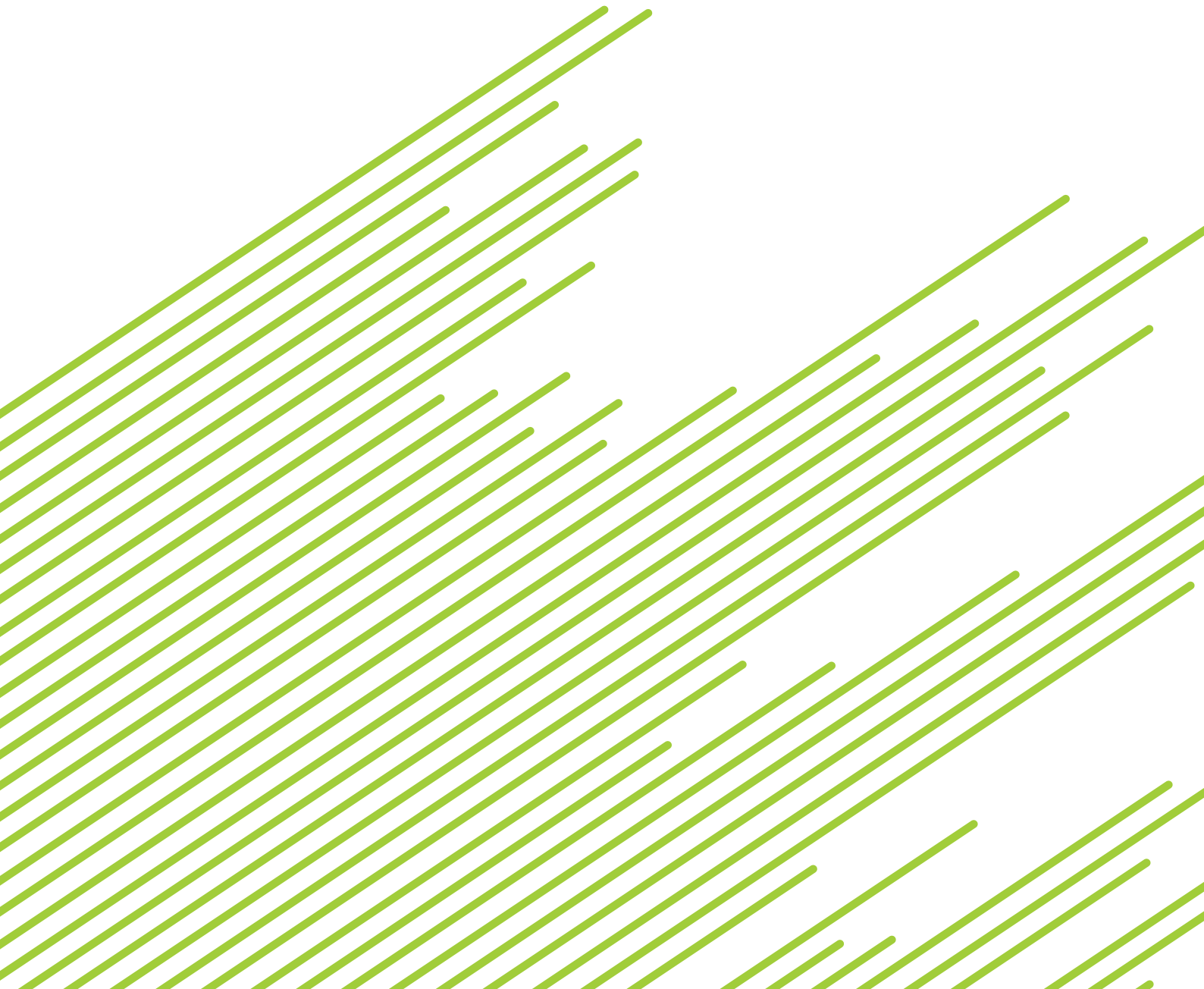




**BRAND  
GUIDE** v1.2



# HOW TO USE THIS GUIDE

This Brand Guide was designed to unite key elements relevant to CV's internal and external communications, by providing stakeholders with specific templates and guidelines.

A unified corporate identity helps to maintain professionalism and contributes to the impact of the organisation at every level. Consistency in typography, colours, photography and logo(s) will make the CV identity globally compelling and easily recognisable.

