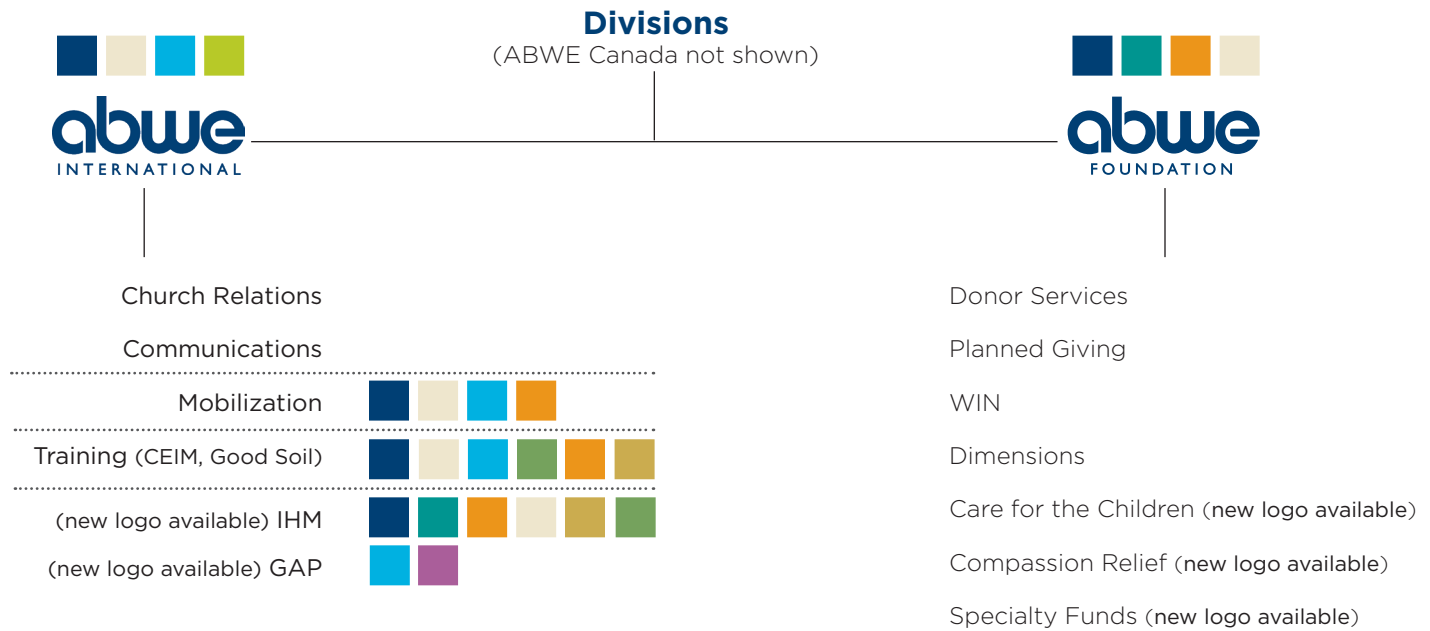


# ABWE Quick Reference Guide

The communications team asks to review any new materials you create in order to maintain brand integrity & consistency.

For the complete Brand Standards Manual go to:  
[www.abwe.org/resources/visuals](http://www.abwe.org/resources/visuals)



## Where Do I Get.....

### Stationery

Folders, labels, envelopes & letterhead can be obtained by contacting **Todd Pequignot** in the mail room.



The Foundation and International letterhead template is automatically available within Word (when logged into the ABWE Home Office Network.)

In Office 2007, for example, go to 'File', select 'New from Template' and choose 'ABWE International' or 'ABWE Foundation' accordingly.

### PowerPoint

The new PPT template is automatically available within PPT (when logged into the ABWE Home Office Network.)

In PPT 2007, for example, click on the 'My Templates', and choose either 'ABWE International' or 'ABWE Foundation' accordingly.



### Business Cards

Contact Ruth Brungard at **rbrungard@abwe.org** to order your business cards.

