

November 2022

# Brand guidelines

## **Everything we say and do is our brand.**

Our brand is our culture; it's who we are, how we operate, and how we are perceived.

Every interaction is an opportunity to raise or lower organizational trust (our brand).

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*O God, with all our hearts, we long for You. Come, transform us to be Christ-centred, Spirit-empowered, Mission-focused people, multiplying disciples everywhere.*

Vision Prayer



*Christ-centred.  
Spirit-empowered.  
Mission-focused.*

## **Tagline**

We sum up our mission statement in these three short phrases. We aim to be a Christ-centred, Spirit-empowered, movement of people who share the love of Christ with the world.

# Voice and tone

We all have a voice but we use different tones depending on where or to whom we speak.

The tone a preacher uses on a Sunday morning is different than the tone they use at home with their family. They use same voice, but the tone shifts where appropriate.

Our brand should have the same voice everywhere; we should adjust the tone for different departments or projects.



# Voice

## **Inclusive**

Write for someone who has a Grade 8 reading level. We want our language to be accessible to people outside our churches. Minimize Alliance jargon, “Christianese,” and acronyms.

## **Concise**

Flowery language can be beautiful, but we value clarity of language over abundance.

## **Business casual**

We are professional yet approachable. We’re theologically sound but use everyday language.

## **Use Active Voice**

Whenever possible, use active voice over passive voice.

e.g. ~~The students were taught by Denise.~~  
Denise taught the students.

## **Positive**

Avoid negative language, especially when talking about people.

e.g. ~~Hope for the hopeless~~  
Bringing new hope

# Tone

Put yourself in the shoes of the audience and write using the tone most appropriate for the situation. Be aware of their emotional state and adjust your tone to match!

## **Our tone should incorporate traits of your favourite pastor:**

- Approachable
- Inspiring
- Humble
- Clear
- Helpful
- Caring
- Informative
- Friendly
- Respectful

## **Each of these situations requires a different tone but the same voice:**

- Are they donating through our give portal or looking up the financial reporting for the Global Advance Fund? They probably just need the facts.
- Are they a refugee looking up sponsorship information? English is probably their second or third language.
- Are they a university student who just signed up for a mentorship program with Envision? They're probably excited!

# Logomark







Our logo circa 1890



Our logo, 2020

## A rose by any other name would smell as sweet.

Since our founding in 1887, we've been called The Christian and Missionary Alliance. The Canadian movement became autonomous in 1981 and has been called The Christian and Missionary Alliance in Canada.

**Our official name is not changing.**

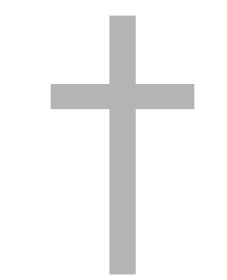
Our branding and language is shifting to *The Alliance Canada* to reflect how we already talk about ourselves in most conversations.

**Our approved names and monikers:**

- The Alliance Canada
- The Alliance
- The Christian and Missionary Alliance in Canada
- The C&MA

## The Fourfold Gospel

The fourfold gospel is the basis for our iconography and describes the historic emphasis of The Alliance Canada on the person of Jesus Christ. Jesus is our Saviour, our Sanctifier, our Healer, and our Coming King. These aspects of the ministry of Jesus are what defined The Alliance Canada more than 100 years ago and continues to lay out the foundation of our work today.



Saviour

+



Sanctifier

+



Healer

+



King

=



## The Logo

Use one of the following logos for all communications.

There are three variations of the logo: horizontal, vertical, or fourfold symbol; and three colours: blue, white, or black.

Select the most appropriate colour based on the background colour, media restrictions, or production requirements.

Horizontal

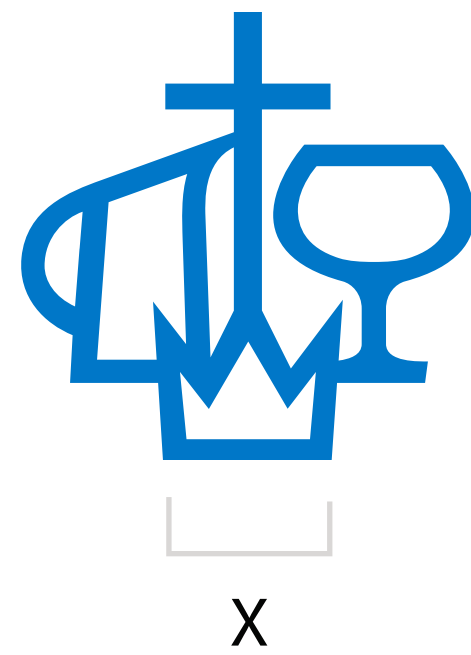


Vertical



Fourfold Symbol





## Spacing

Negative space around the logo is as important as the logo itself. Please use a minimum space of 1 "x" around the logomark wherever it appears. The distance referred to as "x" can be calculated by measuring the width of the crown.

## Resizing and minimum sizes

**To preserve the legibility of mark, please do not scale the marks smaller than the sizes displayed.**

If you need to resize the logo please use a vector file format such as an .eps, .svg, .ai, etc.

When resizing, make sure to maintain proportions. Do not stretch or distort the logo.



2¾" or 7 cm wide (print)  
or 200 pixels wide (digital)



2" or 5 cm wide (print)  
or 140 pixels wide (digital)



¾" or 2 cm wide (print)  
or 50 pixels wide (digital)



## Logo restrictions

Please do not alter the logo in any way. Alterations undermine brand recognition and dilute our brand image.