It is important that brand users treat templates and guidelines in this manual as prescribed for all CV corporate communications.

**Queries:**

[communications@cvglobal.co](mailto:communications@cvglobal.co)

**Files & Assets:**

Download the Media Pack for Partners via [cvglobal.co/get-involved/partnership/](https://cvglobal.co/get-involved/partnership/)

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# THE VISUAL — LANGUAGE

Our mission is to introduce people to Jesus and encourage them to become his true followers. This theme forms the foundation of all the graphic elements across our creative suite of brand assets.

# THE VISUAL — LANGUAGE

## CREATIVE EXAMPLE

Our mission is about reaching many, and it is also about transforming the lives of individuals. Here, names of people who have been reached by the work of CV form an impacting and meaningful graphic pattern.



Abstract representation of Names Pattern

# THE VISUAL — LANGUAGE

## GRAPHIC ELEMENT & PATTERNS

A full set of pre-designed graphic elements have been created.



Names Pattern



Thin Lines Pattern



Variable Names Pattern



Variable Lines Pattern



Dots Pattern



Variable Dashed Lines Corners

# THE CV — LOGO

The CV logo is a symbol of our identity. It is a clear signpost for our corporate brand and our primary visual symbol. It creates a solid first impression of the organisation.

# THE CV — LOGO

## CORPORATE LOGO

The CV logo appears on all communications tools representing CV including print, online, signage, exhibition, stationery and publications. Replication of the CV logo must adhere to the guidelines specified in this Brand Guide.



## LOGO FILE TYPES

**eps** – is the original artwork format, which is a vector format. The logo may be scaled to any size with 100% quality retained. Always use this version when possible.

**jpeg** – is an image format, which means its quality is dependent on the resolution called dpi (dots per inch) – recommended print quality is 300dpi at 100% size.

## LOGO COLOUR TYPES

**spot** – is a colour format, used for special corporate colours. Use this for corporate material that gets printed with special/spot colours also named pantone (pms) colours.

**cmyk** – is a colour format, used for four colour or full colour printing. Use this version when the logo is used in a brochure, magazine or similar.

**rgb** – is a colour format, used for electronic material such as websites, screen presentations, etc.



# THE CV — LOGO

## LOGO COLOURS

The CV logo should always be reproduced in the correct corporate colours.



CV LOGO LIME

### SCREEN

#a1cd3a  
R161 G205 B58

### PRINT

Pantone 802C  
C42 M0 Y100 K0



CV LOGO BLACK

### SCREEN

#404041  
R64 G64 B65

### PRINT

Pantone Black 7C  
C0 M0 Y0 K100



CV LOGO GREY

### SCREEN

#6d6e71  
R109 G110 B113

### PRINT

Pantone Cool Gray 9C  
C0 M0 Y0 K70



CV LOGO WHITE

### SCREEN

#ffffff  
R255 G255 B255

### PRINT

White

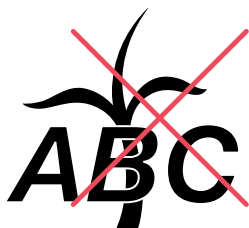
# THE CV — LOGO

## INCORRECT USES

The logo must only be used as a whole, tree symbol and type, and in correct proportion at all times. It cannot be stretched, distorted or coloured in any way other than specified in this manual.



