BRAND GUIDE

rev. July 2016
NAME

- Use “The Alliance” when identifying the denomination in writing. This is the official trade name for the organization.
- “The Christian and Missionary Alliance” may be used for more formal, legal communications, such as contracts and copyright. This is the legal name and registered trademark of the organization.

LOGO

- Fourfold Gospel logo
  - 4 Elements: Savior (cross), Sanctifier (laver), Healer (pitcher), Coming King (crown)
- Globe
- Can be used alone, or reversed out as a part of the Logomark

LOGOMARK

- Fourfold Gospel logo in white, red mark behind
- Always Alliance Red (see COLOR USAGE section)
- Multiple versions available
- Can be used alone or with Wordmark

WORDMARK

- Avenir Next REGULAR BOLD
- No Space
- Alliance Gray (50% Black)
- Can be used alone or with Logomark
LOGOMARK + WORDMARK

Don’t change brand color.

Don’t condense or expand either part of the logo.

Don’t change size and position relationships between the logomark and wordmark.

TO DOWNLOAD A FOLDER CONTAINING THE ALLIANCE LOGO, LOGOMARK, AND WORDMARK IN MULTIPLE VERSIONS AND FILE FORMATS, VISIT:

CMALLIANCE.ORG/RESOURCES
CO-BRANDING

Internal and closely affiliated offices/organizations may follow a standardized approach when identifying themselves as affiliates or partners of The Alliance.

CHURCHES/DISTRICTS

FIRST ALLIANCE CHURCH

FIRST ALLIANCE CHURCH

WESTERN PENNSYLVANIA DISTRICT

WESTERN PENNSYLVANIA DISTRICT

SUPPORTING MINISTRIES/ORGANIZATIONS

For example: The Orchard Foundation, Alliance Development Fund, Alliance Benefits, Envision, Alliance Youth, Life Impact Ministries, Great Commission Women, colleges/seminaries, retirement centers, etc.)
COLOR USAGE

- The Alliance brand has four main colors (orange, green, yellow, and blue), which should be used sparingly and tastefully with generous white space.
- All four colors need not be used on every piece.
- There is no prescribed order for the colors, though alternating cool/warm looks best.
- Alliance Red should be used exclusively in the Logomark.
- Alliance Gray should be used as an accent, often for heads/subheads and scaled back on the world map.

**Alliance Brand Colors**

- **Alliance Orange**
  - CMYK: 25 / 65 / 100 / 10
  - RGB: 178 / 103 / 41
  - Hex: #b6729
  - PMS: 160 U / PMS 7525 C

- **Alliance Green**
  - CMYK: 50 / 35 / 85 / 15
  - RGB: 126 / 130 / 69
  - Hex: #7e8245
  - PMS: 385 U / PMS 5763 C

- **Alliance Yellow**
  - CMYK: 10 / 25 / 100 / 0
  - RGB: 231 / 187 / 32
  - Hex: #e7ba20
  - PMS: 7405 U / PMS 110 C

- **Alliance Blue**
  - CMYK: 60 / 40 / 35 / 0
  - RGB: 178 / 103 / 41
  - Hex: #b16729
  - PMS: 160 U / PMS 7525 C

**Accent Colors**

- **Alliance Gray**
  - CMYK: 0 / 0 / 0 / 50
  - RGB: 147 / 149 / 152
  - Hex: #939598
  - PMS: 415 U / PMS 422 C

- **Alliance Red**
  - CMYK: 25 / 100 / 100 / 40
  - RGB: 128 / 18 / 20
  - Hex: #7f1214
  - PMS: 7405 U / PMS 110 C

  *(For use in Logomark only)*
FONTS

• The Alliance brand relies exclusively on three font families:
  - Avenir Next — sans serif typeface; heads/subheads/body
  - Felice — serif typeface; body copy, heads/subheads when appropriate
  - Thirsty Script/Thirsty Rough — script typeface; used sparingly for call-outs/impact, often on highlighted stats, figures, and numbers

• Acceptable font replacements in cases where the official brand fonts aren’t available:
  - Sans serif — Helvetica font family
  - Serif — Times Roman font family
  - Script — None: if Thirsty isn’t available, eliminate the use of script

PHOTOGRAPHY

• Large, high-resolution, authentic photos showing actual Alliance workers and locations
• Use stock images sparingly or not at all
• No filters or gimmicky effects—let the images speak for themselves
• Wherever possible, use thorough captions to tell the story represented in the image, as well as giving pertinent context

The Spirit of the Sovereign Lord is on me, because the Lord has anointed me to proclaim good news to the poor. He has sent me to bind up the brokenhearted, to proclaim freedom for the captives and release from darkness for the prisoners, to proclaim the year of the Lord’s favor... to comfort all who mourn, and provide for those who grieve in Zion— to bestow on them a crown of beauty instead of ashes, the oil of joy instead of mourning, and a garment of praise instead of a spirit of despair. (Isaiah 61:1–3)
PERSONALITY

• The following words describe The Alliance:
  Christ-centered  Acts 1:8  Family

• The following adjectives help describe the Alliance brand:
  Authentic  Movement  Passionate
  Historic  Multicultural  Responsive
  Joyful  Nimble  Visionary

DESIGN AESTHETIC

• Large, emotive photography with descriptive captions whenever possible
• High-contrast design incorporating the use of generous white space and large borders, margins, and gutters
• Option to employ a 3/8 inch white border all the way around what would otherwise be full bleed images
• Minimal use of texture, grunge, and drop shadows
• Simple, clean headlines and subheads
• Fully justified body copy where appropriate
• Thin, .75 pt horizontal rules—can interact with photo elements, cross borders, and bleed
• Very light gray world map often appears in conjunction with the other main brand elements (logomark, wordmark, thin rule) to complete the fully branded look

ON THE NEXT PAGE:
A Passion for Jesus is a richly illustrated, 36-page booklet, highlighting God at work through the Alliance family for more than 125 years.

Ideal for Sunday school, small groups, and membership classes. Also, use as a “coffee table” piece for homes, offices, and reception areas.

Order yours today! bit.ly/1qlPTQh
The global Alliance family is more than 5 million people worshiping in more than 20,000 churches in 180 languages and dialects. Seven hundred U.S. Alliance global staff are sharing the gospel through the world by proclaiming the gospel in deed and word. They plant churches and train future church leaders. They provide life-saving medical care. They create microenterprise opportunities to help the poor become self-sufficient. They translate Scripture for those with no Bible in their language. They help dig wells in areas without access to clean water. They provide vocational training to help people escape the bondage of human trafficking. They invest in local communities by serving in the marketplace. They care for displaced refugees. In short, they represent the love, compassion, and mercy of Jesus to the world’s most physically and spiritually needy.

Forest Schell, Alliance team member in Paraguay, mentors a young boy in the capital city of Asunción. The boy lives in an apartment complex owned by his grandmother, which has also housed drug dealers and prostitutes.

More than 700 U.S. Alliance workers worldwide are joining Him throughout the world.

A Passion for Jesus

The Alliance

The Alliance is a global family of 5 million people worshiping in 20,000+ churches in 180 languages and dialects. They plant churches, train future church leaders, provide life-saving medical care, create microenterprise opportunities to help the poor become self-sufficient, translate Scripture for those with no Bible in their language, help dig wells in areas without access to clean water, provide vocational training to help people escape the bondage of human trafficking, invest in local communities by serving in the marketplace, care for displaced refugees, and represent the love, compassion, and mercy of Jesus to the world’s most physically and spiritually needy.

Map in screened back Alliance Gray

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