



# Mission Global

Media Logo Guide 2022







## What We Do

**PAOC Mission Global is about holistic, Spirit-led disciple-making.**

We mobilize Spirit-led followers of Jesus, both our Global Workers and Global Partners, to bring hope and transformative reconciliation with God, self, others, and creation to the everyday lives of people.

## Mission, Vision, and Impact

### Mission

Our mission is to glorify God by making disciples across cultural boundaries by proclaiming and practicing the gospel of Jesus Christ in the power of the Holy Spirit.

### Vision

To make disciples for God's Glory.

### Impact

The establishment of self-sustaining, multiplying church movements and ministries that relate the compassionate heart of Christ for their communities, nations and the world.

## Website and Social Channels

**Website:** [missionglobal.ca](http://missionglobal.ca)

**Facebook / Instagram:** @paocmissionglobal

## Logo Formats

Our logo is flexible across a wide range of applications. This represents the parent brand architecture of the Mission Global brand. Select depending on your needs.

The primary use of our logo is CMYK Full Colour. Depending on the application, another version may be required. All Mission Global logos can be used in the following colour formats, including, but not shown here, white/reversed on primary approved imagery.

### Primary Logo

No Tagline	English Tagline	French Tagline
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## Our Tagline

Together we can.

**French:** Ensemble nous pouvons.



## Brand Colours

Colour is integral to our story. It is important to maintain a consistent appearance and reproduction of the Mission Global colours across all forms of visual communication. Using colours consistently will strengthen our brand recognition, create impact and distinguish our message.



**P: 4008 C**  
0/31/97/00  
243/175/ 50  
#F3AF32



**P: 1787 C**  
0/89/66/0  
238/71/79  
#EE474F



**P: black 03**  
0/0/0/100  
0/0/0  
#000000

## Brand Fonts

### Primary Brand Font: Avenir Next

#### Avenir Next Regular

abcdefghijklmnopqrstuvwxy  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890 !@#%\$

#### Avenir Next Bold

abcdefghijklmnopqrstuvwxy  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890 !@#%\$

#### Avenir Next Medium

abcdefghijklmnopqrstuvwxy  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890 !@#%\$

#### Avenir Next Heavy

abcdefghijklmnopqrstuvwxy  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890 !@#%\$

### Secondary Brand Font: Georgia

#### Georgia (Bold Only)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890 !@#%\$

## Logo Integrity

Our brand identity has been designed for flexible application across a wide range of communication mediums. This page provides basic instructions for how the logo may not be altered or applied.

Our logo should never appear pixelated or modified in any way. Only original vector or high resolution wordmark files, downloaded from the source may be used for print. Web-ready versions are available for all online and digital activity.

Do not recreate	Do not stretch or condense	Do not rotate
Do not create your own colours	Do not use colours incorrectly	Do not place on illegible backgrounds

## Clear Space

Always maintain at least the minimum clear space around the brand identity format to preserve its integrity. The height of the "G" in the wordmark is the guiding spacer used to measure the clear space.

