HYPERLOOP ALPHA

Hyperloop Alpha Branding

An identity for a programme asking a practical question. What would a country need to know before it agrees to host a hyperloop test track?



DESIGN VISUALISATION

Vehicle and test infrastructure concept

The signature

Use the full name at first contact. On graphite, the symbol and ALPHA share the same lime. The angular H comes directly from the master vector.



CLEAR SPACE

Leave at least half the visible symbol height clear on every side of the full signature. Measure from the outermost visible edge.

SINGLE COLOUR

For letters and office printing, use graphite on white. Scale the original artwork proportionally.

RECOMMENDED MINIMUM SIZES

HYPERLOOP ALPHA

Full signature

140 CSS px / 37 mm

Symbol

16 CSS px / 4.3 mm

Small-format use

The specimens at left are shown at the print minima. Use the symbol alone for a browser icon or when the full name already appears nearby.

Colour and type

SCREEN AND PRINT PALETTE

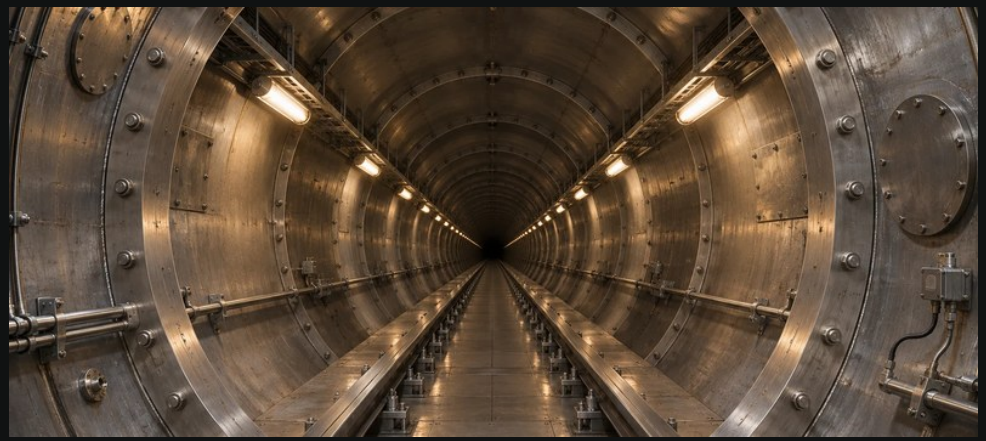
Graphite	Panel	Rule	Secondary	Paper	Off-white	Alpha lime
#101212	#161918	#373B38	#B9BEB9	#EBEDE7	#F6F6F0	#D1FD64

Set body text in off-white on graphite, or graphite on paper. Reserve lime for the symbol, the word ALPHA, selected controls and a small number of highlights.

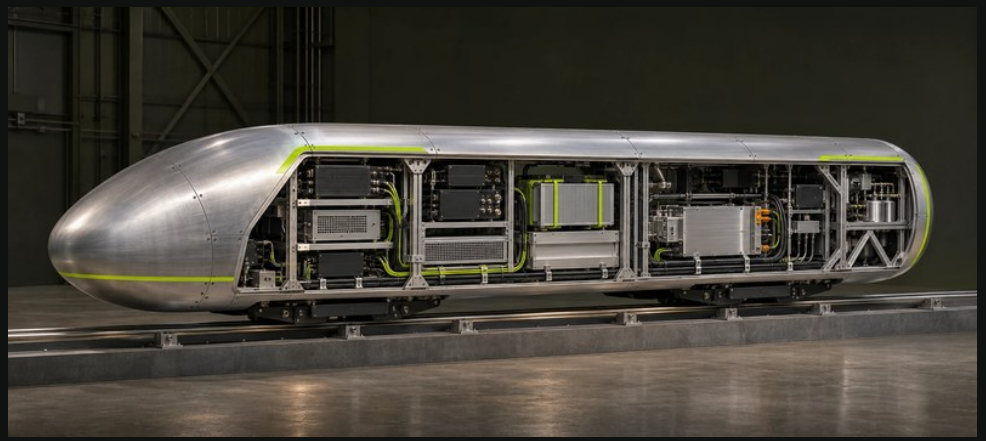
ROLE / FAMILY	TYPE SPECIMEN
Headlines & wordmark Barlow Condensed Bold	**Minutes matter.**
Body & navigation Barlow Regular	A host authority can propose a site for review.
Data & captions IBM Plex Mono Regular	TEST PHASE 01 / CONCEPT STUDY

Show how it works.

IMAGE TREATMENT



01 / Tube interior concept



02 / System cutaway concept

Inside the tube

Frame the circular wall and access hardware so the reader can see where the camera sits. A visible seam or flange gives the eye a reference for scale.

One mechanism at a time

Choose a crop that explains the feature in the caption. Label an illustration as a concept at the point of use. Reserve test photography for a documented apparatus and run.

MOTION

Use an occasional slow moving trace to show direction. Offer a pause control and respect the reduced-motion preference. Keep measurements readable in a still frame.

Speaking to a host country

Lead with the decision the reader can make. Use “proposed” for the programme and name the evidence that a test would gather.

HYPERLOOP ALPHA

HOST GOVERNMENTS

Host a test track.

Which site in your country could support a controlled trial of a low-pressure transport system?

Register interest

Website invitation

Make the action specific. A figure described as a target or a model must carry its units and assumptions.

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GOVERNMENT CORRESPONDENCE

Expression of interest

Dear Hyperloop Alpha team,

Our authority would welcome an initial discussion about the requirements for hosting a test track.

[Name and title of authorised representative]

Government letter

Keep the opening non-binding. A signature can identify an interested authority. Approval, funding and test results each require their own evidence.