

evangelical alliance
together making Jesus known



Our brand

The Evangelical Alliance's visual identity



**TOGETHER MAKING
JESUS KNOWN**

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Introduction

All of us who represent the Evangelical Alliance must be able to communicate our brand with ease and confidence.

From the board, trustees, staff and partners, we should all know exactly how and what to communicate to ensure that our brand is crystal clear.

In this document you will find everything you need to understand the Evangelical Alliance brand, from what we say, to how we look.

The brand isn't just the logo. Brand is made up of a number of

different components: the 'look' or visual identity, the way we communicate, and the work we do on the ground.

Our culture is full of brands and identities, so it's vital that our brand is recognisable by everyone we interact with. We can't assume that because we recognise our brand that everyone else does too. We see it almost every day!

Our brand must be recognisable and consistent. It is absolutely key to helping us grow good relationships with our supporters, members and wider audiences.

Brand guardians

The guardian of the Evangelical Alliance brand is the communications team, specifically the director of communications, the digital lead, and the creative designer. All new branded or customer-facing designed material must be passed by them before proceeding to print or online usage. This is especially important for internally produced material, letters, flyers, posters and advertisements.

Legal requirements

Evangelical Alliance legal details should appear on all company letters, emails, newsletters and on the company's website. It should appear in the following format:

The Evangelical Alliance. A company limited by guarantee registered in England and Wales No. 123448.

Registered Charity No England and Wales: 212325, Scotland: SC040576.

Registered office: 176 Copenhagen Street, London, N1 0ST

The background is a solid teal color. Overlaid on this are several thin, white, wavy lines that flow across the top and left sides of the frame, creating a sense of movement and depth. The lines are more densely packed in the upper left and become more sparse towards the right.

MESSAGING

BOILERPLATE

Short

The Evangelical Alliance joins together hundreds of organisations, thousands of churches and tens of thousands of individuals to make Jesus known.

Representing our members since 1846, the Evangelical Alliance is the oldest and largest evangelical unity movement in the UK.

United in mission and voice, we exist to serve and strengthen the work of the church in our communities and throughout society.

BOILERPLATE

Medium

The Evangelical Alliance joins together hundreds of organisations, thousands of churches and tens of thousands of individuals to make Jesus known.

Representing our members since 1846, the Evangelical Alliance is the oldest and largest evangelical unity movement in the UK.

United in mission and voice, we exist to serve and strengthen the work of the church in our communities and throughout society.

Highlighting the significant opportunities and challenges facing the church today, we are committed to sharing fresh ideas, celebrating best practice, and catalysing innovation throughout the evangelical community and beyond.

BOILERPLATE

Long

The Evangelical Alliance joins together hundreds of organisations, thousands of churches and tens of thousands of individuals to make Jesus known.

Representing our members since 1846, the Evangelical Alliance is the oldest and largest evangelical unity movement in the UK.

United in mission and voice, we exist to serve and strengthen the work of the church in our communities and throughout society.

Highlighting the significant opportunities and challenges facing the church today, we work together to resource Christians to act upon their faith in Jesus, to speak up for the gospel, justice and freedom in their areas of influence.

Working across the UK, with offices in London, Cardiff, Glasgow and Belfast, we are committed to fostering strong relationships amongst our membership. Our

members come together from across denominations, locations and ethnicities to share fresh ideas, celebrate best practice, and catalyse innovation throughout the evangelical community and beyond. We know that together we can achieve much more than we can ever achieve alone.

The Evangelical Alliance is the founding member of the World Evangelical Alliance, which unites evangelical alliances based around the world, representing up to an estimated one billion evangelical Christians worldwide. This reflects the global reach and influence of evangelical faith, which can also be seen in the huge social and ethnic diversity in evangelical churches within the UK.

Throughout its history, the Evangelical Alliance has been at the forefront of campaigns for Christian unity, religious liberty and social transformation. Today our dedication to serving the church, and society at large, is as strong as ever.

OUR CORE VALUES

We serve one another and our members sacrificially

CHRIST-LIKE

We communicate, collaborate and celebrate with others

RELATIONAL

We are a high trust and highly trusted organisation with a strong emphasis on truth

TRUST-WORTHY

We are an organisation which prays regularly and champions prayer

PRAYERFUL

Tone of voice

Our tone of voice is the way in which we write and speak, **what** we say and **how** we say it. Like a person, what we say is dictated by our principles, experiences and aspirations; how we say it is informed by our personality.

