



Contents

Introduction	2
75th Anniversary Logo	3
New ABWE Logo	4
Identity System Color Palette	5
Production Standards	6
Clear Space, the TM Symbol and Minimum Size	7
Typography	8
Stationery System	9 – 10

OUR NEW SIGNATURES



Association of Baptists for World Evangelism

ABWE is determined, under God, to be a spiritually empowered family of servants committed to glorifying Him. We will follow Christ's command to preach the Gospel throughout the world. As representatives of our sending churches, we boldly evangelize, disciple, train leadership and establish reproducing Baptist churches in agreement with our doctrinal statement. We are committed to integrity, excellence, compassion, and accountability until our Lord returns.

Our New Identity

To recognize and celebrate the 75 years of on-going missionary efforts, we have created a new graphic identity as well as updated the look of our existing signature.

Our positioning is global and spiritually oriented. The openness of our 75th Anniversary symbol underscores the geographically dispersed nature of our organization.

The Purpose of These Guidelines

In order to maintain the integrity of our new graphic identity and what it represents, we should apply it properly and consistently across all of our communications materials. Every employee and vendor involved in the development of communications materials should read and follow the principles outlined in these guidelines. Our combined efforts in conscientiously protecting our visual identity will ensure the success of our identity program.

Welcome to the ABWE new identity program.



TWO-COLOR PREFERRED 75TH SIGNATURE

Spot color (metallic ink), coated paper
 Spot color (metallic ink), uncoated paper
 Spot color (yellow-gold ink), coated paper
 Spot color (yellow-gold ink), uncoated paper
 Four-color process
 RGB and Web safe

FILE NAME

75_2C_spot_871_coat.eps
 75_2C_spot_871_uncoat.eps
 75_2C_spot_126_coat.eps
 75_2C_spot_126_uncoat.eps
 75_2C_process.eps
 75_2C_RGB.eps

ABWE 75th Anniversary Signature

There are three color variations for this signature. The exhibits to the left are shown in the order of preference. Use a lower preference signature only when printing/fabrication limitations or cost considerations restrict the number of colors available. Always use the Two-Color Signature whenever possible. Never use a lower preference signature when a higher preference signature is feasible.

Two-Color Preferred Signature

This signature should be used when two Main Color Palette colors or four-color process are available. This is the most desirable signature to use whenever possible. See page 5 for clarification on the color palette.

One-Color Signature

This signature should be used when only one Main Color Palette color is available. See page 5 for clarification on the color palette.

Black-and-White Signature

This is the least preferable signature; it should be used for black-and-white applications or when the Main Color Palette colors are not available.

Identity Artwork Files

Each of the signatures shown in these guidelines is available electronically. File names are listed below each signature. For clarification on which file to use for a particular medium, see Production Standards, page 6.



ONE-COLOR 75TH SIGNATURE

Spot color, coated paper
 Spot color, uncoated paper

FILE NAME

75_1C_spot_coat.eps
 75_1C_spot_uncoat.eps



BLACK-AND-WHITE 75TH SIGNATURE

Coated and uncoated paper

FILE NAME

75_BW_spot.eps



TWO-COLOR PREFERRED ABWE STANDARD SIGNATURE	FILE NAME
Spot color (metallic ink), coated paper	ABWE_2C_spot_871_coat.eps
Spot color (metallic ink), uncoated paper	ABWE_2C_spot_871_uncoat.eps
Spot color (yellow-gold ink), coated paper	ABWE_2C_spot_126_coat.eps
Spot color (yellow-gold ink), uncoated paper	ABWE_2C_spot_126_uncoat.eps
Four-color process	ABWE_2C_process.eps
RGB and Web safe	ABWE_2C_RGB.eps

New ABWE Standard Signature

There are three color variations for this signature. The exhibits to the left are shown in the order of preference. Use a lower preference signature only when printing/fabrication limitations or cost considerations restrict the number of colors available. Always use the Two-Color Signature whenever possible. Never use a lower preference signature when a higher preference signature is feasible.

Two-Color Preferred Signature

This signature should be used when two Main Color Palette colors or four-color process are available. This is the most desirable signature to use whenever possible. See page 5 for clarification on the color palette.

