



# ATHLETES IN ACTION: SUMMER 2013 BASIC BRANDING GUIDE

# WHY IS ESTABLISHING A **BRAND** IMPORTANT?

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A brand helps to build recognition and trust toward an organization. Having multiple pieces with the same branding (look) shows connectivity among different products, be it a brochure, invitation or DVD, and lets the person who is receiving the products know that they come from Athletes in Action, even if there are products from different departments. It says, “Hey, we’re Athletes in Action, and if you see any more information/booklets/websites like these you can trust that it’s from us, too.”

Think of companies/organizations with well established brands: Nike, Coca-Cola and Red Cross are a few of the more recognizable. Often you don’t even need to see a name or logo to know that a piece is from that company/organization.

That’s what we want for Athletes in Action. But we need help from everyone to obtain that kind of recognition. Please look to this branding guide when designing for Athletes in Action. Even having our Athletes in Action logo screen-printed the correct color on a t-shirt is important in building brand recognition.

If you have any questions please feel free to contact me. Thank you for helping us make our ministry instantly recognizable!

MARY DIXON

*Graphic Designer*

Creative Connections

[mary.dixon@athletesinaction.org](mailto:mary.dixon@athletesinaction.org)

**P.S.** Please keep an eye on the staff emails for news of updated guides, downloadable templates and stock art.

# OVERVIEW OF BRAND ELEMENTS

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AIA Logo with Cru endorsement  
(For print and web)



AIA Logo without Cru endorsement  
(For clothing and gear)



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Freight Sans Pro Light  
Freight Sans Pro Book  
Freight Sans Pro Medium  
**Freight Sans Pro Bold**

LEITURA ROMAN 3





# LOGO USAGE

## PRIMARY LOGO COLOR

The primary colors for the logo are BLUE and RED. This is the only multi-colored color scheme allowed. The Athletes in Action logo has had a slight update. We are now including a Cru endorsement to better connect us as a Cru ministry.



## SECONDARY LOGO COLORS

When printing in black and white please use the ALL-BLACK or ALL-WHITE version of the logo. If the logo is on a dark background use the ALL-WHITE logo so the logo will stand out.



## LOGO OVER A PHOTO

If the logo is on a photo use either the ALL-WHITE logo or the primary logo. Use the primary logo on light areas of the photograph and the all white logo on darker areas. Never put a stroke around the logo to make it stand out. If the primary logo is hard to see, try the all white logo in that location.



## CLEAR SPACE

Make sure the logo is legible when used in a small size. Leave empty space equal to the height of the "s" on all sides.



## MINIMUM SIZE

The logo should never be smaller than 0.9 inch wide.



## INCORRECT LOGO USAGE

Do not rotate, skew, obstruct or alter the logo. Do not use effects on the logo. Keep it straight and clean!



# LOGO ADAPTATIONS

## ADDING A SCHOOL OR DEPARTMENT NAME TO THE LOGO

When adding a name to the Athletes in Action logo there are some guidelines to follow.

1. The name must fit evenly under the word “Action”, between the long arm of the A and the right end of the N in the logo and aligned right.
2. The font must be **FREIGHT SANS PRO SEMI BOLD ITALIC** in all caps.
3. The name must be legible when the logo is at 1.5 inches wide.
4. The name may not be larger than 2/3<sup>rd</sup> the height of the logo’s S.
5. Acceptable colors for the name are gray, black, white, blue, or red.
6. You can choose what name to use under the Athletes in Action logo. However, you must stay consistent with that choice
7. You may use abbreviations and symbols, such as ampersands (&).



1.5"



## DO NOT

- Add a school's logo to the Athletes in Action logo  
This would go against the logo usage guides on page 4 and most likely the school's branding.
- Use any name or words that do not specifically pertain to your school or department name
- Add text anywhere other than the designated area
- Change the logo colors to your school colors  
This would go against the logo usage guides on page 4.