### **Do not:**

- Change the colour
- Rotate the logo
- Change the position or size of the elements
- Change the typeface of the logo
- Place the logo on a busy background
- Crop or cut any part of the logo
- Change the transparency of the logo
- Apply any effects to the logo
- Stretch, warp, or distort the logo
- Put the logo inside another shape

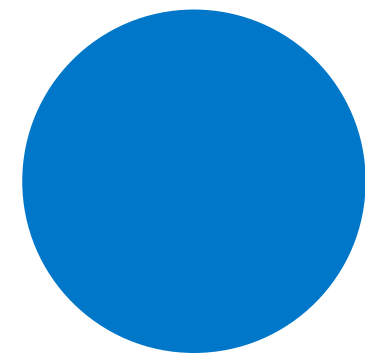
# Brand colours



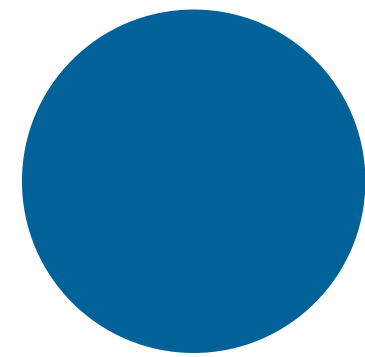
# Colour formulas

Use only these colours for Alliance applications.  
Do not modify the colours.

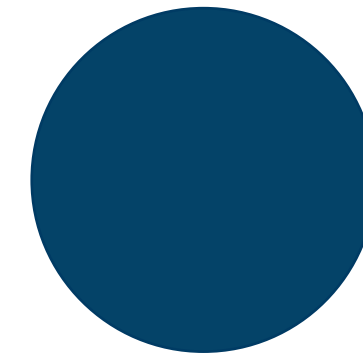
Colour should always be used strategically and never compete with the messaging. Try to employ the 60/30/10 rule (60 percent one colour, 30 percent accent, etc.).



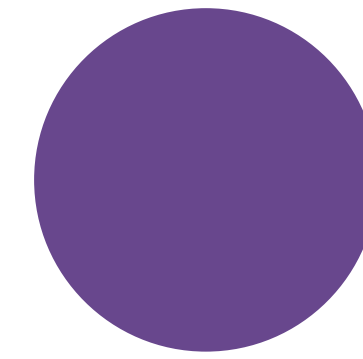
Pantone 3005 C  
c100 m31 y0 k0  
R0 G119 B200  
#0077C8



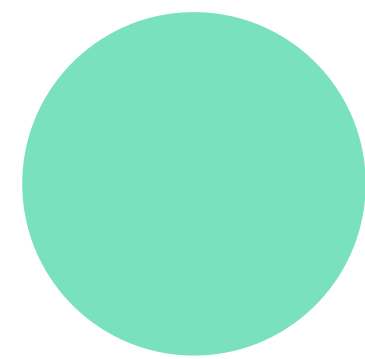
Pantone 7691 C  
c100 m43 y0 k30  
R0 G98 B152  
#006298



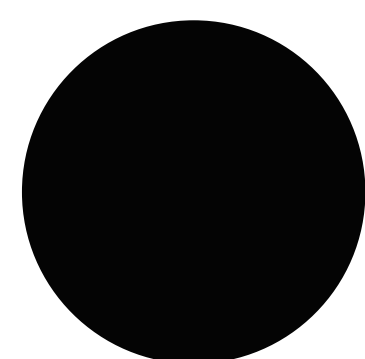
Pantone 2188 C  
c100 m39 y0 k63  
R0 G66 B106  
#00426A



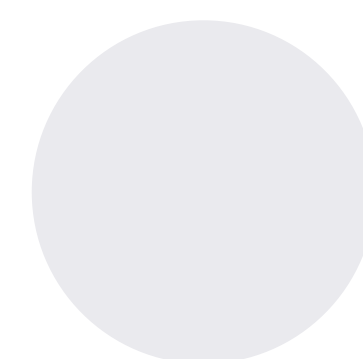
Pantone 7677 C  
c74 m85 y0 k0  
R104 G71 B141  
#684780



Pantone 3375 C  
c36 m0 y24 k0  
R122 G225 B191  
#7AE1BF



Black 6 C  
c100 m79 y44 k93  
R4 G4 B4  
#040404



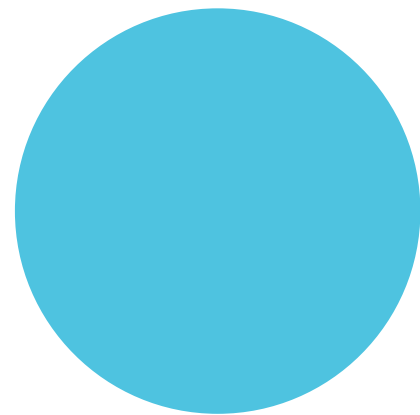
Cool Grey 1 C  
c7 m5 y3 k0  
R234 G234 B238  
#EAEAE E



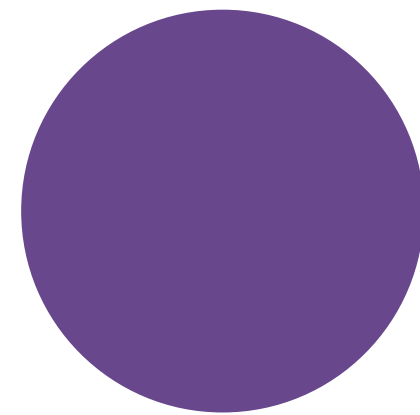
# Region colour formulas

Use only these colours for Alliance applications.  
Do not modify the colours.

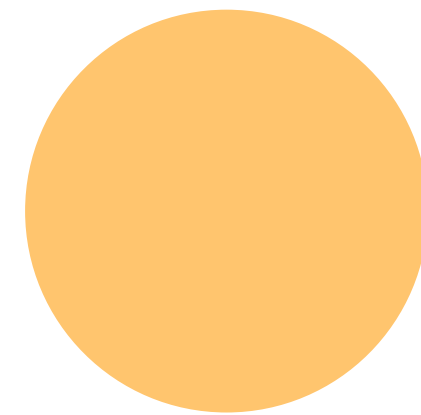
Colour should always be used strategically and never compete with the messaging. Try to employ the 60/30/10 rule (60 percent one colour, 30 percent accent, etc.).