One-Color Signature

This signature should be used when only one Main Color Palette color is available. See page 5 for clarification on the color palette.

Black-and-White Signature

This is the least preferable signature; it should be used for black-and-white application, or when the Main Color Palette colors are not available.

Identity Artwork Files

Each of the signatures shown in these guidelines is available electronically. File names are listed below each signature. For clarification on which file to use for a particular medium, see Production Standards, page 6.



ONE-COLOR ABWE STANDARD SIGNATURE	FILE NAME
Spot color, coated paper	ABWE_1C_spot_coat.eps
Spot color, uncoated paper	ABWE_1C_spot_uncoat.eps



BLACK-AND-WHITE ABWE STANDARD SIGNATURE	FILE NAME
Coated and uncoated	ABWE_BW_spot.eps

MAIN COLOR PALETTE



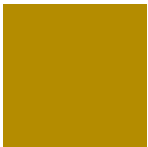
ABWE BLUE - PMS 288

Match Pantone 288C (coated paper)
 Match Pantone 288U (uncoated paper)
 Four-color process (C:100, M:65, Y:0, K:30)
 RGB (R:0, G:15, B:39)



ABWE METALLIC GOLD - PMS 871

Match Pantone 871C (coated paper)
 Match Pantone 871U (uncoated paper)



ABWE YELLOW GOLD - PMS 126

Four-color process (C:0, M:25, Y:100, K:37)
 RGB (R:168, G:129, B:13)

Color

Color is an important element of our graphic identity program. Like our signature, it provides a powerful means of visual recognition. The colors in our signature are also our identity system colors, and should be used consistently throughout our communications materials. The widespread use of colors other than those in the approved color palette dilutes the integrity of the identity. In addition, poor-quality renditions of our colors diminish our identity program.

Identity System Colors

The three colors in the Main Color Palette may be used in graphics and type throughout our communications materials.

ABWE Blue (Pantone 288)

This is the predominant color in our identity program, and should be used (solid and screened) more prominently than the metallic gold or non-metallic gold.

ABWE Metallic Gold (Pantone 871)

This color should be used whenever possible. This color however cannot be reproduced in four-color process or RGB.

ABWE Non-metallic Gold (Pantone 126)

This color should be used in place of the metallic gold when four-color process is used or RGB, to reduce cost but keep the integrity of the signatures.

The color formulas provided here are simply approximations. For more information about color and production standards, see page 6.

Standards and mixing formulas for the Pantone colors listed in this guide are available in the current edition of the Pantone Color Formula Guide.

NOTE: COLORS REPRODUCED ON THE PAGES OF THIS GUIDE IN PRINT OR ON-SCREEN MAY NOT REPRESENT ACCURATE COLOR MATCHES. REFER TO ACTUAL PANTONE COLOR GUIDES FOR MATCHING COLORS.

PANTONE® is a registered trademark of Pantone, Inc.

Color Matching

Regardless of the printing or fabrication method, do not match the colors printed in these guidelines when reproducing the color palette. Instead, refer to the PANTONE® MATCHING SYSTEM® and match the specified PANTONE Color Chip. Note that color specifications may be different for coated and uncoated paper. If the medium is not paper — e.g., a silk screened T-shirt or a TV ad — refer to the Coated PANTONE Color Chip as the standard. Your particular paper stock or substrate (e.g. fabric, vinyl, plastic) may necessitate adjustments in ink colors or formulas in order to properly match the required PANTONE color.

Color Reproduction Methods and Media

Color specifications and identity artwork file names provided in these guidelines are categorized by reproduction method:

PANTONE Ink on Coated or Uncoated Paper

Because ink reacts differently on coated paper and uncoated paper, there are separate color matching standards for each. For print jobs that use line colors, whether PANTONE or other inks, refer to the Coated PANTONE Color Chip as the standard on coated paper; refer to the Uncoated PANTONE Color Chip as the standard on uncoated paper.

