



“Serving the AGWM Regions with Excellence”

BRAND GUIDELINES





International Ministries (IM) serves the AGWM Regions with excellence to “*establish the Church among all peoples everywhere.*” International Ministries connects AGWM missionaries and national church partners with expertise and resources to amplify their impact. To successfully convey IM’s **VISION and MISSION**, consistency in its brand aesthetic is essential.

Every organization has a specific public identity — an identity formed in part by the look of its printed materials, videos, website, etc. Consistent use of our visual identity will help increase the recognition and strengthen the presence of the AGWM International Ministries (IM) brand and will imbue a sense of pride within the Assemblies of God Fellowship. When an organization’s identification program is a coordinated one, it projects a unified character that effectively reinforces all of its activities.

The purpose of the *Brand Guidelines* is to explain the components of the AGWM International Ministries visual identity program, to define its graphic design standards, and to illustrate how these standards should be applied for appropriate use of our brand and logo.

A brand is always evolving, so this document will be under constant review. Please refer to the *Brand Guidelines* document to ensure consistent usage.

A handwritten signature in black ink that reads "Douglas E. Marsh".

Doug Marsh
Director, International Ministries

1.0 DEFINING THE IM BRAND

A brand defines *who we are, what we do, and why it matters.*

VISION

International Ministries **serves** the AGWM regions with excellence to establish the Church among all peoples everywhere.

MISSION

International Ministries **connects** AGWM missionaries and national church partners with expertise and resources to amplify their impact.

1.1 BRAND SIGNATURE



The brand signature logo design has introduced a sleek and modern logo for **International Ministries (IM)**. The concept features a graphic globe emblem filled with a cyan-to-navy gradient in combination with a bold uppercase logotype. The emblem suggests a dynamic high-tech globe encircled and dissected by white lines of latitude.

Due to the length of the International Ministries name, the abbreviation **INT'L** is used as a viable solution to shorten and compact the overall design and brand. The lettering's clean and stable sans-serif characters are set in an italicized, modern font with precise cuts between the T and L, accommodating the diacritical mark.

The blue color scheme is a traditional choice and represents the professionalism, loyalty, and integrity of the organization. Both eye-catching and engaging, the IM logo is a key, supportive component in the International Ministries visual brand aesthetic.

1.2 INTERNATIONAL MINISTRIES LOGO

Use the standard brand signature format whenever space permits. Since a familiar look heightens recognition and visual impact, maintain a consistent logo format throughout each communication.

STANDARD BRAND SIGNATURE

Use the standard brand signature in all applications, space permitting. Never use the brand signatures as part of a sentence. Follow the size and format guidelines as outlined on pages 7 - 10.



Standard Brand Signature

STACKED BRAND SIGNATURE

Use the stacked brand signature only when space is restricted. Never alter the size relationship between the wordmark and logotype.



Stacked Brand Signature



AGWM IM LOCKUP BRAND SIGNATURE

The generic, unmarked IM logo (without the AGWM logo in the graphic globe) should never be used outside the AGWM IM lockup signature.

Lockup Signature

1.3 THE EXCLUSION ZONE

When using the IM Brand Signatures, don't forget about the exclusion zone. Simply put, it's the clear space around the logo that prevents interference from other graphic elements.

BRAND SIGNATURE EXCLUSION ZONE

When using the logotype, the exclusion zone dimensions are determined by the X height of the wordmark.

REVERSED LOGOS

Follow the same exclusion zone requirements for logos that appear in reversed or negative form.

OTHER EXCLUSIONS

Do not allow the brand signature to bleed off the page. Also, do not use it upside down or on its side.



Standard brand signature exclusion zone. Only use the brand signatures provided.

1.4 SIZE AND FORMAT: PRINT / INTERACTIVE / VIDEO

To maintain design integrity, reproduce the IM brand signatures in the appropriate size for the application. Follow the minimum size requirements for each of the accepted logo variations. The end break occurring between AGWM's "M" and the "I" of INTL should always remain visible.

