



APOSTOLIC CHRISTIAN
HarvestCall®

Visual Identity Guide



PROCLAIM CHRIST & SERVE OTHERS

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Protecting the Brand

When Apostolic Christian HarvestCall communications look well-ordered and present our visual brand consistently, it projects an image of stability, trustworthiness and carefulness. It gives donors confidence that the organization is well-run and worthy of their support.

If HarvestCall communications look haphazard and poorly designed, it sends the opposite message. Every communication touch point affects how people perceive HarvestCall and also the Apostolic Christian Church of America (ACCA).

Everything we do affects the our brand, not just logos and brochures. How we speak, our attitude and every method of communication affects the perception of the organization. What works best is consistency over an extended period of time. We desire to deliver consistent messages across all regions and channels (websites, Email messages, video, direct mail, brochures, collateral, social media, etc.) and provide our brotherhood with content that is of interest to them.

The purpose of this manual is to provide guidelines for producing HarvestCall-branded materials in a manner that reflects positively on this ministry, our church and our God.

Origin of the HarvestCall Name and Logo

Why was the Name HarvestCall Chosen?

“Harvest” and “Call” are biblical words as well as terms that we use frequently within our brotherhood. They are rich in literal and figurative meaning. Combined together as HarvestCall, it conveys not just what we endeavor to do, but also why. The goal is to sow seeds of goodness and truth, trusting the Lord to give the increase, and call the brotherhood to proclaim Christ and serve others so that the lost might hear the Savior’s call.

There is much scriptural support for this.

Harvest: In the Old Testament, the Israelites were told that when harvesting to leave the corners of their fields to provide for the poor. The same was true of their olive trees and grape vines. In the New Testament, “harvest” refers to bringing souls into God’s kingdom, and Jesus is seeking laborers to sow, water and reap.

Call: As brothers and sisters, we’ve experienced God’s call in numerous ways, first as a call to repentance, then perhaps a call to marriage, to a vocation, to a certain ministry and so on. Many in this world have not had opportunity to hear the Truth and experience Jesus’ call in a clear way. In HarvestCall, the concept of call goes both internally and externally: believers are called to serve others in love, and God desires all men to hear the call and be saved.

What Does the Logo Signify?

The logo uses autumn colors to make it warm and appealing and shows a field ripe unto harvest. The sun is spreading its bright rays depicting hope, new beginnings and alluding to the Son. There is also a sense of movement in the logo and the concept of multiple parts forming one whole, just as how our members from all over the country join together to support this work (from sewing sisters to groups packing supplies at distribution centers to work teams building to missionaries serving overseas.)

Logo Options

There are two main versions of the HarvestCall logo, with multiple variations of each.

1) *Primary:*

A standard horizontal logo

- a.) With tagline.
- b.) With tagline. With registered trademark symbol.
- c.) No tagline.
- d.) No tagline. With registered trademark symbol.

2) *Secondary:*

An alternate, vertical logo

- a.) With tagline. With registered trademark symbol.
- b.) No tagline. With registered trademark symbol.



Pictured above: full logo, primary lock-up, with tagline and TM



Pictured above: full logo, secondary lock-up, with tagline and TM

Primary logo



Pictured above: full logo, primary lock-up, with tagline



Pictured above: full logo, primary lock-up, no tagline

The primary, horizontal logo should always be used unless there is not enough width in the layout to accommodate it.

When to include the tagline

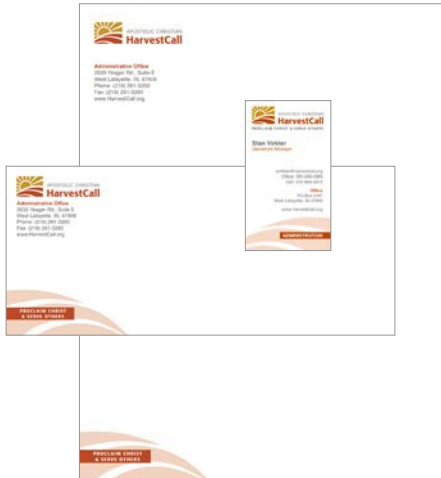
The tagline provides important context for the HarvestCall name. It clearly positions it as a Christian outreach ministry and should be included whenever its presence eliminates ambiguity about HarvestCall.

