

ABWE GRAPHIC STANDARDS MANUAL & GUIDELINES



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BRAND INTEGRITY

ABWE's brand is a powerful marketing asset. Brand marketing helps to ensure that your constituents' perceptions align with your identity and mission.

The logotype uses lowercase letters and round, open letterforms to create an accessible, welcoming image which aligns with its institutional culture. The tagline as well echos this, using Initial caps or sentence case rather than all capital letters.

There are three key ABWE divisions: International, Foundation and Canada.

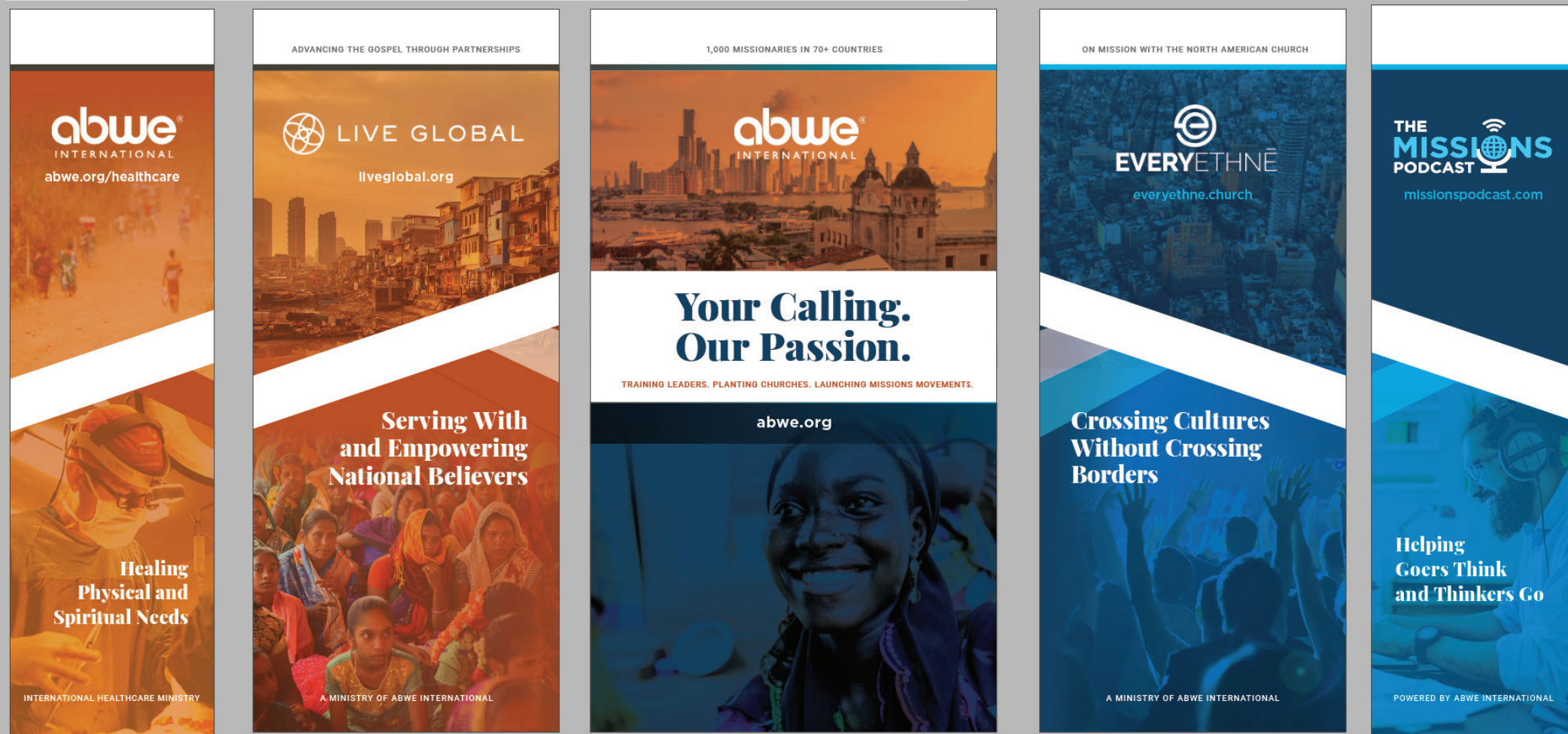
These divisions combine bright, clear colors with the ABWE blue to create a fresh, modern palette.