Four-Color Process on Coated Paper

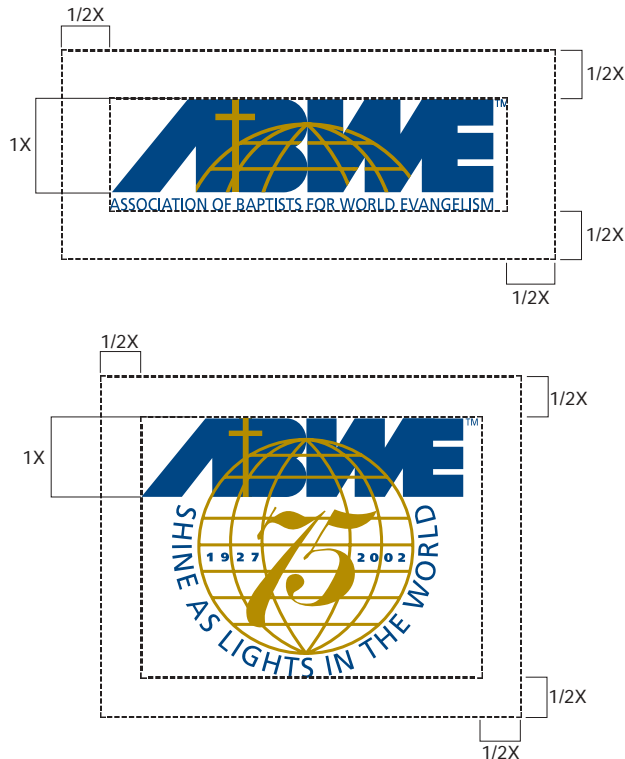
A basic formula is provided for print jobs that use four process ink colors: cyan, magenta, yellow and black. (This formula is an approximation; please see “Color Matching” above.) This method may also be referred to as CMYK or 4/C process. Four inks can be combined and, by the use of screens, create almost any color not including metallic inks. Do not reproduce a very small signature using four-color process. Always check with your printer to verify that the screen size of your print project can maintain the quality of the signature.

RGB and Web-Safe Colors

RGB is the color space used onscreen, such as on a TV or computer (e.g., the Web, Powerpoint presentations). Web-safe colors use a limited selection of the RGB color space. Basic RGB and Web-safe files are provided as masters in Illustrator. You will need to resize the files using Illustrator and Photoshop, then save the files in the appropriate format (e.g., GIF, JPEG, tiff). Again, the goal is to match the specified Coated PANTONE Color Chip.

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CLEAR SPACE



Clear Space

Clear space simply means keeping the area around the signature free from visual distraction. The signature should appear uncrowded and uncluttered by other graphic elements. The signature should have as much clear space around it as possible; in some instances, however, graphic or typographic elements may appear close to the signature. A minimum amount of clear space, as demonstrated in the exhibits to the left, is always mandatory. Background colors or a photograph with enough contrast are acceptable in the clear space.

Placement and Size of the TM Symbol

The exhibits to the left demonstrate proper placement and size of the TM symbol. You may enlarge the TM if it is illegible at small sizes or reduce the TM if it is overly dominant at large sizes. When scaling the TM, be sure to align the top of the TM to the top of the ABWE in the signature. All files have the TM already placed.

MINIMUM SIZE



Minimum Size and Small Size Use

The exhibits to the left show both signatures at the smallest permitted sizes. At such small sizes, the dates for the 75th signature as well as the type for the ABWE signature will still be legible if it is reproduced with spot colors. Do not reproduce the signature at a small size using four-color process or in such on-screen applications as PowerPoint and the Web.

Small size signature usage should be considered for special cases only, such as promotional items, where space is very limited. Never reproduce the symbol at the minimum size when more space is available.

The ABWE signature is 30% of its original size.
The 75th signature is 40% of its original size.

