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Brand Identity
and Guidelines

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Why Guidelines?

A strong corporate identity is a valuable commercial asset. Effective use of our logo and name is an important representation of the Global Missions identity. These guidelines have been designed to introduce the new Global Missions corporate identity and to help everyone to use it consistently.

The consistent and effective use of our identity is important. These guidelines apply across all media, and should be used for both internal and external applications. By following this guide, you help define Global Missions for our missionaries, donors, and those we minister to. Equally important, you help them recognize, differentiate, and remember us. In some cases, this guide provides explicit rules on how to use, and how not to use, various elements. But overall, it offers a framework for making and evaluating creative decisions.

This document is intended as a guide only and may be revised from time to time. For help with the logo usage or further clarification, contact the Promotion Team who can offer guidance and advice.

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Who we are:

The objective of the United Pentecostal Church International (UPCI) in organizing **Global Missions** is to proclaim the whole gospel to the whole world by sending forth God-called men and women in obedience to the great commission. “Go ye into all the world and preach the gospel to every creature” (Mark 16:15). It is further “the purpose of the United Pentecostal Church to seek out and to carry the gospel to the whole world, and to help establish self-supporting, self-governing, and self-propagating national churches” (UPCI Manual, Article XII, Section 1, Paragraph 1).

The ultimate goal and aim is the preparing of the church for the coming of Jesus Christ for His bride. “That he might present to himself a glorious church, not having spot, or wrinkle, or any such thing; but that it should be holy and without blemish” (Ephesians 5:27). To this end it is the absolute responsibility of this God-instituted body to teach the Oneness of the Godhead in Jesus Christ; repentance of all sin; baptism by immersion in the name of Jesus Christ for the remission of sin; and the receiving of the Holy Ghost with the initial evidence of speaking in other tongues as the Spirit gives utterance. Thereafter it is the responsibility of the ministry to teach all baptized believers that they must “follow peace with all men, and holiness, without which no man shall see the Lord” (Hebrews 12:14).

Logo:

The Global Missions logo is the cornerstone of the Global Missions “brand.” Its simplicity reflects the clarity and reach of our message, the whole gospel to the whole world by the whole church.

Primary Logo



Secondary Logo



Icon



Logo Proportion

This example shows the correct proportion of the logo, this should **NEVER** be altered. There is no maximum size for the logo. However, to achieve the greatest impact and clarity, the logo should have an area around it free of other elements. This is called a *logo exclusion zone*.

Logo Exclusion Zone

When the logo appears with other elements such as text or images, the protected area **must be observed**, regardless of the size at which the logo is used. The height of the “o” is used as a measure to define the protected area. **No other item should come within the area.**

minimum clearance = height of the “o”



Minimum Size

Do not size the logo so small that it is difficult to read. We have determined that the smallest appropriate size for the Global Missions logo is approximately .875" in width.



Secondary Logo and Icon

The primary logo is to be used on all projects except those in which the primary logo does not fit in the appropriate space. On those occasions, the *secondary logo* may be utilized. This is left to the discretion of the designer, but use good judgement in making these decisions so that the Global Missions brand is continually maintained. The *icon* consists of the wireframe globe that is on the left side of the logo. This can be used as a design element but not in place of the logo. The icon can be watermarked or faded to enhance a design, but never distorted.

Layout

The globe should always be offset to the left of the text and never centered.

Do not:

- Modify the logo to fit a design idea – modify the idea to fit the logo. The proportional relationship between the globe and name must be maintained.
- Use any artistic fillers on the logo, such as embossing or shadowing.
- Stretch, rotate, or distort the logo.
- Use the logo as a design element. For example, do not enlarge the logo to cover the whole page as a background element.
- Use “www” for the Global Missions website address.



