Welcome To The Alison Brand Guidelines

Your guide to understanding the Alison brand and your tool-kit in bringing it to life across all aspects of the organisation, its products and its services.
“Learning is the only thing the mind never exhausts, never fears and never regrets.”

Leonardo Da Vinci
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>5</td>
</tr>
<tr>
<td>Alison Brand Story</td>
<td>6</td>
</tr>
<tr>
<td>Communicating the Alison Brand</td>
<td>19</td>
</tr>
<tr>
<td>• How we Behave</td>
<td>20</td>
</tr>
<tr>
<td>• How we Sound</td>
<td>21</td>
</tr>
<tr>
<td>• How we Look</td>
<td>26</td>
</tr>
<tr>
<td>• Logo</td>
<td>27</td>
</tr>
<tr>
<td>• Palette</td>
<td>36</td>
</tr>
<tr>
<td>• Typography</td>
<td>38</td>
</tr>
<tr>
<td>• Photography</td>
<td>39</td>
</tr>
<tr>
<td>• Mosaic</td>
<td>42</td>
</tr>
</tbody>
</table>
Introduction

The Alison brand is in a phase of unprecedented growth. Understanding and nurturing our brand is an essential part of everyone's responsibility within Alison. It is our brand which sets us apart from others in the competition, differentiating us in the eyes of our learners and creating long term sustainable growth in a highly innovative and globally diverse marketplace.

The Alison brand is shaped by the total experience people have when they interact with our company. It is also defined by the way that people think, feel and respond on an emotional level when they hear our name. Our brand embodies what Alison represents for the people who matter most to us – our employees, learners, potential learners, publishers, partners, suppliers and people within the community.

Having a well-defined Alison brand, that is present and consistent across all aspects of our company, is essential to our continued growth. These guidelines introduce our new logo, which is representative both of a refreshed Alison brand and a commitment to fully embodying our values within all aspects of our business, both internally and through our products and services.

A brand is much more than our logo, colour palette and trademark. Alison's brand image is the product of many different factors that create an overall perception of our company in people's minds. Every Alison employee is a brand ambassador. With every learner interaction, and whenever we represent Alison, we have the opportunity to strengthen our brand and reaffirm the values that are at the heart of our vision.

We all benefit from a strong awareness and understanding of our brand as we work day to day to fulfil our free learning mission worldwide.

Sincerely,

Mike Feerick
The Alison Brand Story

Alison’s vision is to be the world’s leading provider of free high quality knowledge and workplace skills training. We will be a catalyst for social change, creating opportunity and prosperity for all our stakeholders.
Our Reason To Be

We at Alison are driven by one unshakable belief: that education, more than anything, has the power to change lives. We care deeply about our learners and are passionate about providing an overall experience that meets their needs and helps them to achieve their goals.

Education has the power to break through boundaries and transform lives. Such is the power of education that it can ripple beyond the individual learner to family and co-workers, even to nations and the world. So it is our mission to make this power available to as many people as possible. Alison wants its learners to succeed both in learning and in life. We have no doubt that education is a power for good.

That is our essence, a power for good.
“Upon the Education of the people of this country the fate of this country depends.”

Benjamin Disraeli
The Alison Brand Personality

Alison is an inspirational leader motivated by a desire to help others and create a better future for all. Alison knows that by listening it will understand the needs of others and help enable them to succeed and reach their full potential. Alison delights in talking about the achievements of others and is a great communicator. Alison is wise, ambitious, brave and ingenious. It is dynamic, engaging and positive.
Our Values

Empowerment

We are driven by our belief in the power of education to continuously change people’s lives for the better. We care deeply about our learners and are passionate about providing an overall learning experience that meets their needs and helps them to achieve life goals. In this way we help them to enrich their lives through the power and the joy of learning. To do this we must always be customer-focused, putting them at the centre of everything we do.
Our Values

Inclusivity

We are inspired by the UN Declaration that “everyone is entitled to a free education”. We are committed to equality and access to education, irrespective of gender, geography, economic status or any other barriers to access. Our aim is to offer a range of free learning services which are relevant to, and as diverse as, the needs of our learners.
Our Values

Knowledge

We are experts in the field of online education and are rigorous in delivering high quality learning materials, services and experiences that deliver the learning outcomes we have promised. Integrity matters and we are always both truthful and transparent in our communications.
Our Values

Innovation

We will not be constrained by what already exists but will lead the way in introducing new ways to achieve our mission. Our DNA is entrepreneurial and we understand and embrace the spirit that motivates other entrepreneurs. We are irrepressible and pioneering in our approach to innovation as a means of achieving productive change.
Our Learners

Every Alison user’s motivation to learn is unique. They may have an immediate training need or be on a journey of self-discovery – everyone has a different story. All are driven by a desire to change their situation and life in some way - to meet personal goals and achieve a sense of personal fulfillment. Our Learners appreciate the power of education and know that it is the key to remaining relevant in an ever-changing world. They understand that education is not a means to an end, but an ever-present opportunity to achieve change and empower their everyday lives.

