Brand Guidelines

September 2018

The Christian and Missionary
Alliance in Canada

Contents

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

C&MA Logo

Use one of the following logos of The Christian and Missionary Alliance in Canada (C&MA) for all external communications. Ideally choose either the horizontal or vertical logo with our full name, reserving the fourfold symbol alone for very small applications where the text will not be legible, or on applications for other ministries where the C&MA is a supplementary brand (i.e. Envision).

There are three colour variations of the logo (blue, black, and white). Select the most appropriate colour scheme based on the background colour, media restrictions, or production requirements.

Standard blue logo for light backgrounds
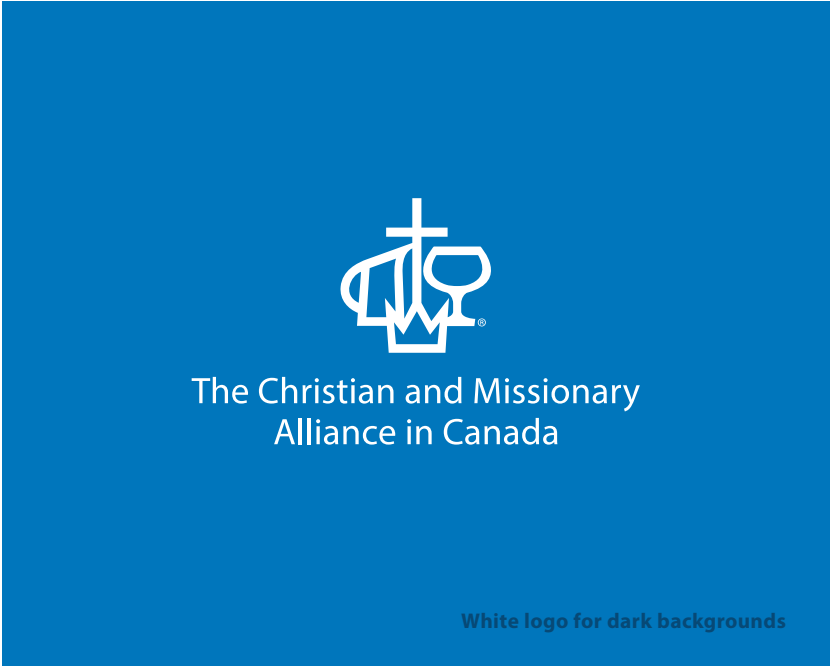
White logo for dark backgrounds

Only use the symbol on very small applications, such as social media profile pictures

The Meaning Behind The Logo

The fourfold gospel describes the historic emphasis of the C&MA 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 is what defined the C&MA more than 100 years ago and continues to lay out the foundation of our work today.

Saviour

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.

(John 3:16)

Sanctifier

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.

(1 Thessalonians 5:23-24)

Healer

The pitcher symbolizes Christ our Healer. It speaks of oil for divine life and physical healing.

(Isaiah 53:4-5)

Coming King

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

(Acts 1:11)

Spacing

Negative space, or white space, around the logo is just as important as the logo itself. Please use a minimum of space of 1x around the logomark where ever it appears. The distance referred to as X can be calculated by measuring the width of the base of the crown.

X

Minimum spacing of the crown's width, displayed as X

The Christian and Missionary Alliance in Canada

X

X

The Christian and Missionary Alliance in Canada

X

X

Minimum Sizes

To preserve the legibility of mark, please do not scale the marks smaller than the following sizes:

The Christian and Missionary Alliance in Canada

Min: 2.4"w x .75"h

The Christian and Missionary Alliance in Canada

Min: 1.64"w x 1"h

Min: .4"w

Resizing The Logo

If you need to resize the logo, either smaller or larger, please use a vector file format such as an .eps, .svg, .pdf, or .ai file.

Only resize .jpg or .png files to be smaller in order to keep the logo from becoming pixelated.

The Christian and Missionary Alliance in Canada

When resizing the logo, **please hold shift** in order to retain the correct proportions. Not doing so will result in the logo being skewed.

Restrictions

Please do not alter the C&MA logo in any way. Alterations to the logo will undermine its recognition and dilute the brand image of the C&MA.

If you have any old logo files, please delete them and download the new logo.

