



## Brand style guide

Version 1.1 – December 2023



## INTRODUCTION

The Arise brand represents our DNA and is a symbol of trust and relationship. As such, the way our brand is presented matters. This simple brand style guide is designed to ensure the Arise brand is always applied consistently.

Our visual style was first developed in 2017 and is born out of our:

- **Purpose** – Arise exists to invest in women for leadership across Central Asia, the Middle East, North Africa and beyond
- **Focus** – inspiring, healing and equipping
- **Values** – empowerment, women, the Word and Spirit, freedom and healing, creativity, and community.

Arise is an adventure...a tapestry of relationships serving women of courage...and a ripple effect with eternal value. Together, we stand with, kneel beside and actively seek the transforming power of God. To this end, the practical expressions of Arise are in-person and online gatherings designed to inspire, heal and equip women, enabled by holistic ministries to body, soul and spirit.

## OUR BRAND NAME

Our brand name is Arise. Its origins are in the scripture:

**'Arise, shine, for your light has come'**  
-Isaiah 60:1

Although our logo uses a lower case 'a', when writing the Arise name, please use a capital 'A'.

This guide will be updated over time. Please check that you are using the latest version. For brand enquiries, please contact our team at [arisewomencare@gmail.com](mailto:arisewomencare@gmail.com)



## LOGO

### PRIMARY LOGO – FULL COLOUR

Where possible, use our primary logo. It is best used over white or very light backgrounds to ensure the text is legible.

### REVERSE LOGO

Our reverse logo provides visual flexibility. It is best used over a 20% black background. If that colour cannot be used, use our primary logo over a white strip that runs the width of the visual, with white space as per our clear space rules.

### MONO LOGO

We do not have an official mono logo. If full colour executions are not available, please get in touch with the Arise team to confirm options.

Logos are available in eps, pdf, jpeg and png formats. A jpeg image is recommended for Microsoft Office uses, unless a transparent background is needed, in which case use a png.





# LOGO RULES

## MINIMUM SIZE RULE

The Arise logo should always be reproduced at a minimum height of 200px in digital or 16mm in print.



## CLEAR SPACE RULE

A clear space equivalent to the 'a' in 'arise' should be maintained around the logo – calculated from the furthest four edges. Where possible, other elements need to be placed outside this clear space boundary.



It is important that logo applications are always consistent and high quality.

## REPRODUCTION RULE

The logo must be reproduced using the professionally typeset files. It should never be redrawn, changed or embellished with effects. This includes never changing the colours. The logo should always be used in the proportions provided and never be stretched or skewed.





# COLOUR PALETTE

## PRIMARY COLOURS

Our two primary colours – teal and charcoal – feature in our logo and are used heavily across Arise materials.

 Teal Pantone 313U	 Charcoal Black 60%
RGB 0 / 138 / 179 Web # 008AB3	RGB 102 / 102 / 102 Web # 666666









## SECONDARY (SUPPORT) COLOURS – GENERAL

Our secondary colours are complementary to our primary colours. Our general secondary colours are largely for use by Arise's communications and design professionals.

 Cerise	 Orange	 Plum
RGB – 212 / 15 / 140	RGB – 247 / 144 / 30	RGB – 155 / 29 / 134

## SECONDARY (SUPPORT) COLOURS – CONFERENCE

Our conference secondary colours are largely for use in relation to conference activities, drawing from our theme graphics.

 Blush	 Gun metal	 Amber	 Grape	 Olive	 Terracotta	 Rose	 Lime
RGB 217 / 65 / 106	RGB 70 / 128 / 153	RGB 244 / 148 / 47	RGB 157 / 83 / 126	RGB 129 / 174 / 137	RGB 212 / 150 / 63	RGB 200 / 94 / 83	RGB 223 / 222 / 139

## TINTS

All palette colours may be used in tint or transparency styles at a designer's discretion. However, overuse of tints and underuse of our full-strength colours (particularly our primary colours) will dilute the brand – something we want to avoid.



## FONTS

### DESIGN FONTS

Our logo uses the font 'Futura'. We reserve using this font for the logo, in part as it is not readily available to non-designers.

Our other key design font is 'Gloss and Bloom', which we use for our brush script, as shown to the right. While this can be used for other words, such as 'Welcome' in our playbook, it is important to limit the use of this font. Overuse will reduce its impact and dilute visual clarity.

### DOCUMENT FONTS

Our Microsoft Office font family is Century Gothic for headings and Gill Sans for body copy. Our templates embed set sizes, as shown below. However, other point sizes are fine to use for other purposes (eg posters).

## HEADING 1 CENTURY GOTHIC BOLD 20PT

### HEADING 2 CENTURY GOTHIC BOLD 14PT

#### Heading 3 Century Gothic bold 12pt

#### Heading 4 Gill Sans semi-bold 11pt

Body content Gill Sans light 11pt

- Bullets Gill Sans light 11pt
  - Bullets Gill Sans light 11pt

arise

God  
in my  
Story



# DESIGN ELEMENTS

Our design elements will evolve over time. To keep our brand consistent and recognisable, we emphasise using a small range of design elements consistently.

Our key design elements current include our:

- Logo – for use as per this brand style guide
- Icon – for use as a complementary element, such as shown in the header of follower pages in this brand style guide, or in contexts where it is important the word 'Arise' is not used for safety and security
- Watermarks – for use as set up in our PowerPoint template and by designers/marketers for professionally designed collateral.



# TEMPLATES

The Arise brand needs to be applied consistently across all collateral. We are building a suite of templates and currently have two available – a Word 'fact sheet' template and a PowerPoint presentation template. Templates are not to be altered with custom styles (eg extra borders, drop shadows etc).

## Fact sheet



## Presentation slides