There are times when the tagline may not be necessary, such as on a brochure that includes headlines or prominent text that makes it clear that HarvestCall is a Christian non-profit ministry organization.

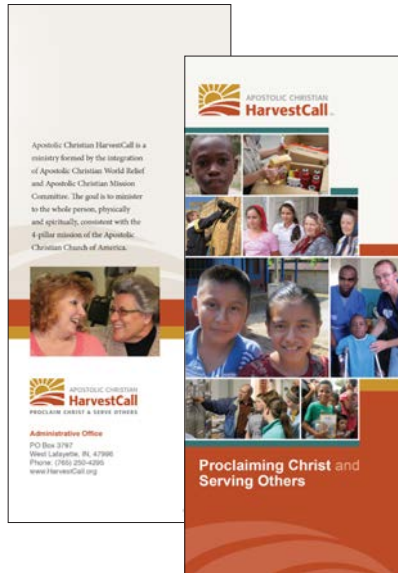
Documents for purely internal use where the audience clearly understands HarvestCall's purpose do not require use of the tagline.

However, when in doubt and when space allows, include it. Reinforcement of HarvestCall's purpose is always appropriate.

Examples of Usage



Print Media
Letterhead, Business Card, Envelope



Print Media
HarvestCall Brochure



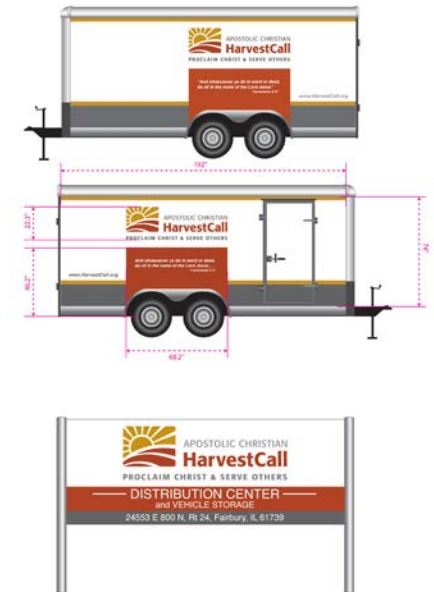
Print Media
Missionary Support Cards



Electronic Media
www.harvestcall.org



Electronic Media
Email Newsletter



Tool Trailer / USA Committee
Signage Media / Distribution Center

Secondary logo



APOSTOLIC CHRISTIAN
HarvestCall[®]
PROCLAIM CHRIST & SERVE OTHERS

Pictured above: full logo, secondary lock-up

The secondary logo should only be used when required due to design limitations.

Examples

The layout or item on which the design will be placed simply cannot attractively accommodate an appropriately sized horizontal logo.

Things to Consider

New designs such as brochures and other HarvestCall literature should always use the primary logo. The primary logo should be the first consideration when creating design layout ideas or concepts.

Examples of Usage



Tool Trailer
USA Committee



Signage Media
Directional Sign / Distribution Center

Logo Placement

The logo should occur only once per piece for the following:

1. Single page flyers, bulletins, announcements, etc.

The logo should occur multiple times per piece for the following:

1. Double sided flyers, bulletins, announcements: logo should appear once on each side.
2. Brochures: logo should appear on the front and back covers as well as once inside.

Clear Space & Minimum Size

Make sure to always leave a consistent amount of clear space around the logo to avoid crowding and to ensure the legibility. The clear space minimum is always equivalent to the vertical height of the “I” in the logo (represented here as x).



Pictured above: clear space

The Trademark

The HarvestCall logo is now a registered trademark of the Apostolic Christian Church of America. That enables us to use this symbol:



Older versions of the logo show the unregistered trademark symbol:



Use of the TM symbol should be discontinued and replaced with the registered (circle R) mark. TIP: On Macintosh computers, the keyboard shortcut is Option-R.

The trademark symbol should always be used once per piece on the first use of the logo. There are some exceptions to this rule:

1. If the logo will be printed so small it will make the symbol illegible, e.g. on a promotional item, it is not required.
2. Documents for purely internal use do not necessarily need to have the trademark symbol.