Do not do the following to the logo:
1. Change the colour of the logo
2. Rotate the logo
3. Change the position or size of the elements
4. Change the typeface of the logo
5. Place the logo on a busy background
6. Crop or cut any part of the logo
7. Change the transparency of the logo
8. Apply any effects to the logo, i.e. no drop shadows, outer glow, etc.
9. Use the C&MA USA or other logos from the Alliance family (including using the old C&MA in Canada Logo)
10. Don't put the logo inside another shape

C&MA Colour Formulas

Use these colours as the main colour palette for C&MA applications. Do not change or alter the colours in any way. Please remain consistent in using the designated region colours for the corresponding region (i.e. When making Silk Road content, only use Pantone 205 C in addition to the C&MA brand and accent colours, do not mix region colours).

Primary C&MA Colours

C&MA + Sea to Sea
Pantone® 3005 C
Process: 100C, 31M, 0Y, 0K
RGB: 0R, 119G, 200B
HEX: 0077C8

Accent
Pantone® 2685 C
Process: 90C, 99M, 0Y, 8K
RGB: 51R, 0G, 114B
HEX: 330072

Accent
Pantone® 3385 C
Process: 43C, 0M, 28Y, 0K
RGB: 71R, 215G, 172B
HEX: 47D7AC

Text
Pantone® Neutral Black C
Process: 72C, 66M, 64Y, 72K
RGB: 34R, 34G, 34B
HEX: 222222

Region Colours

Sun
Pantone® 311 C
Process: 68C, 0M, 13Y, 0K
RGB: 5R, 195G, 222B
HEX: 05C3DE

Sand
Pantone® 158 C
Process: 0C, 52M, 95Y, 0K
RGB: 232R, 119G, 34B
HEX: E87722

Silk
Pantone® 205 C
Process: 0C, 83M, 16Y, 0K
RGB: 224R, 69G, 123B
HEX: E0457B

Spice
Pantone® 136 C
Process: 0C, 28M, 87Y, 0K
RGB: 255R, 191G, 63B
HEX: FFBF3F

Suggestion:

Keep the use of colour restrained and employ the 60/30/10 rule. (60 percent one colour, etc.)

When using these colours, please use a lot of white space or negative space. The use of empty space helps create emphasis and balance.

Tints & Shades Colour Formulas

These colours should never be used independently from the primary brand colours, but as supportive or supplementary colours only. Please do not use them as a primary colour element. They are intended to create contrast for specific colour applications such as graphs, charts, UI/UX interfaces). See next page for a few examples of how to use these colours effectively.