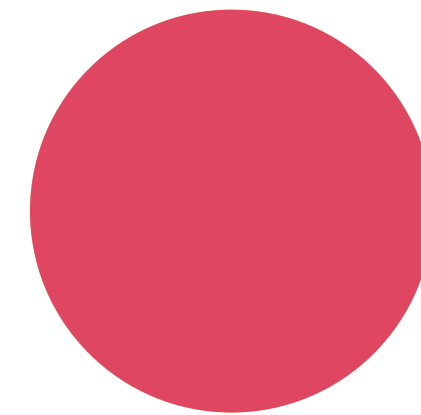
Latin America  
Pantone 637 C  
c62 M0 Y8 K0  
R78 G195 B224  
#4EC3E0



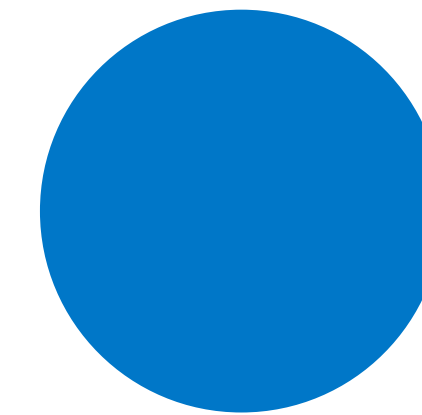
Europe  
Pantone 7677 C  
c74 M85 Y0 K0  
R104 G71 B141  
#684780



Africa  
Pantone 1355 C  
c0 M22 Y60 K0  
R255 G197 B110  
#FDD086



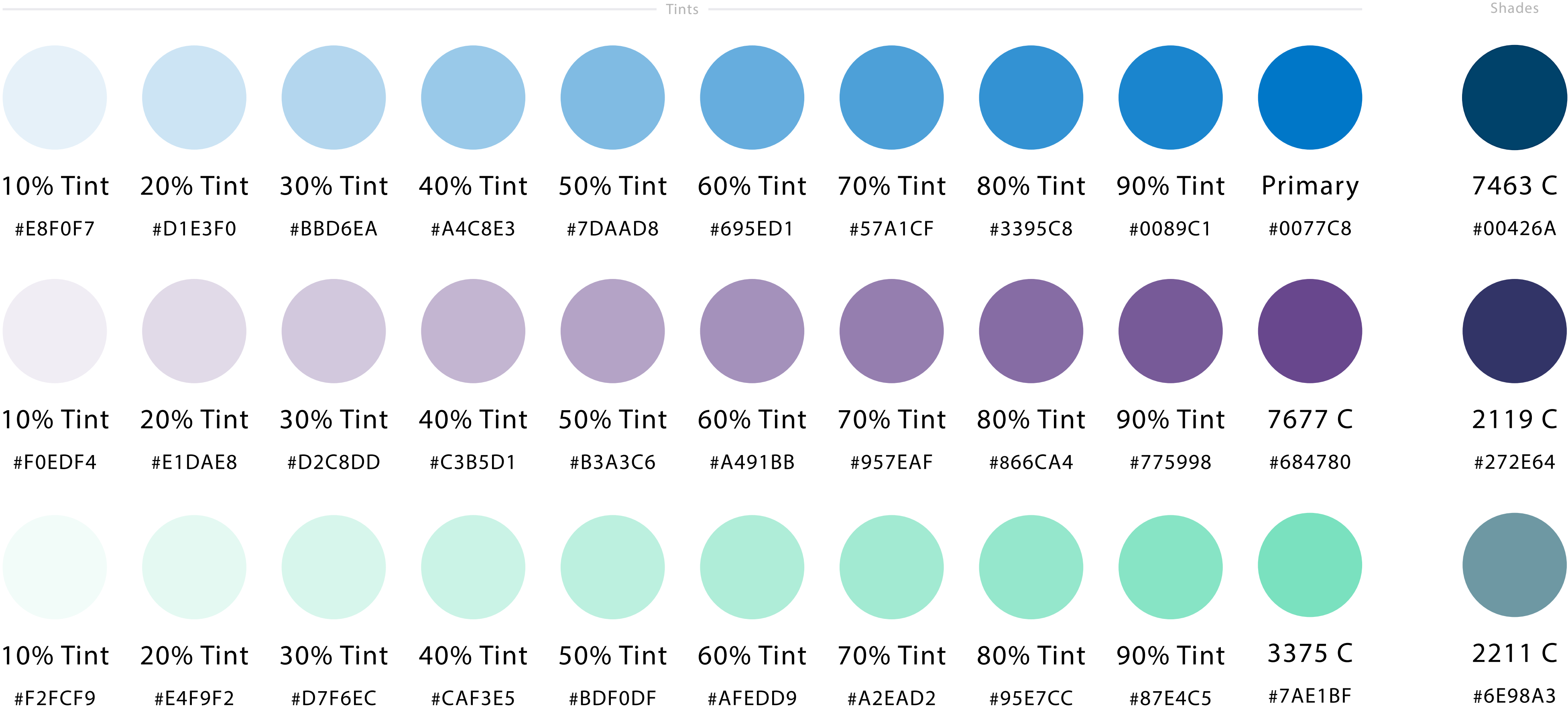
Asia  
Pantone 198 C  
c0 M82 Y37 K0  
R223 G70 B97  
#DF4661