Alison helps people. Cost can be a barrier, but even free education is not enough to guarantee success without the motivation and time needed to complete a course of study. Alison allows Learners to maximise their potential in their existing job, programme of study or personal situation, and enables them to follow their dreams. An Alison Certificate or Diploma provides proof of success – a record of achievement for use in career progression or personal validation.

Education is powerful, and our Learners understand that. Free access to education is an opportunity for individuals to succeed in life and for the world to become a better place. This is an insight we must be mindful of at every interaction with our learners, publishers and other stakeholders.
Our Alison Brand Idea

Empower yourself

We believe that through education, everyone has the power to change their lives, and ultimately the world, for the better.
Delivering the Alison Brand Idea

Freedom to learn and the tools to succeed

Innovation, technology, and creative collaboration with knowledge experts worldwide are the foundations of Alison's commitment to delivering universal access to education for free. Alison's services and products deliver the freedom to learn and the tools to succeed - enabling employees, learners, publishers and employers to empower themselves and others.
Alison is a comprehensive and multifaceted educational environment, with a multitude of services and products that meet the needs of an evermore discerning learner, educator, employer and publisher. This demands a degree of brand evolution which reflects the complex needs of our users and also defines the different areas of expertise of Alison.

Alison has a Masterbrand architecture. We have one defining brand, under which all other products and services fit. This makes it easy for all products and sub-brands to be identified as “Alison” products. The success of the Alison “masterbrand” requires a constant quality and brand strategy across all products and sub-brands.
“Next in importance to freedom and justice is popular education, without which neither freedom nor justice can be permanently maintained.”

James A Garfield
Communicating the Alison Brand

As well as communicating the brand through the way we look, how we sound and the way we behave are crucial parts of who we are and how we connect with people, be it colleagues, learners, publishers or business partners.

How we behave
How we sound
How we look
How We Behave

Alison employees are the life and soul of our brand. Their commitment to delivering the Alison brand promise of freedom to learn and tools to succeed is at the heart of what we do. This also extends to other people and groups that are important to Alison’s success.

Actions speak louder than words and the best way for employees to help strengthen the value of the Alison brand is to be understanding and supporting of Alison initiatives and by incorporating the Alison values in their everyday work.
How We Sound

The more consistent we are in what we say, the more likely it is that people will understand what makes us special. It will encourage them to admire, respect and trust us. Our tone of voice is the way in which we write and speak, what we say and how we say it. Like a person, what we say is dictated by our values, experiences and aspirations. How we say it is informed by our personality.
Tone of Voice Principles

Two principles guide our tone of voice: Be clear; Be optimistic.

BE CLEAR

DO:

• Use simple words. English may not be the first language of many of the students.
• Always be grammatically correct.

DON'T:

• Don’t use needlessly complex words.
• Don’t be vague or open to interpretation.
• Don’t waffle. Be straight and to the point.
• Don’t indulge in overly stylish or elegant prose. Content is more important than style.

BE OPTIMISTIC

DO:

• Speak with passion, care and understanding.
• Communicate openly and treat the reader with respect.
• Be engaging and positive. Education can lead to wonderful things, not just for the student, but also for the community. Be aware of the power of learning.
• Be enthusiastic. Many millions have already benefitted. Everything is possible.

DON'T:

• Use elitist language. This is for everyone, not the privileged few.

Clear: Alison Learning paths have been expertly designed to inspire and guide you in choosing a complementary series of courses.

Optimistic: Achieve a pass rate of 80% or higher in all course assessments to complete this course successfully.

Not Clear: Alison Learning paths combine multiple courses together that you can study, and purchase individual Parchments for, as you complete them.

Not Optimistic: You will only be considered as having completed this course when you have received at least 80% in all course assessments.
Reflecting Alison Values in Our Language

<table>
<thead>
<tr>
<th>EMPOWERMENT</th>
<th>INCLUSIVITY</th>
<th>INNOVATION</th>
<th>KNOWLEDGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The tone is always encouraging and optimistic. We don’t highlight difficulties - we stress possibilities. We delight in the success of others. We take pride in what we do, because it offers so many people so much. Above all, we are positive and aspirational.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>We use simple, clear language that embraces everyone and celebrates diversity. We are always inviting - our doors are always open. We are dynamic, friendly and caring.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Because we’re constantly innovating, the language we use should urge, encourage, inspire, challenge and reward. In our world everything is possible. Be brave, confident and ambitious.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Behind the simple, optimistic language, there is a hard core of absolute professionalism, wisdom and integrity. We take education very seriously and this is reflected in everything we say.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Alison Values

### Empowerment
We create opportunity for others and enable colleagues, learners, employers and publisher to progress and succeed in their objectives.

### Inclusivity
We are mindful of being part of a team and actively seek to engage with others in both the achievement of objectives and promotion of access to initiatives and projects.

### Innovation
We seek new and innovative ways to improve our working environment, internal communications and Alison products and services. We are champions for innovative leadership and encourage a creative, collaborative environment for all team members to thrive in.