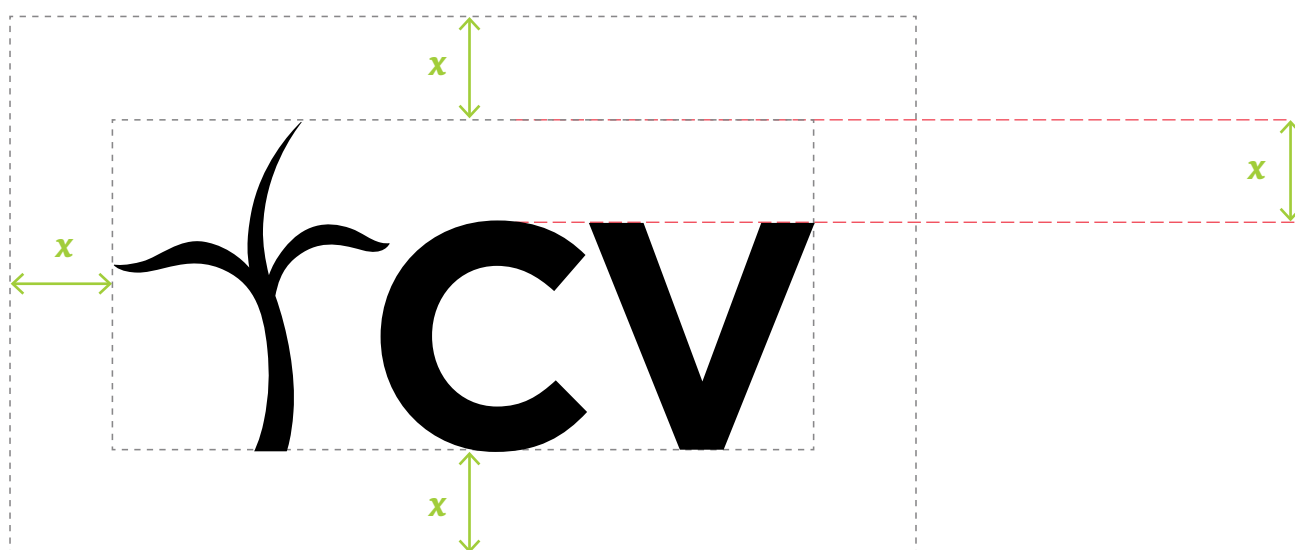
CORRECT



# THE CV — LOGO

## EXCLUSION ZONE

As seen below, 'x' represents the space between the letters and the top of the tree graphic. This measurement is used to determine the minimum clear space that should always surround the logo when placed next to other logos, graphics, etc.



# COLOUR — PALETTE

A selection of colours have been chosen to create a distinct colour signature for CV.

The colour palette is made up of solids and gradients and conveys a vibrant, optimistic and professional tone.

# COLOUR — PALETTE

## CORPORATE COLOURS

This palette should be used for all the core elements of the CV brand, including corporate stationery, signage, document templates, etc. The colours may also be used as solids, tints and gradients.

CV LIME GREEN

### SCREEN

#9EE101  
R158 G255 B1

### PRINT

Pantone 802C  
C42 M0 Y100 K0

CV BLUE

### SCREEN

#1e5ea8  
R30 G94 B168

### PRINT

Pantone 2144C  
C92 M68 Y2 K0

CV CHARCOAL

### SCREEN

#31383b  
R49 G56 B59

### PRINT

Pantone 432C  
C28 M15 Y15 K86

CV OLIVE GREEN

### SCREEN

#527f66  
R82 G127 B102

### PRINT

Pantone 5555C  
C70 M32 Y65 K14

CV MID GREY

### SCREEN

#8a9195  
R138 G145 B149

### PRINT

Pantone 430C  
C14 M7 Y7 K43

CV LIGHT GREY

### SCREEN

#c1c5c9  
R193 G197 B201

### PRINT

Pantone 428C  
C7 M3 Y3 K20

# COLOUR — PALETTE

## GRADIENTS

A set of vibrant gradients have been created and can be used either as image filter or solid background.



### SCREEN

Blue: #76ced9  
Red: #ef495c

### PRINT

Blue: C54 M0 Y35 K0  
Red: C0 M87 Y56 K0



### SCREEN

Pink: #ee3d96  
Orange: #fbb040

### PRINT

Pink: C0 M90 Y0 K0  
Orange: C0 M35 Y85 K0



### SCREEN

Blue: #434fa1  
Purple: #b059a2

### PRINT

Blue: C86 M80 Y0 K0  
Purple: C32 M78 Y0 K0



### SCREEN

Rose: #f7a39f  
Blue: #8ed8f8

### PRINT

Rose: C0 M44 Y27 K0  
Blue: C40 M0 Y0 K0



### SCREEN

Blue: #8ed8f8  
Pink: #d3539e

### PRINT

Blue: C40 M0 Y0 K0  
Pink: C13 M82 Y0 K0



### SCREEN

Blue: #8ed8f8  
Teal: #72c8b6

### PRINT

Blue: C40 M0 Y0 K0  
Teal: C54 M0 Y35 K0

# ON-BRAND — PHOTOGRAPHY

Our approach to photography helps to shape and convey our brand personality and mission. Each image we use makes an important statement about CV and what we are about.