We are here to share the hope we have in Jesus. As an alliance of evangelicals, we seek to be brave and kind in all we say and how we say it.

The Evangelical Alliance's tone should be:

ENGAGING

DISCERNING

CREDIBLE

CONFIDENT

COMPASSIONATE

CREATIVE

HOPEFUL



Our name

Using our name

At all times refer to our organisation as the **'Evangelical Alliance'**.

Never use: 'EA', 'EAUK', 'The Alliance' or any other iteration.

House style grammar

Our written communications are the way we get our message across to the world, so we must ensure all our publications and correspondences are correct, clear, concise and consistent. Inconsistencies make publications and websites look unprofessional and reduce our credibility; that's why we have a house style. Be a house style enthusiast. As well as making sure that you keep to the way the Evangelical Alliance writes particular words, always check your work for spelling and sense.

CORRECT

Our communication should use the right words, should be tailored towards the audience in mind, and should be grammatically and factually

CLEAR

Don't make your reader work too hard. Write in a way which is easy for him or her to understand.

CONCISE

Less is more. Don't assume the longest words and sentences are the best.

CONSISTENT

Our written communication should reflect our united voice so please refer to this house style when writing.

Key takeaways

- **Bible:** Bible should always start with a capital 'B', but lowercase for biblical.
- **Church:** Use lowercase c (church) for denomination, institution, the local church or 'a church'. Individual church names should be written as uppercase, for example, St Mark's Church, Southampton.
- **idea:** Lower-case and italic, where referring to the magazine title, *idea*. Capitalised at the beginning of a sentence but not in a Q&A.
- **Job titles:** Always lowercase, unless the start of a sentence or title. i.e. our advocacy officer John Smith. Emails uppercase the first letter. i.e.

Yours sincerely,
John Smith
Advocacy officer

- **Kingdom:** Use lowercase k when referring to kingdom: eg, the kingdom of God or God’s kingdom.
- **Quotes:** A full quote (full sentence or sentences) should be preceded by a colon or comma and should use double quote marks (speech marks). Full stops closing a full sentence should be placed inside the end quote mark. If you are only quoting a fragment of a sentence, put the closing punctuation mark outside the closing quote mark.
 - ✓ Gavin Calver said: “I am the CEO of the Evangelical Alliance”.
 - ✗ Gavin Calver said “I am the CEO of the Evangelical Alliance”.
 - ✗ Gavin Calver said “I am the CEO of the Evangelical Alliance.”
- **Rev:** Rev not Rev’d, Revd, the Revd., Rev., or the Reverend.
- **Titles:** Names of publications, books, TV programmes and films should be written in italics i.e. *idea*, *The Times*, *What’s So Amazing About Grace?* and *The Big Questions*.

- **Websites/web:** Website addresses should not include the http://. eauk.org and www.eauk.org are permissible.

The world wide web (three words, no caps) and the web (no cap).

Never use a full stop after a URL (web address).

In printed publications, URLs should never be underlined. If the printed publication is uploaded onto **eauk.org**, URLs can be hyperlinked.

In online copy, URLs can be hyperlinked for ease of navigation.

Avoid using more than one slash in an address: keep it as simple as possible.

Avoid ending sentences with a website address, as the full stop might be mistaken as part of the address.

- ✓ Visit eauk.org for more information
- ✗ For more information visit eauk.org

▶▶▶ Download the full house style guide here: bit.ly/EAhousestyle

The background is a solid teal color. On the left side, there are several thin, white, wavy lines that flow from the top left towards the bottom right, creating a sense of movement and depth. The word "LOGO" is centered in the lower half of the image.

