



Quick Style Guide | Guidelines for Use of Logo and Naming

NAMING*

Preferred Use: Crisis Assistance Ministry

2nd Use: Crisis Assistance Ministry or “the agency”; We do not have a shortened 2nd reference abbreviation.

Never use: Crisis Assistance Ministries, CAM, Crisis, or other abbreviations of the agency name.

**Use of name by partners, businesses, 3rd party entities should receive prior approval.*

LOGOS

All use of the logo or name requires prior approval. High resolution files can be requested for approved use.

Logos should only be shown in prescribed full color application, all black, or all white. Care should be taken to ensure logos are not stretched out of proportion or distorted in placement.

Unacceptable:



Unacceptable:



Unacceptable



Full color

Never recolor the logo to match a document’s color scheme. Consider using a white (reverse) logo or all black logo in these cases. PMS or CMYK specifications can be provided as needed.

Preferred:



Acceptable in horizontal applications:



Unacceptable:



Unacceptable:



Black and white

Never use grayscale logos in black and white documents. Never simply use the full color logo and print in black and white – this produces a grayscale logo that is not in compliance.

Preferred:



Acceptable:



Acceptable for use on color background:



Unacceptable:



Questions? Contact Communications Manager at 704.227.2799 or communicationsmanager@crisisassistance.org.