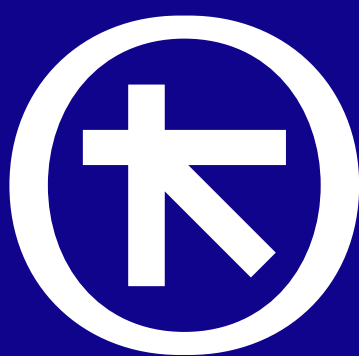
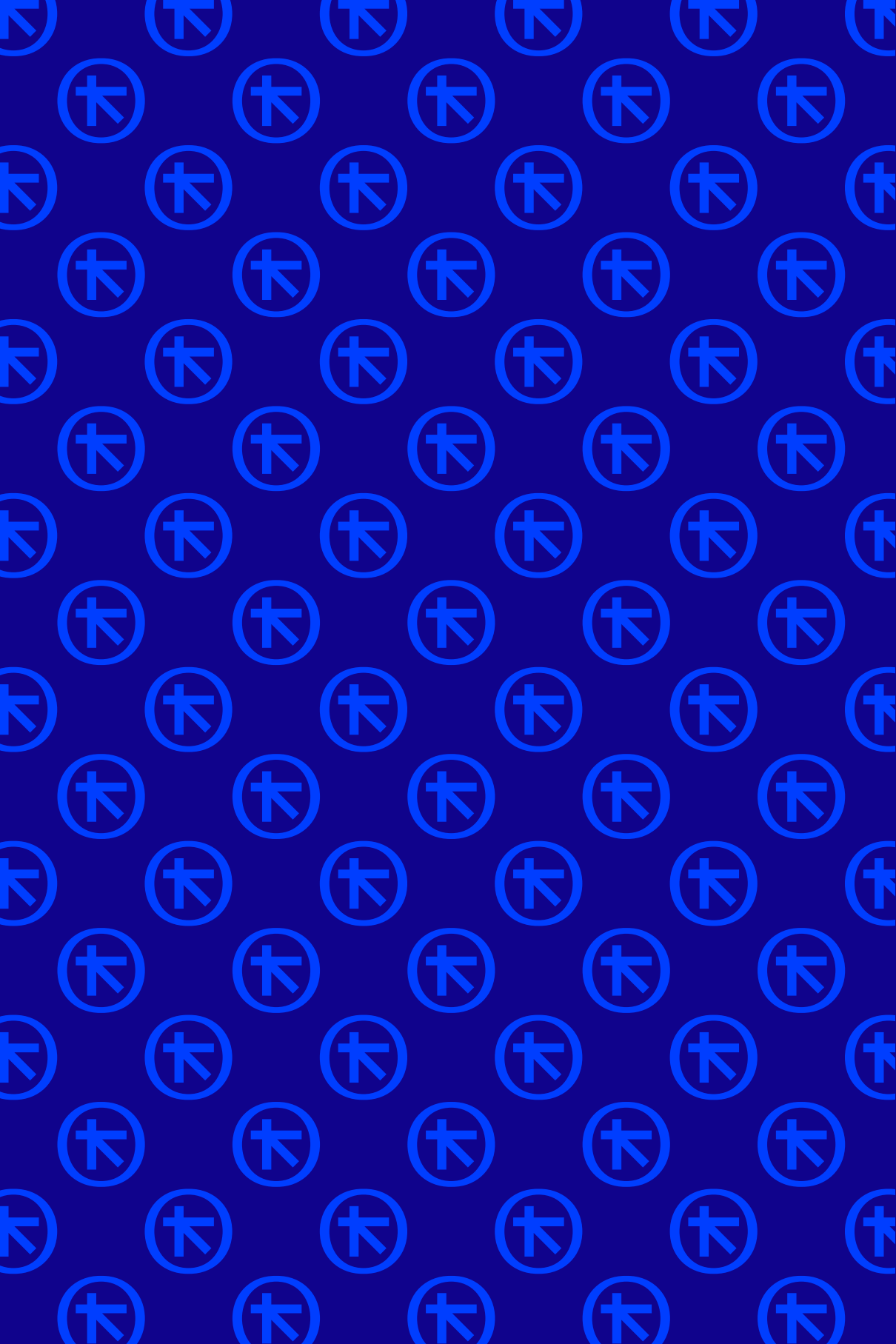






Καλωσόρισμα
Welcome



A brand that reflects our purpose

Our brand is more than a logo. It's what people have in their minds when they think of Alpha Bank. The perception they have of us, every time they hear our name or see our symbol.