The ABWE International logo is used on various products including printed material, websites, banners and specialty items and must always be applied consistently to strengthen and communicate the ABWE brand. This graphic standards manual provides guidelines on logo usage, color and placement to ensure the proper use of the ABWE family of logos. This guide will assist those who develop the materials to maintain a consistent, professional image.

BRAND MODEL

ABWE is a family of ministries. Currently, each ministry/division has overlaps in color and font to visually integrate into the ABWE International identity.*

- ABWE International consists of multiple ministries that directly relate to the parent brand. These ministries (*Go Team, Launch Point, IHM, Missions Podcast, IHQ departments, campaigns, etc.*) all adhere to this brand manual.
- Live Global maintains their own brand standard. Download it at liveglobal.org/logo.
- EveryEthne maintains their own brand standard that has been designed to directly relate to ABWE International's visual identity.
- Good Soil maintains their own brand standard.



* the current brand model is in development and is subject to change.

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ABWE LOGOS



DIVISIONS

ABWE as a stand alone logo is only to be used for legal documents. ABWE Foundation will be used for specific pieces related to that legal entity.



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TAGLINE

Multiplying Leaders, Churches, and Missions Movements.

Gotham Medium

The use of this tagline is an important part of the ABWE brand.

- The tagline uses initial caps.
- Verb tense must stay the same (“Multiply.” is not approved.)
- Preferred placement is below and centered with the logo when using ABWE International
- The size relationship to ABWE and the tagline may vary depending on the usage. When possible, the proportions shown in this guide should be maintained: the width of ABWE is half to the width of the tagline.
- When printing 4 color process, use ABWE Light Blue, when printing 1 color use ABWE Blue
- Minimum pt size if 8



Multiplying Leaders, Churches, and Missions Movements.

Additionally, there is an alternative tagline that can be used on marketing materials. This is Gotham Book and Gotham Bold.

TRAINING LEADERS. PLANTING CHURCHES. STARTING MISSIONS MOVEMENTS.

ABWE GRAPHIC STANDARDS MANUAL & GUIDELINES

USAGE GUIDELINES - SIZING

MINIMUM SIZES



.375 inch @ 100%

LOGOMARK MINIMUM SIZE

- The logo must be legible in every use
- The height of the logo should never be reduced to less than .375 inch
- The logo on the left shows the minimum size at 100%

Multiplying Leaders, Churches, and Missions Movements. | 8 pt initial caps

TAGLINE MINIMUM SIZE

- The tagline must be legible in every use
- Minimum pt size for tagline is 8 pt initial caps Gotham Medium
- The tagline on the left shows the minimum size at 100%

ABWE GRAPHIC STANDARDS MANUAL & GUIDELINES

USAGE GUIDELINES – SPACING & CLEAR SPACE



CLEAR SPACE

Spacing around the logo helps to create a clear and consistent identity that people will quickly recognize. The distance between “abwe” and “international” or “foundation” should always remain proportional (as in the visual to the left). The best way to achieve this consistency is to use the approved artwork file.

To ensure the visual impact and legibility, a generous amount of clear space should surround the logo. The amount of clear space should be no less than the x-height of the lowercase “a”.

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LOGO - INCORRECT USAGE

CORRECT



Proper usage for reverse logo



When putting the ABWE logo over a color background, use gray or a light color that does not compete with the ABWE Blue.

NOTE: The "a" in "abwe" should sit on the bar, with the rest of the letters overprinting the bar.



Correct usage using a color bar to designate a Marketing Silo.

INCORRECT



DO NOT reverse the ABWE logos as shown in the two examples above as the letters appear cut off at the baseline or do not appear to "sit" on the bar.



