including but not limited to, changes in color, proportion, or design; removal of any words; artwork.

The Logo may not be used in any manner that might imply that any non-Alpha Corporation materials, including but not limited to goods, services, or publications, are sponsored, endorsed, licensed by, or affiliated with Alpha Corporation.

The Logo may not be displayed as a primary or prominent feature on any non-Alpha Corporation materials. Companies using the Logo pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding.



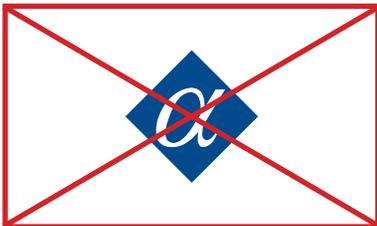
MINIMUM SIZE OF LOGO

The minimum print reproduction size of the Alpha Corporation Logo is 0.405 inch.

Minimum height of
Logo is 0.405" 

INCORRECT LOGO USAGE

It is unacceptable to change any aspect of the Logo. The Logo should be inserted from the graphics folder and should be sized proportionately. Any other configurations require prior approval of the Marketing Department and Owners.



THE ALPHA CORPORATION IDENTITY

LOGO ISOLATION

The area surrounding the Logo must be equal to $\frac{1}{4} X$, where X is equal to the total height of the Logo (see example at right). The Logo must not be placed close to distracting design elements and must not become part of a larger pattern or design element.



SPECIAL CIRCUMSTANCES

The Logo is provided in two variations—color and in all-black with a transparent alpha symbol. Both are to be used against white backgrounds. If you have a need to place the Logo against a background image or color, then you'll need to use a special all-white version for which you'll need to contact Dennis Cummings at dennis.cummings@alphacorporation.com.