BERKELEY BOOK

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Lorem ipsum dolor
consecteter adipis,
sed diam nonummy
euismod tidunt ut

BERKELEY

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Lorem ipsum dolor
consecteter adipis,
sed diam nonummy
euismod tidunt ut

BERKELEY BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890**

**Lorem ipsum dolor
consecteter adipis,
sed diam nonummy
euismod tidunt ut**

BERKELEY BLACK

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890**

**Lorem ipsum dolor
consecteter adipis,
sed diam nonummy
euismod tidunt ut**

FRUTIGER LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Lorem ipsum dolor
consecteter adipis,
sed diam nonummy
euismod tidunt ut

FRUTIGER ROMAN

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Lorem ipsum dolor
consecteter adipis,
sed diam nonummy
euismod tidunt ut

FRUTIGER BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890**

**Lorem ipsum dolor
consecteter adipis,
sed diam nonummy
euismod tidunt ut**

Approved Identity Typefaces

Typography helps to create a consistent look throughout a wide variety of communications materials. Whenever possible, use the two typeface families specified here. These typefaces should be used in all print materials. (For onscreen applications only, if these typefaces are absolutely unavailable, you may use Times and Arial in lieu of Berkeley and Frutiger, respectively.)

Berkeley Family

The Berkeley family should be used for the majority of type in communications materials.

Berkeley Book

A lighter typeface that can be used for text, footnotes, and charts.

Berkeley

The preferred weight to be used liberally throughout all materials, such as body copy, and such system materials as stationery. Also appropriate for charts, captions, and forms. Considered the primary weight.

Berkeley Bold

Heavier weight than Berkeley. For use in headlines, subheads, and as emphasis in text.

Berkeley Black

For limited use when added emphasis is required.

Frutiger Family

The Frutiger family can be used as a complementary typeface in communications materials. Because the ABWE Signatures are based on Frutiger, this type family should be used sparingly to avoid competing with the signature itself.

Frutiger Light

A light typeface that can be used for text, footnotes, and charts.

Frutiger Roman

A legible weight; for use in text, such as in these guidelines, headlines, and sidebars.

Frutiger Bold

For emphasis within text.

left align



2"

left align

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OFFICE OF THE PRESIDENT

Date

Addresser's Name
Addresser's Title
Company Name
Street Address
City, State and Zip Code

Salutation,

The finished look of a letterhead is brought about once the letter is typed. This letter illustrates the approved format for all of your 8-1/2 x 11 inch letterheads. The consistent use of this format will create a distinctive appearance for all ABWE correspondence.

The date is placed 2 inches from the top of the page, positioned as shown. The left-hand margin is to be 1-1/8 inches. Leave one linespace and begin the address. Leave one linespace below the address and begin the salutation. Leave one linespace below the salutation, then begin the body of the letter.

The body of the letter averages 6 inches. It is to be single-spaced throughout, leaving one linespace for paragraphs. All copy aligns flush left with the date, maintaining a random right-hand margin. There are no indentations. On the right-hand side a margin of 1 inch should always be maintained.

Leave one linespace between the last line of the letter before the closing, and four linespaces between the closing and the sender's name and title. Sender's secretary's initials or enclosure designations should be separated by a single linespace below the sender's title.

Closing,

Sender's Name
Sender's Title
SN:as
cc:Jane Doe

MAIL, P.O. Box 1555, Harrisburg, PA 17105-0555 PHONE 717-776-7000 FAX 717-776-1515 EMAIL info@abwe.org WEB www.abwe.org

Basic Stationery Components

Our letterhead, envelopes, and other business materials provide prime opportunities to reinforce our identity. The design of our stationery system presents our image in a clean and contemporary way. By adhering to the typing standards shown here, you will further support the organized and professional image of our identity system.

All exhibits are shown at 30% actual size Shown from top to bottom:

Letterheads

Size: 8.5" x 11"

Signature: Two-Color

Shown from top to bottom: Canada Letterhead, Corporate 75th Letterhead, President's 75th Letterhead

Typing Standards for Body of Letter

- Left align with "A" in Association of Baptists...
- Starts 2" from the top
- Body Copy Width: 6" maximum
- Typed in Times Roman 11/13

Not Shown: Corporate ABWE Letterhead, President's Letterhead (These letterhead have the same guidelines as above mentioned but have only the ABWE Standard Signature as apposed to the ABWE 75th Signature)

Envelope

Size: 9.5" x 4.125" (No. 10)