MINIMUM REPRODUCTION SIZES: PRINT



1.375" 35 mm



.984" 25 mm



1.5" 38.1 mm

MINIMUM REPRODUCTION SIZES: INTERACTIVE AND VIDEO (96 PPI)

132 pixels

94 pixels

144 pixels

1.5 USAGE OF THE LOGO

A consistent use of the IM Logo in collateral materials is important and encouraged. Use the brand signature logo as provided in the following — promotional materials; letterhead / stationery; prayer cards; newsletters.

1.6 INCORRECT USAGE OF THE LOGO

A consistent and instantly recognizable look helps to maximize brand impact. It is important not to experiment with variations of the logo. Do not crop, recreate, or remove any elements. Do not recreate the elements or replace them with anything else.

COLOR

Do not reproduce the wordmark or logotype in any color other than solid black and white or the IM Gradient Blues indicated on page 17.



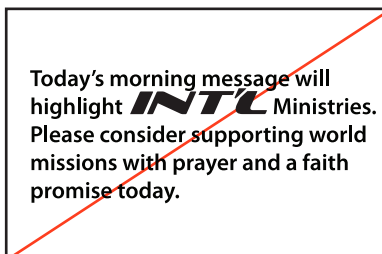
IMAGES

Do not use the IM logo on complex areas of images, over patterned backgrounds, or where lack of contrast reduces legibility.



EXCLUSIONS

In addition to maintaining the exclusion zone (page 7), do not incorporate the brand wordmark into type or body copy, or center it above type or body copy.



1.6 INCORRECT USAGE OF THE LOGO - con't

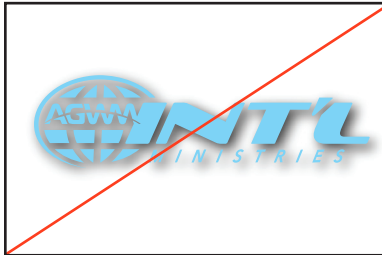
MIX AND MATCH

Do not use different color treatments for the IM brand signatures and logotype.



ACCENTS

Do not add elements such as drop shadows, or enclose the logo in any kind of border.



MANIPULATION

Do not stretch, compress or distort the logo, add outlines or any other graphic treatment.



SIZE RELATIONSHIPS

Do not create new size relationships between the wordmark and logotype, or combine the brand signatures with other text or graphics.



PATTERNS

Do not create patterns from the IM wordmark or logotype. Do not add any special or extreme effects.



1.7 LOGO USAGE WITHIN IMAGES

For maximum readability, place the brand signature in an area that provides adequate space in relation to elements in the image. Also make sure that there is sufficient contrast between the image and the logo.



LOGO COLOR

When placing the brand signature in an image, use solid black or white. Do not use any other colors for the logo, and never tint the logo. Make your choice for greatest contrast and maximum legibility.

2.0 | LOGO IDENTITY SYSTEM

Every brand needs a set of unique logo designs to use on several platforms that are recognizable, versatile, and complement its overall identity. The following pages display brand signature variations to help the IM brand show up and look consistent in all places.

A consistent use of the IM Logo in collateral materials is important and encouraged. Use the brand signature logos as provided in the following—promotional materials; letterhead and stationery; prayer cards; newsletters; websites.

According to AGWM's guidelines, the AGWM logo or the words Assemblies of God World Missions must be included in these contexts (prayer cards, newsletters, stationery, promotional materials, and websites). The current IM logo fulfills the AGWM logo requirement because the AGWM logo is embedded within the globe. No additional AGWM logo is necessary to comply with requirements.

2.1 BRAND SIGNATURE ITERATIONS

Brand Signatures are shown below with their respective file name and type.

