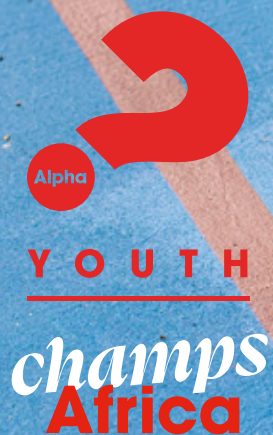


What if
YOU
COULD
CREATE A
space?





What is **Alpha Youth Champs Africa?**

As a region, we are looking to establish a youth brand ambassadors cohort. With our strategic focus on youth evangelism, coupled with research that indicates that Gen Z's are more prone to listening to, and being influenced by their peers, establishing a cohort of influential young people seems to be an avenue that can help position Alpha in the different spheres of life that young people find themselves in. Given the diversity of our region, our aim is to have at least one young person from Eastern, Western, Southern and Francophone Africa. This partnership will not be remunerated, but we will be happy to give them the latest Alpha Merch/branding, and upon the end of a successful ambassadorial period, we will bring the cohort together in one location for a celebration.

Who are our champs?

- Young people, Gen Z's in particular, who are influential in their respective spheres of life and are digitally savvy and connected. We are not looking for young people in ministry, instead we are looking for young people who are in spheres that are outside of ministry such as; creatives, academics, digital nomads, students, just starting out their careers or are still trying to establish what their careers can look like.
- They are well-spoken and are passionate about their Christian faith.
- They have a cause that they are passionate about i.e. equal access to education, social justice, mental health etc.
- They are familiar with Alpha, and have experienced an Alpha small group.
- They are between the ages of 18-25 years old.
- They are African, and primarily living in Africa.

What does being a champ entail?

- They will help inform us about Gen Z trends, interests and concerns in the region
- Creating a space in their unique spheres of life for important conversations with their peers i.e. setting up online platforms to engage peers about important conversations
- Running/hosting two youth Alphas a year, whether online or in person
- Will be available to create content with Alpha; i.e. filming videos, creating reels, hosting
- Alpha youth round tables, alpha photoshoots etc
- Collaborating with Alpha on social media platforms
- Attending and/or speaking at certain Alpha Youth events in the region

The brand

The vision and mission of Alpha Youth Champs Africa supports that of Alpha Youth, so **the brand functions hand-in-hand with the main Youth brand and should align with the global Youth brand guidelines** ([available here](#)).

For Youth Champs communications and design, we have selected a subset of elements from the Youth brand for a focused aesthetic.

Our branding isn't fixed – it takes shape and vision from current youth culture. Just like the nature of Alpha Youth, it is explorative, playful and bold.

Colour Palette

Youth Champs Palette

For Youth Champs Africa, we have selected a subset of the Alpha Youth 2023 colours for a focused aesthetic.

Navy #1b1b3b

Yellow #fded59

Burnt Orange #eb6f44

Lime #b4d567

Pink #f7dbd9

Blue #b9dbf5

In addition to the core Alpha colours, the Alpha Youth palette features a wider range of options. These colours can be used flexibly in design to create distinctive, youthful content. This palette also informs colourway options for the Alpha Youth logo.

The colour palette for the Alpha Youth social content should be bold, bright and playful. When in doubt, always make sure there is enough contrast for legibility.

Core Palette

HEX #e42312

Tints of red

HEX #000000

Tints of black

HEX #27375e

Navy blue

HEX #f8a91f

Saffron yellow

HEX #606951

Sage green

Please note

This extended colour range is to be used in Alpha Youth designs only and does not form part of the core Alpha brand.

Typography

Alpha Youth Champs Fonts

Helvetica Bold is our primary brand typeface. The Bold weight should be used for anything that is intended to have a large visual impact or in any situations where an additional weight is required.

Helvetica Bold Oblique is our secondary typeface for Alpha Youth Champs and should be used for all secondary text in digital material.

The standard Alpha font, ITC Avant Garde, can also be used.

Using the recommended typefaces will create a consistent look and feel across all material and will ensure a strong and unified social visual identity.

STANDARD ALPHA FONT

PRIMARY: ITC AVANT GARDE GOTHIC PRO BOLD

ABCabc

SECONDARY: ITC AVANT GARDE GOTHIC PRO BOOK

ABCabc

SECONDARY: BASKERVILLE

ABCabc

PRIMARY: HELVETICA BOLD

ABCabc

SECONDARY: HELVETICA BOLD OBILIQUE

ABCabc

SECONDARY: HELVETICA BOLD OBILIQUE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?\$%*~&@#*

Primary logo

The Youth Champs branding consists of the words “champs Africa” displayed beneath the existing Youth logo, without altering it in any way.