Canada  
Pantone 3005 C  
c100 M31 Y0 K0  
R0 G119 B200  
#0077C8

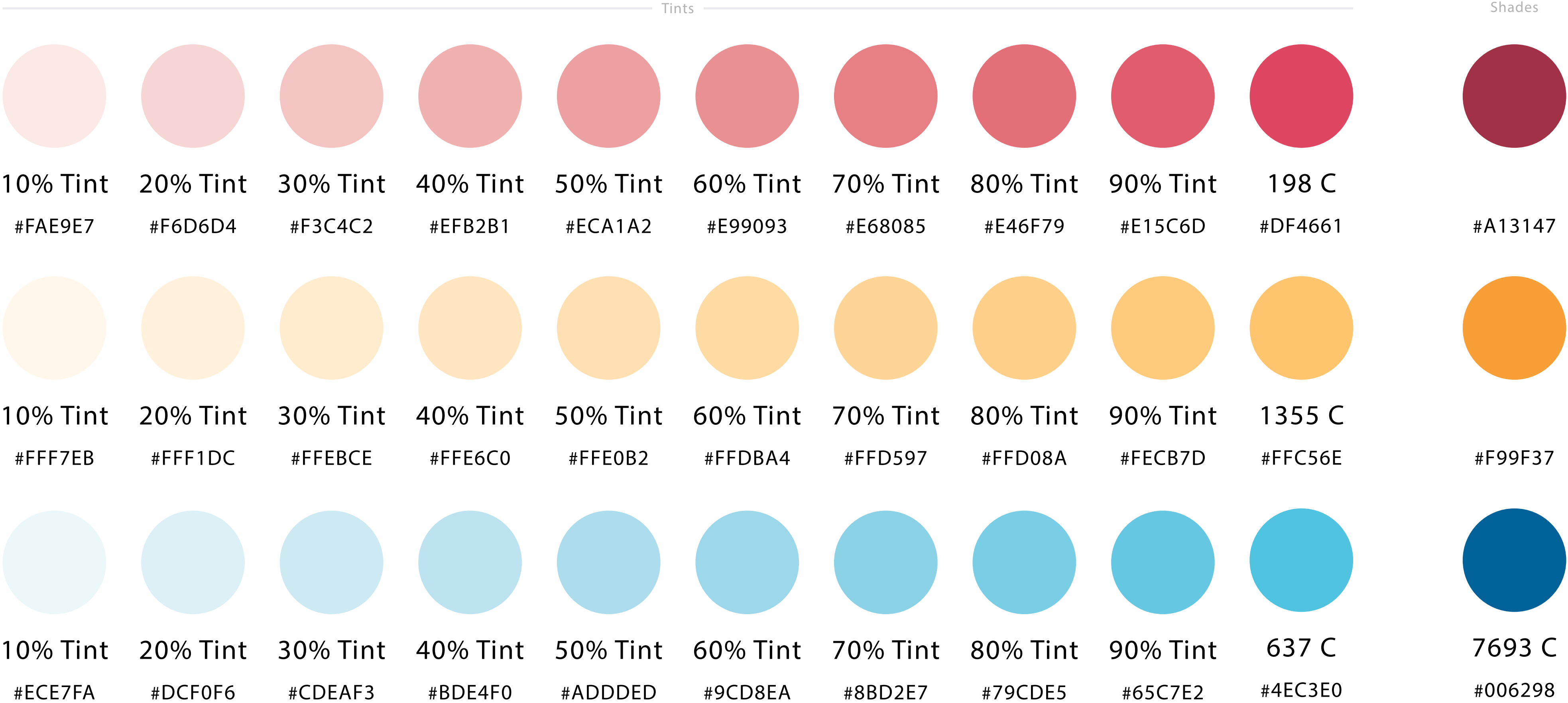
# Tints and shades

These colours should supplement the primary colours. They are best utilized when creating contrast.



# Tints and shades continued

These colours should supplement the primary colours. They are best utilized when creating contrast.



# Typography



## Our typefaces

Use Minion and Myriad together interchangeably. One should be used for headings and the other for body copy.

### Alternates

PT Sans (use for Myriad Pro) and Crimson Pro (use for Minion Pro) are free to use and are available at [fonts.google.com](https://fonts.google.com)

You may need to adjust the kerning (space between letters), leading (space between lines of text), and point size to make them match.

**Aa**

### Myriad Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Download: [Adobe Fonts](#) | [Google Fonts Alternate](#)

**Aa**

### Minion Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Download: [Adobe Fonts](#) | [Google Fonts Alternate](#)

## Typeface case-study

Myriad and Minion work well together in different settings to create visual contrast while maintaining readability. We suggest:

**Print pieces:** use Myriad Pro as a headings and Minion Pro as body copy.

**Digital pieces:** use Minion Pro as a headings and Myriad Pro and body copy.

There's no rule on which type treatment to use in which context; choose the best combination for your project, but be consistent in your type treatment throughout the whole medium.

# Fourfold Gospel

## What exactly is it?

The term fourfold Gospel describes the historic emphasis of The Alliance Canada on the person of Jesus Christ. These characteristics of Jesus and His ministry are what defined the C&MA more than 100 years ago, and they continue to lay out the foundation of our Christ-centred, Spirit-empowered, Mission-focused work today.

The *pitcher* symbolizes Christ our Healer. It uses the symbol of oil for divine life and physical healing.

The *crown* stands for Christ our Coming King. He will come back to this earth and reign forever.

The *cross* typifies Jesus Christ our Saviour. He died on a cross for our sins, and only through Him can we be made right with God.

The *laver* illustrates Christ as our Sanctifier. The laver—a large basin used in God's temple for washing—represents cleansing from sin by the power of the Holy Spirit.

e.g. Magazine

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e.g. Website

# Regions



## Region map

Our official workers are categorized into five distinct regions where they do ministry.

