



VISUAL STYLE GUIDE

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The primary palette is the color wheel of the company. These colors are to be used on all publications both internal and external, and on all signage, apparel, and promotional materials. Colors used with the ANLM brand should match this palette as closely as possible.

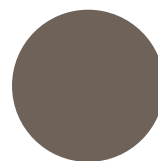
PRIMARY PALETTE



Bright Red
Pantone 7417
CMYK: 4/86/93/1
HEX: #E44C2E



Bright Green
CMYK: 32/0/76/22
HEX: #93AF55

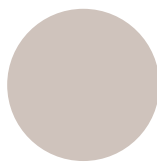


Warm Gray 11C
CMYK: 52/54/59/24
HEX: #706359

SECONDARY PALETTE



Muddy Brown
CMYK: 58/60/80/61
HEX: #3D3421



Warm Gray 2C
CMYK: 20/20/23/0
HEX: #CDC3BB



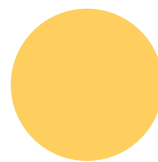
Warm Gray 2C 20%
CMYK: 2/3/3/0
HEX: #F6F3F0

TERTIARY PALETTE

(only use for very small accents or icons)



Bright Orange
CMYK: 0/57/83/0
HEX: #F68840



Bright Yellow
CMYK: 0/19/74/0
HEX: #FFCF5F

The official typeface (font) of Africa New Life is Gotham

This typeface should be applied on all materials used internally and externally throughout the organization.

Gotham

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*

1. Body Text Typeface:
Gotham Book
2. Header Typeface:
Gotham Book
3. Subhead Typeface:
Gotham Bold
4. Caption Typeface:
Gotham BookItalic



The Africa New Life logo and icon are the officially recognized symbols of the organization.

Any publication intended for viewing by an audience outside Africa New Life must display the logo and/or icon with attention to the guidelines in this document.

The organization logo and icon are the only mark approved for official organization business conducted with external audiences.

Icon



Alternative Logo

Only use if space requires a vertical format



This list of color variations specifies the acceptable applications of the ANLM logo.

Included are applications for one-color, black & white, and reversed (*using the logo on a color background*) usages. This list is to be used as a guideline for all applications of the logo: print, web, apparel, signage, etc.

Muddy Brown

CMYK: 58/60/80/61
HEX: #3D3421



Warm Gray 2C

CMYK: 20/20/23/0
HEX: #CDC3BB



Black



Reverse Options



It is important that design integrity is maintained with the logo.

The following show examples of **unacceptable** variations of the Africa New Life logo.

Ratio Imbalance

Aspect ratio of symbol and text should not be changed (Hint: When resizing the logo, hold down the Shift key to avoid stretching the logo or causing ratio imbalance)

**Font Substitution**

Do not attempt to retype the words in the logo or use a different typeface

**Color Substitution**

Do not change the colors of the Shawnee logo.

**Icon Alteration**

Do not alter the size or position of the icon.

