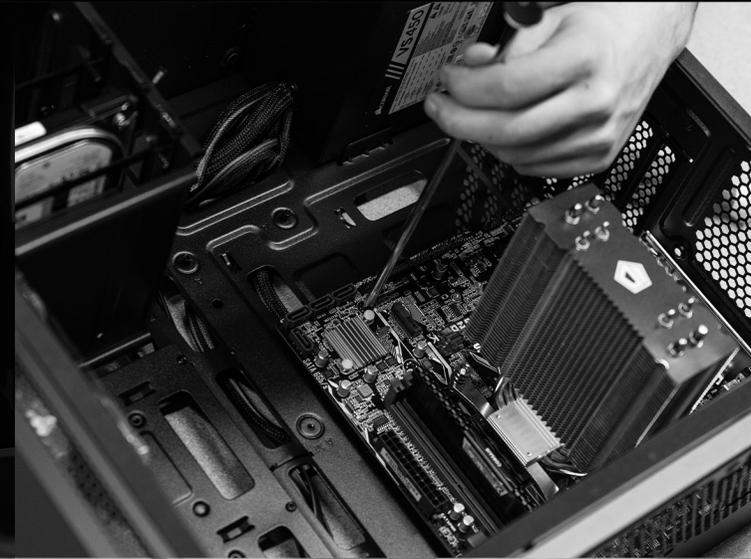




BRAND GUIDELINES

tone of voice



# The AlphaSync Brand

## Who are AlphaSync?

Dynamic young company disrupting the prebuilt gaming PC space. We're taking gaming to the next level.

## What do we do?

We build high-performance gaming desktop PCs using best-quality branded components.

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What do we represent?

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What are our key messages?

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Who are our customers?

# 08

Branding

“AlphaSync is at the cutting edge of gaming. Our PCs are high-performance computers built with the highest quality branded components. They are PCs which serious gamers want to use.”

## 02 | Logo

Do not try to recreate the logos. Always request the correct digital files for any application and these must not be altered in anyway.



The AlphaSync logo is the primary means of identifying the company and the variants shown on this and the following pages are the only acceptable logos to be used.

The logos must always be prominent and have maximum impact. Wherever possible, and conditions permitting, the preferred AlphaSync logo style is that shown on this page.

## 03 | Logo Usage

### Logo sizing



These are acceptable variations of the AlphaSync logo, where a smaller size than 15mm is needed the logo icon is to be used.

The AlphaSync logo is NOT to be edited. If an alternative version is required, please e-mail [marketing@ebuyer.com](mailto:marketing@ebuyer.com).

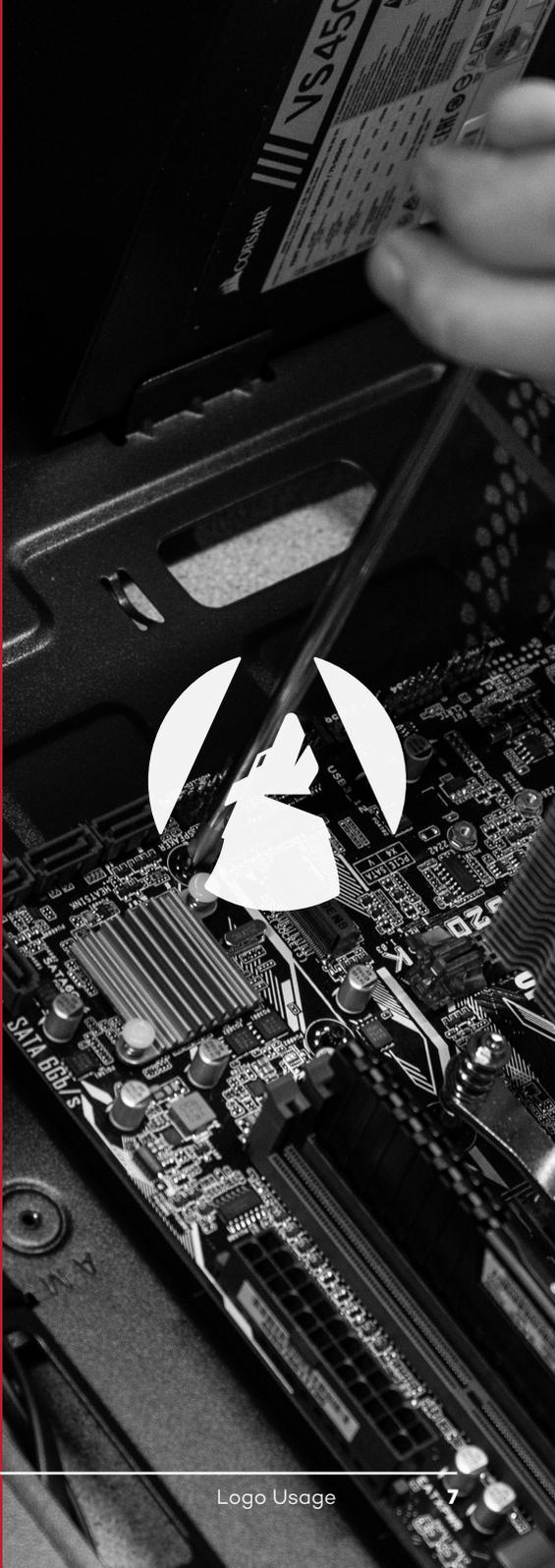
Clear space around the logo



### Logo rules



03 | Logo Usage



## 04 | Colours

### Colour Palette

These are the primary colours to be used for AlphaSync and the colours that the brand will be associated with. These can be used on all media forms such as backgrounds, type and graphic elements.

