PEACEMAKER
MINISTRIES

Brand Standards

BRAND | STYLE | COMMUNICATION

This manual sets the atmosphere for all Peacemaker Ministries interactions whether with friends or those we've only first met. Every experience someone has with PM should leave them feeling hopeful, confident and empowered by God's word. To speak like a Peacemaker is to be

warm, trustworthy and personal.

COLOR PALETTE

#F2E8DC

#E05E5D

#689298

#4F5F67

As a much more dynamically different set of colors, they offer a more fun interpersonal feel to the overall brand. The blue tones evoke feelings of calmness and peace while the orange, used sparingly, gets the viewer excited. The beige color is added to bring eveything together and give a professional feel.

No other colors are to be used in PM materials unless added to this color palette as a permanent option or discussed as a team for use in strategic movements, campaigns or events.

TYPOGRAPHY

Freight Sans Pro, designed by Joshua Darden, is the font to be used for all large blocks of text/paragraphs and for subheadings. Use Helvetica when Freight Sans is not available (e.g. PowerPoint or unlicensed computers).

Recoleta is a serif typeface designed by Jorge Cisterna. The design fondly recalls the soft, warm serifs popular during the 1970s and is to be used for Headings.

Freight Sans Light
Freight Sans Light Italic
Freight Sans Book
Freight Sans Medium
Freight Sans Medium Italic
Freight Sans Semi Bold
Freight Sans Semi Bold Italic
Freight Sans Bold
Freight Sans Bold Italic
Freight Sans Black

Recoleta Thin
Recoleta Light
Recoleta Regular
Recoleta Medium
Recoleta Semi Bold
Recoleta Bold
Recoleta Black

In most cases, do not outline, add drop shadows or glows to text. Look for cleaner solutions for making the text stand out. This standard reinforces honesty in communications and points the viewer to the message as opposed to stylized type.

LOGO VERSIONS

PEACEMAKER
MINISTRIES

to be used on the majority
of pieces related to the
Christian audience

PEACEMAKER®

to be used as better suited
for the space

best used not as a logo but
as an icon or decorative
element (e.g. watermark,
promotional products,
glyph, decal)

Choose one logo version to use within a single visual plane.
For instance, one version may be used on the cover of a
publication while another could be used on the back side.

Use the TM symbol next to the cross/hand logo and the ® symbol next to the Peacemaker logo.

LOGO GUIDELINES

Leave a margin of space around every logo so that elements from the outside do not intrude. Use the letter "M" in "PEACEMAKER" as a frame of reference when deciding how much space to provide.

DON'T DISTORT OR
STRETCH LOGOS.

DON'T ISOLATE THE WORDS
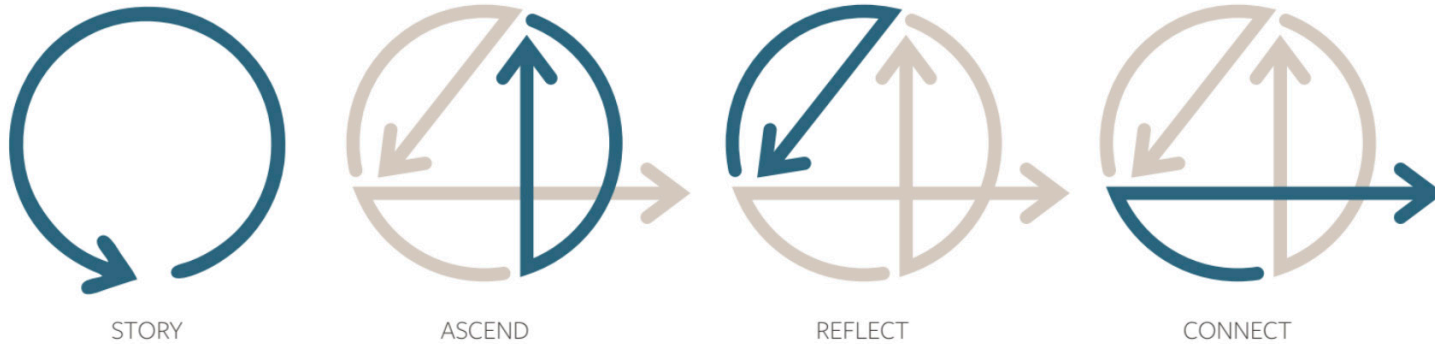OR ANY DESIGN ELEMENTS.

DON'T ADD ELEMENTS.

DON'T CHANGE THE COLOR.
(white is acceptable)

DON'T COMBINE VERSIONS
OF THE LOGO.

PATH SYMBOLS

STORY   ASCEND   REFLECT   CONNECT

The path symbols are primarily used when guiding the viewer through the Path of a Peacemaker process. When on a light background the active arrow (ascend, reflect, etc.) is to be a darker shade than the inactive arrows within the circle.

On a dark background the active arrow is to be lighter than the inactive arrows.

ASCEND

DON'T USE DROP SHADOWS, GRADIENTS, OR GLOWS

DON'T USE OUTLINES

PEACEMAKER
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