EXTERNAL COMMUNICATIONS

Letterhead

Envelopes/Mailing

Thank You Cards

Additional Communications Templates

EXTERNAL COMMUNICATIONS

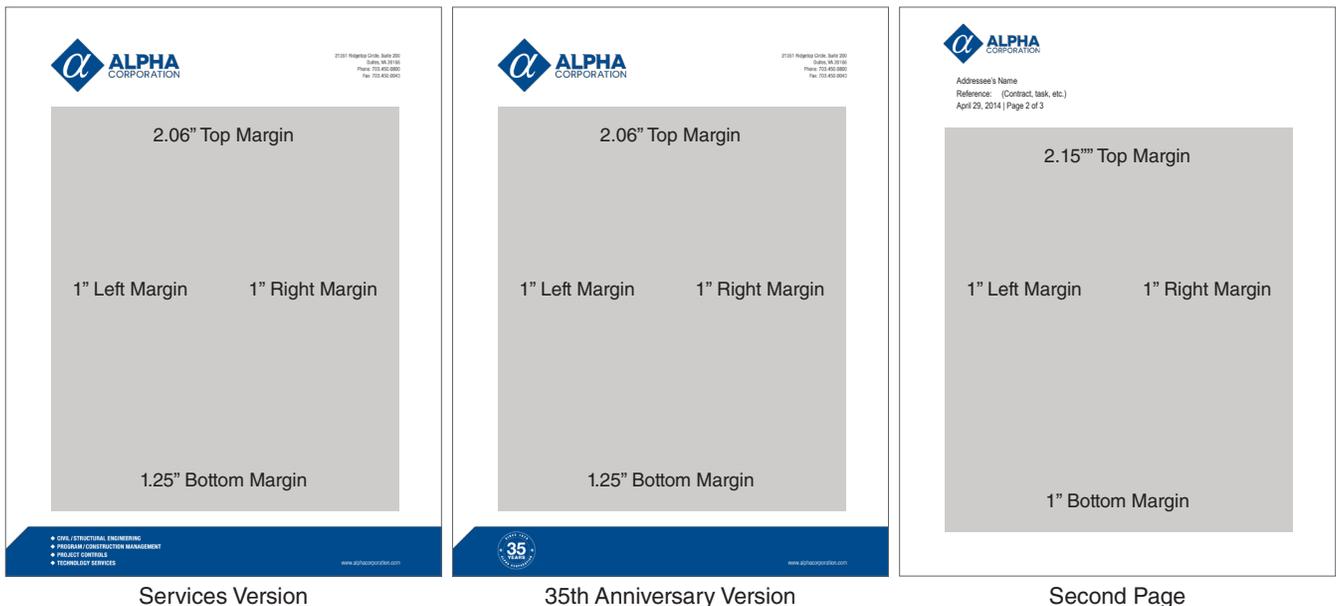
LETTERHEAD

The Alpha Corporation Letterhead includes the Alpha Corporation Logo at the upper left with the address and contact information at the upper right; the web address is at the lower right.

There are two options for the bottom of the letterhead. The first version lists our core services at the bottom left and the second version displays our 35th anniversary seal at the bottom left. These two Letterhead types have versions for each office that show corresponding address, phone, and fax information. Second page is standard for all versions with the Logo in the upper left. The addressee's name, reference (contract, task, etc.), date, and page numbers are placed below the Logo for the remainder of the document.

Shown below are examples of the live area for placing additional text. All additional text should be placed within this area.

All Alpha Corporation correspondence should be placed on the Letterhead. Uses for the Letterhead include letters and all other communications, with the exception of Facsimile cover sheets, Letters of Transmittal, Meeting Minutes, and Memos (See Additional Communication Templates).



DIGITAL LETTERHEAD

Digital Letterhead templates are provided for printing on the official Alpha Corporation stationery paper and for digital letters that may be printed on standard paper or sent via email in the PDF format. The Alpha Corporation Digital Letterhead is provided with margins and font declarations. Do not adjust fonts or margins.

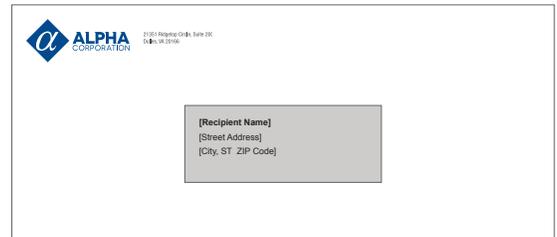
DOWNLOAD TEMPLATES

Digital templates may be downloaded from <http://www.alphacorporation.com/Alpha-Templates/>.

ENVELOPES

The Alpha Corporation Envelope includes the Alpha Corporation Logo and address in the upper left. Envelopes (No. 10 Size) have versions for each office that show corresponding address information. The configuration conforms to U.S. Postal Service regulations.

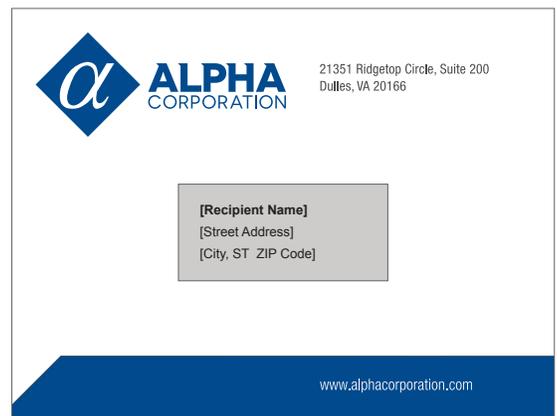
Shown at right is an example of the live area for placing address text.



MAILING LABELS

Alpha Corporation Mailing Labels are to be placed on all outgoing packages larger than our pre-printed No. 10 envelopes. The Mailing Labels include the Alpha Corporation Logo and address in the upper left and the web address on the lower right. Mailing Labels also have versions for each office that show corresponding address information. The configuration conforms to U.S. Postal Service regulations.

Shown at right is an example of the live area for placing address text.



ADDITIONAL COMMUNICATIONS TEMPLATES

Standard Templates are available for Facsimiles, Letters of Transmittal, Meeting Minutes, and Memos. The templates include the Alpha Corporation Logo in the upper left with the address and contact information in the upper right. Facsimiles, Letters of Transmittal, Meeting Minutes, and Memos have versions for each office that show corresponding address information.

