AFRICA
INLAND MISSION

BRAND STANDARDS
LOGO USAGE, TYPOGRAPHY, AND COLOR PALETTE

BRAND STANDARDS
LOGO USAGE

AFRICA
INLAND MISSION

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Christ-centered churches
among all African peoples

Logo Components

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Badge **Tag/Strap Line** **Organization Name**

The AIM Logo consists of three components: The Badge, the Organization Name and Tag/Strap Line.

The Badge is a solid circle with the white AIM mark. **The Organization Name** is set in Proxima Nova Extra Bold, and the **Tag/Strap Line** is set in Proxima Nova Light.

The Badge may be used alone if the organization name is used in proximity elsewhere on the piece.

Acquiring the logo
The logo is available from AIM mobilizing region offices by request.

Please do not try to re-create the logo, or distort the proportions of the logo.

Tag/Strap Line
Our tag/strap line, *Christ-centered churches among all African peoples*, is positioned directly below the organization name when used as part of the logo. Graphical files are available with and without this element.

Depending on the intended audience, versions are available as "Christ-centered," and "Christ-centred."

Christ-centered is an adjective so it is hyphenated. Use the hyphen whenever using the tag/strap line.

The tag/strap line is an optional element.

Graphical files of each individual element and combined logo elements are available.

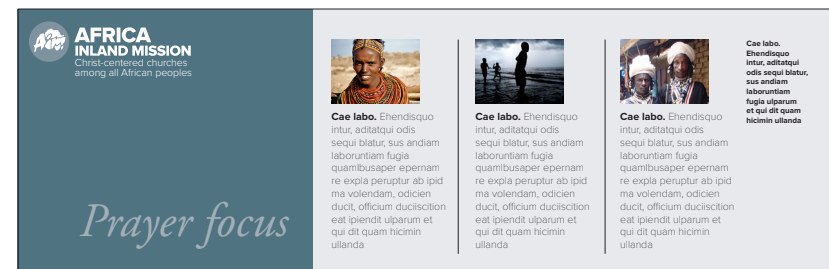# BRAND STANDARDS
LOGO USAGE / Placement

When positioning the AIM logo on a document or web page, ensure a minimum cushion equaling the height of the N in **"INLAND"** between the logo and other elements on the page. For print, ensure that this cushion falls within the "trim safe" area of the document.

Placement: The logo may be placed at the top or bottom of a document, generally to the left, but other placements can be made at the designer's discretion. *See examples at right.*

The Bagde (Solid Circle and AIM Mark) may be used in isolation in some instances, where the organization name appears in a proximate and prominent manner.

Dark Backgrounds: The logo text may be reversed out over a dark portion of an image, or if being placed on a dark background color. *See example at right.*

Logo Placement Examples

BRAND STANDARDS
TYPOGRAPHY

Proxima Nova and Adobe Garamond Pro are the two primary font families used in Africa Inland Mission's Marketing Communications

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Adobe Garamond Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Proxima Nova Thin
Proxima Nova Thin Italic
Proxima Nova Light
Proxima Nova Light Italic
Proxima Nova Regular
Proxima Nova Italic
Proxima Nova Semi Bold
Proxima Nova Semi Bold Italic
Proxima Nova Bold
Proxima Nova Bold Italic
Proxima Nova Extra Bold
Proxima Nova Extra Bold Italic
Proxima Nova Black
Proxima Nova Black Italic

Adobe Garamond Pro Regular
Adobe Garamond Pro Italic
Adobe Garamond Pro Bold
Adobe Garamond Pro Bold Italic

San-Serif Body Text
This is Proxima Nova Light 10 pt, which is used as the body text for most AIM promotional materials. Section headings and other call outs can use other weights in this family.

Serif Body Text
Adobe Garamond Pro provides a serif typeface for body text and call outs, and complements the Proxima Nova family of fonts nicely.

"This is a pull quote in Adobe Garamond Pro Italic"

Adobe Garamond Pro Italic, 24 pt

BRAND STANDARDS
COLOR PALETTE

using colors from AIM's color palette. Optional treatment includes tag line sharing the same color as The Badge.

Color permeates the continent and the peoples of Africa. From the land itself - the clay, the sand, the stone, to the fabrics and jewelry people wear, to the changing skies and swirling ocean tides.

We have selected a color palette of warm and cool colors that represents a range of this diverse tapestry - provided in bright and earthen palettes. Consistent use of these colors will underscore AIM's distinct calling to Africa and her peoples, and help to build uniformity in AIM visuals.

BRIGHTS

C/0, M/94, Y/74, K/25 Pantone 193 R/189, G/46, B/43 #bb2633	C/2, M/74, Y/81, K/0 R/237, G/104, B/64 #ed6840	C/80, M/49, Y/14, K/1 R/60, G/119, B/168 #3c77a8	C/74, M/7, Y/85, K/1 R/67, G/172, B/95 #43ac5f	C/8, M/18, Y/82, K/0 R/236, G/201, B/79 #ecc94f	C/60, M/40, Y/40, K/100 (AIM Rich Black)

EARTHS

C/25, M/84, Y/100, K/19 R/163, G/66, B/35 #a34223	C/35, M/70, Y/99, K/34 R/126, G/73, B/31 #7e491f	C/73, M/46, Y/38, K/10 R/81, G/115, B/131 #517383	C/58, M/38, Y/98, K/20 R/107, G/117, B/51 #6b7533	C/20, M/38, Y/100, K/1 R/204, G/156, B/43 #cc9c2b

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Some situations may require a treatment where The Badge is reversed as shown at here.