Please apply the same sizing, spacing and other restrictions required by the Youth logo.

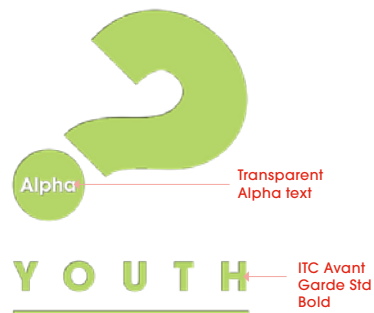
Make use of any combination of the Youth Champs colours, with “Africa” in the same colour as the Youth logo.

An alternative layout without overlapping text is provided for when only one colour can be used.

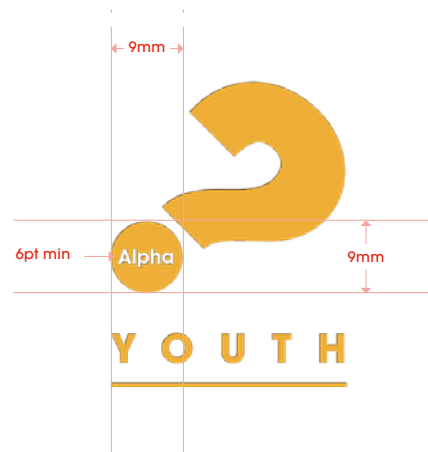


Standard Youth Logo Requirements

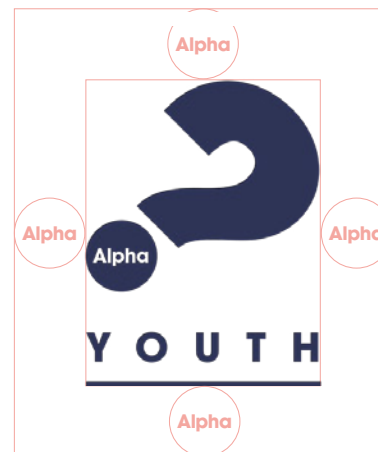
Primary logo



Minimum sizing



Minimum spacing



Logo guidelines

Please observe these limitations on logo use and translation. These guidelines apply to both the primary logo and the cutout version.

Restrictions



Do not add additional text to the logo or edit the text, except for the purpose of direct translation. Keep text on one single line.



Do not use multiple colours in the same logo, use off brand colours, edit the font weight, warp the logo, or create an 'adult' version.

Translation guidelines



Please do keep text fully justified so that it spans the full width of the logo. When translations are longer, reduce font size marginally to maintain generous spacing between letters. When translating into a non-Latin alphabet, please use a font that resembles the weight and style of ITC Avant Garde Bold.

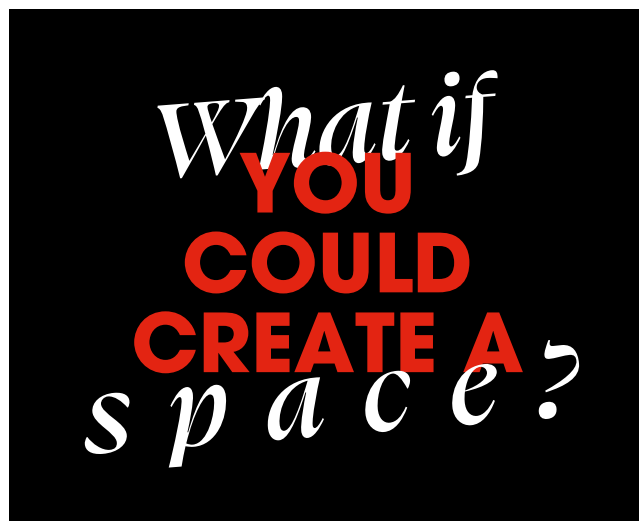


Slogan branding

The “What if you could create a space?” slogan is used in combination with the logo. There are two options, with the centre text spread over two or three lines for a wider or taller layout.

Please apply the same sizing, spacing and other restrictions required by the Youth logo.

The design can be implemented in any combination of two Youth Champs colours, with the italics copy in one colour and bold copy in another.





Y O U T H

champs
Africa