## HAVE QUESTIONS

Contact Mary Dixon at [mary.dixon@athletesinaction.org](mailto:mary.dixon@athletesinaction.org)

# LOGO USAGE ON CLOTHING AND GEAR

## LOGO

We are using the Athletes in Action logo that does not have the Cru endorsement on clothing and gear. You may choose any color of clothing or gear that you would like.

The acceptable colors for printing or embroidering the Athletes in Action logo are:

Blue and Red .....



White .....



Black .....



Silver .....



Tone-on-tone\* .....



\*Consult with your sales rep for the appropriate ink or thread color to achieve the tone-on-tone look.

## INCORRECT LOGO USAGE

Do not use any other colors than the allowed colors to the left. Do not use any effects on the logo. No stroke, bevel, drop shadow, outer glow, reflection, etc.



## LET OUR CONNECTIONS SAVE YOU \$\$

The AIA Gear Store has ongoing relationships with custom apparel companies in Dayton, OH, and across the country.

Contact: [Beth.Morter@athletesinaction.org](mailto:Beth.Morter@athletesinaction.org) to help you get the best price for your custom clothes and gear.

# COLORS

## AIA COLOR PALLET

Red	<div></div>	<b>Print Colors</b> Pantone 200 C CMYK 5, 100, 86, 1	<div></div>	<b>Web/Screen Colors</b> #990000 RGB 153, 0, 0	<div></div>
Blue	<div></div>	Pantone 280 C CMYK 100, 87, 28, 6	<div></div>	#003366 RGB 0, 51, 102	<div></div>
<b>Accent Color</b>					
Silver	<div></div>	Pantone 877 C CMYK 48, 38, 39, 3	<div></div>	#8c8d8d RGB 140, 141, 141	<div></div>
<b>Text Color</b>					
Gray (80% black)	<div></div>	Pantone Cool Gray 11 C CMYK 0, 0, 0, 80	<div></div>	#58595b RGB 224, 3, 36	<div></div>

Colors on screen are not accurate representations of the printed colors

# FONTS

## MAIN TEXT FONT

Freight Sans Pro  
(use Open Type > Tabular Lining)

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

## SECONDARY FONT

LEITURA ROMAN 3  
(Only use in all CAPS)

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

## Primary applications: Freight Sans Pro

The Freight Sans Pro family is used for primary applications such as headlines, body text and captions. Headlines are set in Freight Sans Pro Light, all capital letters. All other text is set in sentence case.

## Secondary applications: Leitura Roman 3

Leitura Roman 3 is used for secondary applications such as call-outs and subheads. Leitura Roman 3 is used sparingly (as an accent only), and is set in all capital letters.

Download fonts at: [staffweb.cru.org/operations/branding-style/fonts](http://staffweb.cru.org/operations/branding-style/fonts)



# IMAGES

## CHOOSING IMAGES

Great images grab people's attention and hearts much faster than great text. When choosing images choose compelling shots of people doing ministry, working with students or nationals from other countries, playing their sport. Action shots are always best.



## WHAT TO AVOID

We never use images that are stereotypes or images that trivialize our mission. Avoid clichéd images—if we've seen it again and again, so have our audiences. Religious artifacts such as Bibles and crosses should never be used as props. Instead, they must be integrated into true-to-life situations (e.g., students participating in a study group, or a cross displayed in the background). Never use photos of people impersonating Jesus. Imagery depicting people should never seem staged, posed or forced (including group photos). Instead, they should be candid and believable, like we've captured a brief moment in time. When viewed as a whole, our imagery must be diverse in both gender and ethnicity. Avoid imagery that lacks diversity.