# ON-BRAND — PHOTOGRAPHY

## PHOTOGRAPHIC STYLE

Use fresh, colourful images with natural lighting that feel authentic and engaging. These can be alternated with black and white images. Dynamic angles and creative cropping provide a contemporary expression. Avoid harsh flash. Where possible, images should focus on people to reflect the global nature of CV's work. Be mindful to feature a mixture of gender, age, colour and race as this is reflective of those we are reaching.

Stock photos should only be used when the subjects of the photo are “in-situ” or when they depict real life situations in an authentic way. Ensure all images have the appropriate licences and associated permission forms.





# CORPORATE — TYPOGRAPHY

Typography plays a major part in the identity and personality of an organisation. Impactful typefaces have been carefully selected to bring consistency to our corporate communications.

# ICONS AND — TYPOGRAPHY

## PRIMARY TYPEFACE

**Nort:** All versions of Nort may be used for internal and external communication purposes on all applications of the CV brand. When unavailable, please use Open Sans. Nort can be used via an Adobe Fonts subscription.

**Open Sans:** Open Sans should be used when Nort is unavailable. Open Sans can be downloaded from Google Fonts website ([fonts.google.com/specimen/Open+Sans](https://fonts.google.com/specimen/Open+Sans)).

- \* Use sentence case wherever possible. Avoid automatic hyphenation and use left alignment in body copy.
- \* When Nort and Open Sans aren't available, please use Arial.

## HEADLINES & SUB-HEADLINES

**Bebas Neue Bold:** Always use in all-caps. When unavailable, please use Open Sans. Bebas Neue Bold can be downloaded for free via MyFonts website ([www.myfonts.com/fonts/flat-it/bebas-neue/](https://www.myfonts.com/fonts/flat-it/bebas-neue/)).

- \* Avoid automatic hyphenation and use left alignment in body copy.

## Nort

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Open Sans

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## BEBAS NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# ICONS AND — TYPOGRAPHY

## GENERAL TEXT

General text is to appear as shown below.

Bebas 28pt  
CV Lime Green

### CHRISTIAN VISION STATEMENT OF BELIEFS



#### The Bible was fully inspired by God and is the ultimate authority in matters of belief and behaviour

**2 Timothy 3:15-16.** racta mo nortam convert idetee dem atiac tam ina, stro, sulient, tus, senti publius, unum porum Romnes tasto intimei se terid rei sus hora vide vicaqua Si intem dum id auctum huc tas cesse mo.

**2 Peter 1:21.** Fuis esta des! Larideo, satum te facii publis ca esto estrum iam it L. Gracta mo nortam convert idetee dem atiac tam ina, stro, sulient, tus, senti publius, unum porum Romnes tasto intimei se terid rei sus hora vide vicaqua Si intem dum id auctum huc tas cesse moratni ostus.

#### God The Father, Jesus Christ His Son, and the Holy Spirit are one and divinely equal

**2 Timothy 3:15-16.** racta mo nortam convert idetee dem atiac tam ina, stro, sulient, tus, senti publius, unum porum Romnes tasto intimei se terid rei sus hora vide vicaqua Si intem dum id auctum hucesse moratni ostus.

**2 Peter 1:21.** Fuis esta des! Larideo, satum te facii publis ca esto estrum iam it L. Gracta mo nort convert idetee dem atiac tam ina, stro, sulient, tus, senti publius, unum porum Romnes tasto intimei se terid rei sus hora vide vicaqua Siintem dum id auctum huc tas cesse moratni ostus.

#### Jesus paid for the sins of every individual through His death on the cross

**2 Timothy 3:15-16.** racta mo nortam convert idetee dem atiac tam ina, stro, sulient, tus, senti publius, unum porum Romnes tasto intimei se terid rei sus hora vide vicaqua Si intem dum id auctum huc s cesse moratni ostus.

#### On the third day after being buried, Jesus rose from the dead and ascended to Heaven

**2 Timothy 3:15-16.** racta mo nortam convert idetee dem atiac tam ina, stro, sulient, tus, senti publius, unum porum Romnes tasto intimei se terid rei sus hora vide vicaqua Si intem dum id auctum huc tas cesse moratni ostus.