STANDARD BRAND SIGNATURE



GRADIENT

File: **IMLOGO_GRD.eps**

File: **IMLOGO_GRD.jpg**

File: **IMLOGO_GRD.png**

File: **IMLOGO_GRD.psd**



BLACK

File: **IMLOGO_BLK.eps**

File: **IMLOGO_BLK.jpg**

File: **IMLOGO_BLK.png**

File: **IMLOGO_BLK.psd**



2-COLOR

File: **IMLOGO_2C.eps**

File: **IMLOGO_2C.jpg**

File: **IMLOGO_2C.png**

File: **IMLOGO_2C.psd**



REVERSED

File: **IMLOGO_REV.eps**

File: **IMLOGO_REV.png**

File: **IMLOGO_REV.psd**



2-COLOR REVERSED

File: **IMLOGO_2C_REV.eps**

File: **IMLOGO_2C_REV.png**

File: **IMLOGO_2C_REV.psd**

2.1 | BRAND SIGNATURE ITERATIONS - con't

If you wish to create a 1-color logo different from those provided, you may choose any color on the Tints and Shades gradients displayed on page 20.

STACKED BRAND SIGNATURE



GRADIENT

- File: **IMLOGO_GRDSTK.eps**
- File: **IMLOGO_GRDSTK.jpg**
- File: **IMLOGO_GRDSTK.png**
- File: **IMLOGO_GRDSTK.psd**



BLACK

- File: **IMLOGO_BLKSTK.eps**
- File: **IMLOGO_BLKSTK.jpg**
- File: **IMLOGO_BLKSTK.png**
- File: **IMLOGO_BLKSTK.psd**



2-COLOR

- File: **IMLOGO_2CSTK.eps**
- File: **IMLOGO_2CSTK.jpg**
- File: **IMLOGO_2CSTK.png**
- File: **IMLOGO_2CSTK.psd**



REVERSED

- File: **IMLOGO_STK_REV.eps**
- File: **IMLOGO_STK_REV.png**
- File: **IMLOGO_STK_REV.psd**



2-COLOR REVERSED

- File: **IMLOGO_STK_2C_REV.eps**
- File: **IMLOGO_STK_2C_REV.png**
- File: **IMLOGO_STK_2C_REV.psd**

2.2 LOCKUP BRAND SIGNATURE

If you wish to use the AGWM logo on a publication, use the AGWM IM logo lockup artwork. This lockup avoids the redundancy inherent in using the AGWM logo and the full IM logo together. However, please remember that the IM logo without the AGWM logo embedded should never be used alone, outside of this AGWM IM logo lockup.



AGWM IM LOCKUP SIGNATURE

File: **AG_IM_LKUP_GRD.eps** File: **AG_IM_LKUP_GRD.png**
File: **AG_IM_LKUP_GRD.jpg** File: **AG_IM_LKUP_GRD.psd**



ONE COLOR

File: **AG_IM_LKUP_1C.eps**
File: **AG_IM_LKUP_1C.jpg**
File: **AG_IM_LKUP_1C.png**
File: **AG_IM_LKUP_1C.psd**



BLACK

File: **AG_IM_LKUP_BLK.eps**
File: **AG_IM_LKUP_BLK.jpg**
File: **AG_IM_LKUP_BLK.png**
File: **AG_IM_LKUP_BLK.psd**



2-COLOR

File: **AG_IM_LKUP_2C.eps**
File: **AG_IM_LKUP_2C.jpg**
File: **AG_IM_LKUP_2C.png**
File: **AG_IM_LKUP_2C.psd**



REVERSED

File: **AG_IM_LKUP_REV.eps**
File: **AG_IM_LKUP_REV.png**
File: **AG_IM_LKUP_REV.psd**



PLEASE NOTE:

The generic, unmarked IM logo (*without the AGWM logo in the graphic globe*) should never be used outside the AGWM IM lockup signature.

2.3 IM LOGO COMBINATIONS

Utilize a vertical bar to connect the IM logo with another logo. This graphical device is typically used as a visual separator between logos or two groups of content. Special attention should be made to the base line alignment of the logos and connecting content.



Downloadable versions of the IM signature brand logos are available online at:
goIM.world/branding

3.0 | IM CORPORATE COLORS

Color is a powerful means of visual expression. Therefore, it is an essential way for International Ministries (IM) to distinguish itself from other organizations. By using color properly, we can create a tone of trust, security and understated style.