The trademark should be black, white, or 55% black to match the HarvestCall logo file selected.

In significant, official pieces, such as brochures or websites, the following fine print text should be placed at the end, on the bottom:

The HarvestCall logo is a registered trademark of Apostolic Christian HarvestCall.

Incorrect Use

The HarvestCall logo should only be placed on items that are official, fully authorized HarvestCall pieces.

Summary rule

Do not alter the HarvestCall logo in any way.

To expand on that, do not animate, color, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, change colors, or alter the size or proportions. Do not attempt to stage the logo yourself on a tag or alter the space between the elements which make up the HarvestCall logo.

In addition, don't combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

Don't display the logo in a way that suggests that a third party's organization is a HarvestCall entity/committee, or that the HarvestCall name is part of a third party's name.

Please note: Use of the HarvestCall logo by a third party requires permission by the HarvestCall Communications Department. (See Contact Us page.)

Some examples of what not to do



Logo Colors:

The HarvestCall logo features two main harvest colors along with two shades of a supporting gray. It can be printed with Pantone spot colors or process colors (CMYK). See numbers below.

The full color logo looks best when placed on a white background. If put over a colored or graphical background, the logo should always have a transparent background.

The logo can appear on color, illustrated, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished. If on a dark background, use the reversed (white) version of the logo. If you are not able to print color and you are placing the logo on a light background, use the solid black version of the logo.

Industry standard files are available as follows:

1. PMS (Pantone Spot Colors)
2. CMYK (Four-Color Build)
3. Black (K) (Limited Color Project)
4. Reverse (white) (Placement on Background Color / Photo)



PMS 1525

CMYK 2 / 77 / 100 / 9
RGB 185 / 71 / 0
HEX #B94700

PMS 1245

CMYK 6 / 35 / 99 / 18
RGB 198 / 146 / 20
HEX #C69214



Dark Gray

CMYK 0 / 0 / 0 / 65
RGB 119 / 120 / 123
HEX #77787B

Light Gray

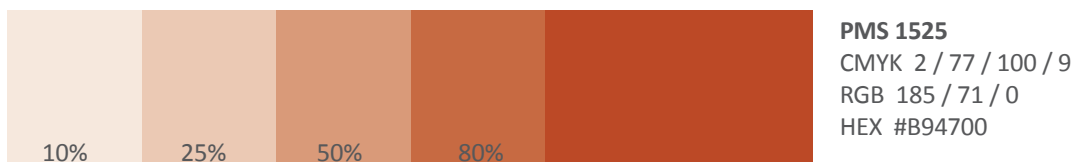
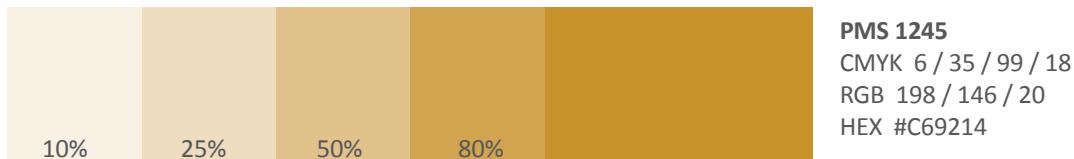
CMYK 0 / 0 / 0 / 55
RGB 138 / 140 / 142
HEX #8A8C8E

Pictured above: brand colors

Color Palettes

Analogous Colors

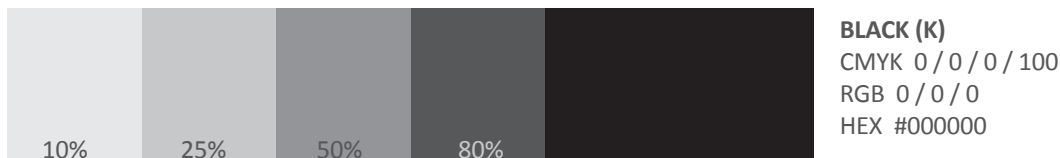
Both PMS 1245 and PMS 1525 fall into a analogous color scheme.



Neutral Colors

Black (K) should be avoided in design use, unless for paragraph style typography. Do not use with title style typography.