LOGO

Our logo

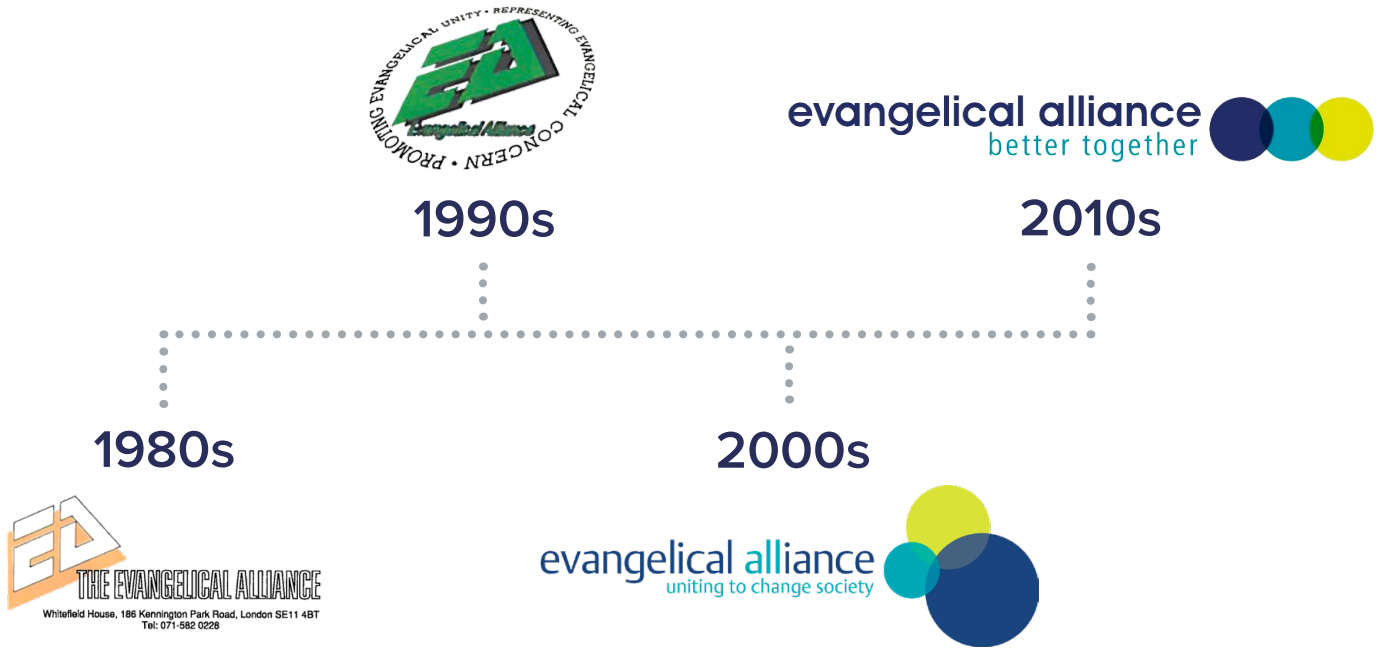
With more than 170 years behind us, the Evangelical Alliance has a long history of designs and slogans. The most recent Evangelical Alliance logos have had different straplines, styles and colours – the most recent style being introduced in the 2000s.

Keeping a logo inline with our history is key to ensuring that stakeholders associate our branding with the Evangelical Alliance.

evangelical alliance
together making Jesus known



Logo development



Current logo

The Evangelical Alliance logo is the glue of our identity. It needs to be used consistently and correctly.

The following pages explain more about our logo variations and how to apply our logos correctly.

Please take time to understand how it is applied so it will always appear consistent across all communications.

It must always be reproduced from the master artwork, which is available from Sharepoint or the communications team.



This is the white version of our logo. It is to be used whenever it is placed on a white background.



This is the blue version of our logo. It is to be used whenever it is placed on a dark background.



Supporting logos

Circles

To be used in Evangelical Alliance documents in exceptional circumstances where there is no room to feature the main logo. If used, the main Evangelical Alliance brand should be affirmed in the rest of the document.

Membership logo

To be used by member churches and organisations on their literature and online material to show membership status.

Nations logo

To be used by Evangelical Alliance nations on country-specific resources and publications. The use of these is at the respective nation's discretion.

Circles



Membership logo

member of
evangelical alliance
together making Jesus known



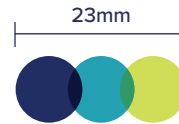
Nations logo

scotland
evangelical alliance
together making Jesus known



Logo guidelines

The Evangelical Alliance logo should always be prominent and legible. The appropriate size of the logo will depend on the publication. There is no maximum size, however the minimum size for the full logo (text and circles) is 80mm, and just the circles is 23mm.



The logo needs clear space around it to give it logo prominence and room to breathe. This area should be equal to the height of the 'e' in the logo and scales up accordingly.