DO NOT put the ABWE logo over a color background is of a similar color value or competes with the ABWE Blue.



DO NOT put a color bar behind the ABWE letters.

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LOGO - INCORRECT USAGE

DO NOT add effects like gradations or drop-shadows.



Gradation

DO NOT stretch or condense the logo. Resize it proportionately.



Stretched



Drop-Shadow



Condensed

DO NOT place the logo on an angle.



DO NOT print the logo as a tint.



By avoiding mistakes such as those above, we can ensure that we build a strong, clear image for our organization.

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APPROVED TYPOGRAPHICAL TREATMENT – PROGRAM NAMES

EXAMPLES



- Text should be top aligned to the letter 'e' and bottom aligned with 'International'
- Gotham Medium initial caps,
- Flush left with tight but legible kerning

ABWE GRAPHIC STANDARDS MANUAL & GUIDELINES

COLOR PALETTES



All ABWE color palettes include:

- 1 key color: ABWE blue
- 1 neutral: gray with a liberal use of white
- Primary and Secondary accents are chosen in groupings. Gradients of both blue and orange are allowed and preferred for overlays.
- Secondary accent colors have been dignated for each grouping. These colors should never be dominant.

ABWE GRAPHIC STANDARDS MANUAL & GUIDELINES

COLOR PALETTES

ABWE International Ministries 99, 79, 33, 24	ABWE International Ministries 99, 79, 33, 24	ABWE Foundation 99, 79, 33, 24	ABWE International - Internal documents HR, training, member care etc. 99, 79, 33, 24
	0, 69, 100, 19	90, 5, 0, 0	90, 5, 0, 0
90, 5, 0, 0	7, 58, 100, 0	100, 0, 46, 15	7, 58, 100, 0
			0, 69, 100, 19
40, 0, 87, 9	90, 5, 0, 0		19, 22, 100, 0
			40, 0, 87, 9
3, 3, 16, 100 @ 15%	3, 3, 16, 100 @ 15%	3, 3, 16, 100 @ 15%	100, 0, 46, 15
			26, 71, 0, 22
			3, 3, 16, 100 @ 15%

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ABWE GRAPHIC STANDARDS MANUAL & GUIDELINES

COLOR PALETTES

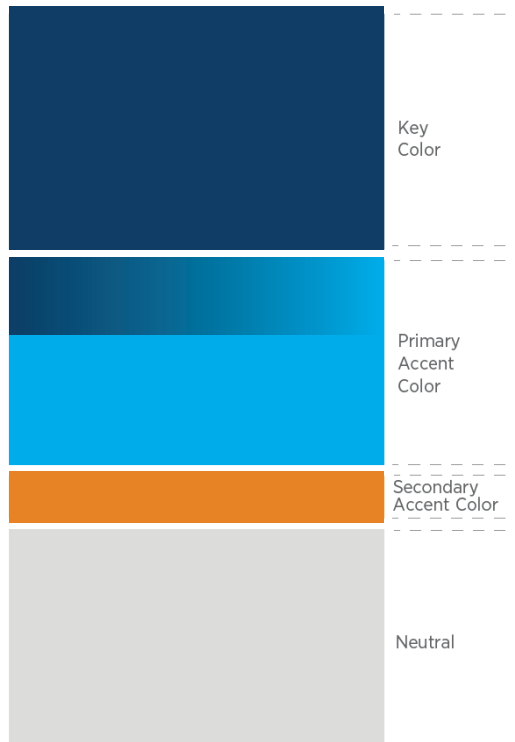
ABWE International Ministries 26, 57, 98	ABWE International Ministries 26, 57, 98	ABWE Foundation 26, 57, 98	ABWE International - Internal documents HR, training, member care etc. 26, 57, 98
	202, 91, 4	0, 163, 227	0, 163, 227
0, 163, 227	229, 127, 7	0, 138, 137	229, 127, 7
163, 190, 60	0, 163, 227		202, 91, 4
			218, 187, 0
0, 0, 0 @ 15%	0, 0, 0 @ 15%	0, 0, 0 @ 15%	163, 190, 60
			0, 138, 137
			163, 86, 138
			0, 0, 0 @ 15%