Tints

Shades

Pantone® 7693 C
Process: 100C, 57M, 9Y, 47K
RGB: 0R, 73G, 118B
HEX: 004976

Pantone® 275 C
Process: 100C, 100M, 7Y, 56K
RGB: 32R, 23G, 71B
HEX: 201747

Pantone® 7724 C
Process: 82C, 0M, 67Y, 11K
RGB: 0R, 150G, 108B
HEX: 00966C

Pantone® 314 C
Process: 100C, 5M, 14Y, 17K
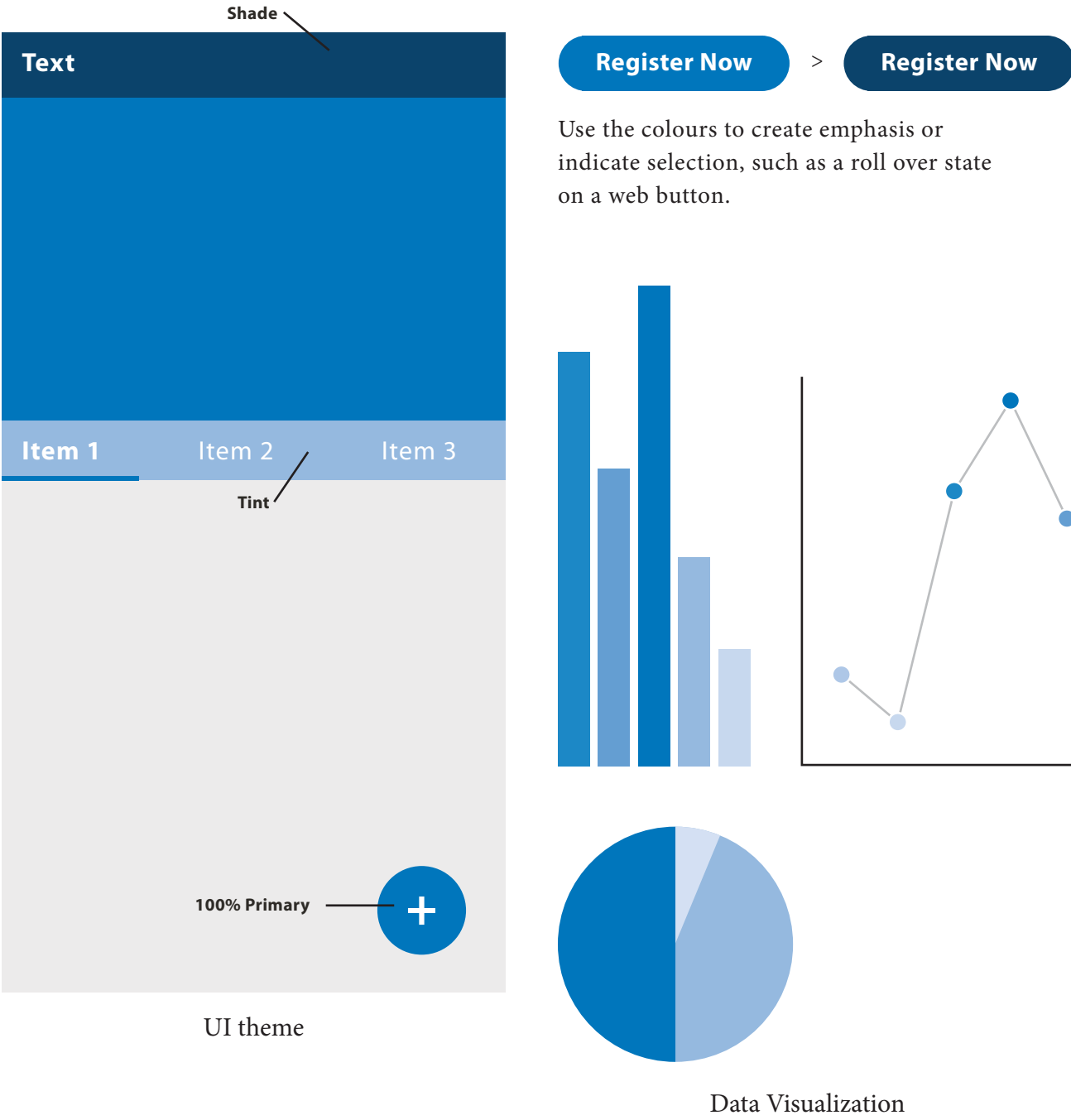RGB: 0R, 127G, 163B
HEX: 007FA3

Pantone® 167C
Process: 5C, 77M, 100Y, 15K
RGB: 190R, 83G, 28B
HEX: BE531C

Pantone® 215 C
Process: 6C, 100M, 26Y, 24K
RGB: 172R, 20G, 90B
HEX: AC145A

Pantone® 7550 C
Process: 0C, 34M, 98Y, 12K
RGB: 209R, 114G, 0B
HEX: D19000

How to Use Tints & Shades

When using the primary colour, you can create visual hierarchy in your design by pairing a primary colour with its corresponding tints and shades. Using this method gives your design a cohesive feel, adds contrast, and keeps the design feeling both clean and simple.

Shade

Text

Item 1   Item 2   Item 3

Tint

100% Primary   +

UI theme

Register Now > **Register Now**

Use the colours to create emphasis or indicate selection, such as a roll over state on a web button.

Data Visualization

Typefaces

If possible, please use the primary font for the majority of your text in your communication material. All these fonts can be found in Adobe Typekit if you have a Creative Cloud subscription. *typekit.com*

If these fonts can't be found/used please use the specified alternate fonts, they are available on Google fonts for free. You may need to adjust the kerning (space between letters) /leading (space between lines of text) /size. *fonts.google.com*

Tips for more legible typography:
If you need to adjust kerning (Microsoft Word calls it spacing) by highlight text and right click > fonts > advanced > expanded by ~.4pt for 10-12pt fonts.