### **Latin America:**

Central America, South America, and the Caribbean Islands

### **Europe**

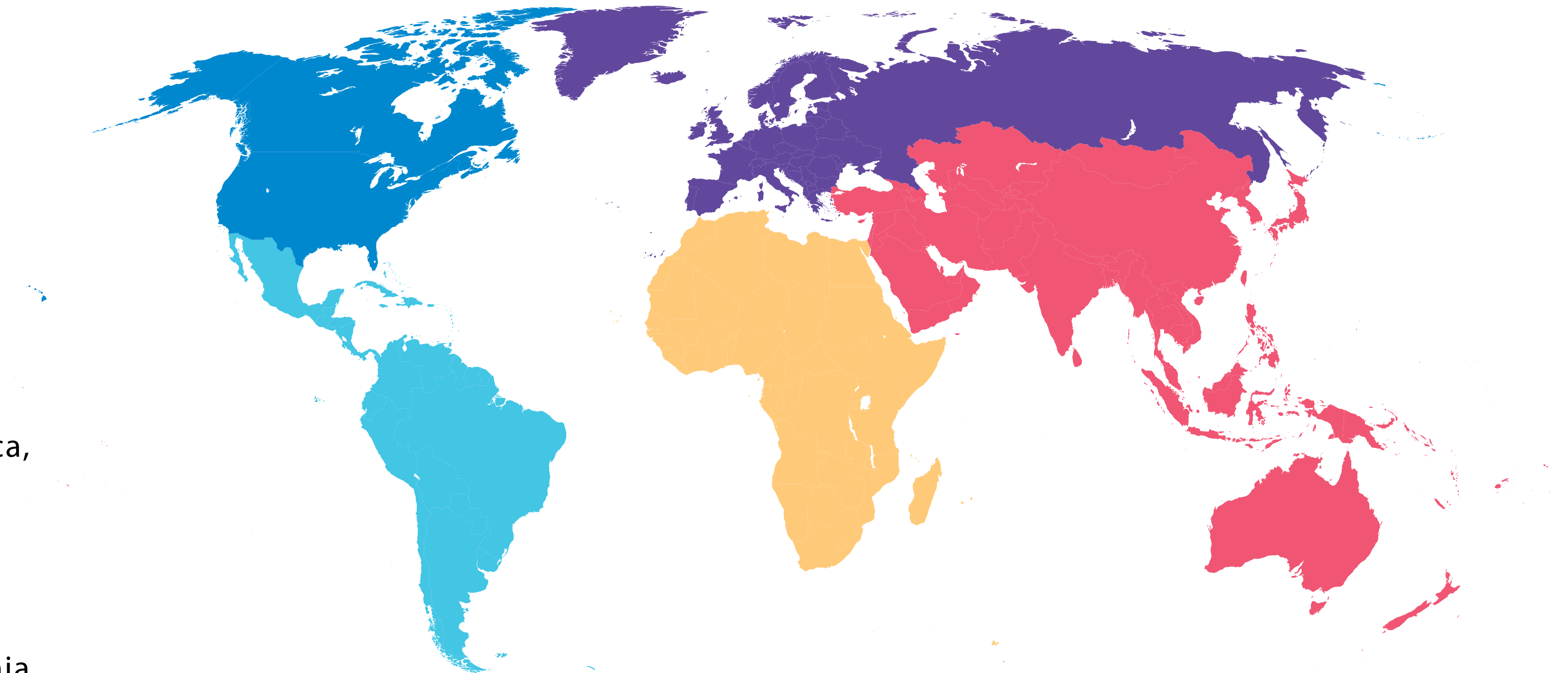
### **Africa:**

North Africa, West Africa, Middle Africa, Eastern Africa, Southern Africa

### **Asia:**

Middle East, Central Asia, East Asia, Southeast Asia, South Asia and Oceania

### **Canada**





## Region badges



### **Region Order:**

When regions are presented together, please maintain the following order: Latin America, Africa, Europe, Asia, and Canada.

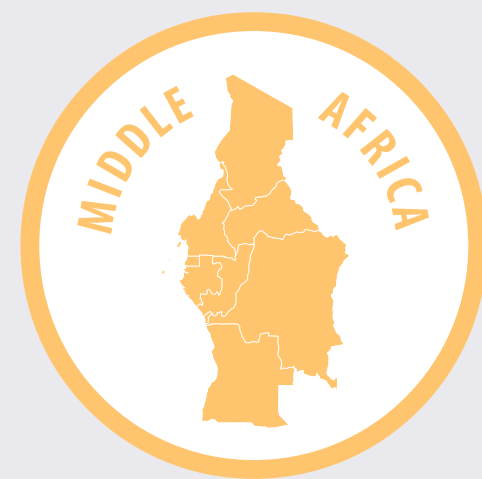
This order reflects a spinning globe, coming full circle. The starting region may change, but the order remains the same (e.g. Asia, Canada, Latin America, Europe, and Africa).

# Region badges

Each region has a fill and outline version



# Macro and micro



No micro regions for Europe



No micro regions for Canada



# Country and strategy

For safe countries, use macro or micro region and country name.

Use Myriad Pro in all caps:



**MEXICO**



**BUSINESS FOR  
TRANSFORMATION**



**JAPAN**



**MARKETPLACE**



**SPAIN**

# Creative Access Countries

Use the designation appropriate for your security level.

If using a strategy label, use Myriad Pro in all caps:



**CHURCH  
DEVELOPMENT**



**RELIEF AND  
DEVELOPMENT**



**MARKETPLACE**



# Latin America and subregions

## **Caribbean**

- Anguilla
- Antigua and Barbuda
- Aruba
- Bahamas
- Barbados
- Bonaire, Sint Eustatius, and Saba
- British Virgin Islands
- Cuba
- Curacao
- Dominica
- Dominican Republic
- Grenada
- Guadeloupe
- Haiti
- Jamaica
- Martinique
- Montserrat
- Puerto Rico
- Saint Barthelemy
- Saint Kitts and Nevis
- Saint Lucia
- Saint Martin
- Saint Vincent and the Grenadines

- Sint Maarten
- Trinidad and Tobago
- Turks and Caicos Islands
- United States Virgin Islands

## **Central America**

- Belize
- Costa Rica
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua

## **South America**

- Argentina
- Bolivia
- Bouvet Island
- Brazil
- Chile
- Colombia
- Ecuador
- Falkland Islands
- French Guiana
- Guyana
- Paraguay
- Peru
- South Georgia and the South Sandwich Islands
- Suriname
- Uruguay
- Venezuela

# Europe (no subregions)

## **Europe**

- Åland
- Albania
- Andorra
- Austria
- Belarus
- Belgium
- Bosnia and Herzegovina
- Bulgaria
- Croatia
- Czech Republic
- Denmark
- Estonia
- Faroe Islands
- Finland
- France
- Germany
- Gibraltar
- Greece
- Guernsey
- Holy See
- Hungary
- Iceland
- Ireland
- Isle of Man
- Italy
- Jersey
- Latvia
- Liechtenstein
- Lithuania
- Luxembourg
- Malta
- Moldova
- Monaco
- Montenegro
- Netherlands
- North Macedonia
- Norway
- Poland
- Portugal
- Romania
- Russia
- San Marino
- Sark
- Serbia
- Slovakia
- Slovenia
- Spain
- Svalbard and Jan Mayen Islands
- Sweden
- Switzerland
- Ukraine
- United Kingdom