We know what we'd like that perception to be. Our purpose tells us: Alpha Bank enables progress in life and business for a better tomorrow. This has always been true.

We've always been by people's sides as a trusted guide, sharing knowledge, experience, expertise and innovative solutions, so they have the confidence to take their next step. And we've always done it together. Today, we can bring more capabilities together to support people and businesses on their different journeys.

Our new visual identity and way of communicating will help shape this perception through everything that people see, hear and experience. They give visible expression to the way Alpha Bank has evolved.

It signals our commitment to:



BUILDING

We know progress isn't something you simply achieve. It's something you build, step by step. We understand the goals people have in life and business. And we're here, at every step, to help them build towards those goals.



PROGRESS

Progress is personal, and today more than ever it has a different meaning for each and every one. We give people the confidence to move forward in their own way, on their own path.



TOGETHER

We've always been there for our clients. But that's only one aspect of together. Today we're inventing a new together: one that joins forces and combines knowledge, expertise, resources, innovation, teams and partnerships, and puts them all at the service of people and businesses.

A brand doesn't stop with design and words. We need to make sure that what we promise is what people experience.

Whether they're using our products and services, coming into a branch for a meeting, or talking to us on the phone, the experience they have should be living proof that we're building progress, together.

How we look and what we say creates a promise. What we do proves we mean it. What we do is the living proof of the new together.

Together
Amazing
together

Together

Everything we do, we do together.
We believe this passionately. It's central
to how we work with our staff, our customers
and all our partners.

Evolving



how



we



Our visual identity demonstrates our commitment to being by people's sides, building progress, together. This refreshed look isn't a break from the past, but builds on our heritage and makes it relevant to the world today.



Symbol

Our symbol has always been important to us. It's been part of our heritage and story for decades and our symbol remains the emotional heart and centre to our identity. We believe our symbol will become the dynamic force behind our identity.

look



Wordmark

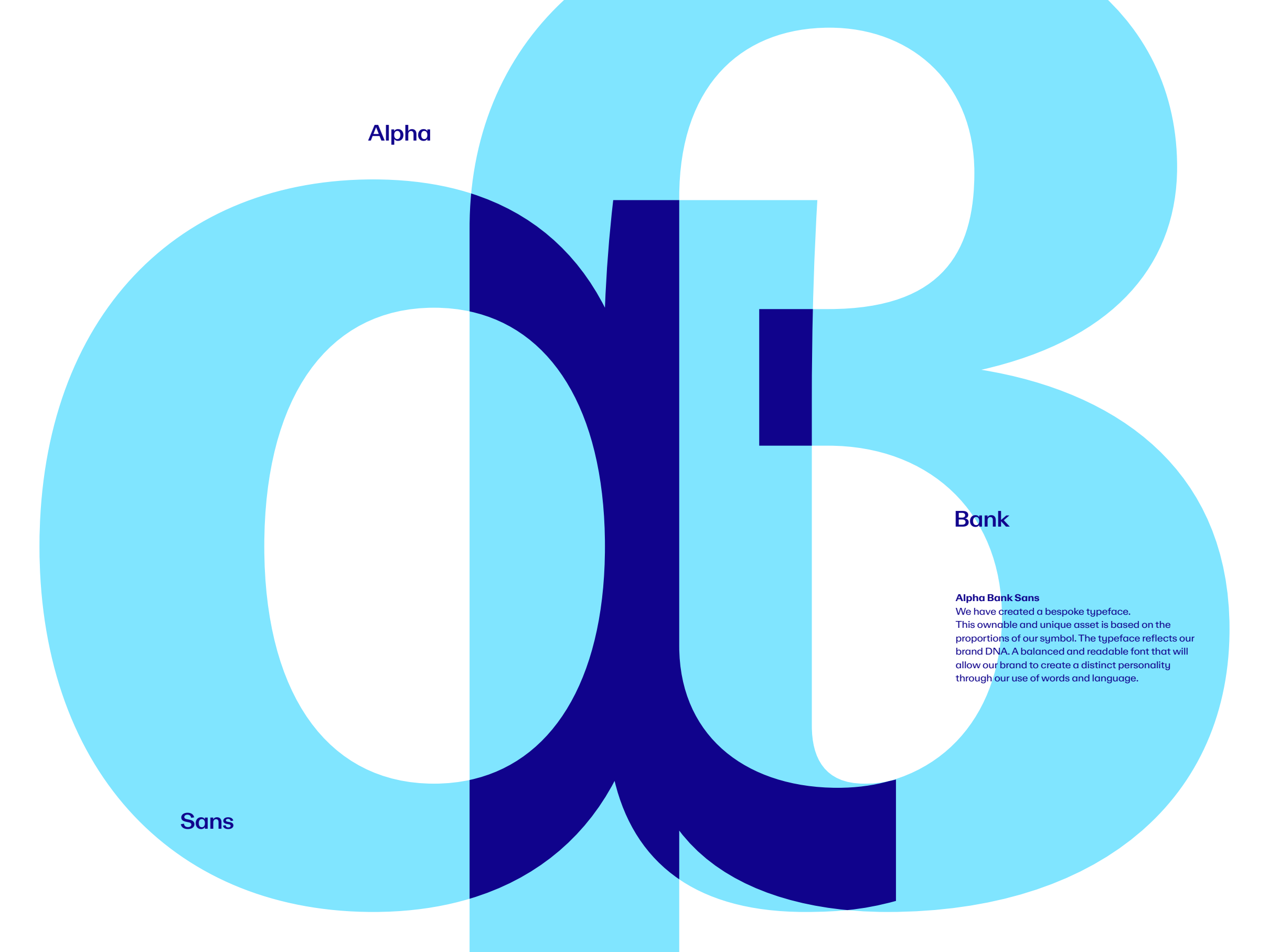
Alongside our symbol, our new wordmark gives the new logo its strength and authority. Friendly and accessible, the wordmark presents us with a balance and confidence to give our identity longevity and future-proof our brand moving forward.



