



# IDENTITY USAGE GUIDE

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**BRAND MESSAGING**

## INTRODUCTION

The PAOC's mission, vision and values form the foundation of the brand messaging document. Brand and positioning helps develop organizational messaging so it inspires and informs audiences outside of the central circle of leaders and influencers.

Brand is important in the context of a central mission and vision. A strong brand and positioning document assists organizations to inspire, lead and partner with effectiveness while maintaining distinctiveness.

Brand identity expresses the core mission of the PAOC in terms that are easily understood. The brand identity relates to the tone and personality of the communication pieces while providing a guideline to choosing colours, photos, titles and expressing ideas. When evaluating a communication piece, we should always ask if the piece answers the "Brand Equation." There may be slight variations on the weight which is placed on any one of the personality pieces, but by and large, the communication material should attempt to communicate the true brand experience.

## THE PAOC'S MISSION STATEMENT

To glorify God by making disciples everywhere by proclaiming and practising the gospel of Jesus Christ in the power of the Holy Spirit.

## THE PAOC'S CORE VALUES

- **WE VALUE GOD:** His Word and His creation, His redemptive purpose in Christ for the world and His presence through the Holy Spirit.
- **WE VALUE PEOPLE WITHOUT CHRIST** to whom we owe the compassion of Christ and an opportunity to receive the gospel and enter into Christian fellowship.
- **WE VALUE INDIVIDUAL BELIEVERS** and their personal commitment to Christ, the baptism in the Holy Spirit, discipleship, Christian family life and fulfillment of the will of God.
- **WE VALUE LOCAL CHURCHES WORLDWIDE** which are marked by sound doctrine, Pentecostal worship, every-member ministry, loving relationships, Holy Spirit-empowered evangelism, anointed proclamation and practical expression of Christian faith.
- **WE VALUE A COOPERATIVE FELLOWSHIP** that enhances the church's ability to fulfill its mandate, through servant leadership, a shared vision, flexible structures and strategic mobilization of its resources.

## CORE BRAND MESSAGE

The Pentecostal Assemblies of Canada are God's people empowered by and dependent on the Holy Spirit to tell the life transforming story of Jesus Christ.

## UNIQUE CHARACTERISTICS

- **PASSIONATE COMMITMENT** to telling the transforming story of Jesus Christ
- **RADICAL OBEDIENCE** to God's Spirit
- **CELEBRATION** of diversity and interdependence



## KEY MESSAGES

**KEY MESSAGES PROVIDE A FRAMEWORK FOR ALL COMMUNICATION MATERIAL.** Key messages can be reiterated in different ways, as long as they retain the integral message. Key messages should not be confused with services offered.

The key messaging begins with the core brand messages and builds from there, giving broader opportunities for messaging. While core organizational material will carry all messages, specific materials will choose their messaging carefully, using the key messages as the base, but not representing all messages literally. The key messages are short and focused on the universal purpose of the PAOC in order to maximize integration to all ministries and districts.

### KEY MESSAGES

**We, The PAOC:**



- In all we do, we **present the Gospel** and the **transforming power** of the saving grace of Jesus Christ.
- All ministry activities **are empowered by God's Spirit**.
- **Diverse, yet unified**, we demonstrate our spirituality by the way **we care for one another and compassionately reach out beyond our own community**.

**PAOC LOGO AND STANDARDS**



## OFFICIAL LOGO





## VISUAL IDENTITY RATIONALE

The logo emblem is a shield. More specifically, it is a **shield of faith**. The graphic components that compose the shield represent three vital aspects of a believer's life.

1. The foundation of the logo (shield) in blue represents the **Word of God** (Ephesians 6:16-17). The colour blue represents **water** and reflects Christ's words in John 7:38: *"He who believes in Me, as the Scripture said, 'From his innermost being will flow rivers of living water.'"*
2. The orange shape on the top left of the blue (Word of God) represents a **flame**, symbolic of the **work of the Holy Spirit** in the life of the believer. Being **empowered** by the Spirit, our lives must reflect the words of Matthew 5:16, *"Let your light shine before men in such a way that they may see your good works and glorify your Father who is in Heaven."*
3. The yellow shape on the top right of the blue (Word of God) represents **wheat**, symbolic of the **harvest**. God's Word clearly instructs us to be about His work, *"Let us not lose heart in doing good, for in due time we will reap if we do not grow weary."* (Galatians 6:9)

Out of the negative space glows a cross representing the reason for our existence as the PAOC. As we are **passionately committed to caring, reaching out and telling the message of the cross, lives are transformed**, and those stories must be **celebrated**.