# CO-BRANDING

## USING ATHLETES IN ACTION AND CRU LOGOS

If you need to use both the Athletes in Action and Cru logos it is important to represent both brands as equally as possible. The dimensions of the Athletes in Action and Cru logos are different, so it is important to keep the logos visually balanced. When using the Cru logo you must follow the Cru *Brand Identity Guidelines* in regard to the logo

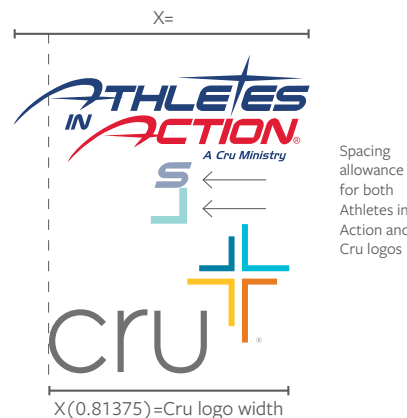
### HORIZONTAL

- Keep the logos at equal height, as depicted by Y.
- Align the base of the word mark "Cru" to the base of "ction" of Action.



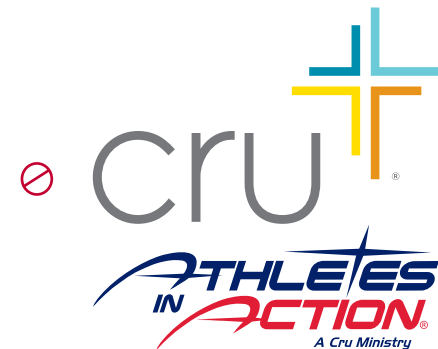
### VERTICAL

- To find the proper width for the Cru logo: Multiply the width of the Athletes in Action logo "X" by 0.81375.
- Align the left edge of the "c" in Cru to the left end of the crossbar of the "A" in Athletes.



## WAYS TO NOT COMBINE THE LOGOS

Careful planning went in to finding the right proportions for co-branding with the Athletes in Action and Cru logo. Here are ways you should never use the logos together.