All ABWE color palettes include:

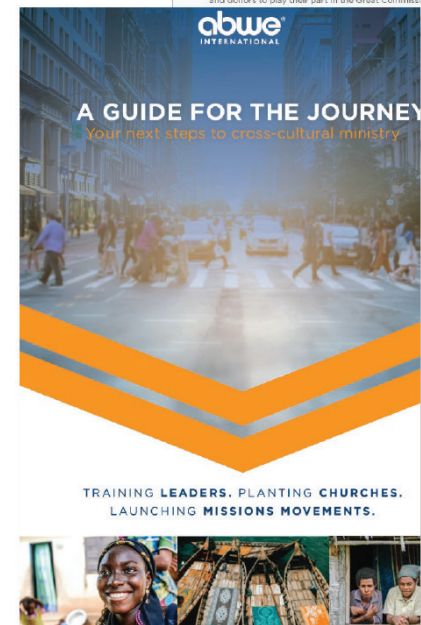
- 1 key color: ABWE blue
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- Primary and Secondary accents are chosen in groupings. Gradients of both blue and orange are allowed and preferred for overlays.
- Secondary accent colors have been designated for each grouping. These colors should never be dominant.

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COLOR PALETTE EXAMPLES

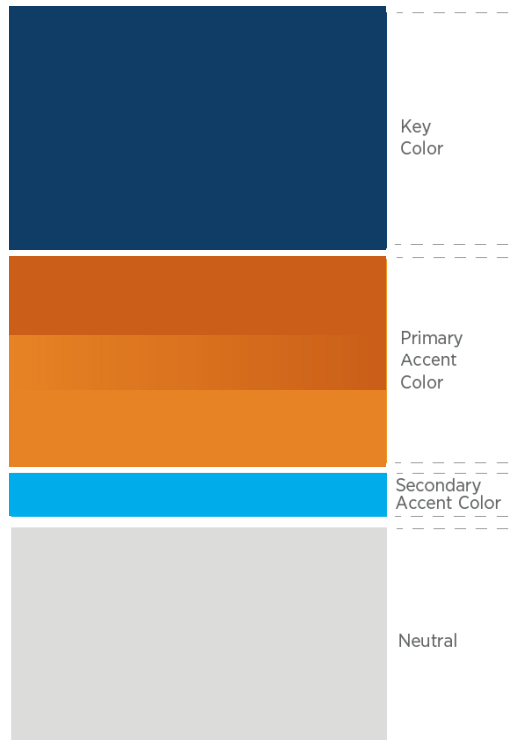


CONNECT - CHURCH

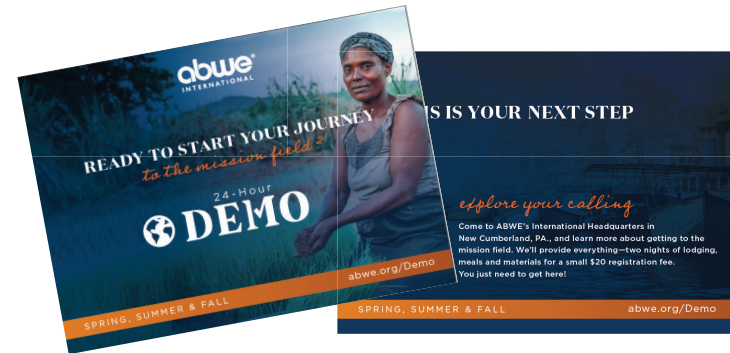


ABWE GRAPHIC STANDARDS MANUAL & GUIDELINES