✗ Do not recolour the logo



✗ Do not change the tagline



✗ Do not change the font



✗ Do not place the logo on a background of the Evangelical Alliance's colour palette



✗ Do not change the colours of the circles



✗ Do not reposition the logo



✗ Do not tilt or rotate the logo



✗ Do not stretch or distort the logo



✗ Do not remove the circles



✗ Do not place the logo on a dark or cluttered background



✗ Do not place the logo on a white or cluttered background



✗ Do not place other text within the logo clear zone

The background is a solid teal color. Overlaid on this are several thin, white, wavy lines that flow across the top and left sides of the frame, creating a sense of movement and depth. The lines are of varying thickness and curve, resembling stylized waves or abstract patterns.

COLOURS

Our colour palette

Our brand palette features a range of bold, professional and contemporary colours.

Navy is our base colour and should always be very visible. Teal blue is our secondary colour that is used to support the navy blue. Our **lime**, which is our supporting colour, represents the vibrancy and life found throughout the Evangelical Alliance.

Our dark grey acts as our standard body text colour, with the feature dark being used as the text colour whenever text is placed inside a box of the feature light colour (as shown in this box).

| | | |
|--|---|--|
| <p>Navy</p> <p>Pantone 288 EC CMYK 97, 89, 33, 27 RGB 41, 45, 90 Hex #24305F</p> | <p>Teal</p> <p>Pantone 320 EC CMYK 71, 22, 27, 3 RGB 69, 154, 174 Hex #449AAE</p> | <p>Lime</p> <p>Pantone 584 EC CMYK 20, 4, 73, 0 RGB 220, 218, 96 Hex #DCDA60</p> |
| <p>Feature dark</p> <p>CYMK 85, 54, 31, 16 RGB 43, 94, 127 Hex #2B5E7F</p> | <p>Dark grey</p> <p>CYMK 68, 57, 57, 62 RGB 56, 57, 55 Hex #383937</p> | <p>Muted blue</p> <p>CYMK 83, 71, 50, 59 RGB 41, 45, 59 Hex #292D3A</p> |
| <p>Feature light</p> <p>CYMK 5, 0, 2, 0 RGB 245, 250, 251 Hex #F5FAFB</p> | | |

Gradients



'Navy' + 'Teal'



'Feature dark' + 'Teal'

Colour usage

Our brand colour palette consists of three key colours: navy, teal and lime.

Below is a visual guide to show how much of each colour should feature in Evangelical Alliance branded designs.



The background is a solid teal color. Overlaid on this are several thin, white, wavy lines that flow from the top left towards the right, creating a sense of movement and depth. The lines vary in frequency and amplitude, some being more pronounced than others.

TYPOGRAPHY

Typography

Proxima Nova

is our body typeface.

We use four weights to allow for great flexibility in our tone and voice: light, **medium**, **semibold** and **bold**.

This font is available for designers on Adobe Fonts (<https://fonts.adobe.com/fonts/proxima-nova>)

All public-facing materials and literature should use this font family.

Aa

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary fonts

Lato

for internal documents.

When Proxima Nova is not available, the alternative font Lato can be used. This is most likely to be used for documents produced internally.

We use three weights of Lato, to mimic the primary typeface: light, **medium** and **bold**.

Lato is a free font available for download from: <https://fonts.google.com/specimen/Lato>

Arial

for other uses.

When Lato is not available, the fallback typeface is Arial.

This is most likely to be used in emails.

We use two weights of Arial: regular and **bold**.

Arial will be pre-installed on all modern operating systems.

Typefaces examples

The following examples are intended to be a suggestion of how we should use headings, sub-headings and body copy. Font sizes and colours should be changed according to needs and sizes of materials being designed.

**Together making
Jesus known**

Title heading
Font: Proxima Nova Bold
Font size: 30pt Leading: 55pt

We are a trusted voice

Title sub-heading
Font: Proxima Nova semibold
Font size: 25pt Leading: 40pt

**United in mission and voice, we exist to serve
and strengthen the work of the church.**

Section heading
Font: Proxima Nova Medium
Font size: 15pt Leading: 23pt

The Evangelical Alliance is the oldest and largest
evangelical unity movement in the UK.

Body copy
Font: Proxima Nova Light
Font size: 12pt Leading: 19pt



Waymar Regular is our serif typeface

Waymar Regular is our serif typeface.
This should only be used for headings and title pages.