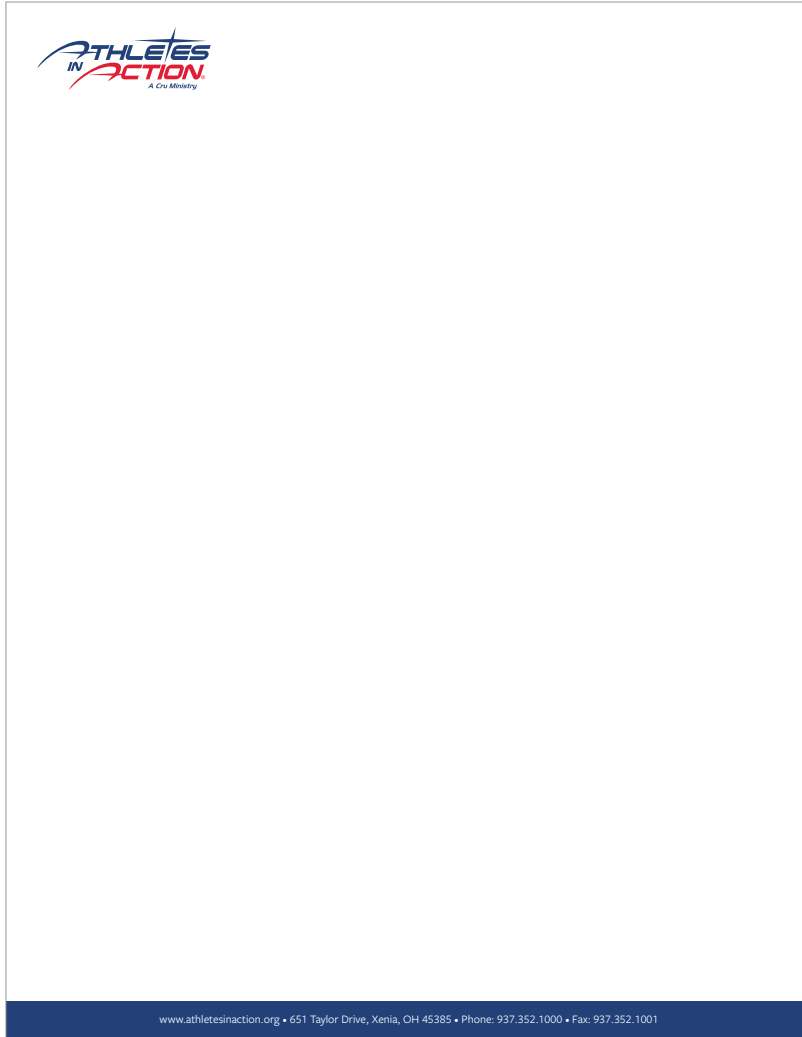


# STATIONARY

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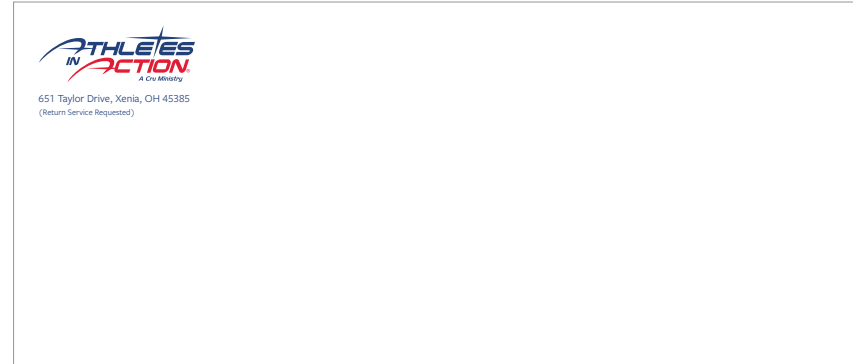
## LETTERHEAD

Please note the changes in the letterhead. With the new Cru endorsed logo, the web address has been moved to the footer. **Letterhead must include [www.athletesinaction.org](http://www.athletesinaction.org).**



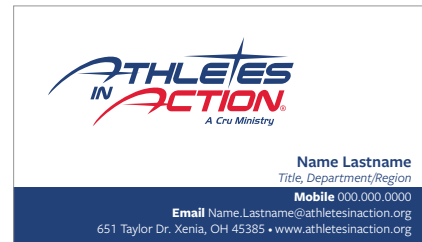
## ENVELOPE

#10 envelope  
Size: 4.125" x 9.5"



## BUSINESS CARDS

Size: 2" x 3.5", one sided  
**Business card must include [www.athletesinaction.org](http://www.athletesinaction.org).**



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## TEMPLATES

Keep your eye on the staff emails for notifications of downloadable templates. Designed templates will include PowerPoint slides, Word document flyers and newsletters, and images for social media banners and cover photos.

Find downloads at [www.athletesinaction.org/discover/about/logo-and-branding](http://www.athletesinaction.org/discover/about/logo-and-branding)

# LET US HELP YOU

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## WRITING

Share your ministry stories with us so it can be published in the news section of our website or as a featured story in *EveryAthlete*, the official magazine of Athletes in Action.

## DESIGN

Let us know what you need designed. Brochure? Flyer? Postcard? T-Shirt? Invitation? We can do it. Fill out a request at [my.athletesinaction.org/forms/Communications/Graphic-Work-Request.aspx](http://my.athletesinaction.org/forms/Communications/Graphic-Work-Request.aspx)

## RESOURCES

Use our connections to help you get the best prices on your printing needs and clothing.



## SPREAD THE WORD

Did you know having your story told in a professionally written and designed publication will help you raise support? First we need you to help us tell your story.

1. Add us (communications@athletesinaction.org) to your mailing list so we know what's going on in your area.
2. Have a story to tell? Let us know. We'll do the interview and write the story.
3. Send *EveryAthlete* to your partners; give to supporters, coaches and athletes.

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## CONTACT US

communications@athletesinaction.org  
or  
Tim Pitcher: 937-352-1262





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Athletes in Action is a ministry of Cru