Not enough
clearance and
do not use www



Do:

- Size the logo appropriately to the layout; it doesn't have to be huge. The message is more important than the logo.
- Respect the space around the logo, making sure it is visible in the design.
- An approved logo configuration should appear prominently on all publications, such as on the front or back cover, in a size appropriate to the overall size of the document. The logo should also appear at the opening or closing of a video, official websites and on every print advertisement.



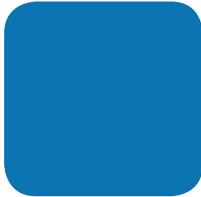
.com Logo Variation

In some cases, depending on the message that accompanies its usage, a third Global Missions logo variation may be used. This variation includes the “.com” extension. The Global Missions website logo reminds our audience about our website while maintaining the integrity of the logo and Global Missions brand. All other guidelines pertaining to the logo should be followed with this logo.

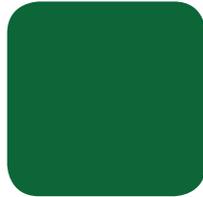


Color Palette:

Logo Colors (print)



C=85 M=40
Y=0 K=12

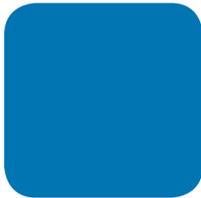


C=90 M=30
Y=95 K=30

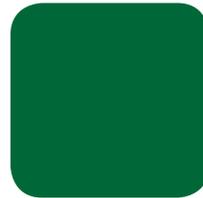


C=0 M=0
Y=0 K=100

Logo Colors (web)



R=0 G=117
B=178

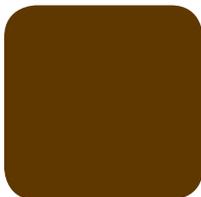


R=0 G=104
B=56



R=0 G=0
B=0

Suggested Accent Colors



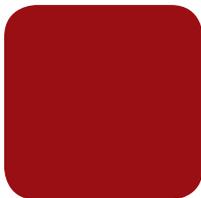
C=10 M=50
Y=100 K=70



C=84 M=0
Y=100 K=0



C=0 M=0
Y=0 K=40



C=10 M=100
Y=100 K=35

Typography:

The Global Missions typeface is **Futura**, a clean type family with multiple weights and variations to provide the brand with a clean, modern yet consistent feel. Typefaces play a big role in establishing a brand. They can either enhance or detract from readability and interest in a design. To assist in maintaining the Global Missions brand, use these fonts when possible in publications and especially in close proximity to the Global Missions logo and for the website.

Futura BT Light Condensed

Futura BT Medium Condensed

Futura BT Bold Condensed

Futura BT Bold Condensed Italic

Futura BT Extra Black Condensed

Futura BT Extra Black Condensed Italic

Futura BT Light ← Used in logo

Futura BT Light Italic

Futura BT Book

Futura BT Book Italic

Futura BT Medium

Futura BT Medium Italic

Futura BT Bold

Futura BT Bold Italic

Futura BT Heavy

Futura BT Heavy Italic

Futura BT Extra Black

Futura BT Extra Black Italic

- For headers and subject lines, try to use a Sans Serif font such as Futura. Similar fonts may be used at the designers discretion such as Helvetica or Swiss 721.

- For body copy, serif fonts may be used, such as Minion Pro or Times.

- Variations on font families can be used when necessary, such as condensed versions. Please do not use fonts smaller than 8 pt for body copy.

**These are just guidelines to aid in maintaining a clean and consistent brand.

Accent fonts can include, but are not limited to:

Minion Pro Regular

Minion Pro Bold Condensed

Minion Pro Bold Condensed Italic

Minion Pro Italic

Minion Pro Medium

Minion Pro Medium Italic

Minion Pro Semibold

Minion Pro Semibold Italic

Minion Pro Bold

Minion Pro Bold Italic

Times Regular

Times Bold

Times Italic

Times Bold Italic

Helvetica Light

Helvetica Light Oblique

Helvetica Medium

Helvetica Oblique

Helvetica Bold

Helvetica Bold Oblique

TYPOGRAPHY

Photography:

Images featuring people should have an inspirational quality to them. Like Pentecost, the Global Missions brand should attract people to it with the visuals.