In order to use this font, please contact
Tim Coysh, our digital lead: t.coysh@eauk.org

Decorative typeface

Playlist Script
is our decorative typeface.

For moments when a personal touch is required, Playlist Script is recommended as a decorative typeface. This is the main recommendation for a decorative typeface. Creative freedom is permitted if Playlist Script does not meet requirements.

This font is available freely online or through the digital lead.

The background is a solid teal color. Overlaid on this are several thin, white, wavy lines that flow across the top and middle of the frame, creating a sense of movement and depth. The lines are more densely packed in the upper half and become sparser towards the bottom.

PHOTOGRAPHY

Photography

Use of photography is encouraged in the Evangelical Alliance brand. We have a library of images available for such use. When selecting images yourself, please use those that are positive, diverse and high quality.



People

Photographs of people is a core part of the Evangelical Alliance brand. It is important that these photos keep to a high standard. Eye contact, either between people in the photo or the person (or people) looking at the camera, works particularly well. People should be happy or concentrating, not sad or negative.

If a suitable photograph is not available within our image library, discuss image requirements with the communications team before purchasing from a commercial stock photography source.

To maintain a high standard, every photo must be available in a high quality. Please adhere to the recommendations on the following pages as a guideline for the use of imagery and the supply of artwork for print and digital publication.





Permissions and credits

Ensure that you have the appropriate copyright permission before you use pictures you have found yourself, and credit any relevant photographers clearly.

The style and formatting of crediting and captioning should be consistent throughout the document. Where the aesthetics of the imagery is jeopardised by including the credit within the image or near to it, it is acceptable to include a concise block of credits in a quiet area of the page or at the end of the document.

It is your responsibility to ensure that the photo you are using has the appropriate copyright for use. The Evangelical Alliance is not responsible for inappropriate usage of copyrighted images.



Image resolutions

Digital publications

For mediums such as the web, online publications, email attachments and HTML emails, retina images should be used. If you are using a photo that is 400px wide, scale it down from 800px wide.

More information on retina is available from the digital lead.

Print publications

Ideally 300dpi (dots per inch) images and artwork should be provided for printed material. Use this format for material such as leaflets/flyers, posters (up to A2 size) and business stationery.

Photography guidelines

✓ Do's

Pictures should be taken in natural surroundings and not staged. In general, the tone of imagery should be positive. Full-page imagery is striking and effective, and the use of large images is encouraged. Use of photos to tell a story is encouraged.