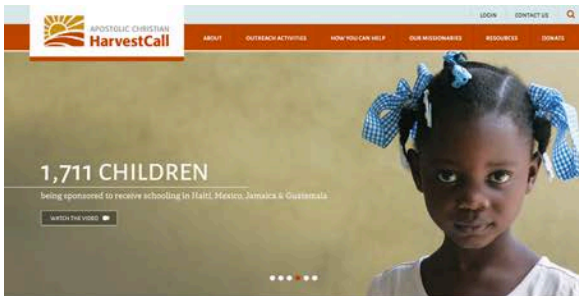
Please use percentages of Black (K) for design use, with 80% being the highest value and 10% being lowest value.



Complementary Colors

When a design calls for a complementary color scheme please use PMS 7718 or PMS 2935, 100% or as a tint version. (CMYK builds are appropriate, with slight color difference.)





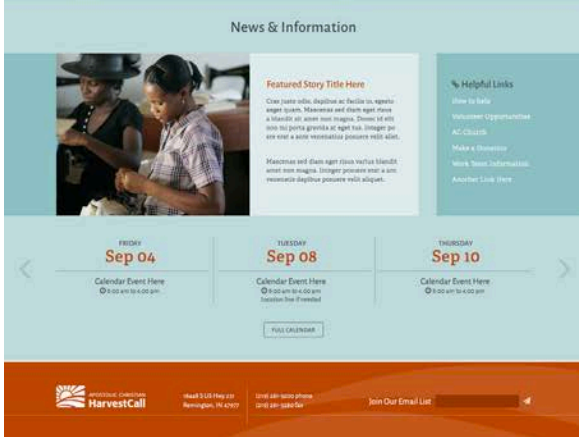
HEX #B94700

HEX #C69214



HEX #6EC9C4

HEX #000000 / K 80%



Primary Logo Formats

File Format

1. EPS (Print Media: High Resolution / Vector (can scale) / Specific Color Format)
2. PNG (Web Media, Social Media: Low Resolution / Pixel (cannot upscale) / Specific Color Format / Transparent Background)
3. JPG (In House Printing / Opaque Background)



Pictured above: Primary logo PMS Version
PMS 1525 (red orange)
PMS 1245 (golden yellow)
(65% and 55% black)



Pictured above: Primary logo CMYK Version
PMS 1525: C19 M83 Y100 K9
PMS 1245: C21 M42 Y100 K2
Black K: 65% and 55%



Pictured above: Primary logo Black K Version
100% Black K



Pictured above: Primary logo Reverse Version
100% White (Reverse)

Secondary Logo Formats

File Format

1. EPS (Print Media: High Resolution / Vector (can scale) / Specific Color Format)
2. PNG (Web Media, Social Media: Low Resolution / Pixel (cannot upscale) / Specific Color Format / Transparent Background)
3. JPG (In House Printing / Opaque Background)



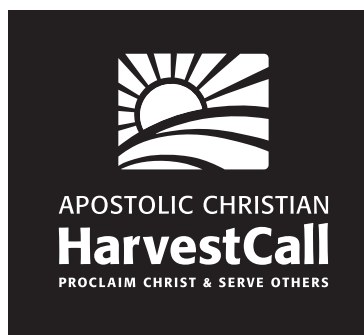
Pictured above: Secondary logo PMS Version
PMS 1525 (red orange)
PMS 1245 (golden yellow)
(65% and 55% black)



Pictured above: Secondary logo CMYK Version
PMS 1525: C19 M83 Y100 K9
PMS 1245: C21 M42 Y100 K2
Black K: 65% and 55%



Pictured above: Secondary logo Black K Version
100% Black K



Pictured above: Secondary logo Reverse Version
100% White (Reverse)

Brand Typefaces

As with our logo, consistent use of our corporate typefaces Minion® Pro and Arial—reinforces Adobe’s brand identity. Both are OpenType™, a cross-platform format that provides richer linguistic support through widely expanded character sets and advanced layout features.

Body (Paragraph) Typeface

Minion Pro

Minion Pro Bold Condensed
Minion Pro Bold Condensed Italic
Minion Pro Regular
Minion Pro Italic
Minion Pro Medium
Minion Pro Medium Italic
Minion Pro Semibold
Minion Pro Semibold Italic
Minion Pro Bold
Minion Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

=~!@#\$%^&*()_+{|[]\;':",./<>?