### Knowledge
We promote constant learning and use the application of knowledge as a driver for increased job satisfaction, stakeholder engagement and overall productivity in everything we do.

## How We Behave

### Empowerment
We are mindful of being part of a team and actively seek to engage with others in both the achievement of objectives and promotion of access to initiatives and projects.

### Inclusivity
We use simple, clear language that embraces everyone and celebrates diversity. We are always inviting; our doors are always open. We are dynamic, friendly and caring.

### Innovation
Because we’re constantly innovating, the language we use should urge, encourage, inspire, challenge and reward. In our world everything is possible. Be brave, confident and ambitious.

### Knowledge
Behind the simple, optimistic language, there is a hard core of absolute professionalism, wisdom and integrity. We take education very seriously and this is reflected in everything we say.

## How We Sound

### Empowerment
The tone is always encouraging and optimistic. We don’t highlight difficulties - we stress possibilities. We delight in the success of others. We take pride in what we do, because it offers so many people so much. Above all, we are positive and aspirational.

### Inclusivity
We use simple, clear language that embraces everyone and celebrates diversity. We are always inviting; our doors are always open. We are dynamic, friendly and caring.

### Innovation
Because we’re constantly innovating, the language we use should urge, encourage, inspire, challenge and reward. In our world everything is possible. Be brave, confident and ambitious.

### Knowledge
Behind the simple, optimistic language, there is a hard core of absolute professionalism, wisdom and integrity. We take education very seriously and this is reflected in everything we say.
“Education breeds confidence. Confidence breeds hope. Hope breeds peace.”

Confucius
How We Look

This defines the basic building blocks we use to create communications in the Alison visual style. When we use them, we will consistently capture our spirit and express our distinctive look in every communication we create.

Our visual identity assets consist of:

- Logo
- Palette
- Typography
- Photography
- Mosaic
Logo

The logo is an important part of the Alison brand identity. Visual consistency is paramount, therefore the logo must not be adjusted, redrawn or modified in any way.

Original artwork should always be used to reproduce the identity.

Principal Logo:
The preferred application is full colour with strap line and should be used whenever possible. The logo may also be used without the strap line where permitted.

Stacked Logo:
The stacked logo should be used print and digital media where the design justifies its uses i.e. social media banners etc.
Logo

A full colour reversed version of the Alison logo is available for use on a dark background.

Note: The preferred background colour is C78 M64 Y53 K50 (#2e3942)
A reversed version of the Alison logo is available for use on the following corporate colours ONLY.

C22 M100 Y89 K15

C19 M100 Y14 K0

C100 M20 Y10 K0

C78 M64 Y53 K 50

C97 M22 Y100 K9

C0 M60 Y100 K0
Logo - Clear Space

Give it space. To preserve the integrity and visual impact of the Alison logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.
Logo Disciplines

It is important that the Alison logo be used correctly at all times. The temptation to alter the appearance of the logo in any shape or form must be strictly resisted. Illustrated here are just some unacceptable applications of the Alison logo.
Logo Disciplines

The Alison logo may be used on photography, but only where there is sufficient contrast.

Acceptable

Not Acceptable

Acceptable
The Creative Design Team has sole responsibility for creating new product brands within these guidelines.

Font: Myriad Pro Light (C78, M64, Y53, K50)
Logo - Product Branding Example

Alison Publishing
Alison Pods
Alison Academy
Alison Tutor
Typography

Roboto
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Print Fonts Heading 1 (Roboto Light 40pt C100 M20 Y10 K0)

Heading 2 (Roboto Bold 30pt C0 M50 Y100 K0)

Heading 3 (Roboto Light 22pt C78 M64 Y53 K50)
Heading 4 (Roboto Light 18pt C78 M64 Y53 K50)

**Heading 5 (Roboto Bold 14pt C78 M64 Y53 K50)**
Heading 6 (Roboto Light 14pt C78 M64 Y53 K50)

Paragraph (Roboto Regular 11pt C78 M64 Y53 K50)

*Quote (Roboto Italic 11pt C100 M20 Y10 K0)*

*BLOCK QUOTE (Roboto Italic 11pt BG C100 M20 Y10 K0)*

Photography

A picture paints a thousand words. Capture genuine expressions. Colours should be vibrant but not saturated. Models should wear unbranded casual clothing. Formal and business attire should be avoided. A mix of gender, age and ethnic diversity.
Photography

Some examples of unacceptable photography.

Too formal  Monotone  Over saturated  Outdated
Photography

Photoshop retouching can be used to tie the photography with other page elements within the design.
Mosaic

The Alison mosaic pattern is a design element. It should ONLY be used on the direction of the Creative Design Team. The design element is intended to be evolutionary, however only the Creative Design Team will have the responsibility of creating new layouts as colour and triangle position should be given careful consideration.
Mosaic
Some examples of the mosaic in use.

T-Shirt application
Mosaic
Some examples of the mosaic in use.

Social media banner application

Coffee Cup application
Brand Support
For branding support or brand assets contact:
branding@alison.com