Smiling, happy, engaged, dignified and natural

Group unity

Engaging and connecting with other people

Eye contact where appropriate

Diverse ethnicities and ages

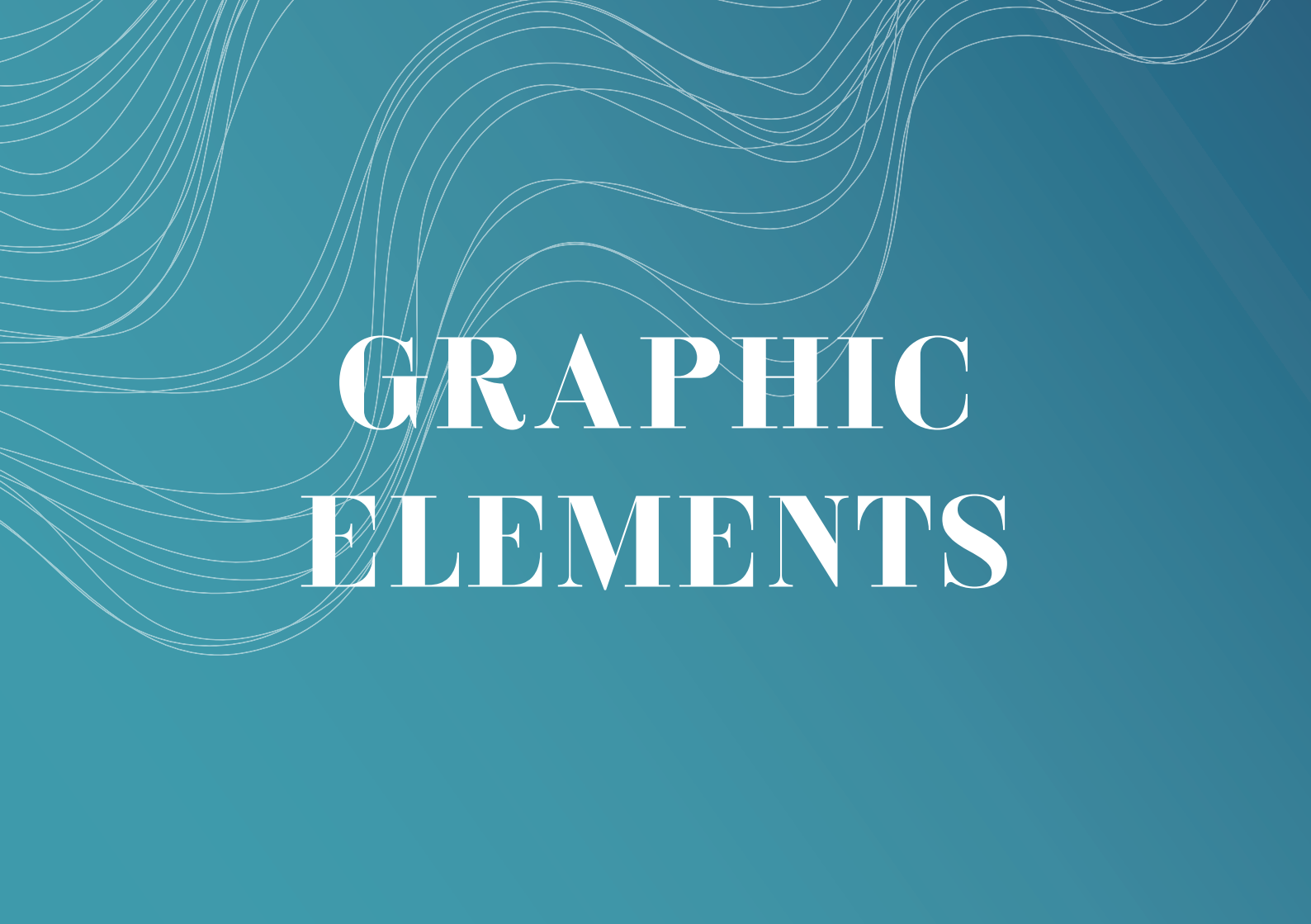
⊗ Don'ts

Pictures used should not be from a mobile phone and should be taken on a professional camera. Do not use photos that you have already seen elsewhere or photos that do not feel 'fresh'.

- Do not use search engines to find images (i.e. Google)
- Avoid negative pictures
- Limit the use of artificial backgrounds
- Do not use photos that you have seen before
- Do not use flash and spotlights
- Avoid extreme close ups or distances
- No blurred or low resolution shots
- Avoid using illustrations or cartoons unless on education materials
- Avoid staged photos

▶▶▶ We recommend these websites to get free good quality photos:
unsplash.com | pexels.com | freely.com | pixabay.com | commons.wikimedia.org

▶▶▶ Access our in-house photo library: ea.smugmug.com (password available upon request)

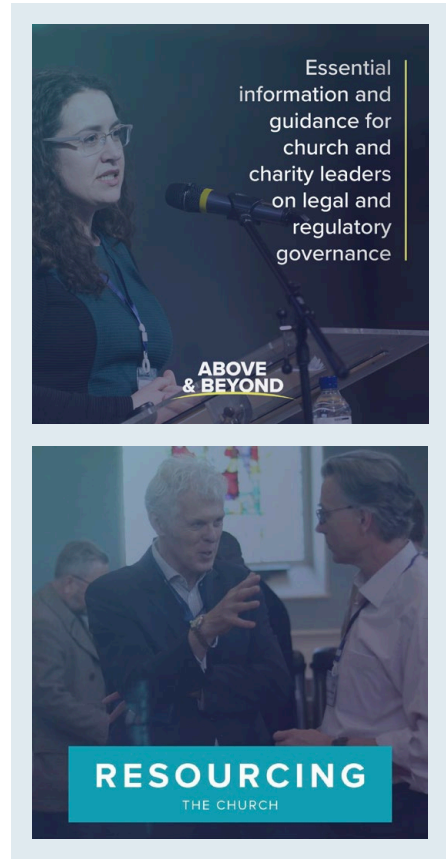
The background is a solid teal color. In the upper left and top center, there are several thin, white, wavy lines that flow across the frame, creating a sense of movement and depth. The text is centered horizontally and vertically.