Alphabank

Alphabank

Ⓜ Alphabank



Alpha

Bank

Sans

Alpha Bank Sans

We have created a bespoke typeface. This ownable and unique asset is based on the proportions of our symbol. The typeface reflects our brand DNA. A balanced and readable font that will allow our brand to create a distinct personality through our use of words and language.

Font family

The design of our typeface will enable us to have an identity that is flexible. Having five weights of Alpha Bank Sans will enable us to communicate with different audiences with different voices.

o o o o o o o o o o
o o o o o o o o o o

Colour

Colour is integral to differentiating ourselves whilst building on our heritage. At the centre of our palette is our new Alpha Blue – fresh, distinct yet confident and trustworthy.

ALPHA® BLUE

GALAZIO® BLUE

THALASSI® TURQUOISE

LIGHT® BLUE

BRIGHT® BLUE

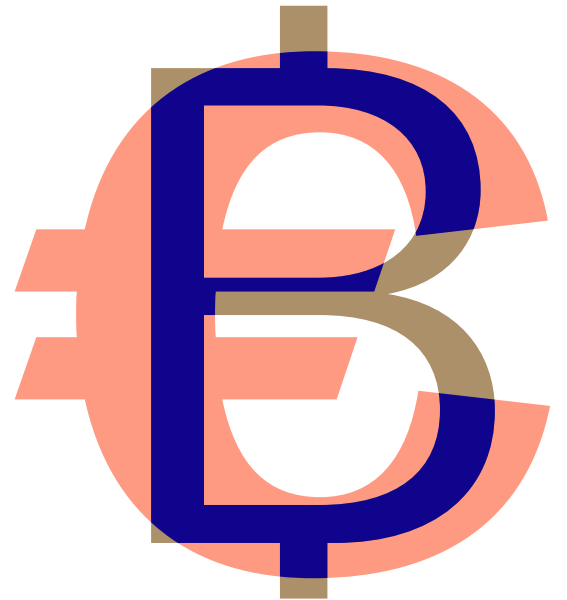
HERITAGE® PINK

ALPHA GOLD®

MARBLE® WHITE

DAR®

We compliment with a range of new colours to give our brand a fresh and contemporary expression. From the subtlety of the Galazio Blue, the vibrancy of Thalassi turquoise. The surprise of our Heritage Pink and the subtlety of Marble White.



