

abwe

BRAND GUIDELINES

2.1 — AUG 13

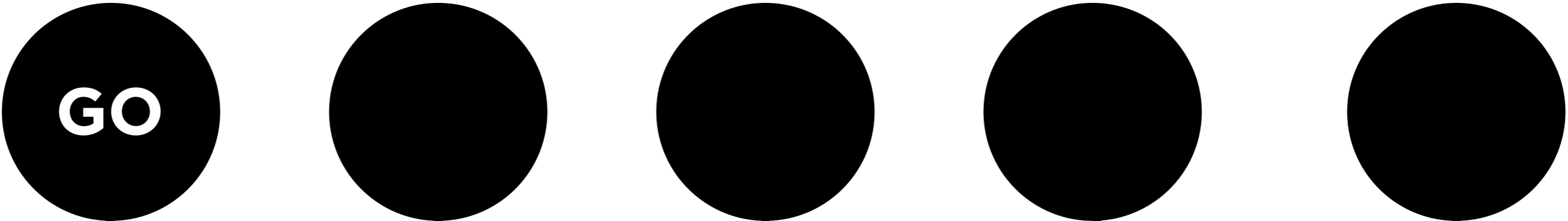
BRANDING STRUCTURE

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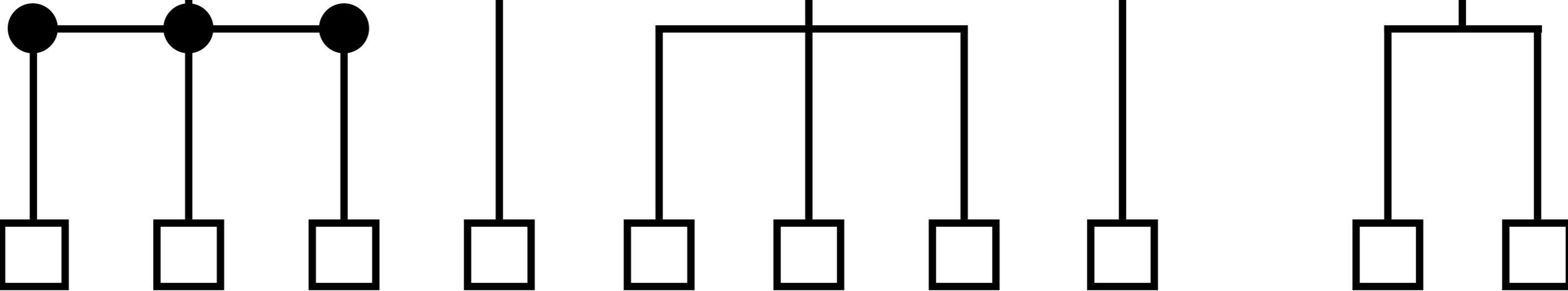
1. MISSION



2. MINISTRIES



3. PROGRAMS



4. MEDIA + EVENTS

abwwe → abwwe

ICON

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ICON — ON MID-TONE

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ICON — REVERSED

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WITH TAGLINE

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GLOBAL FAMILY OF MINISTRIES

NEW

1. MISSION

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 **abwe**
CANADA

abwe
FOUNDATION

SERVICES/DEPARTMENTS: PRESIDENT'S OFFICE, COMMUNICATIONS, CEIM

 **LIVEGLOBAL**

abweGO

 **EVERYETHNĒ**

2. MINISTRIES
(All caps)

 **LAUNCHPOINT**

 **GOODSOIL**

3. PROGRAMS
(Title case)

abweGO | Construction

abweGO | Healthcare

abweGO | Aviation

abweGO | Theological
Education

PROGRAM LOGO TEMPLATE

< 12 CHARACTERS PER LINE

abweGO | Insert word

> 12 CHARACTERS PER LINE

abweGO | Theological
Education

COLOR — NEW

Primary

PMS 533
c94, m73, y5, k69
r32, g42, b68

Black

c100, m60, y10, k0
r0, g102, b166

Secondary

c60, m30, y60, k5
r112, g144, b117

c65, m40, y30, k5
r99, g130, b150

c30, m5, y0, k0
r172, g214, b242

c5, m15, y75, k0
r243, g209, b94

c79, m49, y76, k0
236, 149, 26

c0, m69, y100, k19
r203, g95, b26

c10, m90, y50, k0
r219, g64, b97