The IM logo color palette has been developed specifically for our brand. The colors reflect a perceived appropriateness for the brand—in other words, the colors “fit” our organization. Use these color consistently in your visual communications to build awareness for International Ministries.

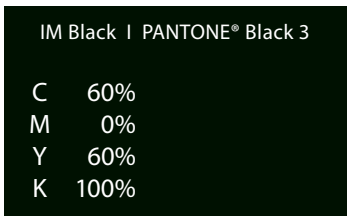
The primary and accent color palettes work in harmony with the logo colors. Use them to create a richer and more subtle look and feel.

3.1 | LOGO COLOR PALETTE

Consistent use of the IM logo colors supports a unified brand identity. Use these logo colors exclusively for all corporate communications. These are the only colors that may be applied to the IM logo brand signatures.

BRAND SIGNATURE

The preferred signature logo is IM Blue Gradient on a white background.



IM BLACK

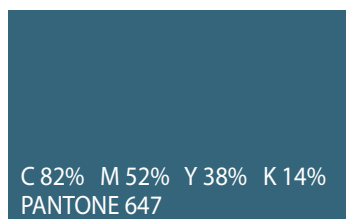
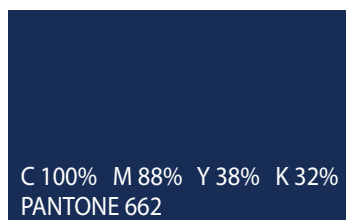
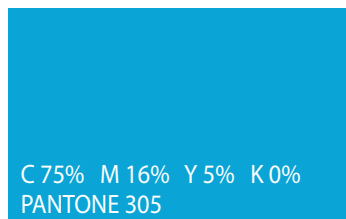
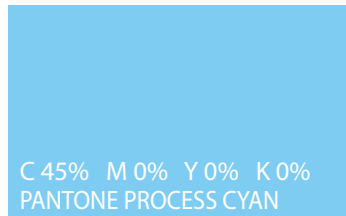
Above are examples of the logo colors on IM Black. For 1-color printing, use 100% black. When printing 4-color, substitute CMYK black for IM Black.

CMYK AND RGB

CMYK percentages and RGB values listed are based on PANTONE solid to process colors on coated stock and should be used as an approximate guide only. Printers and monitors will vary slightly.

IM GRADIENT BLUES

One-color logos can utilize any of the colors below. The IM Blue Gradient logo should be used as provided and colors should not be altered.



CONTRAST

Should you need to display the signature on alternate color fields, the signature may be displayed in black on a color field of equivalent value to 30% black or lighter. On color field values equal to 70% of black or darker, the signature may be displayed in white only.

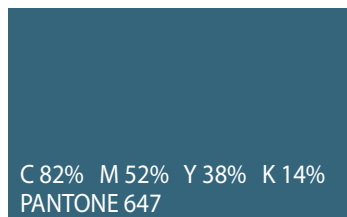
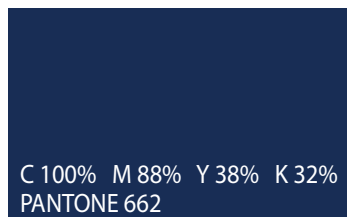
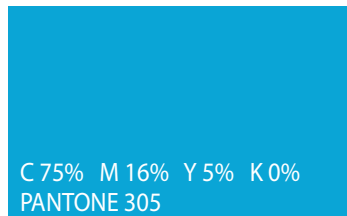
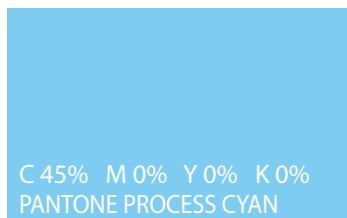


3.2 PRIMARY & ACCENT COLOR PALETTES

Think of the specially developed IM primary and accent color palettes as a reference rather than an exhaustive guide to color. Primary colors are intended for the major portion of a communication. Use accent colors to enhance, not overpower, the primary colors.

