

# 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.

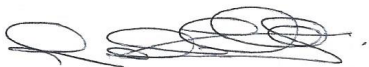
The Alison brand is shaped by the total experience people have when they interact with our company. It is also defined by the way that people think, feel and respond on an emotional level when they hear our name. Our brand embodies what Alison represents for the people who matter most to us – our employees,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



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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 far 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 brings with them the motivation to learn. This may be to meet their immediate career needs or as part of a process of self-discovery – everyone has a different story. All are driven by a desire to change their life in some way, meet their personal goals and gain a sense of personal fulfilment. They understand that whatever education they have is not enough to remain relevant in an ever changing world.

Alison helps people. Cost can be a barrier but even free education is not enough to guarantee success unless they have the drive and the time to complete their study. Alison allows them to maximise their potential in their existing job, programme of study, personal situation and enables them to follow their dreams. Certification provides proof of success – a record of their achievement for use in career progression or in personal validation.

Our learners understand that education is powerful. 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.



