

CAMA SERVICES

Brand Guide

NEW LOOK. SAME MISSION.



For 48 years, in 62 countries, CAMA has responded to disasters globally and partnered locally to restore communities and alleviate poverty.

As we start a new decade, we are launching a fresh look. Why? We want to multiply our impact by welcoming a new wave of workers to carry on the mission of seeing the gospel transform and restore suffering communities. CAMA remains committed to joining hands with you, local partners, and local believers in extending Christ's compassion around the world.

Mission Statement: *To demonstrate Christ's compassion through immediate relief and long-term development that transforms lives and restores communities.*

Tagline: *Transformed Lives. Restored Communities.*

What We Do:



RELIEF



**COMMUNITY
DEVELOPMENT**



**PEOPLE
DEVELOPMENT**



PARTNERSHIPS

camaservices.org

PERSONALITY

BRAND PHILOSOPHY → DESIGN AESTHETIC

Growth

Hope

Welcoming

Partnerships

Compassionate

Trustworthy

Global

Relevant/Modern

Genuine

Green color palette
Iconography

Bright White

White space
Warm
Fresh
Ample margins

Hands
Authentic Photography

Authentic photography

Blue color palette

Map graphic
Iconography
Photography

Minimalist line art

Authentic photography
Earth tones

Warm, Familiar, Approachable, Soft, Hopeful

LOGO



Primary Logo



Secondary Logo



Horizontal



Vertical



LOGO USAGE

- Only use black, white, and the CAMA brand colors.
- Don't alter, rotate, or modify the logo.
- Don't accessorize the logo with extra elements.
- Don't use previous versions of the logo.
- Allow ample white space around the logo.
- Place the logo in a circle ONLY when co-branding with Alliance Missions.



As a guideline, use the "C" to measure margin around the logo.

COLOR



Alliance Teal
CMYK 83.16.45.54
RGB 0.90.87
Hex # 005a57
Pantone 561U



Alliance Green
CMYK 51.16.81.21
RGB 113.145.77
Hex# 71914d
Pantone 576U / 7490C

COLOR USAGE

- Do not use gradients.
- Do not overlay color on color.
- Alliance Teal is CAMA's primary brand color. Use it as the default.
- Alliance Green is CAMA's secondary brand color. Use it sparingly to complement the design.

LOGO MISUSE



⊖ DO NOT outline



⊖ DO NOT add special effects



⊖ DO NOT use a color outside the brand color palette



⊖ DO NOT add gradients



⊖ DO NOT fill with multiple colors



⊖ DO NOT skew, rotate, or stretch



⊖ DO NOT change orientation



⊖ DO NOT add or change shapes



⊖ DO NOT change proportioning or positioning of the logomark

TYPOGRAPHY

Avenir Next Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Next Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Next Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Next Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY SAMPLE

Heading
Bold 30/40
Tracking 120

HEADING

Drop Cap
Regular 20/18
Tracking 0

People lacking access. Solorers pelecac. Fugit, aut aut min eius et lignimus, quid ullabo. Et lates dolorum etur? Elendi nient, quo iliquia et facesequid molest explaccus, te si arum sit, torepel iciminv ereiciu remporibus.

0.125" above body paragraphs

Body Text
Medium 10/18
Tracking 0

Sed ut porum ut prerchi tatempo riore, nulliqu ibearumquos et, quias samus qui utatur aut eos arum quis dolorepro ex et expligname estiati omnia idese seceate serchil iducidi omni natur si same commolu ptassunt millestota nobitat estempo repudam aut ligende riatatur, sapic te qui dellendest hicia sam, se omnitaernam facidus, od es eic to id et quis des qui officient inum harum sum quam as deles esequat dolore labor arum quiatib ustota con rendiciat invelit aut rerci aliquae.

Bulleted & Numbered Lists
0.375" Left Indent
-0.1875" First Line Left Indent

- Sed ut porum ut prerchi tatempo riore
- nulliqu ibearumquos et
- se omnitaernam facidus, od es eic to id et quis des qui officient inum harum sum quam

0.5" above subheads

Subhead
Bold Italic 18/24
Tracking 120

Subhead

Serchil iducidi omni natur si same commolu ptassunt millestota nobitat estempo repudam aut ligende riatatur, sapic te qui dellendest hicia sam, se omnitaernam facidus, od es eic to id et quis des qui officient inum harum sum quam.