The colour pallet for all AlphaSync media is predominantly dark shades of grey and white with the red as a highlight colour. The red is not to be used by itself on any media and cannot be the dominant colour.

# 1E1D1B

C-74 M-65 Y-64 K-81

# ffffff

C-0 M-0 Y-0 K-0

# 878787

C-47 M- 37 Y- 37 K-17

# BD1724

C-18 M- 100 Y- 89 K-8

# ED213A

C-0 M- 94 Y- 71 K-0

# 93291E

C-27 M- 92 Y- 90 K-29

Aa

## Campton

Campton Bold Campton Light

ABCDEFGHIJKLMN**OP**QRSTUVW**X**  
YZ!**@£\$%&()-{[]';":,.?**   
abcdefghijklmnopqrstuv**wxyz**

ABCDEFGHIJKLMN**OP**QRSTUVW**X**  
YZ!**@£\$%&()-{[]';":,.?**   
abcdefghijklmnopqrstuv**wxyz**

AA

ROAD RAGE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!@#\$%^&\*()-\_+=[]{};':",.<>/?

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Aa

Helvetica Neue

UltraLight *UltraLight Italic* Thin *Thin Italic* Light *Light Italic* Regular *Regular Italic*  
Medium *Medium Italic* Bold *Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!@£\$%^&\*()-\_+=[]{};':",.<>/?

abcdefghijklmnopqrstuvwxyz

1234567890

## 06 | What are our key messages?

### Key Messaging

Consistent messaging is vital to successfully marketing AlphaSync. The messaging should drive all content we produce and be consistently applied throughout all branding and marketing activities.

- **Hand built in the UK.**

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- **Three years warranty.**

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- **Six months interest free finance.**

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- **Same day shipping.**

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- **Free next business day delivery.**

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- **Branded components.**

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- **Rigorous quality control.**

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- **Unbeatable gaming experience.**

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- **Competitive pricing.**

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### Straplines

AlphaSync PCs are powerful gaming computers built to the highest specifications. This selection of straplines reflect the image and brand.

These are the only straplines to be used in conjunction with AlphaSync imagery. They can be used in any form of media: print, online and video.

### The future has arrived

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**Made to dominate**

---

**Challenge. Fight. Win**

---

**Leader of the Pack**

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**Pro-level power**

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**High-performance gaming**

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**Explosive power**

---

**See the power**

---

**Next level graphics**

---

**Lightning fast processing power**

---

CHALLENGE.  
FIGHT. **WIN.**



**AN UNBEATABLE GAMING EXPERIENCE**

FREE DELIVERY. BEST FREE, THREE YEAR WARRANTY. HAND BUILT IN THE UK.  
FREE DELIVERY. BEST FREE, THREE YEAR WARRANTY. HAND BUILT IN THE UK.  
FREE DELIVERY. BEST FREE, THREE YEAR WARRANTY. HAND BUILT IN THE UK.

Visit [www.alphasync.com](http://www.alphasync.com)

**ALPHASYNC.**



Information

PRM Bag  
Collection

### AlphaSync is aimed at two distinctly different buying groups.

#### Extreme Gamers

These buyers have their own disposable income and demand high-specification PCs. They know what they want in a PC and are technically aware. Our key message to this group of buyers is the quality of our branded components and the care we put into every build. Secondary messaging is the competitive pricing and extended warranty.

#### Parents

These buyers purchase on behalf of their children but will not be as tech-savvy as extreme gamers. They need to be told the benefits of buying an AlphaSync PC for their child. Our key message to this demographic is the six months interest free finance offer. Secondary messaging should focus on how the PC can be used as a powerful family computer and isn't just for gaming.



Clothing & Uniform

Warehouse hi-vis



Polo shirt



Hoodies



## Manual & Packaging

Manual

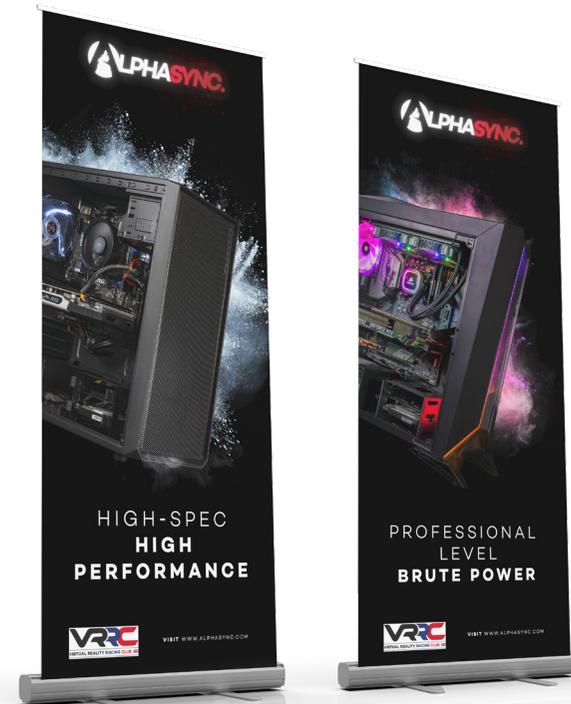


Manual Box



## Promotional Material

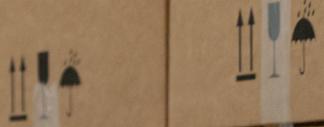
Event Banners







 **ALPHASYNC.**



 **ALPHASYNC.**



 **ALPHASYNC.**



 **ALPHASYNC.**