# Africa and subregions

## **West Africa**

- Benin
- Burkina Faso
- Cabo Verde
- Cote d'Ivoire
- Gambia
- Ghana
- Guinea
- Guinea-Bissau
- Liberia
- Mali
- Mauritania
- Niger
- Nigeria
- Saint Helena
- Senegal
- Sierra Leone
- Togo

## **North Africa**

- Algeria
- Egypt
- Libya
- Morocco
- Sudan
- Tunisia
- Western Sahara

## **Middle Africa**

- Angola
- Cameroon
- Central African Republic
- Chad
- Congo
- Democratic Republic of the Congo
- Equatorial Guinea
- Gabon
- Sao Tome and Principe

## **Eastern Africa**

- British Indian Ocean Territory
- Burundi
- Comoros
- Djibouti
- Eritrea
- Ethiopia
- French Southern Territories
- Kenya
- Madagascar
- Malawi
- Mauritius
- Mayotte
- Mozambique
- Reunion
- Rwanda
- Seychelles
- Somalia
- South Sudan
- Uganda
- United Republic of Tanzania
- Zambia
- Zimbabwe

## **Southern Africa**

- Botswana
- Eswantini
- Lesotho
- Namibia
- South Africa



# Asia and subregions

## **Middle East**

- Armenia
- Azerbaijan
- Bahrain
- Cyprus
- Georgia
- Iran
- Iraq
- Israel
- Jordan
- Kuwait
- Lebanon
- Oman
- Qatar
- Saudi Arabia
- State of Palestine
- Syrian Arab Republic
- Turkey
- United Arab Emirates
- Yemen

## **Central Asia**

- Kazakhstan
- Kyrgyzstan
- Tajikistan
- Turkmenistan
- Uzbekistan

## **East Asia**

- China, and Macao Special Administrative Regions
- Democratic People's Republic of Korea
- Hong Kong
- Japan
- Mongolia
- Republic of Korea
- Taiwan

## **South Asia**

- Afghanistan
- Bangladesh
- Bhutan
- India
- Maldives
- Nepal

- Pakistan
- Sri Lanka

## **Southeast Asia**

- Brunei Darussalam
- Cambodia
- Indonesia
- Lao People's Democratic Republic
- Malaysia
- Myanmar
- Philippines
- Singapore
- Thailand
- Timor-Leste
- Viet Nam

## **Oceania**

- American Samoa
- Australia
- Christmas Islands
- Cocos (Keeling) Islands
- Commonwealth of the Northern Mariana Islands
- Cook Islands
- Federated States of Micronesia

- French Polynesia
- Guam
- Heard Island and McDonald Islands
- Independent State of Samoa
- Kingdom of Tonga
- New Caledonia
- New Zealand
- Niue Norfolk Island
- Papua New Guinea
- Pitcairn, Henderson, Ducie and Oeno Islands
- Republic of Fiji
- Republic of Kiribati
- Republic of Nauru
- Republic of Palau
- Republic of the Marshall Islands
- Solomon Islands
- Territory of the Wallis and Futuna Islands
- Tokelau
- Tuvalu
- United States Minor Outlying Islands
- Vanuatu

# Photography



## Photography ethics

- Choose images that protect the dignity of the subjects: avoid photos that portray victimhood, stereotypes, or hurtful narratives: e.g. a thin African child with an distended abdomen receiving food from a western international worker.
- Choose photos that honour the cultural context; do not emphasize the other-ness of the individuals or culture.
- Never photograph or film a situation that endangers either the local people or our international workers.
- Use photos truthfully.
- Whenever possible, obtain informed consent from people being photographed or filmed.
- When using stock photography, check the license.



## Image quality

Images for print should be the highest quality and 300 dpi (dots per inch). Images appearing on the web should be at least 72 dpi.

### How to check dpi:

Right click the image and choose properties, under the details tab, find the dimensions. Most cameras shoot at 72 dpi by default but the resolution (dimensions) are adjusted for printing.