COLOR PALETTE EXAMPLES

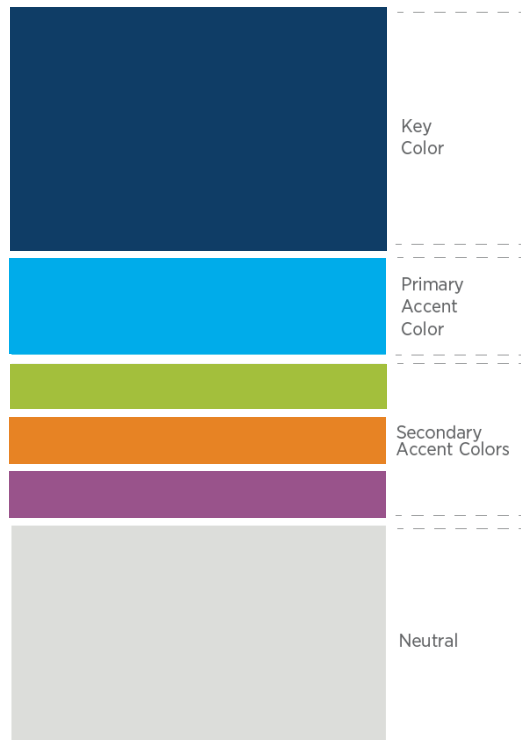


JOIN - MOBILIZATION



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COLOR PALETTE EXAMPLES



EQUIP - TRAINING

- Key Color: ABWE Blue
- Primary Accent: Light Blue
- Secondary Accents:
 - Sage Green
 - Orange
 - Mulberry
- Neutral: Gray
- Incorporate Liberal Use of White Space

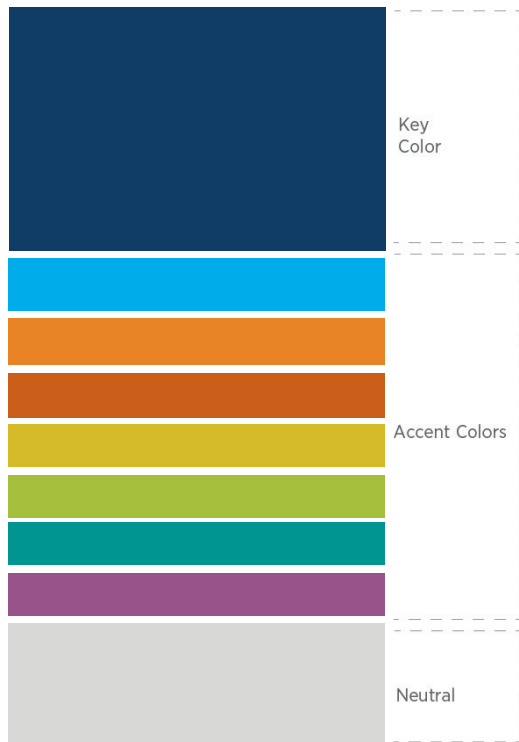


INTRODUCTION TO ABWE'S ESSENTIAL MISSION COMPONENTS



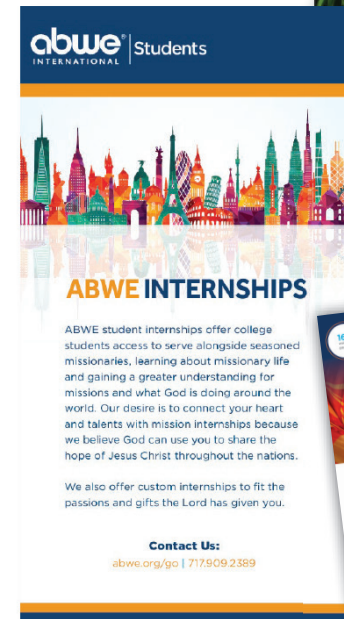
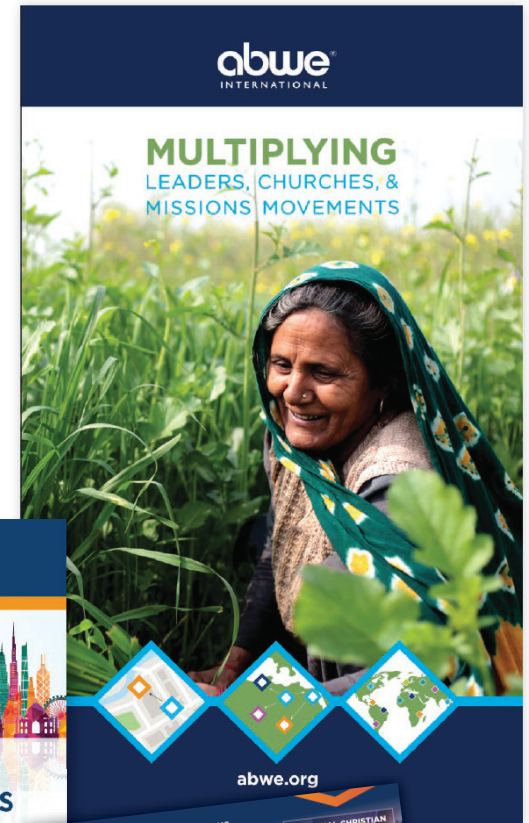
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COLOR PALETTE EXAMPLES



