



THEALLIANCE

BRAND GUIDELINES





MESSAGING

WHO WE ARE

The Alliance is an evangelical denomination with a passion to introduce the love of God to all peoples, especially the suffering and disenfranchised. It has 2,000 churches in the United States and 20,000 churches throughout the world.

WHAT WE DO

The Alliance establishes churches, schools, clinics, hospitals, community centers, and radio stations and engages in other strategic initiatives in partnership with governmental and nongovernmental organizations. The Alliance also provides holistic, compassionate care to men, women, and children whose lives have been impacted by disease, poverty, political turmoil, and natural disasters.

These activities take place in the United States and in 65 countries around the world.

CHRIST IS OUR MESSAGE

The vision of founder A. B. Simpson to establish a **deeper life and missions movement** that would take the “whole gospel to the whole world” is being realized today through The Christian and Missionary Alliance (the C&MA, The Alliance). For more than 130 years, Alliance workers in the United States and around the world have followed God’s call to enter into a deep, abiding relationship with our Lord and Savior, Jesus Christ, and take His good news to people who have yet to hear His message of hope—it’s all about Jesus!

“The Alliance is one of the end-times families God has raised up to complete His Great Commission. We offer humanity’s single most needed resource—the love of Jesus—as we work together to create gospel access among the least-reached peoples in our neighborhoods and the nations.”

—DR. JOHN STUMBO,
C&MA PRESIDENT



MISSION

Our mission is to know Jesus Christ; exalt Him as Savior, Sanctifier, Healer, and Coming King; and complete His Great Commission.

Out of knowing and exalting Jesus flows an impulse to take His good news of salvation to the whole world. God has called every believer to communicate the “good news” to as many as possible. Lost people matter to God; therefore, lost people must be important to us. This mission is non-negotiable for any Christian or group of Christians. This leads to the completion of His Commission. (Matthew 28:18-20.)



VISION

ALL OF JESUS FOR ALL THE WORLD.

This is the same vision of Albert Simpson, who founded The Alliance in 1887 in New York City. Simpson and his band of followers established a church in which everyone—the poor, homeless, ill, and disenfranchised—was welcome. Simpson's ministry to New York's immigrants ignited in him—and in others—a deep concern for the world's unreached masses.



IDENTITY

Our identity is rooted in Jesus Christ. We call ourselves a Christ-Centered Acts 1:8 Family.



CHRIST-CENTERED

We start with Jesus—He is the One who is the source of our love, the cause of our worship and the core of our message.



ACTS 1:8

We rely on Holy Spirit filling as we seek to fulfill our calling to every segment of society.



FAMILY

We are at our best when we do this together—serving in a local church and among a community of local churches.



STRATEGIC PRIORITIES

A healthy, holistic missions understanding is growing in The Alliance, reflecting Jesus' commands and example. It is well-suited to a world less open to preaching yet receptive to the value that servant-hearted, Jesus-loving guests can bring to individual lives and communities. This shapes Alliance missions efforts, and it's why we organize all our ministries around three strategic priorities:



SERVING COMMUNITIES
through vocational expertise that impacts the whole person and their surrounding neighborhoods



MULTIPLYING CHURCH NETWORKS
that create even more churches to serve the unreached in their communities—and beyond



DEVELOPING PEOPLE
who will disciple others to be effective leaders in their communities and church networks with a passion for Jesus

BRAND ELEMENTS



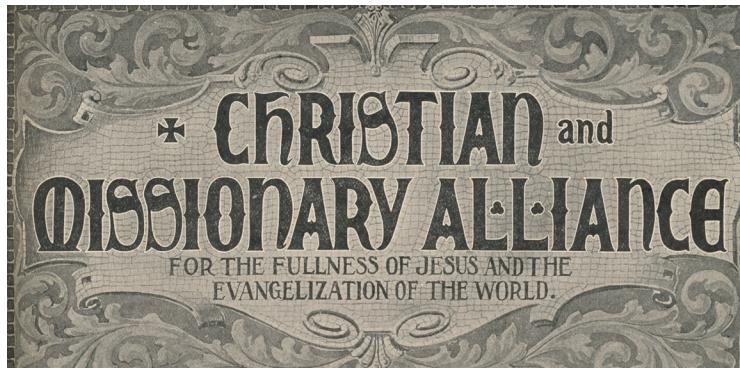
OUR NAME

The Christian and Missionary Alliance

HISTORY

The Alliance was officially formed in 1887, when the Christian Alliance (CA) and the Evangelical Missionary Alliance (EMA) were joined together by founder, A.B. Simpson, under a new name: The Christian and Missionary Alliance (the C&MA).