1500 Washington Boulevard, Suite 425
Baltimore, MD 21202
Phone: 410.648.2044
Fax: 410.648.2078

ALPHA CORPORATION

Fax

To: [Click here and type name] From: [Click here and type name]
 Fax: [Click here and type fax number] Pages: [Click here and type # of pages]
 Phone: [Click here and type phone number] Date: [Click here and type date]
 Re: [Click here and type subject of fax] cc: [Click here and type name]

Urgent For Review Please Comment Please Reply Please Recycle

• **Comments:**
 [Click here and type comments]
 To check the boxes above – double click the box, then mark the default value 'checked'.

Fax Cover Sheet

1500 Washington Boulevard, Suite 425
Baltimore, MD 21202
Phone: 410.648.2044
Fax: 410.648.2078

ALPHA CORPORATION

Letter of Transmittal

Transmittal Log No. _____

To: [Type Company Name Here]
 [Type Street Address Here]
 [Type Phone Number Here]

Date: [Type Date Here]	Job No. [Type Job No. Here]
Attention: [Type Name Here]	
Reference: [Type Subject Here]	

We Are Sending You: Attached Under Separate Cover
 via [Click here and type Airborne/FedEx/US Mail, etc] the following items:

Prints Plans Shop Drawings Samples Specification(s)
 Letter Change Order _____

Copies	Date	No.	Description

These Are Transmitted as Checked Below:

For Approval Approved As Submitted Resubmit ___ copies for Approval
 For Your Use Approved As Noted Submit ___ copies for Distribution
 As Requested Returned For Corrections Return ___ corrected prints
 For Review and Comment _____
 Prints Returned After Loan to Us For Bids Due On: _____

Remarks: _____

Copy To: _____ Signed: _____

Letter of Transmittal

1500 Washington Boulevard, Suite 425
Baltimore, MD 21202
Phone: 410.648.2044
Fax: 410.648.2078

ALPHA CORPORATION

Meeting Minutes

Project Reference: Replace Rooftop Units – Concourse C and D (Example)
Meeting Date: Date
Location: Location of Meeting
Subject: Review 90% Submittal (Example)

Attendees:	Name	Affiliation	Phone No.
	Name Name	Company/Agency	XXX NNN-NNNN
	Name Name	Company/Agency	XXX NNN-NNNN
	Name Name	Company/Agency	XXX NNN-NNNN

Date Prepared: Date
Prepared By: Name
Distribution: Attendees

The following are minutes of the above referenced meeting: _____ **Action:** _____

This is set up as a table. Type each item in a row, the text will wrap. To get to the next column for action items, press tab. If you want to tab within a column, hold down ctrl and press tab. Arial Font, 11 points.

To add rows in the center of the table, on the tool bar, open Table, press insert, select rows above or rows below. To add rows at the end of the table, just press tab.

- To use numbering – click on the paragraph numbering button on your tool bar – the proper spacing and wrapping is already set up. Person or Firm
- To use numbering – click on the paragraph numbering button on your tool bar – the proper spacing and wrapping is already set up. Person or Firm

Meeting Minutes

1500 Washington Boulevard, Suite 425
Baltimore, MD 21202
Phone: 410.648.2044
Fax: 410.648.2078

ALPHA CORPORATION

Memo

Date: May 23, 2014
 To: [Click here and type name]
 From: [Click here and type name]
 Subject: [Click here and type subject of memo]

We are updating our vendor files in preparation for the end of the year. Enclosed is a W-9 form, a Request for Taxpayer Identification Number and Certification. Please fill it out and fax it to my attention at (703) 450-0043. If you prefer, you can mail it to me at the address above.

On the cover page of your fax please also indicate your current phone number, fax number (if you have one), and email address.

Thank you for your help.

Memo

DOWNLOAD TEMPLATES

Digital templates may be downloaded from <http://www.alphacorporation.com/Alpha-Templates/>.