*[Scripture references - New American Standard Bible, NASB]*

## OFFICIAL LOGO



## BLACK



This is not the preferred logo, and should only be used when the colour logo is not appropriate or when a solid 100% black logo is required.

## WHITE & COLOUR ON BLACK



This is not the preferred logo, and should only be used when the logo must be placed on a dark colour.

## LOGO VARIATIONS

Use Official Colour logo whenever possible. Use Acronym only logo when use of Official Colour logo is not an option.

### COLOUR



Acronym only - Bilingual



Acronym only - English



Acronym only - French



English only



French only

### BLACK



Acronym only - Bilingual



Acronym only - English



Acronym only - French



English only



French only

### WHITE & COLOR ON BLACK



Acronym only - Bilingual



Acronym only - English



Acronym only - French



English only



French only

## VISUAL SAFETY

Minimum “clear space” is presented below as a guide to providing a visually safe zone in identity application. The identity and immediate area surrounding it (represented by the square) must remain free of graphics, photography, typography and other corporate identities to ensure its prominence.

To determine the minimum required clear space, measure the “flame” from the wordmark around the identity, as illustrated below. Using this box from the logo ensures a professional safe area.

Keeping the logo clear is critical. Our logo should be given a significant role in every communication, no matter how many other elements are in the layout, or how small the printing surface may be. To ensure legibility, minimum restrictions for size and protected space have been established.



## MINIMUM SIZE

Minimum size of logo usage should be no smaller than 1.25" in width.  
The full name of the Fellowship must be clearly legible.



The acronym only logo can be used with any size greater than 1" in width.



## COMMON ERRORS OF IDENTITY USE

The identity is one of the PAOC's most valuable assets and must not be compromised in any manner. The examples below illustrate some of the more common application errors that must be avoided to ensure proper application of the PAOC's identity.



DO NOT stretch identity



DO NOT place an incorrect logo variation on a dark coloured or textured background



DO NOT adjust scale or reposition the icon



DO NOT substitute fonts



DO NOT change to any other colour



DO NOT alter the text

The logos are not to be reproduced in any way shown here.

**GRAPHIC ELEMENTS**



## COLOUR PALETTE

Our primary corporate colours, along with our logo, are among the first identifiers of our brand. The prominent use of strong, specific colours builds recognition of our identity.

With this in mind, these colours must be reproduced and presented consistently. There are many variables that affect the outcome of our colours – types of paper, ink mixes, equipment calibrations and offset printing vs. digital, to name only a few. So it is up to each of us charged with managing the PAOC brand to be diligent in maintaining colour accuracy.

While this section covers the best practices for producing on-brand colours when working internally and/or with graphic designers and print suppliers, it is important to remember that experienced print production consultation is available through the Communications Department at the PAOC International Office. They will be able to lead the process and save time and perhaps even money.

## PRODUCTION

When working with a printer or manufacturer it is important to note that colours can vary when applied to different surfaces. To ensure a reasonable match, it is critical to see proofs and provide samples to your printer so they have a target reference. Four-colour process (CMYK) breakdowns have been provided for the PAOC's colours on white paper. Also, keep in mind that colours look different in electronic formats than they do on paper. RGB equivalents have been provided for this purpose.

**Every production process should include a proofing stage at which you perform a visual colour match to ensure that the final product matches the PAOC's colours as closely as possible.**

## COLOURS USAGE

The official colours of the PAOC Corporate identity are:



## CMYK

PROCESS	PROCESS	PROCESS	PROCESS	PROCESS	PROCESS
C 0	C 0	C 0	C 50	C 100	C 15
M 68	M 35	M 2	M 0	M 0	M 0
Y 100	Y 90	Y 90	Y 16	Y 9	Y 0
K 0	K 0	K 0	K 0	K 30	K 85

## RGB COLOURS

R 216	R 232	R 255	R 149	R 0	R 67
G 115	G 174	G 236	G 204	G 131	G 74
B 45	B 65	B 70	B 214	B 166	B 79

## **CORPORATE COLOURS IN PRINT - TIPS:**

### **Work with a qualified graphic designer and proven print vendors.**

These are the people with the training and experience to provide the proper look and feel while complying with our brand standards. A professional graphic designer will also provide the proper graphic files needed for the print process. The PAOC's Communications Department is well-versed in the technical requirements of our brand standards, can coordinate the work of the graphic designer with the appropriate printing vendor, and can supervise press approvals.

### **Brief supplier(s) on all printing expectations.**

With regard to our corporate colours, it's important to inform supplier(s) that the goal is to achieve colours that match the references. Since colours can vary when applied to different paper stock with different finishes, our primary colours may need to be adjusted slightly during the printing process to accommodate these differences.