- When ordering, please specify
- 'International' or 'Foundation'
  - Contact Information
  - Account to charge
  - Quantity



All of these files can be found online at: [www.abwe.org/resources/visuals](http://www.abwe.org/resources/visuals)

### Slogan & Tagline

**Share. Build. Serve.**

**Gotham Medium** - Cyan Blue or White, available as a graphic online

### Fonts

**Body Text:** Calibri, 12 pt  
**Special Title:** Gotham  
**Tagline:** Gotham Medium

### Logos

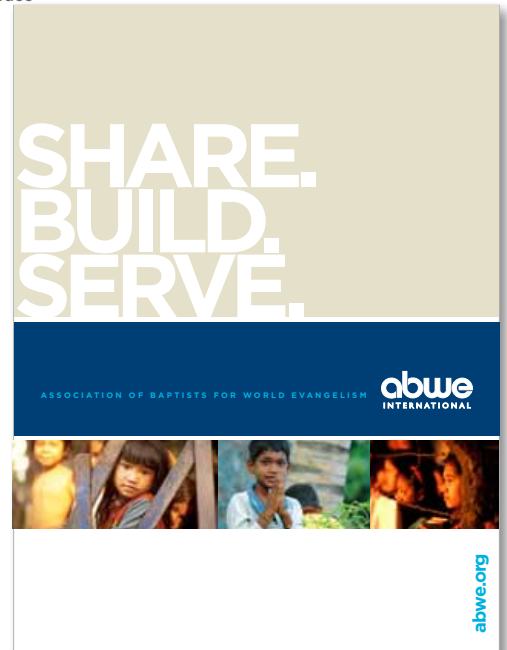
Logos and sub-brand logo (ministry) files can be downloaded online:  
[www.abwe.org/resources/visuals](http://www.abwe.org/resources/visuals)

### COLOR PALETTE EXAMPLES



#### CONNECT - CHURCH (ABWE UMBRELLA BRAND)

- Key Color: ABWE Blue
- Primary Accent: Light Blue
- Secondary Accent: Bright Green
- Neutral: Taupe
- Incorporate Liberal Use of White Space



#### Logo Rules - DO NOT

- \* use colors other than blue, **white** or black for the logo.
- \* stretch or blur
- \* add effects, such as drop shadows, gradients, or embossing
- \* use on a similar colored background
  - \* change the tagline color from cyan or white
- \* use any font but Gotham medium for the tagline

#### ACCEPTABLE LOGO USAGE



Use white logo on dark backgrounds



Use blue logo on light colored backgrounds.

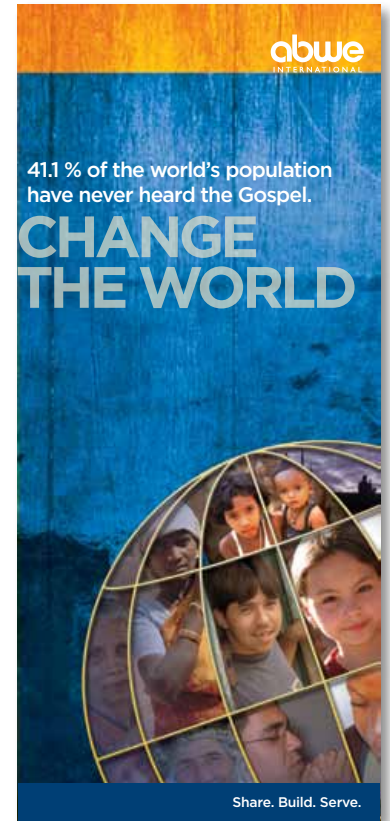
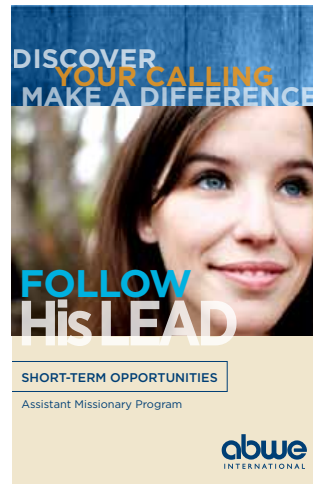


### COLOR PALETTE EXAMPLES

c100, m57, y0, k45	Key Color
c0, m45, y100, k5	Primary Accent Color
c80, m5, y5, k0	Secondary Accent Color
c0, m3, y16, k7	Neutral

#### JOIN - MOBILIZATION

- Key Color: ABWE Blue
- Primary Accent: Orange
- Secondary Accent: Light Blue
- Neutral: Taupe
- Incorporate Liberal Use of White Space



### Logo Rules - DO NOT

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- \* stretch or blur
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- \* use any font but Gotham medium for the tagline

#### ACCEPTABLE LOGO USAGE



Use white logo on dark backgrounds

#### SUB-BRANDS

If you have questions or need help with your sub-brand logos, contact the communications team.



