



# THE ALLIANCE

## BRAND GUIDE

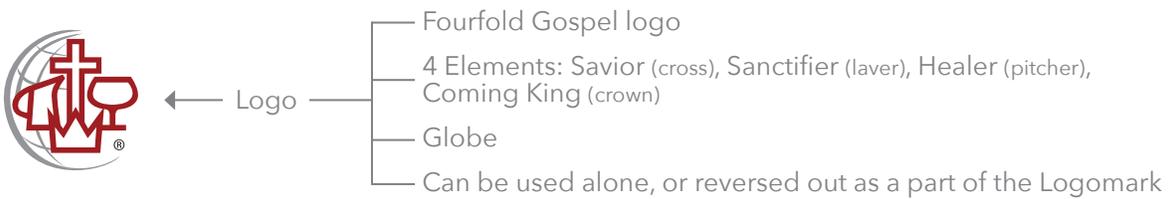
rev. July 2016



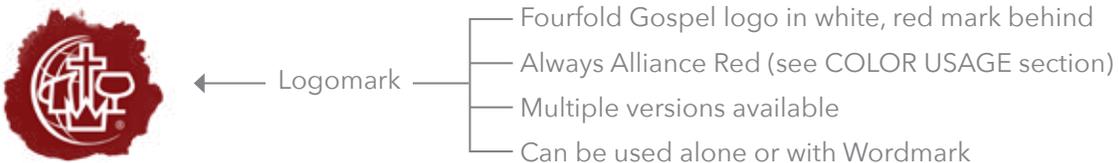
## NAME

- Use “The Alliance” when identifying the denomination in writing. This is the official trade name for the organization.
- “The Christian and Missionary Alliance” may be used for more formal, legal communications, such as contracts and copyright. This is the legal name and registered trademark of the organization.

## LOGO



## LOGOMARK



## WORDMARK



**LOGOMARK + WORDMARK**

horizontal



vertical

**LOGO MISUSE**

⊘ Don't change brand color.



⊘ Don't condense or expand either part of the logo.



⊘ Don't change size and position relationships between the logomark and wordmark.

TO DOWNLOAD A FOLDER CONTAINING THE ALLIANCE LOGO, LOGOMARK,  
AND WORDMARK IN MULTIPLE VERSIONS AND FILE FORMATS, VISIT:

➔ [CMALLIANCE.ORG/RESOURCES](http://CMALLIANCE.ORG/RESOURCES)

## CO-BRANDING

Internal and closely affiliated offices/organizations may follow a standardized approach when identifying themselves as affiliates or partners of The Alliance.

## CHURCHES/DISTRICTS



FIRST  
ALLIANCE  
CHURCH



FIRST ALLIANCE CHURCH



WESTERN  
PENNSYLVANIA  
DISTRICT



WESTERN PENNSYLVANIA DISTRICT

## SUPPORTING MINISTRIES/ORGANIZATIONS

For example: The Orchard Foundation, Alliance Development Fund, Alliance Benefits, Envision, Alliance Youth, Life Impact Ministries, Great Commission Women, colleges/seminaries, retirement centers, etc.)



*a ministry of*  
**THEALLIANCE**

*a ministry of* **THEALLIANCE**

*a ministry of*  
**THEALLIANCE**



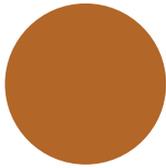
*a supporting organization of*  
**THEALLIANCE**

*a supporting organization of* **THEALLIANCE**

*a supporting organization of*  
**THEALLIANCE**

## COLORS

### Alliance Brand Colors



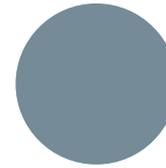
Alliance Orange  
CMYK 25 / 65 / 100 / 10  
RGB 178 / 103 / 41  
Hex b16729  
PMS 160 U / PMS 7525 C



Alliance Green  
CMYK 50 / 35 / 85 / 15  
RGB 126 / 130 / 69  
Hex 7e8245  
PMS 385 U / PMS 5763 C