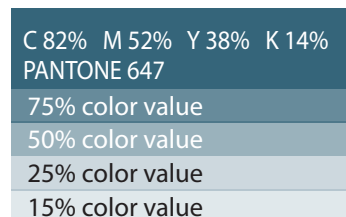
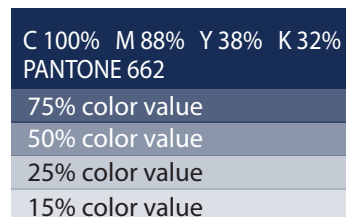
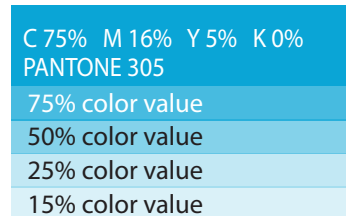
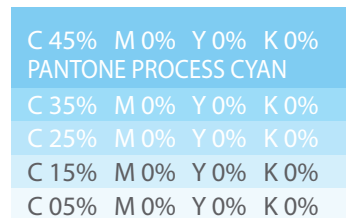
PRIMARY COLORS

Careful use of tints can help provide visual clarity and legibility. Use tints sparingly (e.g., charts and diagrams) to highlight levels of information.



TINTS

Careful use of tints can help provide visual clarity and legibility. Use tints sparingly (e.g., charts and diagrams) to highlight levels of information.



RGB - PRIMARY COLORS

PMS PROCESS CYAN = R129/G203/B241
PANTONE 305 = R0/G165/B214
PANTONE 662 = R25/G46/B86
PANTONE 647 = R56/G102/B123
PANTONE 2727 = R37/G102/B177

HEX - PRIMARY COLORS

PMS PROCESS CYAN = 81cbf1
PANTONE 305 = 00a5d6
PANTONE 662 = 192e56
PANTONE 647 = 38667b
PANTONE 2727 = 2566b1

RGB - ACCENT COLORS

PANTONE 7566 #a26334
C 0% M 39% Y 68% K 37%

PANTONE 4505 #917f45
C 0% M 13% Y 53% K 44%

PANTONE 187 #a9392d
C 0% M 67% Y 74% K 34%

PANTONE 7599 #74884e
C 15% M 0% Y 43% K 47%

PANTONE 7434 #a63053
C 0% M 72% Y 50% K 35%

PANTONE 7656 #924486
C 0% M 54% Y 9% K 43%

PANTONE 7730 #4b8b60
C 46% M 0% Y 31% K 46%

PANTONE 267 #503b9b
C 49% M 62% Y 0% K 40%

HEX - ACCENT COLORS

PANTONE 7566 = R162/G99/B52
PANTONE 4505 = R145/G127/B69
PANTONE 187 = R169/G57/B45
PANTONE 7599 = R116/G136/B78
PANTONE 7434 = R166/G48/B83
PANTONE 7656 = R146/G68/B134
PANTONE 7730 = R75/G139/B96
PANTONE 267 = R80/G59/B155

3.3 | COLOR VARIATIONS and SCHEMES

The IM logos utilize PMS Process Cyan to help unify brand identity. The hexadecimal color code #00a6d6 is a shade of cyan. In the RGB color model #00a6d6 is composed of 0.0% red, 65.1% green and 83.92% blue. The IM COLOR VARIATIONS and COLOR SCHEMES listed below may assist in the creation of web design and print collateral items used to promote IM products, services, offers, or events.