Provide print suppliers with our colour values for both coated and uncoated stock, and always refer to them when checking colours. Supply them with a previous printed sample of the PAOC's work so they have an additional reference to target. If it is impossible to attend a press check, or to find an experienced print buyer who can, ask your suppliers to deliver colour proofs before authorizing the run.

## TYPOGRAPHY – FONTS FAMILY & SUBSTITUTION

Typography is a critical component in defining our brand identity. Together with our logo and our corporate colours, the PAOC's typography helps to establish the consistency of our identity and builds familiarity in all communication material.

**The PAOC's corporate font family for all headline, sub-headline and call-outs is called *Oblik*.**

This supports our brand and our brand's personality. The font is professional and modern. It communicates efficiency and ease of important lines.

**The PAOC's corporate font family for all body copy is called *Gill Sans*.**

This supports our brand and our brand's personality. The font is professional and classic and aids in the ease of reading through body copy.

When available, these corporate fonts are the only ones that may be used in our communications.

### ALTERNATE FONTS FOR DIGITAL APPLICATIONS

Where Oblik typeface families are unavailable, Arial can be used in place of Oblik (although it is not preferred).

**LICENSING:** Please note that our licensing agreement does not allow us to distribute fonts outside of the company. External suppliers and graphic artists must purchase the fonts.

## OBLIK HEADLINES AND CALL-OUTS

### OBLIK BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^^&

### OBLIK BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^^&

### OBLIK BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^^&

### OBLIK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^^&

### OBLIK REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^^&

### OBLIK LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^^&

### OBLIK LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^^&

## GILL SANS BODY COPY

### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^^&

### ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^^&

### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^^&

### BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^^&

## TYPOGRAPHY – TREATMENT

### HEADLINE TREATMENT

The PAOC's primary colours and/or black text should be used on headlines to convey the business-like component of the PAOC's character. No other colours are to be used for headlines.

### BODY COPY TREATMENT

To optimize readability, black or grey (70% or more) should always be used for all body text unless it is text that needs to be accented by one of the PAOC's approved corporate colours (to be used always at 100%).

Paragraphs/body text should be left justified or centred, never right justified (unless used in a caption or any additional "special" case).

This is simple and easy to do in any platform (ie. designer programs or basic word processing applications) which will help make a consistent brand across the board. Either is an acceptable approach to body text. See *applications for further examples*.

### HEADLINE TREATMENT FOR THE PAOC (EXAMPLE)

#### MAIN HEADLINE TREATMENT FOR THE PAOC

Rud enisl utat wismodo luptat autatismolor si blandrem digniat, vel dolor ad eraestrud tio etum illam venis am, quam ero do conummolore facilit acidunt aut praessequat. Dui eu feusmod del utpat lummy nim incidui smolor accum dolortie tet. Autatismolor si blandrem digniat, vel dolor ad eraestrud tio etum illam venis am, quam ero do conummolore facilit acidunt aut praessequat. Dui eu feusmod del utpat lummy nim incidui smolor accum.

*Body copy set Gill Sans in black or grey (70% or more)*

*Sub-title set in corporate colours in upper case, in bold or in light using the Oblik font (to emphasize importance).*

*Main headline set in corporate colours in upper case, in bold or in light using the Oblik font (to emphasize importance).*

## BASIC TYPOGRAPHY - TIPS

- Body copy should be set no smaller than 8 pt and no larger than 11 pt font
- Headlines should appear in upper case to maximize impact and prominence
- Support headlines with sub-headlines or secondary type when required
- Headlines should be set in a font size greater than the body copy
- Paragraphs/body text should be left justified or centred, never right justified (unless used in a caption or any additional “special” case)
- Emphasize call-outs within body text or outside the copy by using the Oblik corporate font or one of the PAOC’s corporate colours
- Keep the number of font sizes within a design-layout to a minimum
- Bullets should be kept simple and not too graphic. A simple ellipse is best (as used here). When using bullet points, make sure there is an indentation and text lines up evenly
- Take care to space sentences and letters correctly. In some cases, to maximize readability and visual consistency, kerning (spacing) letters and words closer together or slightly further apart can further enhance what your software has done automatically
- Paragraphs should be adjusted to reduce occurrence of rivers and too many hyphens
- Single words (widows) left on a line by themselves should be avoided when possible

**BRAND IN USE**



## EXAMPLE HEADERS



**International Office / Bureau international**  
2450 Milltower Court, Mississauga, ON L5N 5Z6

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email: [info@paoc.org](mailto:info@paoc.org) fax: 905.542.7313



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