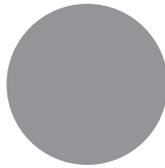


Alliance Yellow  
CMYK 10 / 25 / 100 / 0  
RGB 231 / 187 / 32  
Hex e7ba20  
PMS 7405 U / PMS 110 C

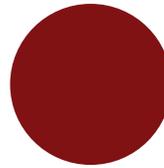


Alliance Blue  
CMYK 60 / 40 / 35 / 0  
RGB 117 / 139 / 151  
Hex 758b97  
PMS 5425 U / PMS 5425 C

### Accent Colors



Alliance Gray  
CMYK 0 / 0 / 0 / 50  
RGB 147 / 149 / 152  
Hex 939598  
PMS 415 U / PMS 422 C



Alliance Red  
CMYK 25 / 100 / 100 / 40  
RGB 128 / 18 / 20  
Hex 7f1214  
PMS 202 U / PMS 202 C

*(For use in Logomark only)*

## COLOR USAGE

- The Alliance brand has four main colors (orange, green, yellow, and blue), which should be used sparingly and tastefully with generous white space
- All four colors need **not** be used on every piece
- There is no prescribed order for the colors, though alternating cool/warm looks best
- Alliance Red should be used **exclusively** in the Logomark
- Alliance Gray should be used as an accent, often for heads/subheads and scaled back on the world map



## FONTS

- The Alliance brand relies exclusively on three font families:
  - Avenir Next** – sans serif typeface; heads/subheads/body
  - Felice** – serif typeface; body copy, heads/subheads when appropriate
  - Thirsty Script/Thirsty Rough** – script typeface; used sparingly for call-outs/impact, often on highlighted stats, figures, and numbers
- Acceptable font replacements in cases where the official brand fonts aren't available:
  - Sans serif – Helvetica font family
  - Serif – Times Roman font family
  - Script – None: if Thirsty isn't available, eliminate the use of script

## PHOTOGRAPHY

- Large, high-resolution, authentic photos showing actual Alliance workers and locations
- Use stock images sparingly or not at all
- No filters or gimmicky effects—let the images speak for themselves
- Wherever possible, use thorough captions to tell the story represented in the image, as well as giving pertinent context



Thorough caption

Large, emotive photography

Generous margins

Thirsty Script for emphasis  
All four Alliance colors

## PERSONALITY

- The following words describe The Alliance:

Christ-centered

Acts 1:8

Family

- The following adjectives help describe the Alliance brand:

Authentic

Movement

Passionate

Historic

Multicultural

Responsive

Joyful

Nimble

Visionary

## DESIGN AESTHETIC

- Large, emotive photography with descriptive captions whenever possible
- High-contrast design incorporating the use of generous white space and large borders, margins, and gutters
- Option to employ a 3/8 inch white border all the way around what would otherwise be full bleed images
- Minimal use of texture, grunge, and drop shadows
- Simple, clean headlines and subheads
- Fully justified body copy where appropriate
- Thin, .75 pt horizontal rules—can interact with photo elements, cross borders, and bleed
- Very light gray world map often appears in conjunction with the other main brand elements (logomark, wordmark, thin rule) to complete the fully branded look



### ON THE NEXT PAGE:

*A Passion for Jesus* is a richly illustrated, 36-page booklet, highlighting God at work through the Alliance family for more than 125 years.

Ideal for Sunday school, small groups, and membership classes. Also, use as a “coffee table” piece for homes, offices, and reception areas.

Order yours today!

[bit.ly/1qIPTQh](http://bit.ly/1qIPTQh)

Avenir Next font in Alliance Gray subhead  
 Thorough caption  
 Thin, horizontal, interactive rule  
 Thirsty Script font for call-out



10

Fully justified text  
 Felice font for body copy

Alliance colors used sparingly

Large, emotive photography

3/8 inch white border around image

Generous margins & white space

Map in screened back Alliance Gray



Avenir Next font in Alliance Gray title

Logomark

Logomark with Wordmark

Alliance colors used sparingly