Minion Pro should be used primarily for extended running body copy in longer, multiple-page documents, such as brochures and newsletters.

Avoid using weights other than Minion Pro Regular. Use Minion Pro Bold for emphasis when needed. Avoid using Minion smaller than 10pt.

Title Typeface

Arial

Arial Bold
Arial Bold Italic
Arial Regular
Arial Italic
Arial Black Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
=~!@#\$%^&*()_+{|[]\;':",./<>?

Arial should be used for title treatment in brochures, newsletters and similar documents and address block treatment in brochures and similar documents.

For title treatment avoid using Arial smaller than 16pt. For address block treatment avoid using Helvetica smaller than 9pt.

Caption Typeface

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

=~!@#\$%^&*()_+{|[]\';:","./<>?

Arial Bold

Arial Bold Italic

Arial Regular

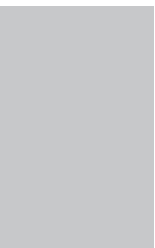
Arial Italic

Arial Narrow should be used primarily for caption treatment in brochures and similar documents.

For caption treatment avoid using Arial smaller than 8pt.

Imagery

Recognizing that we are communicating to a brotherhood with a wide range of convictions, such as standards of personal appearance, our goal is to avoid potential offense as much as possible without resorting to excessive censoring which results in a sanitized version of reality. When depicting members of the ACCA, we endeavor that the majority of those shown in a given communications piece are in alignment with the current standards as encouraged by the elder body.



Building One Strong Brand

People today are too busy and bombarded constantly with messaging from businesses and non-profits. With all of this “noise,” our ministry can get crowded out of people’s minds. This is especially true if we present a fractured message. HarvestCall has numerous ministry programs with specific names, and in some instances actual brands, but to get the most impact we must put primary focus on supporting a single masterbrand: HarvestCall.

This does not mean program names or sub brands cannot be mentioned, but when communicating with the brotherhood, they must always be placed into an overall HarvestCall context.

Examples of how to refer to HarvestCall ministry programs or sub brands

Program Names

HarvestCall Child Sponsorship
HarvestCall Water Aid
HarvestCall Haiti Dairy Program
HarvestCall Haiti Trade Schools

Sub Brands

Lifeline by HarvestCall
Hospital Lumiere managed by HarvestCall
MEBSH Construction managed by HarvestCall
En Gedi House by HarvestCall

Visual examples

With Program Name



CHILD SPONSORSHIP PROGRAM

With Sub Brand



HÔPITAL LUMIÈRE

Ministère Médical des Eglises de la Mission
Évangélique Baptiste du Sud d'Haïti (MEBSH)

jeanpheguenspierre@gmail.com
Cell: +509.3107.2772
Cell: +509.4205.2404
www.HarvestCall.org/HL

Jean Pheguens Pierre
Resp Ressources Humaines
Bonne Fin, Haïti



T-shirt Designs Options & Ordering

T-shirt Designs & Guidelines

The following T-shirt design options are offered for use to those participating in a HarvestCall team project. All designs can be customized to fit your team's needs. We will provide you print-ready files you can take to your local T-shirt screen printer. Or if you do not have an established T-shirt supplier, we can assist ordering from an approved vendor.

If you need a design variation not shown here, contact us for further assistance.

Questions? Email us at info@harvestcall.org.

*If your team plans to create its own artwork please review the HarvestCall T-shirt guidelines which are located on page 23 of the HarvestCall T-shirt Guidelines booklet available at www.harvestcall.org/resources.



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- 14 Mexico - Building - Location
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Contact Us

Do you have questions concerning the visual identity usage of the Apostolic Christian HarvestCall brand? Do you need specific HarvestCall logos or design help with your local HarvestCall material?

Contact us at:

Email: info@harvestcall.org

Phone: (765) 250-4295

Mail:

Apostolic Christian HarvestCall
PO Box 3797
West Lafayette, IN 47996



The HarvestCall logo is a registered trademark of Apostolic Christian HarvestCall.
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