

abwe

BRAND GUIDELINES

2.3 — SEPT 21

BRANDING STRUCTURE

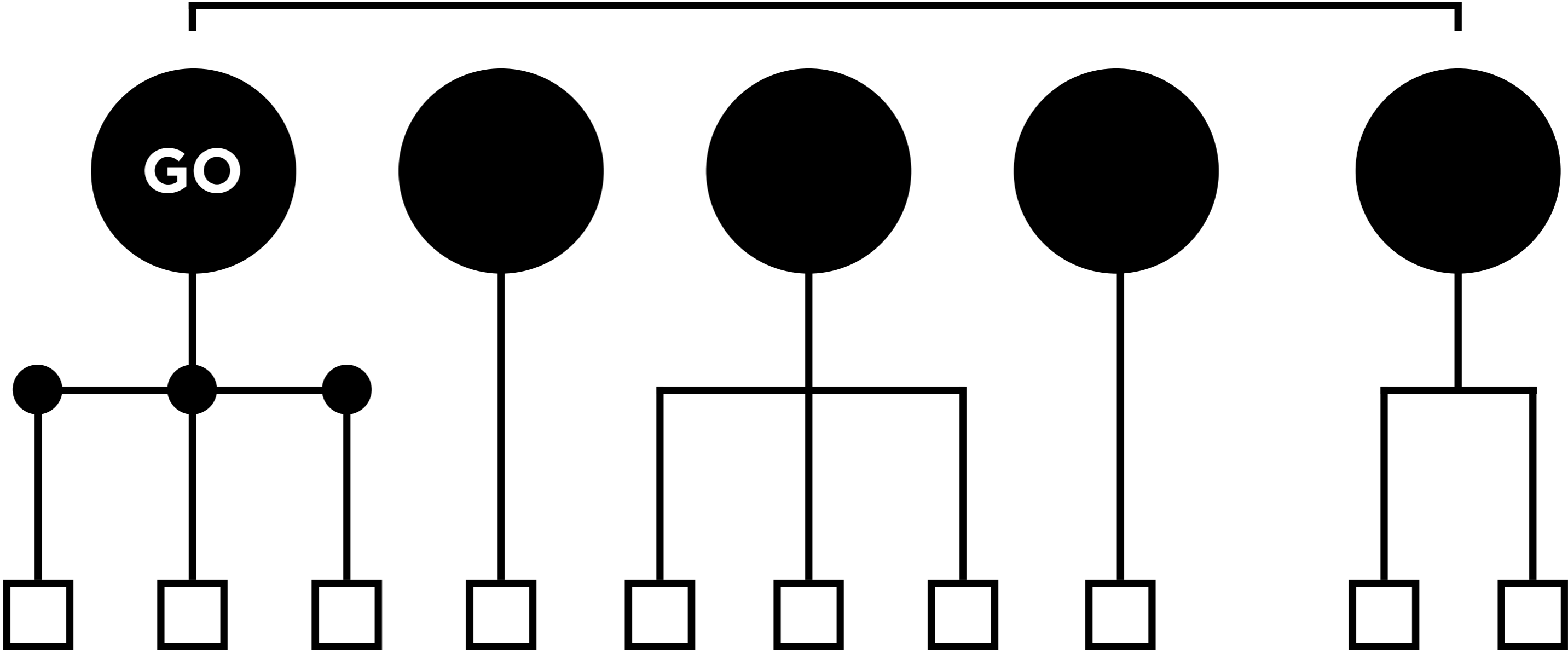
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1. MISSION

2. MINISTRIES

3. PROGRAMS

4. MEDIA + EVENTS



ICON UPDATE

abwwe → abwwe

ICON

abwe

ICON — ON MID-TONE

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ICON — REVERSED

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ICON — 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