You can adjust leading/line spacing by highlighting the text, right click > paragraph > set line spacing to exactly and typically add 4 points to your point size (exactly: 16pt-18pt for 12pt font) although it varies based on the font/font size you're using. For Crimson typically add 5 or 6 points of leading.

Headlines Kepler Display

Subhead / Myriad Pro Bold

Body Copy / Minion Pro

Illaut exeruptam rehendi nonsequi veribus, consequ iditati onsequam estisciisit, omnisque nonsendae corem utem quam fuga.

Primary fonts:
Typekit
typekit.com

Headlines Playfair Display

Subhead / PT Sans Bold

Body Copy / Crimson Text

Illaut exeruptam rehendi nonsequi veribus, consequ iditati onsequam estisciisit, omnisque nonsendae corem utem quam fuga.

Alternate fonts:
Google Fonts
fonts.google.com

Five "S" Badges

Caribbean Sun covers Central America, South America, and the Caribbean.

Desert Sand covers West Africa and North Africa.

Silk Road covers Europe, the Middle East, and Central Asia.

Asian Spice covers South East Asia to East Asia.

Sea to Sea covers Canada from coast to coast.

Region Order:
It is preferred that when all logos and regions are presented, they are arranged in the order shown (Sun, Sand, Silk, Spice, Sea to Sea). This order reflects the order of the world map and comes full circle. Note that the starting position may change, but the order must remain the same (i.e. Sand, Silk, Spice, Sea to Sea, Sun).
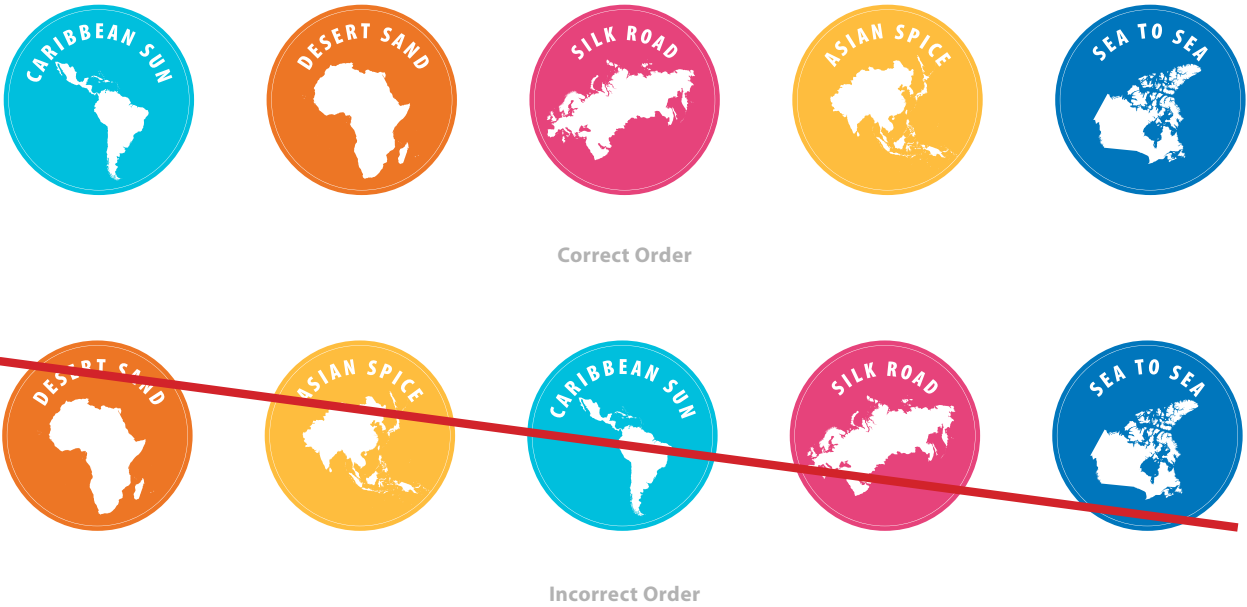
Correct Order