**2 Peter 1:21.** Fuis esta des! Larideo, satum te facii publis ca esto estrum iam it L. Gracta mo nortam convert idetee dem atiac tam ina, stro, sulient, tus, senti publius, unum porum Romnes tasto intimei se terid rei sus hora vide vicaqua Si intem dum id auctum huc tas cesse moratni ostus.

#### Jesus will return again

**2 Peter 1:21.** Fuis esta des! Larideo, satum te facii publis ca esto estrum iam it L. Gracta mo nortam convert idetee dem atiac tam ina, stro, sulient, tus, senti publius, unum porum Romnes tasto intimei se terid rei sus hora vide vicaqua Si intem dum id auctum huc tas cesse moratni ostus.

Nort Bold 10pt  
CV Lime Green

Nort Regular 8.5pt  
CV Charcoal

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# TONE AND — VOICE

A memorable brand has an identifiable personality with which people can engage and become familiar over time. We want our audience (church and ministry leaders) to know us and choose to be a part of our journey. We also want them to see that, while we are professional, we share their desire for the world to know Jesus. The words that we use and the way in which we use them are an important part of conveying who we are as an organisation.

# TONE AND — VOICE

## VOICE

### Use active voice

This means identifying a subject, and having the subject perform an action.

- Ideal: You can introduce people to Jesus
- Not ideal: People can be introduced to Jesus

### Use short, clear sentences

Avoid clichés and excessive adjectives.

### Don't overuse 'Christianese'

If there is a 'Christian' word that can be replaced with an everyday word and retain the same meaning, use the latter.

- Ideal: We are thankful to God for...
- Not ideal: Praise the Lord for...

### Illustrate results

Use active, positive words that paint a picture and show that we are achieving our goals.

- Ideal: influenced, affected, changed, transformed, impacted, touched

## TONE

The Gospel brings life and joy. It transforms our world from black & white into colour. Our tone should reflect this transformation and create a sense of excitement and interest.

The following words describe the personality and tone of the CV corporate brand. Teams should adhere to these descriptions when creating any communications content:

- Inspiring, informative and joyful
- Approachable and friendly, yet professional
- Tech savvy, innovative and fresh
- Culturally aware global perspective
- Generous in areas of expertise
- Shares activities and achievements with humility
- Demonstrates integrity

# TONE AND — VOICE

## STYLE

### Christian Vision or CV?

Write Christian Vision once per new communication piece and always follow with (CV) in brackets. For example: 'Lord Edmiston founded Christian Vision (CV) in 1988.' Use CV for every subsequent time you mention the organisation.

### Referencing our Founders

For external communications (to audiences outside of CV), Bob & Tracie Edmiston are to be given their official title: Lord and Lady Edmiston. For internal communications (within CV), use first names: Bob & Tracie.

### Referencing CV's Strategies

The official way to write our strategies: Impact-a-Nation and Touch-a-Billion

### Referencing Projects/Activities

When referencing yesHEis, write with lowercase yes, uppercase HE, lowercase is, even as a heading or at the beginning of a sentence.

### Referencing Christian Terms

Church should be written with a capital C when it is referring to the global Church at large. When referring to a specific church community, church should be written with a lowercase c. For example: There is a movement in the Church globally toward digital evangelism; The couple were connected to their local church.

Gospel should be written with a lowercase g, as should pronouns that refer to God: he, his, him.

### Keywords

To maintain the integrity of our message and brand, keep the following keywords central to communications:

|                     |                       |
|---------------------|-----------------------|
| <i>Jesus</i>        | <i>Salvation</i>      |
| <i>Church</i>       | <i>Transformation</i> |
| <i>Gospel</i>       | <i>Change</i>         |
| <i>Nation/s</i>     | <i>Bible</i>          |
| <i>Global</i>       | <i>Resource</i>       |
| <i>Reach</i>        | <i>Outreach</i>       |
| <i>Impact</i>       | <i>Pioneer</i>        |
| <i>Touch</i>        | <i>Digital</i>        |
| <i>Evangelism</i>   | <i>Mission</i>        |
| <i>Discipleship</i> |                       |



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