ICONOGRAPHY



RELIEF



COMMUNITY
DEVELOPMENT



PEOPLE
DEVELOPMENT



GIVE



PARTNERSHIPS



COUNTRIES



STAFF



GLOBAL
PARTNERS



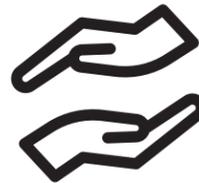
LOCAL
PARTNERS



MEET
OUR TEAM



JOIN
OUR TEAM



LOCAL HIRES



LOCAL CHURCH



THE ALLIANCE



PROJECTS



NGOs

ICON USAGE

- Only use black, white, and the CAMA brand colors.
- Don't alter, rotate, or modify the icons.
- Don't make icons more prominent than the logo.
- Use only line art style icons.
- Allow white space around the icons.
- Use 5pt stroke width on a 1" x 1" icon.
- Use icons for corresponding labels only.

PHOTOGRAPHY

- Priorities (in order):
 1. High-resolution photography (above 2MB)
 2. Authentic photography (actual CAMA work; obtain permission for CAC photos.)
 3. Aesthetic photography (cooperates with brand—see below)
- Photography Aesthetic
 - Choose photography that complements and does not fight brand colors.
 - Choose earth-tone photography.
 - Choose people over landscape photography.
 - Avoid studio photography.
 - Avoid high contrast photography.
 - Avoid excessively low-key (dark) photography.
 - Avoid oversaturated photography.
- Use “screen” effect at 100% opacity when overlaying.



LAYOUT SAMPLE



**WE TAKE THE GOSPEL TO
THE WORLD'S POOR.**

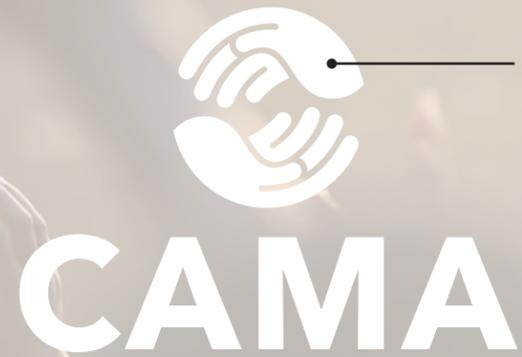
HANDS AND FEET

Cus contere factam, se prat C. Pertum ine audacerei publiessum et rec re consunum egitum iam patalarives morum cat. Gra, sedo, achum prae fue cerum vid auonc trum ina, ut fecerioctast fes ses ex si sendi inaticam sentiliu consignarid servituum in videm atre isquide mquius ego neri sidet? Aximusa tutilis, ute con dient? Hiciae ocurorudam ex me con inpre, at ad consulles! Sp. Grac fautus, consulum ina, Ti. Opubli sent.

Nihil habus nonsuscri iliciem untremus obulica L. Pertemnequo et perei sil tabus di publius num ad cit. Mus cae fac furorum serentra con vis conius rehentem nem in demulud essedestrae quamqua in nosto ius obuspioritum sente, quius hocaper firibus? Ahaed duc maxim publiis stra me crimum Romnicae, ses fatuus vera? quon ltam tastatili pectua re, is.



LAYOUT SAMPLE



Reversed out logo

Map scaled back

Reversed-out white text

WE TAKE THE GOSPEL TO THE WORLD'S POOR.

Color coordination

Ample 0.5" margins

Avenir Next

HANDS AND FEET

0.75" before opening paragraph

Drop Cap

Cus contere factam, se prat C. Pertum ine audacerei publiessum et rec re consunum egitum iam patalarives morumus cat. Gra, sedo, achum prae fue cerum vid auonc trum ina, ut fecerioctast fes ses ex si sendi inaticam sentiliu consignarid servituum in videm atre isquide mquiuis ego neri sidet? Aximusa tuitilis, ute con dient? Hiciae ocurorudam ex me con inpre, at ad consulles! Sp. Grac fautus, consulum ina, Ti. Opubli sent.

0.125" before body paragraphs

Nihil habus nonsuscri iliciem untremus obulica L. Pertemnequo et perei sil tabus di publius num ad cit. Mus cae fac furorum serentra con vis conius rehentem nem in demulud essedestrae quamqua in nosto ius obuspioritum sente, quius hocaper firibus? Ahaed duc maxim publiis stra me crimum Romnicae, ses fatuus vera? quon ltam tastatili pectua re, is.

Neutral color photography

Clean alignment



BRAND APPLICATION



BRAND APPLICATION