SERVE - GLOBAL MINISTRIES

- Key Color: ABWE Blue
- Accent Colors:
 - All colors are available to use as accent colors
 - Gold
 - Sage Green
 - Orange
 - Teal
 - Light Blue
 - Mulberry
 - Bright Green
- Neutral: Gray
- Incorporate Liberal Use of White Space



TYPOGRAPHY FOR IHQ & MISSIONARIES

Corporate Body Copy/ Headlines/ Tagline – Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Montserrat is a google free font that is used as the ABWE corporate typeface. It has 18 weights to choose from. Internal documents and users without Gotham licenses can use this font.

Corporate Headlines/Call outs – Playfair

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Playfair is a google free font that is used as the ABWE corporate typeface. Internal documents and users without Domaine licenses can use this font.

You can browse and access google fonts at <https://fonts.google.com>

TYPOGRAPHY FOR COMMUNICATIONS & DESIGNERS

Tagline/Headline/Body copy - Gotham family

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

The typeface family used for headlines and body copy on ABWE marketing materials is the Gotham family, which contains many weights to choose from. Shown above is the book weight of the face. It is important to choose the proper weight that will best fit into the collateral that is being designed. When using two weights, you typically use 2 steps lighter or 2 steps heavier in your options. It's important to note that Gotham displays larger than most fonts. Body copy should be 10 pts NOT 12.

Body copy / Call outs - Gotham Narrow

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Gotham Narrow can be used for call outs or when a condensed version of Gotham is needed for the collateral that is being designed. The family contains many weights to choose from. Body copy should be 10 pts NOT 12.

Headlines / Call outs - Domaine

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Domaine can be used for call outs or when an area of text needs to be accentuated. This font is also used for social media posts and quotes.