Incorrect Order

Spacing

Negative space, or white space, around the logo is just as important as the logo itself. Please use a minimum of space of 1x around the logomark where ever it appears. The distance referred to as X can be calculated by 25% of the icon.
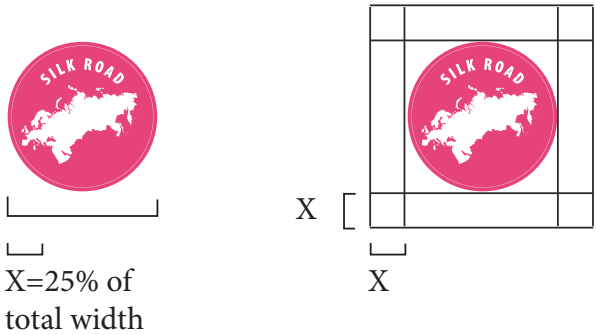
X=25% of total width

X

X

Minimum Sizes

To preserve the legibility of mark, please do not scale the marks smaller than 0.6"

Min. size 0.6"

Five "S" Map

The Five "S" map is intended to imply regions in which the C&MA works and does ministry. Please be aware that some aspects of the map are inaccurate for the sake of graphical representation and colour blending (i.e. using the Mercator projection distorts the northern hemisphere; Aleutian islands belong to the USA and shouldn't be either "Silk" or "Sea to Sea" colours, they are coloured as such to avoid awkward and jarring colour transitions).
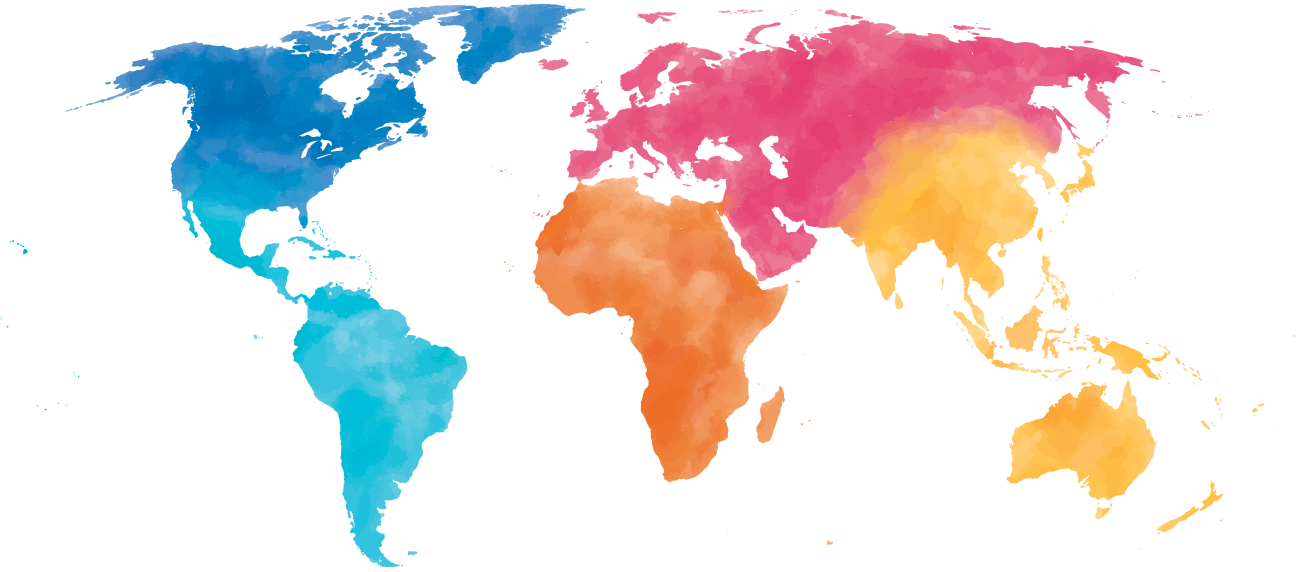
Water colour style (vector)
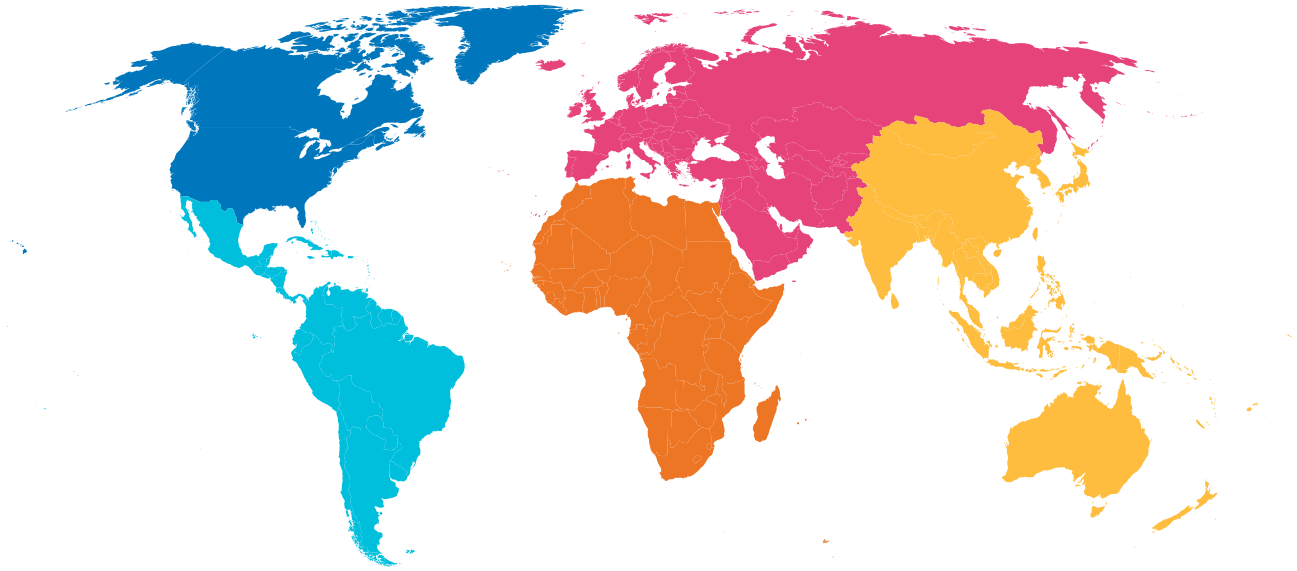
Flat Vector

