

# 2.1

## BRAND GUIDELINES

# signature PRIMARY

The INTERNATIONAL MINISTRIES (IM) signature is the backbone of the brand. This signature represents IM's reputation for global thinking, cross-cultural work, and Christ-centered core values.

The circle represents our planet and the inverse letters "I" and "M" symbolizes the agency's desire to reach the ends of the earth with the message of the gospel. The color orange combines the energy of red and the happiness of yellow. It is associated with joy and sunshine, representing enthusiasm, fascination, happiness, determination, encouragement, stimulation and creativity.

Preferred placement of the signature is lower right part of a layout; it helps anchor the page. This signature accommodates most applications and mediums with its reversed counterpart.

The logo should primarily appear in orange on white. But when the mark is placed on a dark image it can be made 100% white.



To ensure that the signature is clearly represented in all applications and media, clear space must be applied to all uses of the logo. The clear space around the mark is proportional to the size of the monogram. In the diagram below, that space is represented by x. The space around the entire logo is 1x.

### CLEAR SPACE



### MINIMUM SIZE



ORANGE ON WHITE



60% BLACK ON WHITE



20% GRAY ON 60% BLACK



WHITE ON ORANGE



WHITE ON BLACK



To ensure that the signature is legible on all applications, we demand a minimum size of the signature. The signature should be no smaller than three quarters of an inch.

2.2

BRAND GUIDELINES

# signature SECONDARY



ORANGE ON WHITE



WHITE ON COLOR

international  
ministries

ORANGE ON WHITE

### SEPARATE USE OF MONOGRAM AND LOGO TYPE

### SOCIAL SIGNATURES

The signature's design accommodates digital environments. These alternate marks can be used for social media when putting the logo as a profile image.



### AMERICAN BAPTIST FOREIGN MISSION SOCIETY SEAL

When using the logo with the American Baptist Foreign Mission Society seal, it is preferred to set the IM signature in color orange, while having the seal set to 25% black, loosely maintaining a size-to-opacity ratio demonstrated here (the bigger the seal is in relation to the signature, the less opaque it should appear.)



## 2.3

### BRAND GUIDELINES

# signature

INCORRECT  
USE

#### INCORRECT USAGE EXAMPLE

1. Do not change the color of the logotype
2. Do not change the color of the signature
3. Do not outline the signature
4. Do not add a drop-shadow to the signature
5. Do not stack the logo and the logotype
6. Do not rearrange the signature
7. Do not apply patterns or gradients to the signature
8. Do not use the logo to hold any graphics or images
9. Do not change the angle of the logo
10. Do not enclose the logo in a box of any shape
11. Do not add graphic elements to the signature
12. Refrain from using the logo as a graphic element