When dealing with photography and vector images, there are many standards that Global Missions must follow to ensure high quality artwork. Firstly, we must abide by the articles of faith of the UPCI as much as possible. Some photos from around the world may show unsaved or non-Apostolic individuals, but use discretion. Make sure it is apparent we are not promoting non-Apostolic attire, standards, or activities in our photography choices. For the Christmas holiday, it is best to avoid images of Santa Claus, reindeer, and Christmas trees. For Easter, images pertaining to the Easter bunny should be avoided as well. This will ensure that none of our viewers will find offense in our imagery. A designer should use sound judgement when selecting artwork.

Quality standards: All images should be provided or purchased at print resolution which is 300 dpi and must be a sufficient size that they don't require much scaling, if any, to be printed at the desired size. For example, if using a photo for an 8.5"x11" advertisement, the photo should originally be close to this size when at a resolution of 300 dpi. **Visible pixels, bad lighting, and blurry images are not acceptable. Images pulled from the internet are unacceptable as they may have copyright issues and are insufficient resolution.** Original photography is preferred when possible. Websites to purchase royalty-free artwork are: *istockphoto.com* and *shutterstock.com*. All printed artwork should be in CMYK color mode and output to a PDF for printing. Finished designs should be in a "press-ready" .PDF file.



Web-resolution (insufficient for print)



300 dpi (print resolution)



Unacceptable photo: poor lighting, composition and resolution



Acceptable photo: good lighting, composition and full resolution

If providing logos and artwork, they should be provided in a vector format where ever possible, to allow scaling and editing without losing quality. This work should also be in CMYK color mode for printing. Vector files should be in an .EPS or .AI file.

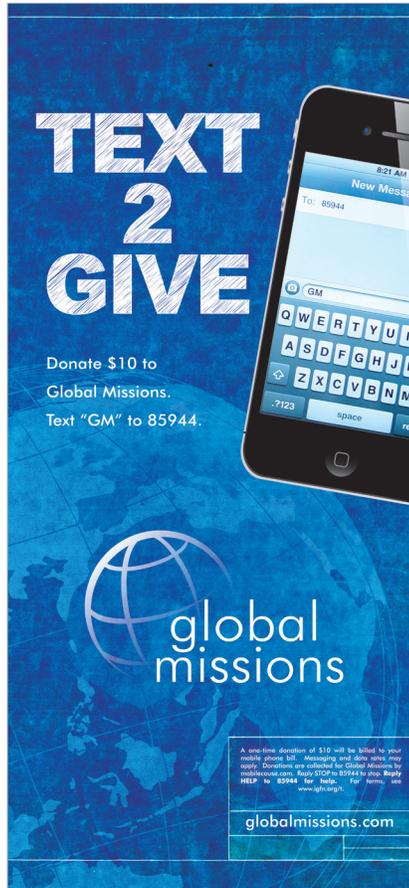
Images used for the web should be in RGB color mode and at a resolution of 72 dpi unless otherwise specified.

Design and Layout:

Stringent layout guidelines have not been established, however you can see the general look and feel in the examples below.

Keep the design simple, clean and uncluttered. There is flexibility in the cover design and inside layout. Let strong, appealing photos and crisp, memorable messaging take the lead.

Remember that white space can be used as an effective, key element with this brand.



Sample Banner



Sample Bookmark



Sample Ad



Sample Prayer Card

Hints and Tips

- On screen color should always be RGB.
- Any print materials should be CMYK.
- Jpegs and gif files are great for web.
- Eps and tif files are best for print.
- Hold "shift" when resizing a logo to make sure it enlarges proportionally.
- An ad must get a readers attention within seconds to be effective. Avoid clutter!
- **How do I get logos?** Visit globalmissions.com/marketing

