SEND

International

BRAND GUIDELINES

These guidelines have been put together to help you use the branding system correctly and in a way that supports the unity and visual consistency that we are trying to achieve at SEND International.

Ideally, most of the large-scale visual communications for this organization should be done by the Communications departments in the sending offices or hubs but we also want to allow others to use the brand for their own personal support designs, events, and other applications that might not be worked on by the creative department.

WHY WE NEED A BRAND

Our brand isn't just a logo, and it isn't our mission statement either. It is the set of thoughts and emotions that come to mind when someone thinks about our organization - their perception of who we are through what they see and hear about us.

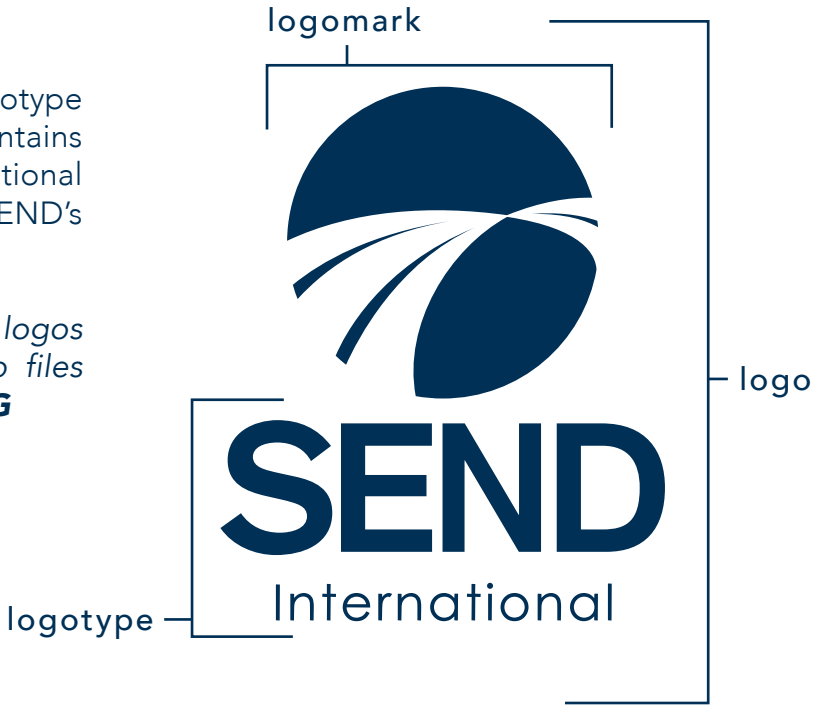
Our ultimate goal will always be to draw more people, young and old, into the mission, to be trained, equipped and ready to go into the nations and spheres of society to preach and teach the gospel and bring many into the Kingdom of God.

IDENTITY ELEMENTS

OUR MASTER LOGO

Our master logo consists of a logotype and a logomark. The logomark contains the official corporate SEND International mark in keeping with honoring SEND's official brand.

Please do not try to recreate these logos yourself, but use the official logo files that are at ***SEND.ORG/BRANDING***



SEND LOGO VARIATIONS

IDENTITY ELEMENTS

TYPOGRAPHY / FONTS

For our brand we use a variety of fonts. When putting together a newsletter or a presentation please consider using one of these we recommend.

#1 **AVENIR**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&@$/-

#2 **ARIAL**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&@$/-

#3 **HELVETICA**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&@$/-

OUR BRAND COLORS

The primary color (navy) should be used most often and for all written text, and main logos. The white version of our logo can also be used where the navy one cannot be seen. Orange is another color variation that is very strong when it comes to brand identity.

For secondary colors use these where it is appropriate. Please use the provided color codes below before simply guessing!

PRIMARY COLORS

SEND Blue
CMYK: 100 / 79 / 38 / 37
PANTONE: 540 C
HEX: 00366A

ORANGE
CMYK: 7 / 61 / 87 / 0
PANTONE: 7577 C
HEX: DD8731

GREEN:
CMYK: 81 / 15 / 100 / 2
PANTON: 7739
HEX: 00366A

PURPLE
CMYK: 71 / 80 / 27 / 11
PANTONE: 7447
HEX: 00366A

ACCENT COLORS

BLUE ACCENT
CMYK: 87 / 64 / 18 / 2
PANTONE: 653 U
HEX: 2A5986

ORANGE ACCENT
CMYK: 7 / 41 / 71 / 0
PANTONE: 7411 C
HEX: EAA259

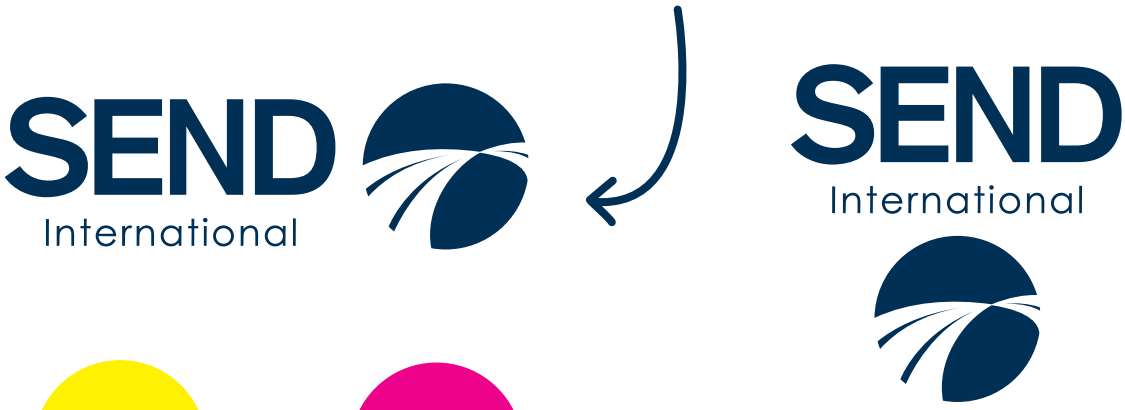
ICE BLUE
CMYK: 38 / 1 / 5 / 0
PANTONE: 2975 C
HEX: 92D4E0

GREEN ACCENT
CMYK: 56 / 0 / 63 / 0
PANTONE: 346 C
HEX: 6EBB7F

SOME THINGS TO **NOT** DO TO THE LOGO

PLEASE DON'T CHANGE THE FONT!

PLEASE DON'T CHANGE THE ORIENTATION OF OUR LOGO!



NO SCARY COLORS PLEASE!
NAVY OR WHITE ONLY!

PLEASE DON'T SKEW OR STRETCH OUR PRETTY LOGO!

NO EFFECTS!

CONNECT WITH US

We have lots of ways you can stay connected with SEND International! Check us out!

send.org

facebook.com/SENDInternational

instagram.com/send_missions

twitter.com/SENDIntl

media@send.org

theMissionsBlog.org

GlobalMissionsPodcast.com

youtube.com/SENDinternational

OUR HASHTAG: **#WhyWeSEND**

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