GRAPHIC ELEMENTS

Gradient background

The gradient background incorporates the brand's navy blue and teal blue colours, with the navy blue being most prominent and gradually fading into the lighter teal blue.

To create this gradient background in Adobe Illustrator, start by applying the Evangelical Alliance navy blue to the whole artboard. Then use the Freeform Gradient tool to add a point of the brand teal blue.



Heading underline

The Evangelical Alliance brand incorporates the use of an underline for headings. When applying the heading underline, the following guidelines should be adhered to:

- Point value: 2 pt
- Line colour for a white background: teal blue
- Line colour for a dark background: lime
- Start line from page bleed
- End line approximately two-thirds in, measured from the start of the heading text
- The underline should be equidistant from the heading and body text

Dotted line

As part of the Evangelical Alliance brand, dotted lines are incorporated into various designs as an additional graphic element. They are most often used as an alternative to the straight heading underline, as referred to in the previous page of this document; however, they may also be used as a design feature.



Our role is to be one of a range of voices speaking into a trans person's life. If pastorally with a trans person, it will be important to understand who those are and who you can refer to. Some of these are noted in the diagram below: if voice from the health services could be CAMHS, which covers a range of services with children and young people who have difficulties with their emotional and mental wellbeing. It is a good idea to take notes and records of meetings in case you forget, and ensure other services are involved as appropriate.

Q: What sort of support would you have liked to see from the church?

A: "...someone to cry with me, rather than just denounce me. He is scary to see God not rescue someone from cancer or schizophrenia or [gender identity disorder]...but I allow your compassion to overcome my fear and repulsion."¹³

14

1. Before you begin

Should buildings matter?

Church communities have always gathered. The early church met in people's homes or in the open air, in countries across the world today churches still meet in homes and in warmer climates in the outdoors. But the British climate is hardly conducive to open air meetings. At a very practical level, buildings are necessary for churches to meet in. On a strategic level, they enable churches to be present and visible in communities, and for mission, they provide a base for people to come into and for the church to be sent out from.

When churches are converted to residential or commercial use, or taken over by another faith, Christian witness in a local area is diminished. Conversely, when a new church is started, or a secular building is used for worship, mission to the local area is strengthened.

Scoping your property project

What kind of property does the church need?

Take time to think through the needs of the church at present from the outset as well as the requirements if it is to flourish in the years to come. This might mean accepting that the next location for the church might not be a long term solution but will enable it to meet and support mission in the next few years.

Think about conventional arrangements such as existing church buildings, any possibilities for

sharing premises, renting space on the weekend from schools or other community buildings as well as commercial spaces such as cafes or cinemas outside of normal operating hours. As a church set out your needs and requirements before you begin.

What is the vision of the church?

"Unless the Lord builds the house, the builders labour in vain." (Psalm 127:1)

It is crucial that churches are rooted in God's mission and His leadership. Part of this is seeking out the vision of the local church for the local community. Getting the vision of the church clarified and articulated before you embark on a property project will help avoid distractions and frustrations later.

Take time to seek God for vision through prayer and listening to Him. This might not come immediately, one of the themes we frequently heard from churches was the gradual unveiling of God's vision for a local church. Listen for what God is calling you to do now, and what might be for the future. Share this vision with the church as the grounding for any property project.

What is the church's vision for the local community?

As well as the broad vision of the church think about what your vision is for the community in which you are based. What would it look like for your community to flourish? What would need to happen for the words of Zechariah to be true for where you live? "Once again men and women of ripe old age will sit in the streets of Jerusalem,

Bullet points

Our brand utilises a grey-stroked circle for a stylistic alternative to standard bullet points.

In instances where the grey-stroked circle can't be used, a standard black dot may be used.

- The height of this circle should be the same height as the font size.
 - Further indented bullet points should be a smaller circle.

- Use an 8mm indent for the first indented bullet point, and 16mm indent for the second, and so on in multiples of 8.

Devotional

We want to support each other in our devotional lives as leaders, helping each other to engage in scripture and prayer.



We'll be suggesting apps and resources in these areas and sending out regular reflections to help us read the Bible through leaders' eyes.

Some questions to help you frame your reading could include:

- What is the leadership context of this passage and who are the key leaders?
- What good/bad choices do we see?
- What do we see of kingdom leadership?
- Is there anything surprising we learn about leadership in this passage?
- What is the challenge to my leadership?