COLOR VARIATIONS

INVERTED #ff5929	25% SATURATED #00b5f1	GRAYSCALE #6b6b6b
25% LIGHTER #25bbe7	ORIGINAL #00a6d6	25% DARKER #117b9a
WEB SAFE: TEAL #008080	25% DESATURATED #159ac1	HTML: deepskyblue #00bfff

COLOR SCHEMES

COMPLEMENT	ANALOGOUS	SPLIT	TRIAD	SQUARE	TETRADIC
#008080	#00c2d6	#917f45	#74884e	#924486	#503b9b
	#2565b1	#a9392d	#a63053	#a26334	#a26334
				#4b8b60	#74884e

3.4 | COLOR GRADIENTS

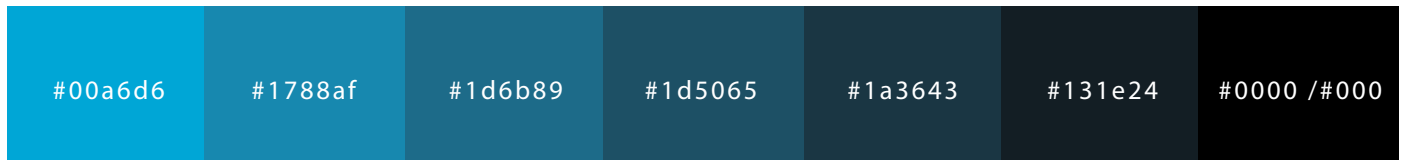
Gradients are used to come up with visually appealing and soothing backgrounds. Compared to flat colors, a gradient color canvas is smoother and will highlight your content. In order for the gradient trend to look well-designed, you want to either choose colors that are a similar shade and hue.

TINTS and SHADES*

#00a6d6 to white

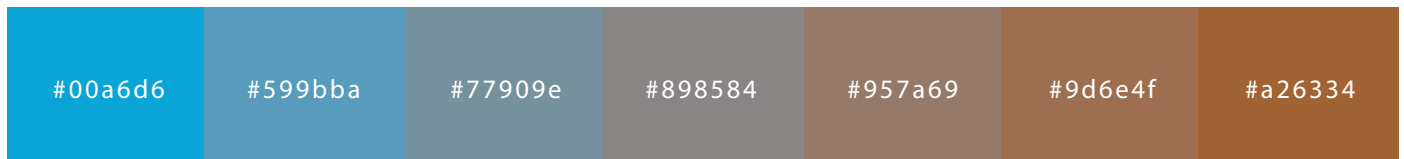


#00a6d6 to black

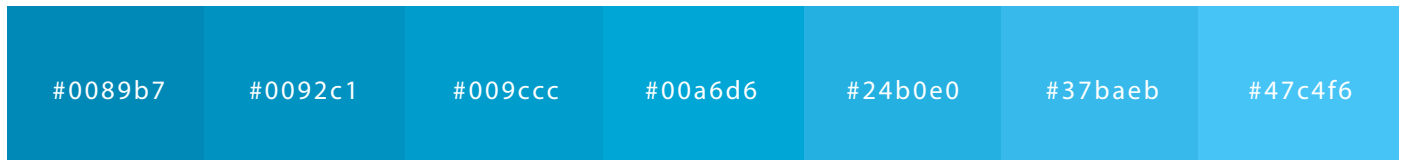


* Any of the gradients displayed in the two rows above may be chosen as an alternate color option for the 1-color logo if an alternate color is desired aside from those provided (detailed on page 17).

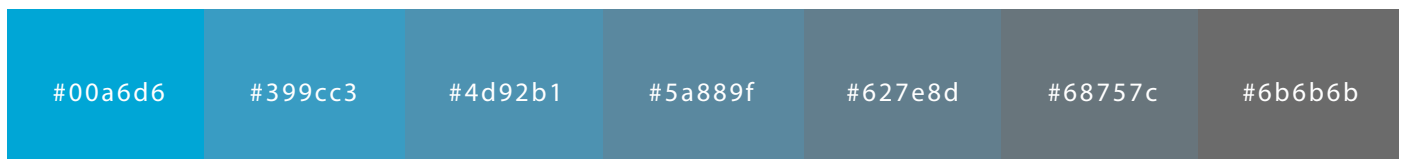
#00a6d6 Linear gradient to complementary #a26334



MONOCHROMATIC COLORS



TONES





AGWAN INTERNATIONAL MINISTRIES



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www.goIM.world