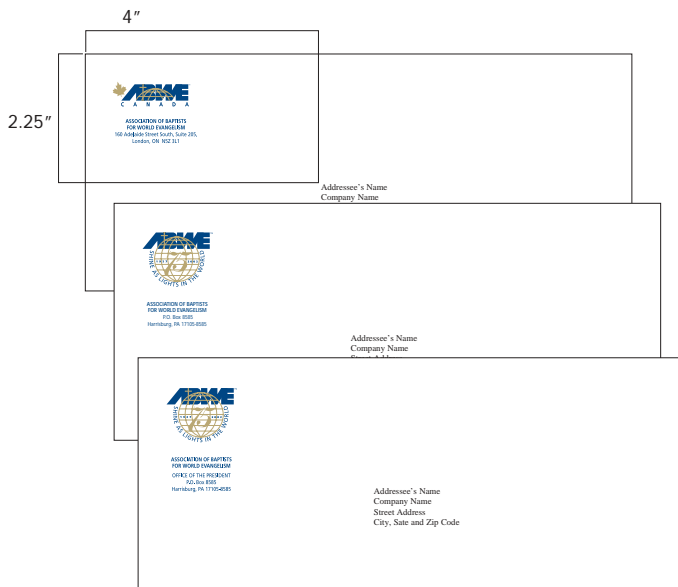
Signature: Two-Color

From top to bottom: Canada Envelope, Corporate 75th Envelope, President's 75th Envelope

Typing Standards for Envelope

- Starts 4" from the left
- Starts 2.25" from the top
- Body Copy Width: 3" maximum
- Typed in Times Roman 11/13

Not Shown: Corporate ABWE Envelope, President's Envelope (These envelopes have the same guidelines as above mentioned but have only the ABWE Standard Signature as apposed to the ABWE 75th Signature)



4"

2.25"

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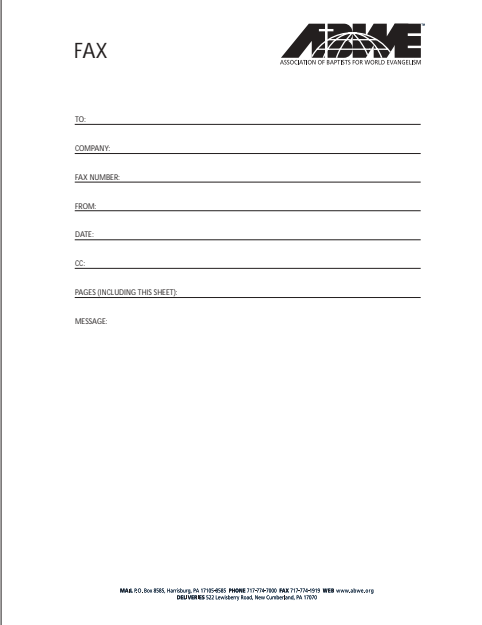
OFFICE OF THE PRESIDENT

Addresser's Name
Company Name


Addresser's Name
Company Name

Addresser's Name
Company Name
Street Address
City, State and Zip Code

Facsimile



FAX



TO: _____

COMPANY: _____

FAX NUMBER: _____

FROM: _____

DATE: _____

CC: _____

PAGES (INCLUDING THIS SHEET): _____

MESSAGE:

MAIL P.O. Box 898, Harrisburg, PA 17105-0898 PHONE 717-726-7800 FAX 717-726-9111 WEB www.abwe.org
DELIVERED 321 Lavender Road, New Canaan, PA 17051

Additional Stationery Components

Shown on this page are additional components of our stationery system.

All exhibits are shown at 30% actual size. Shown from top to bottom:

Facsimile

Size: 8.5" x 11"

Signature: Black-and-White ABWE Standard Signature

Information Block: Times Roman 10/34

Body Copy: Times Roman 10/12

Notepad

Size: 5.25" x 8.5"

Signature: Two-color Preferred ABWE Standard Signature

Notepad Envelope

Size: 6.5" x 3.5"

Signature: Two-color Preferred ABWE Standard Signature

Notepad







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DELIVERED 321 Lavender Road, New Canaan, PA 17051

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P.O. Box 898
Harrisburg, PA 17105-0898

Notepad Envelope