Icons

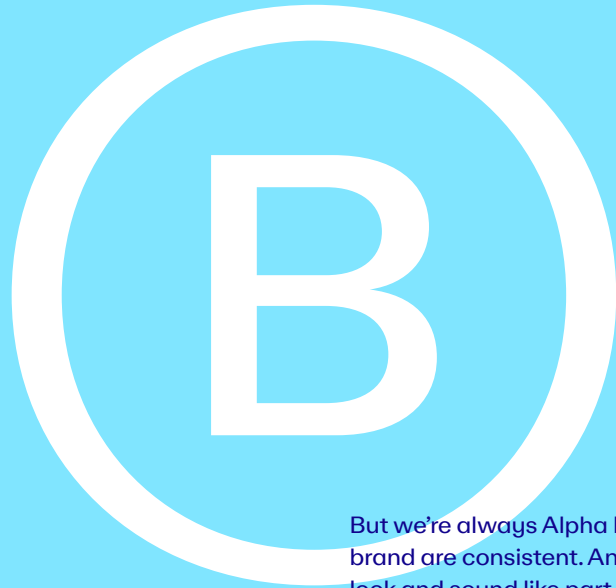
Our family of icons is again based on the proportions of our master symbol. A balance between thick and thin rule weights, will allow us to create a visual language that will work across platforms, digital, signage and printed communications.



Imagery

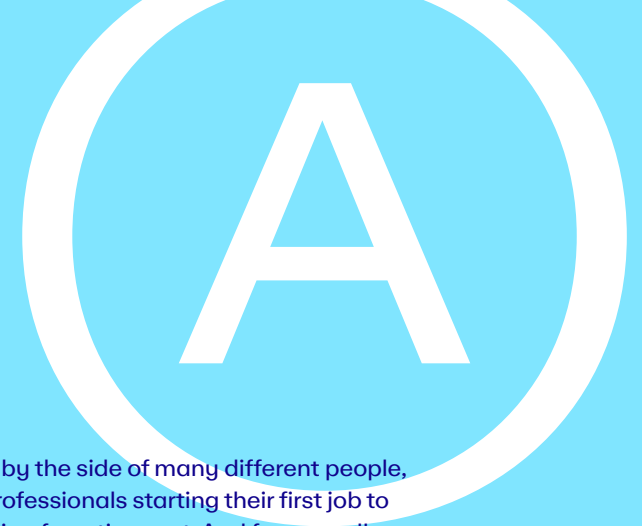
We use photography to tell visual stories. It is authentic, honest and true. It reflects us, our culture, our country and the breadth of our customer's lives. Our customers can live the lives they want to live.

One



But we're always Alpha Bank. Our purpose and our brand are consistent. And it's important that we all look and sound like part of one team, so that people understand the many different ways that we can support them, at every stage of their journey in life and business.

everywhere



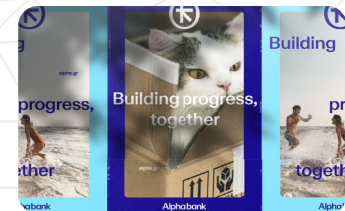
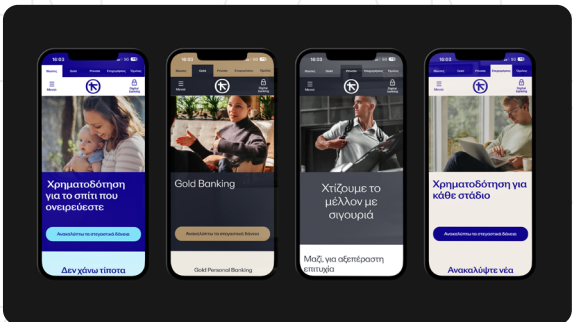
Alpha Bank is by the side of many different people, from young professionals starting their first job to people preparing for retirement. And from small business owners to leaders of the largest international businesses.

brand,



We all need to stick to the guidelines. But we've designed our brand system to be very flexible, including our visual identity, so every part of Alpha Bank can be relevant to its audience, while still feeling connected. We have one brand everywhere, not one brand each.







Branch design

Our new branch designs will help take us and our customers into a modern and different financial experience. Less transactional, more advisory, whilst becoming more engaging. Less formal yet allowing customers to have all the needs that a modern bank can offer.



Building

a



better

tomorrow

Find
out
more

Go to www.alpha.gr
to find more information about
our refreshed brand identity.