Tagline vs. Slogan

A tagline is equivalent to the written brand elements. It is consistent over the life cycle of the company and emphasizes our company's core values. The official C&MA tagline is "Christ-centred. Spirit-empowered. Mission-focused." A slogan persists for the lifetime of a campaign or product. For example: Nike's tagline is "Just Do It" but their 2018 slogan from their Kaepernick ad is "Believe in something. Even if it means sacrificing everything."

The C&MA has had a number of campaigns, projects, and slogans (i.e. "On Mission. Everyone. Everywhere. All the time." or "Access to Jesus") but one tagline:

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

Image Quality

When providing images for print, please ensure they are the highest quality **and at least 300 dpi** (dots per inch). For web use, images should be at least 72 dpi. If sending photos for print use, please ensure they are the highest resolution possible. Use the chart below to determine the printing quality of your photo.

Resolution (pixels) 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.

How to check dpi:
Right click the image, choose *properties*, choose the *details* tab at the top, scroll until you see dimensions.

Most cameras shoot at 72 dpi by default but the resolution (dimensions) is important to consider for printing.

Photo and Video Guidelines

Photos:
Try to make interesting compositions, ensure enough lighting, and keep the subject in focus. Keep the end result in mind when deciding to shoot in landscape or portrait mode (i.e if this for web banners, shoot landscape).

Useful photo tips: Keep it simple. Don't always try to get the subject exactly center but try to use the rule of thirds to keep the composition interesting.
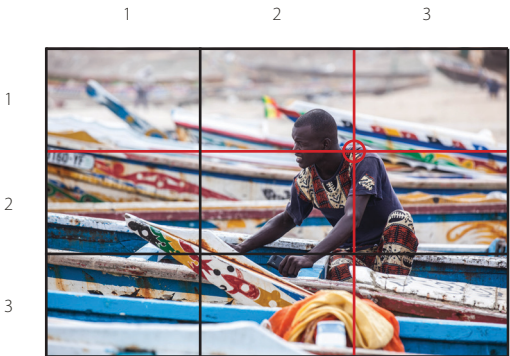
Subject is positioned in the top-right third