#### Resolution at 72dpi

#### Printing size (300 dpi)

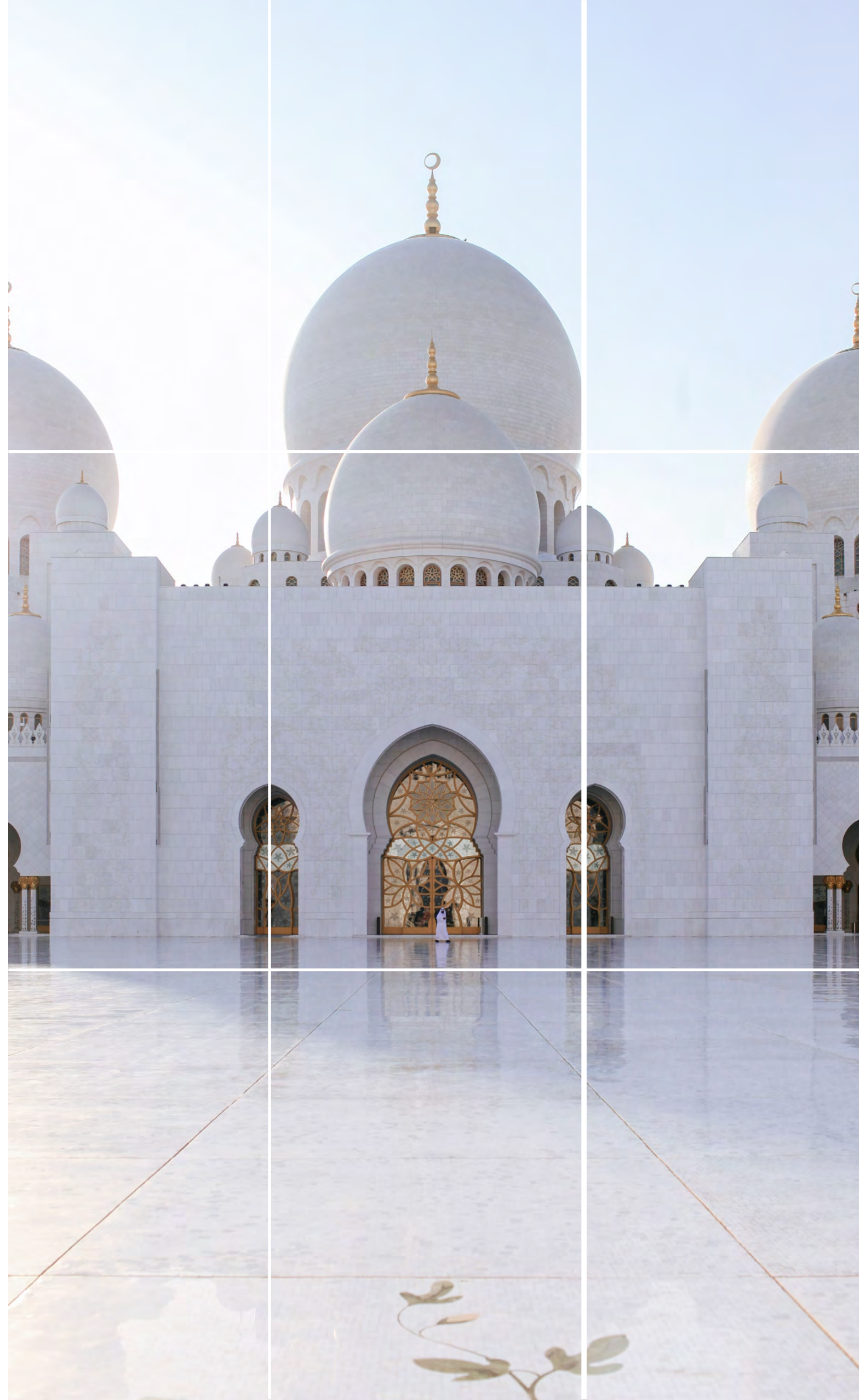
800 x 600 px*	2" x 2.7"
1024 x 768 px*	3.4" x 2.6"
1280 x 960 px*	4.3" x 3.2"
1536 x 1180 px	5.1" x 3.9"
1600 x 1200 px	5.2" x 4"
2048 x 1536 px	6.8" x 5.1"
2240 x 1680 px	7.5" x 5.6"
2560 x 1920 px	8.5" x 6.4"
3032 x 2008 px	10.1" x 6.7"
3072 x 2304 px	10.2" x 7.7"
3264 x 2448 px	10.9" x 8.2"
3872 x 2592 px	12.9" x 8.6"

*\*If possible, try to find a higher resolution photo.*



## Compose great photos

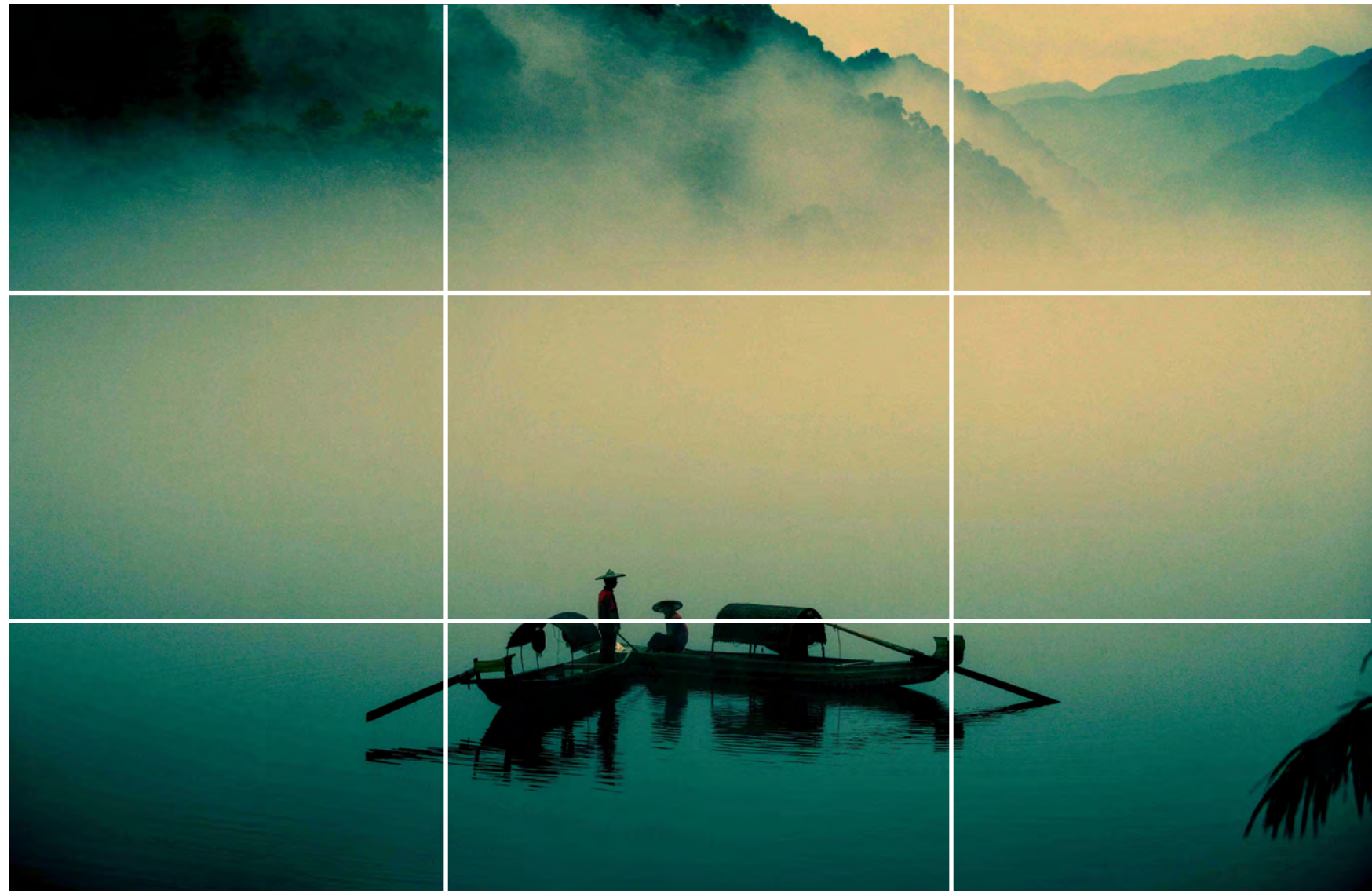
- Keep the end use in mind when deciding to shoot in landscape or portrait mode.
- Keep it simple.
- Use the rule of thirds to keep the composition interesting.
- People focused.