### COLOR PALETTE EXAMPLES

c100, m57, y0, k45	Key Color
c0, m14, y73, k24	Accent Colors
c44, m0, y71, k25	
c0, m45, y100, k5	
c100, m0, y46, k15	
c80, m5, y5, k0	
c26, m71, y0, k10	
c26, m0, y100, k9	Neutral
c0, m3, y16, k7	

#### SERVE - GLOBAL MINISTRIES

• Key Color: ABWE Blue

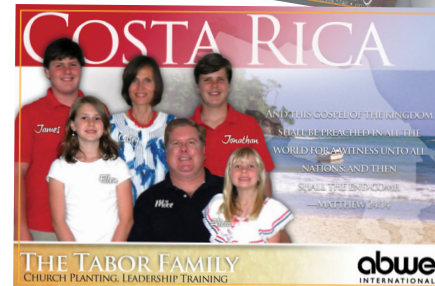
• Accent Colors:

All colors are available to use as accent colors

- Gold
- Sage Green
- Orange
- Teal
- Light Blue
- Mulberry
- Bright Green

• Neutral: Taupe

• Incorporate Liberal Use of White Space



#### ACCEPTABLE LOGO USAGE



Use white logo on dark backgrounds

#### Logo Rules - DO NOT

\* use colors other than blue, white or black for the logo.

\* stretch or blur

\* add effects, such as drop shadows, gradients, or embossing

\* use on a similar colored background

\* change the tagline color from cyan or white

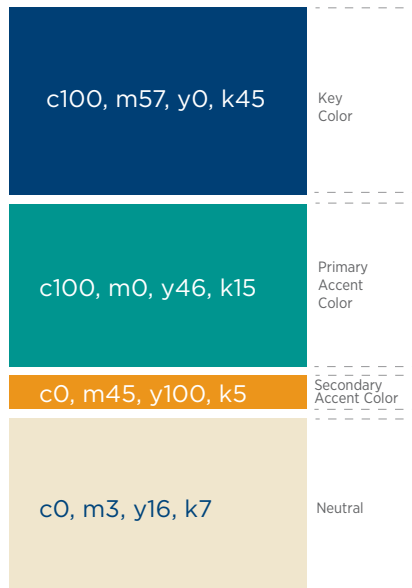
\* use any font but Gotham medium for the tagline

#### SUB-BRANDS

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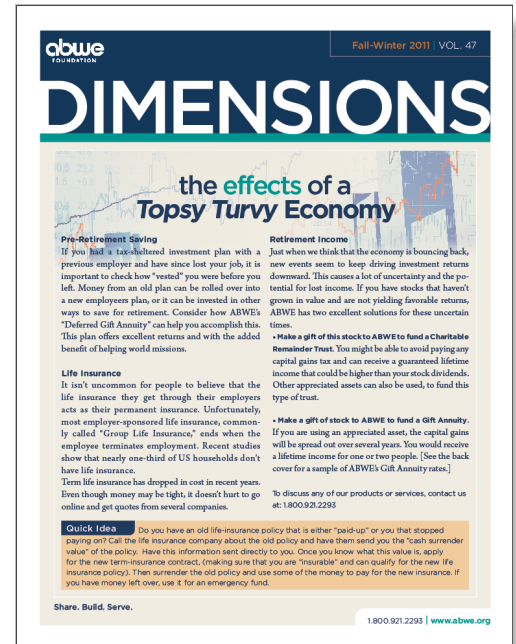


## COLOR PALETTE EXAMPLES



### SUPPORT - FOUNDATION

- Key Color: ABWE Blue
- Primary Accent: Teal
- Secondary Accent: Orange
- Neutral: Taupe
- Incorporate Liberal Use of White Space



### Logo Rules - DO NOT

- \* use colors other than blue, white or black for the logo.
- \* stretch or blur
- \* add effects, such as drop shadows, gradients, or embossing
- \* use on a similar colored background
  - \* change the tagline color from cyan or white
- \* use any font but Gotham medium for the tagline

### ACCEPTABLE LOGO USAGE



Use white logo on dark backgrounds



### SUB-BRANDS

If you have questions or need help with your sub-brand logos, contact the communications team.