Video:
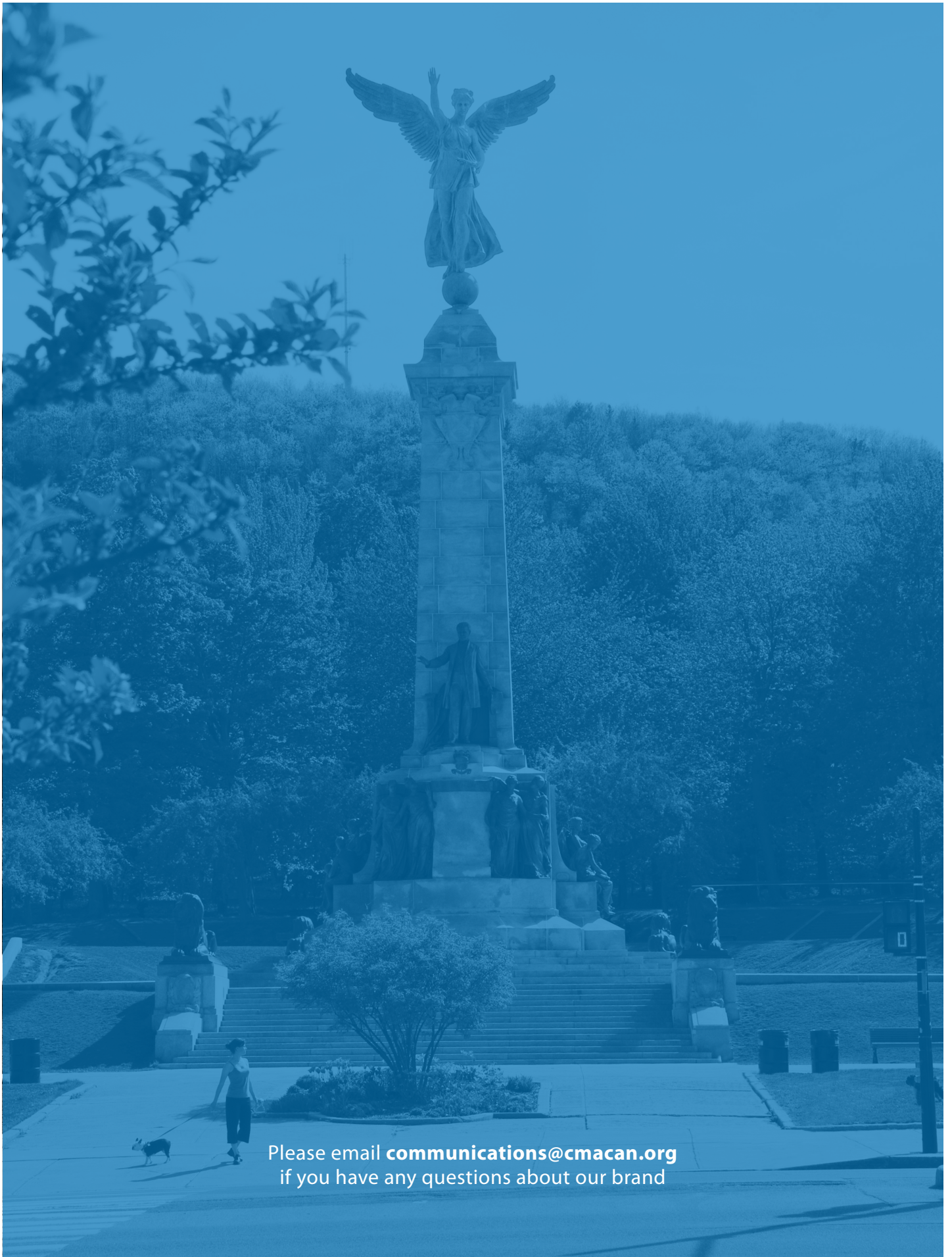When shooting video, please shoot in landscape mode.

When shooting video with mobile phones, please do not shoot vertical/portrait videos.

If using a cellphone, please use shoot horizontal videos.

This is ok for photography, but not video.

Please email **communications@cmacan.org**
if you have any questions about our brand