It is a mouthful, so many people began referring to us as simply, The Alliance. Over time, it became a more familiar and representative name among Alliance people. Today, The Alliance is the primary brand name used in our communications and marketing efforts.



NAME USAGE

When identifying the denomination today, you may write **The Alliance**, **The Christian and Missionary Alliance**, or **the C&MA**. “The Christian and Missionary Alliance” and the “C&MA” are registered trademarks and should not be altered.

The Alliance

The Alliance is the official **trade name** for the organization. Do not capitalize “the” when the name is used as a modifier or is abbreviated (i.e.—the Alliance family, the Alliance mission statement)

The Christian and Missionary Alliance

The Christian and Missionary Alliance is the **legal name** and registered trademark of the organization. It may be used for more formal, legal communications, such as contracts and copyright.

The C&MA

You may also write the C&MA (note “the” is lower case for C&MA). Do not omit the ampersand (&) in “C&MA.” Do not capitalize “the” when the name is used as a modifier or is abbreviated (i.e.—the C&MA).

LOGO | BRANDMARK

HORIZONTAL

BRANDMARK SIGNATURE



THE ALLIANCE

VERTICAL

BRANDMARK SIGNATURE



THE ALLIANCE

Visit cmalliance.org/brand to download the Alliance Logo in multiple file formats.

LOGO | BRANDMARK

BRANDMARK SIGNATURE

LOGOMARK



THE ALLIANCE

LOGOTYPE

LOGOMARK



LOGOTYPE
-OR- WORDMARK

THE ALLIANCE

LOGO SYMBOLS

From the very beginning of this movement until today, the logo of The Christian and Missionary Alliance has used four symbols as a representation of the Fourfold Gospel message.



Savior

The cross reminds us of the salvation made available to us through the death and Resurrection of Jesus Christ.



Sanctifier

The *laver* symbolizes daily cleansing from sin and the empowerment to live as God intends through the indwelling Christ.



Healer

The *pitcher* speaks of oil, a symbol of divine life and physical healing that flows from Jesus into the life of the believer.



Coming King

The crown symbolizes the return of Jesus Christ to earth as King of kings and Lord of lords.



Ends-of-the-Earth

The *globe* reminds us about Jesus' Great Commission to "go and make disciples of all nations."

LOGO HISTORY



THE ALLIANCE

1897

The Christian & Missionary Alliance logo reflects the merging of the CA and the IMA as the two organizations realized they were "better together."

Date Unknown

Christian & Missionary Alliance logo adds the Greek-nuanced reminder from Romans 8:37 that "We are more than conquerors" through Christ.

1960s

The Fourfold Gospel elements are modernized to reflect the design elements of a modernizing world while amplifying our foundational Christology.

1970s

As printed media dominates the world's messaging, the logo is modernized to make it more dominant and easily recognizable in print publications.

1999

The CROSS is outlined to give it greater dominance in the Fourfold array, and the GLOBE is added to emphasize our "ends-of-the-earth" mandate and privilege.

2014

The logo is set in front of a "red splotch" meant to further remind us of the blood-red sacrifice of our Savior on behalf of humanity.

LOGO MISUSE



DO NOT change or add shapes.



THE ALLIANCE



DO NOT add special effects.



THE ALLIANCE



DO NOT outline.



THE ALLIANCE



DO NOT stretch or squeeze.



THE ALLIANCE



DO NOT change the logo mark color to anything other than Alliance red, black, or white.



THE ALLIANCE



DO NOT alter proportions or spacial relationship between logomark and logotype.



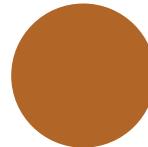
THE ALLIANCE

COLORS

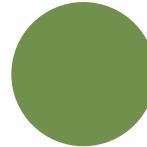
COLOR USAGE

- The Alliance brand has four main colors (orange, green, yellow, and blue), which should be used sparingly and tastefully with generous white space.
- All four colors need not be used on every piece.
- Alliance Red should be used exclusively in the Logomark.
- Alliance Gray should be used as an accent, often for heads/subheads.