Connecting

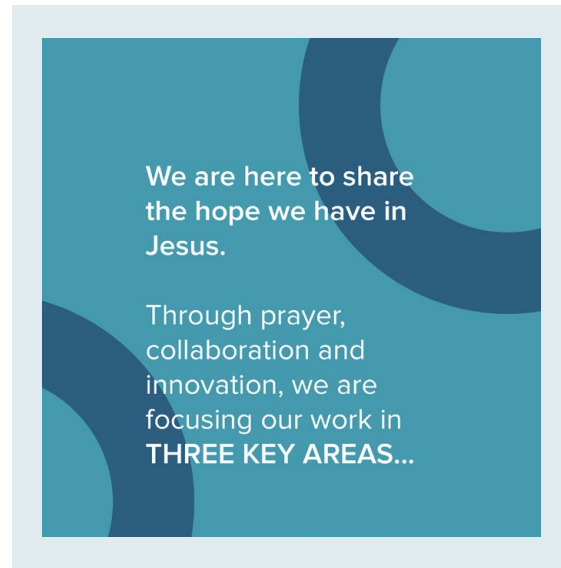
We have two ways you can connect with each other between events.

-  We'll set up a WhatsApp group for sharing information, prayer requests, etc.
-  We'll also use the online platform Slack to upload talks and slides from the weekend, as well as links to other resources.

These platforms are for all of us so please feel free to add links, events, thoughts and ideas to them.

Stroked circles

The stroked circles in the Evangelical Alliance brand are used as graphic elements over a block colour background.

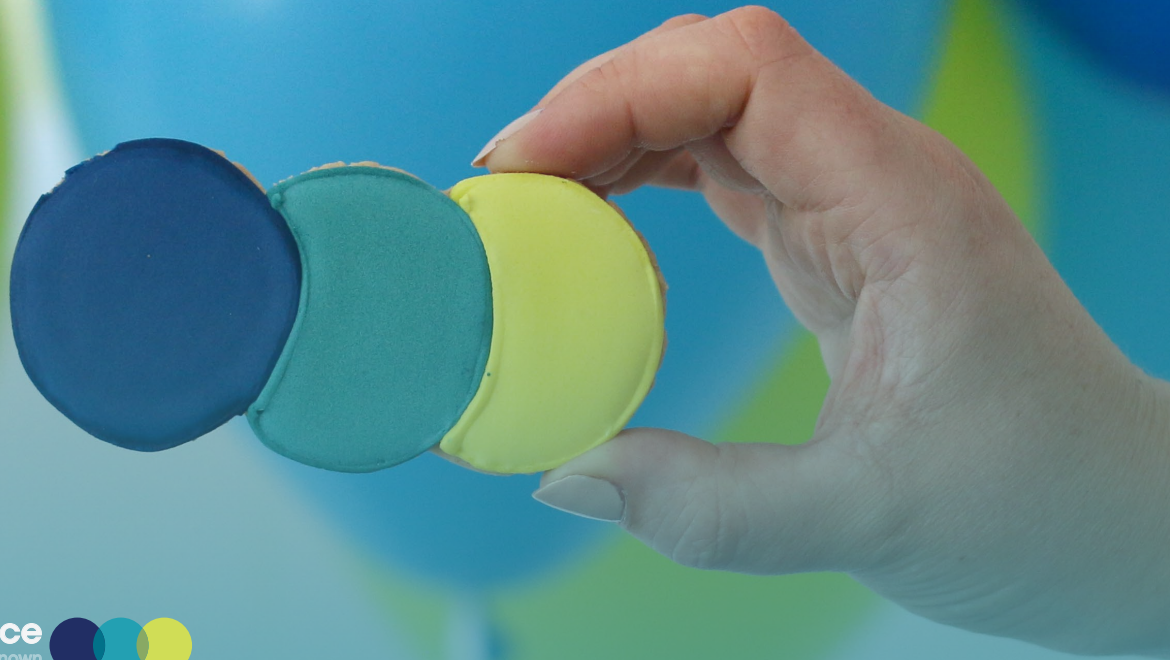


If you have any questions, the communications team is always happy to help.

Thank you for helping share the work, the heart and the vision of the Evangelical Alliance.

Together we make Jesus known.





evangelical alliance
together making Jesus known



176 Copenhagen Street, London, N1 0ST

T 020 7520 3830 | E info@eauk.org | W eauk.org

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