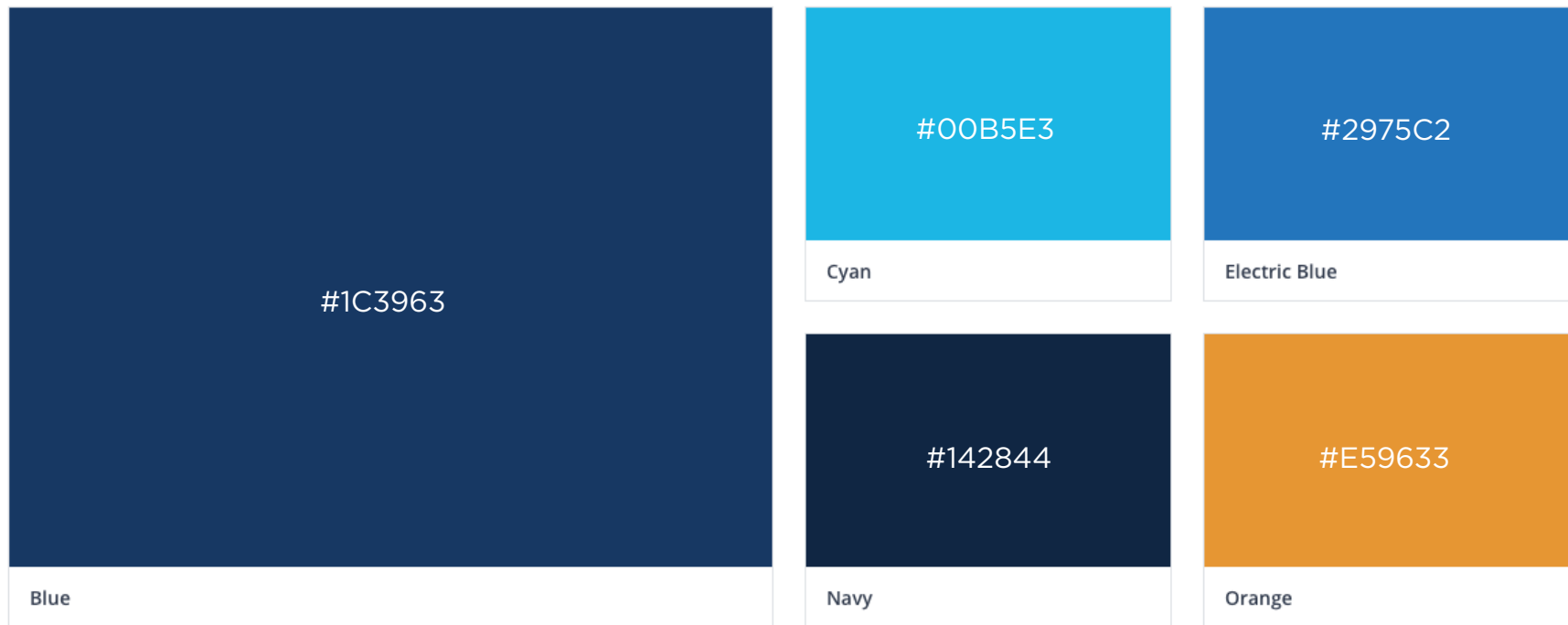
Call outs - Professor

a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Professor can be used very limitedly for call outs or when an area of text needs to be accentuated with a handwritten font. This font is primarily for DEMO and Message Magazine.

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COLOR PALETTE EXAMPLES FOR WEB



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TYPOGRAPHY FOR WEB

PRIMARY

Gotham

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

SECONDARY

Sentinel

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

DISPLAY

Surveyor Display

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

SUBHEADING

Tristique Nibh Fermentum Vestibulum Commodo

Donec ullamcorper nulla non metus auctor fringilla.

A nulla vitae elit libero, a pharetra augue. Fusce dapibus, tellus cursus commodo, tortor mauris condimentum nibh, ut massa justo sit amet risus. Etiam porta sem malesuada magna mollis euismod. Donec id elit non mi porta gravida at eget metus. Donec id elit non mi porta gravida at eget metus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula.

Vestibulum id ligula porta felis euismod semper. Nulla vitae elit libero, a pharetra augue. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec sed odio dui. Etiam porta sem malesuada magna mollis euismod. Morbi leo risus ac consectetur ac, vestibulum at eros.

**Duis mollis, est non
commodo luctus, nisi
ligula, lacinia elit.**

QUOTE AUTHOR

Aenean lacinia bibendum nulla sed consectetur. Vivamus sagittis augue auctor rutrum faucibus dolor auctor. Nulla vitae elit libero, a pharetra augue. Nullam quis risus eget. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Curabitur blandit tempus porttitor. Vestibulum id ligula porta felis euismod semper. Maecenas sed diam eget risus varius blandit sit amet non magna.

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Pellentesque Aenean Fringilla Malesuada

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Nulla vitae elit libero, a pharetra augue. Cras mattis consectetur purus sit amet fermentum. Donec id elit non mi porta gravida at eget metus. Cras justo odio, dapibus ac facilisis in,

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Aenean lacinia bibendum nulla sed consectetur. Maecenas sed diam eget risus varius blandit sit amet non magna. Nulla vitae elit libero, a pharetra augue. Nullam quis risus eget urna mollis ornare vel eu leo. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas sed diam eget risus varius blandit sit amet non magna. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Morbi leo risus, porta ac consectetur.

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