PRIMARY COLORS



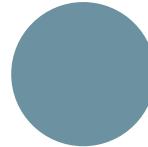
Alliance Orange



Alliance Green

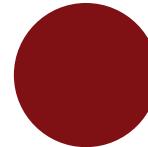


Alliance Yellow



Alliance Blue

SECONDARY COLORS



Alliance Red



Alliance Gray

CMYK	25 / 65 / 100 / 10	CMYK	51 / 16 / 81 / 21	CMYK	10 / 25 / 100 / 0	CMYK	59 / 30 / 27 / 6
RGB	178 / 103 / 41	RGB	113 / 145 / 77	RGB	231 / 187 / 32	RGB	107 / 145 / 161
HEX	b16729	HEX	71914d	HEX	e7bb20	HEX	6b91a1
PMS	160 U / 7525 C	PMS	576 U / 7490 C	PMS	7405 U / 110 C	PMS	549 U / 549 C

TYPOGRAPHY

PRIMARY FONT

Avenir Next is a sans serif typeface used primarily for headings, subheadings, captions, and small amounts of body copy. Subheadings in Avenir Next often have increased tracking of 100.

This is a paid font, requiring a license to use.

Avenir Next GEO will be installed on every National Office staff computer.

Note: Helvetica font family is an acceptable font replacement in cases where the official brand fonts aren't available.

Avenir Next

A B C D E F G H I J K L N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Regular
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Demi Bold
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Medium
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Bold
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

TYPOGRAPHY

SECONDARY FONT

Felice is a serif typeface used for large amounts of body copy and subheadings. Subheadings are often in italics.

This is a paid font, requiring a license to use.

Note: Times New Roman family is an acceptable font replacement in cases where the official brand fonts aren't available

Felice

A B C D E F G H I J K L N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Regular
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Bold
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Medium
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Black
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

