

Why Use Graphic Standards?

A clear and consistent visual identity is important to reinforce the image of InFaith in viewers' minds. This guide outlines our graphic standards—relating to logos, colors, fonts, and photos—and provides procedures and examples for their use.



Logo Standards

- The two-color logo is the preferred version. The one-color versions (black and 5185 color) should be used sparingly.
- Do not skew the logo in any way—always scale the logo proportionately
- Do not change the color of the logo.
- Do not recreate the logo. (Logo files are available through the InFaith website.)
- Do not change the proportion of the logo either in height or width.
- Do not place any additions onto the logo (for example—camp names or local ministry slogans).
- Use of the InFaith name and/or logo must be approved by a member of the Communication Department if it is being used by someone who is not part of the mission.
- It is acceptable to use the name apart from the symbol if the setting or location requires the cross to be downplayed, for example, in work with Muslim groups.
- Whenever possible, the size of the ™ should be approximately 4–6 points. (For larger posters, banners, etc., use your best judgment and scale the ™ in similar proportions to those shown below.)

2-Color logos



1-Color logos



Other notes



Overprinting logo onto a photo

- In cases where the logo is printing over a photograph that is too dark to allow the logo to be readable, it should be placed into a white box. Observe space specifics designated at left. Whether a logo is readable is for the designer of said literature to determine.



Space around logo

- Be sure there are no other objects touching the logo and leave the appropriate amount of space on all sides. Space ensures that the logo isn't cropped in any way.



Color Standards

The colors of InFaith were chosen to be earthy and supportive of rich and beautiful photography of our people and the people we minister to. The colors were chosen to create a palette of support and enrichment for the imagery of people, on which we focus our visual communication.

The primary colors to the left of the page will be used consistently in the logo. The secondary colors will be used in booklets and brochures to create a family of complementary hues. These are the official colors of the InFaith public "face." The proportional use of these colors is also outlined for an understanding of the concentration of each of these color choices: Pantone 5185 is the most used color, followed by Pantone 5635, and then followed by Pantones 1545, 448, and 470.

Type should be set in black or one of the primary colors. White is acceptable for type when needed to reverse out of a color.

Primary Colors



Pantone 5185
C.82/M.90/Y.75/K.13 R.111/G.90/B.100 Web color #4b3242



Pantone 5635
C.18/M.0/Y.24/K.35 R.138/G.154/B.144 Web color #97a697

Secondary Colors



Pantone 1545
C.20/M.76/Y.100/K.78 R.122/G.93/B.70 Web color #562e18



Pantone 317
C.24/M.0/Y.7/K.0 R.175/G.232/B.229 Web color #b9e6e6



Pantone 450
C.60/M.50/Y.100/K.22 R.118/G.114/B.86 Web color #4d442e



Pantone 471
C.0/M.59/Y.100/K.18 R.194/G.120/B.85 Web color #a05324



% of Each
Color Proportions



Font Standards

Typography is an important element used to portray our brand essence. When choosing a typeface or font for text in any InFaith materials, the Eurostile or Lintel font families should be used. Generally, Lintel should be used for headlines and/or subheads, and Eurostile should be used for body copy.

If Eurostile or Lintel is unavailable for our field staff, the Arial font family is recommended for use.

Regular Fonts

Lintel and Eurostile

Sub / Headlines, 12 pts. or higher

Lintel Thin
Lintel Light
Lintel

Eurostile LT Std Demi
Eurostile LT Std Oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () Aa Bb Cc Dd
Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Body Copy, 11 pts. and below

Eurostile LT Std
Eurostile LT Std Oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Secondary Fonts

When Eurostile and/or Lintel are unavailable, use Arial.

Sub / Headlines, 12 pts. or higher

Arial
Arial Bold
Eurostile LT Std Demi
Eurostile LT Std Oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
! @ # \$ % ^ & * () Aa Bb Cc Dd
Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Body Copy, 11 pts. and below

Arial
Arial Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz ! @ # \$ %



Photographic Standards

The photography of InFaith should draw people to the story and reflect the heart of our ministry in our images. All visual communication is important because of the power it has to tell the story without the written word.

Imagery will have a simple and clean look. It will attempt to reflect the situation and story that it is part of telling. Images whose colors become distracting will be changed to black and white to simplify the image to content-only form.

Whenever possible, the photos will be professionally captured to create consistency of style and coloration within national publications. Snapshots will be used where needed if a professionally taken image is unavailable.



Central images

Largest photo per page (right)

Central images will evoke emotions, draw the viewer in, and tell the story, often through faces of people within our sphere of ministry.



Secondary images

Varying sizes/colorations collaged in a clean, harmonious orientation

Secondary images will use visual content to further the story about the field staff member or mission point.