## Rule of thirds

Imagine the photo has a 3x3 grid (some cameras have this as option).

Divide the composition into thirds with the subject taking up 1/3 or 2/3's of the photo.



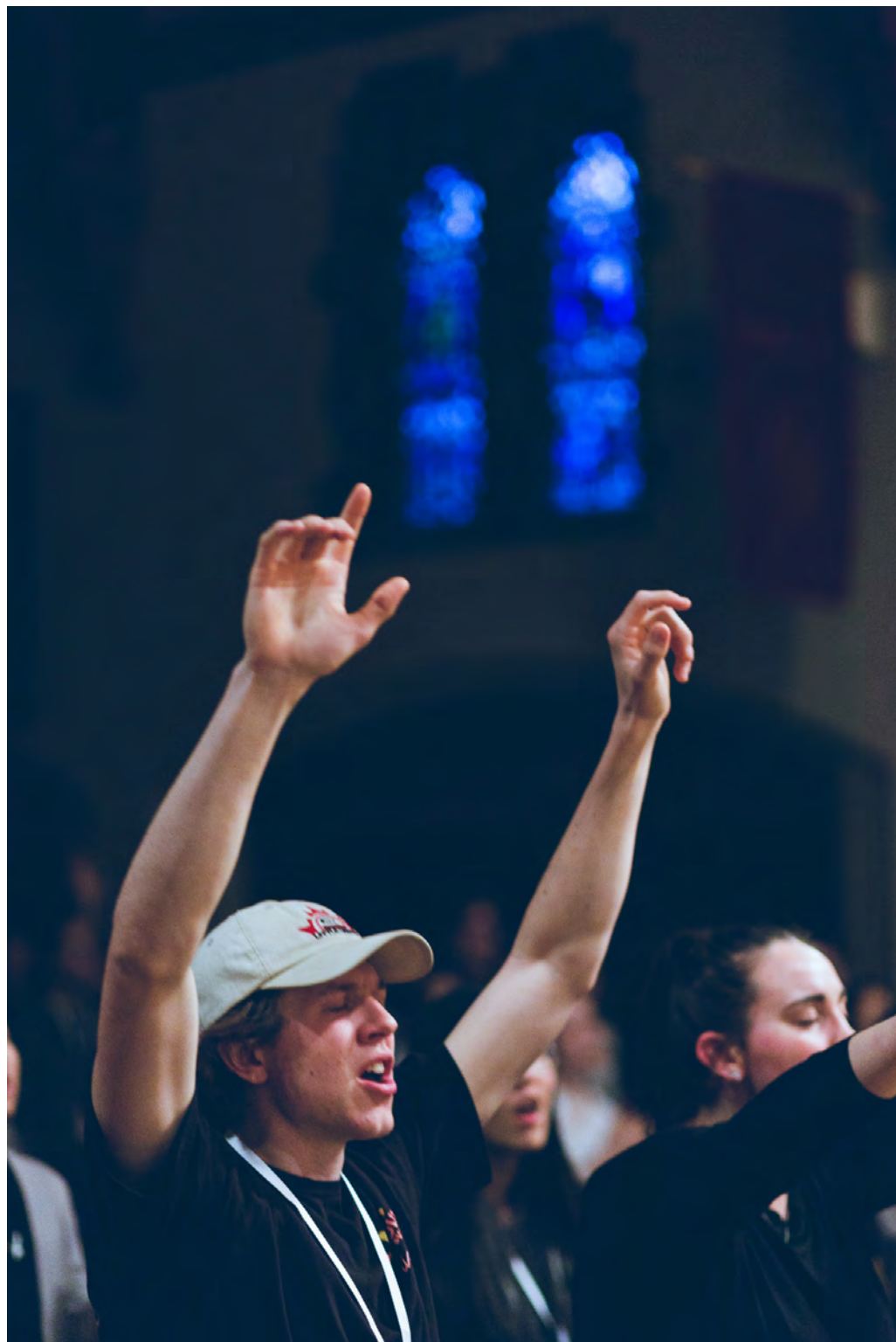
# Portraits

Compositions should be simple with high depth of field.

Whenever possible, people should be photographed in their everyday environment to give context to their story.

Lighting should feel natural.





## Event photos

Take candid photography that looks natural and not staged

Try to get more shots of people interacting than just focusing on the speaker at the podium.



# Lifestyle photos

Take human-focused photos of people in their context. It should be candid, look natural and not feel staged.

Capture people engaged in conversations, normal life, or their craft.





## Environments

Sometimes we can't show people or specific places. You can create interesting compositions by showing the context in which people live and work.





## **Shooting Video**

Shoot videos at the highest resolution available.

When shooting video with mobile phones, please shoot in landscape mode only.

Only shoot vertical videos if you're posting directly onto social media (i.e. an Instagram story, TikTok).



Contact **[communications@cmacan.org](mailto:communications@cmacan.org)** if you have any questions or need additional branding assets.

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Mississauga, ON L4W 4J1

[cmacan.org](http://cmacan.org)