DESIGN

ALLIANCE LIFE

Color Bar used as header accent

Header with white space

Alliance Logomark

Emotive Photography

Minimal use of brand color



DESIGN

BROCHURE

Grey and white predominant colors

Icons used as info graphics

Bold Avenir Next used for headers

Map as graphic element



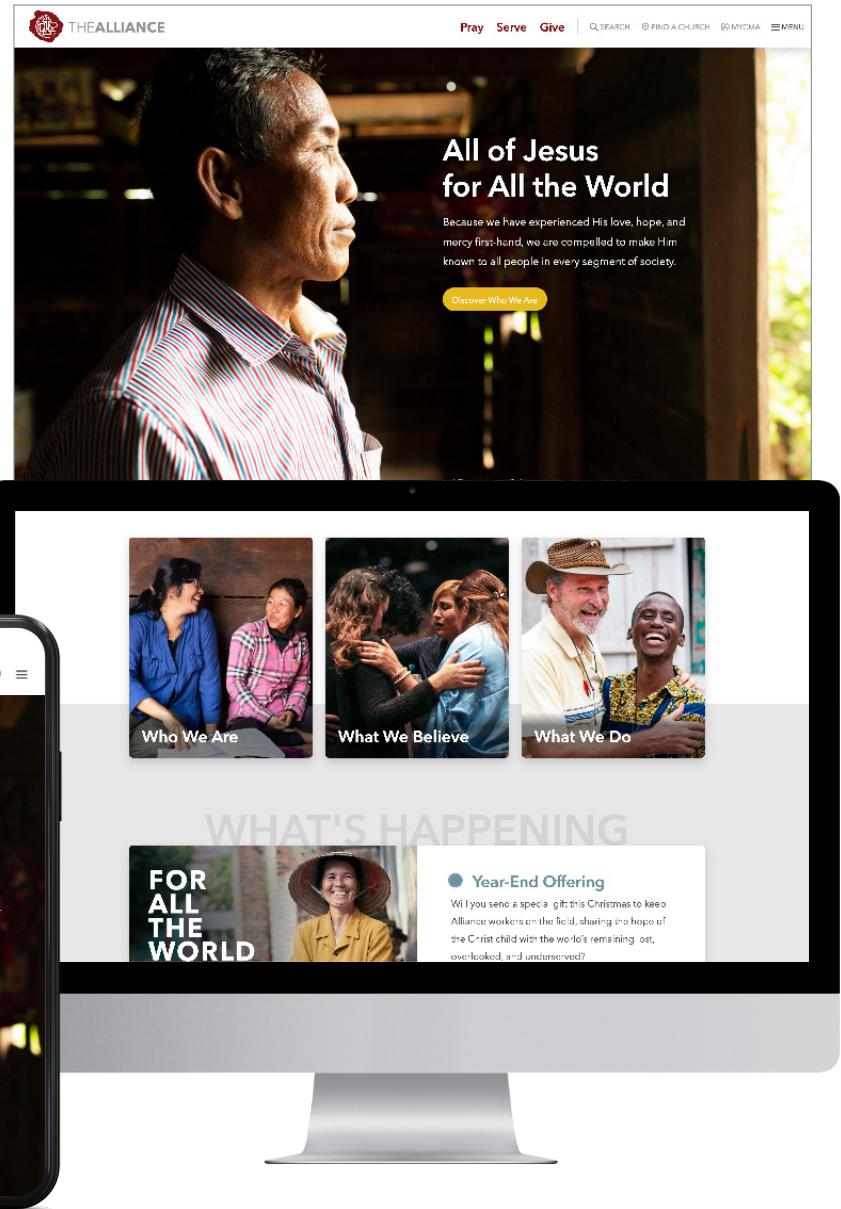
WEBSITE

CMALLIANCE.ORG

- The Alliance Website, including content and design, is managed by the office of Marketing and Communications (MarCom) at the National Office (N.O.)
- Content is developed and approved by MarCom in collaboration with other N.O. Areas of Ministry

MINISTRY/AFFILIATE WEBSITES

- Websites created to support additional National Office ministries must be approved and developed in collaboration with MarCom
- Domain names must be approved by MarCom and purchased by IT



SOCIAL MEDIA

@CMALLIANCE

- Social media is managed by the office of Marketing and Communications (MarCom) at the National Office

MINISTRY ACCOUNTS

- Social media accounts created to support individual National Office ministries will be approved and developed in collaboration with MarCom (including account names)



@CMALLIANCE.ORG



@CMALLIANCE.ORG



@CMALLIANCE.ORG



PHOTOGRAPHY

PRIORITIES:

- High-resolution photography (above 2MB)
- Authentic photography (actual Alliance work; obtain permission for CAC photos.)
- Aesthetic photography that complements brand colors



CO-BRANDING

A photograph showing two women interacting. On the left, a woman with long dark hair and glasses, wearing a blue floral shirt, is handing a large cardboard box to an elderly woman on the right. The elderly woman has short grey hair and is smiling broadly. She is wearing a dark brown top. In the background, there's a green wall with some posters or drawings. A yellow bar is positioned horizontally across the middle of the image, partially covering the text.

Acecook

Cook happiness

Hảo Hảo

SẢN PHẨM VỚI CÔNG NGHỆ NHẬT BẢN

SẢN PHẨM VỚI CÔNG NGHỆ NHẬT BẢN

CO-BRANDING

Individual offices within National Office Areas of Ministry will follow a standardized approach when identifying themselves. Here are a few examples.

Internal and closely affiliated offices/organizations may follow a standardized approach when identifying themselves as affiliates or partners of The Alliance.

CHURCHES/DISTRICTS



FIRST
ALLIANCE
CHURCH



FIRST ALLIANCE CHURCH



WESTERN
PENNSYLVANIA
DISTRICT



WESTERN PENNSYLVANIA DISTRICT

SUPPORTING MINISTRIES/ ORGANIZATIONS



a ministry of
THE ALLIANCE

a ministry of
THE ALLIANCE



a supporting organization of
THE ALLIANCE

a supporting organization of
THE ALLIANCE

a ministry of
THE ALLIANCE

a supporting organization of
THE ALLIANCE

NATIONAL OFFICE AREAS OF MINISTRY



GLOBALLINK



ALLIANCE
PEACEMAKING



MULTICULTURAL
MINISTRIES

MULTICULTURALMINISTRIES

a ministry of THE ALLIANCE | www.cmalliance.org



CHURCH
ADVANCE



CHURCH
MULTIPLICATION

a ministry of
THE ALLIANCE

All of Jesus for all the world



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