abweGO | Insert word

COLOR — NEW

Primary

PMS 533
c94, m73, y5, k69
r20, g40, b68
#112743

Black

PMS 2384
c100, m60, y10, k0
r0, g102, b166
#1767a8

Secondary

c60, m30, y60, k5
r112, g144, b117
#709076

c65, m40, y30, k5
r99, g130, b150
#648397

c30, m5, y0, k0
r172, g214, b242
#acd7f3

c5, m15, y75, k0
r243, g209, b94
#f3d25f

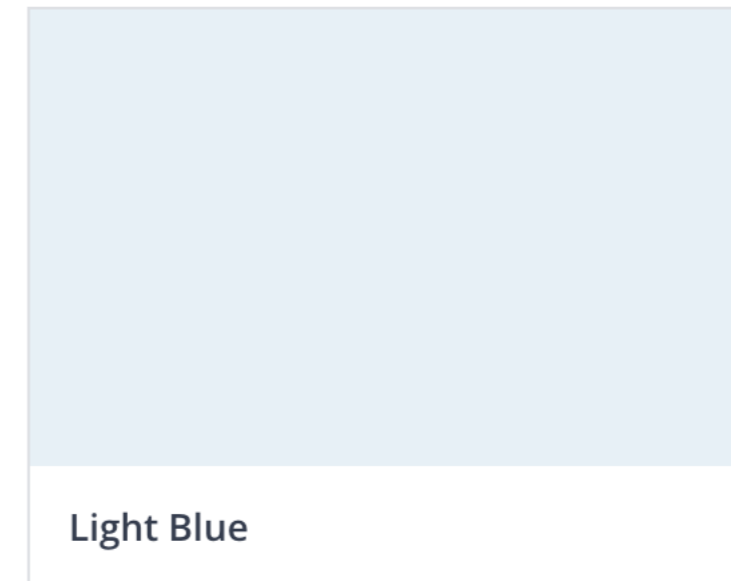
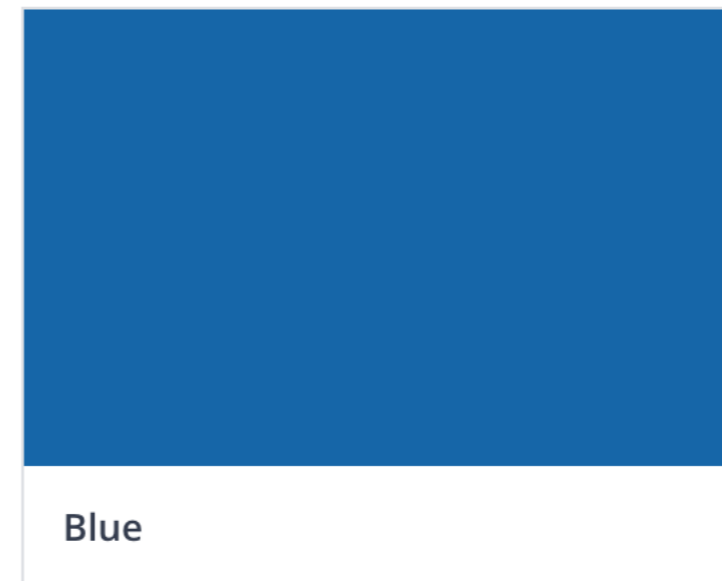
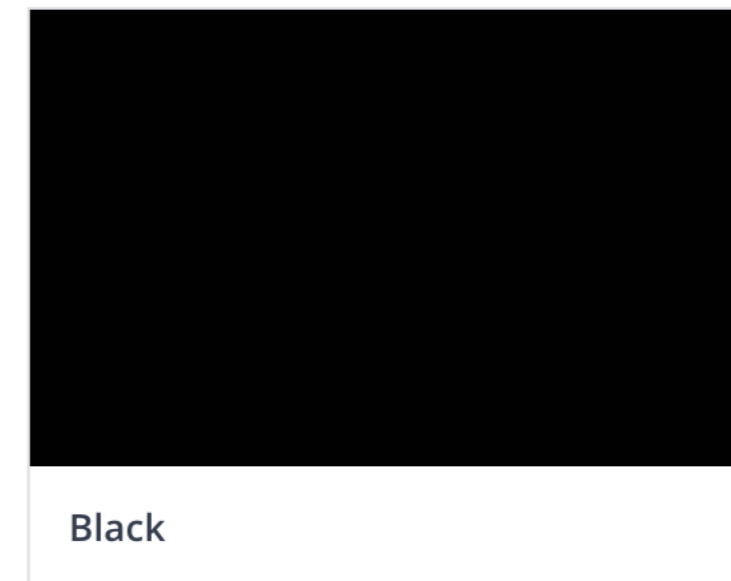
c79, m49, y76, k0
236, 149, 26
#ed961a

c0, m69, y100, k19
r203, g95, b26
#ca5e1a

c10, m90, y50, k0
r219, g64, b97
#dc3d61

COLOR — WEB

UI Color Palette



TYPE

PRIMARY

Gotham

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Aa

FALLBACK

Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Aa

SECONDARY

Sentinel

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Aa

WEB ICONS

