

*One Voice.  
One Mission.*



**VISUAL IDENTITY  
MANUAL**

**Religions for Peace** 

# Religions for Peace

August 1, 2009

Dear Esteemed Colleagues and Friends:

It is a joy to share with you a welcome development for *Religions for Peace*. We now have a formal “visual identity,” which will enable all *Religions for Peace* affiliates to be recognized as a common family with a unified purpose. This will strengthen all of us.

The most immediately apparent change is the re-tooling of our existing logo. This bright, simple, and powerful logo will be easily recognizable, and importantly it can be configured to fully honor the national and regional identities of all of our affiliates.

The second component of our “visual identity” is a coordinated suite of colors and fonts that will help present all *Religions for Peace* publications in a clear, unified and attractive way.

Allow me to urge that we all start to use this new visual identity. The logo, the official color palette, and instructions for their use may be downloaded from our newly designed Web site ([religionsforpeace.org](http://religionsforpeace.org)).

Our regional Secretaries General offered very helpful leadership in this matter. Please join me in acknowledging **Dr. Mustafa Ali**, Secretary General of the *Religions for Peace* African Council of Religious Leaders; **Rev. Vebjørn Horsfjord**, Secretary General of the *Religions for Peace* European Council of Religious Leaders; **Rev. Dr. Sunggon Kim**, Secretary General of *Religions for Peace* Asia; and **Mr. Elias Szczytnicki**, Secretary General of *Religions for Peace* Latin America and Caribbean Council of Religious Leaders for their wise leadership. In addition, it is a pleasure to note the leadership of **Rev. Dr. Hans Ucko**, President of *Religions for Peace* Europe.

Most of all, accept my gratitude for your cooperation in fostering our common *Religions for Peace* identity. Working together around the world is a unique strength of our movement. Our shared visual identity will highlight that strength.

Yours in peace,



Dr. William F. Vendley  
Secretary General

## INTRODUCTION

This Visual Identity Manual is a resource for anyone designing, printing, or producing materials for *Religions for Peace*.

By following these guidelines, we can ensure that any internal or external communication from every level of our global coalition is integrated, consistent, and easily recognizable. This will help our strategic communications and identity efforts more effective.

The Visual Identity standards outlined in this manual include proper use of the *Religions for Peace* logo(s), specifications for color palettes, fonts, and photographs.

Electronic versions of the logo and other materials may be downloaded from our Web site:

<http://religionsforpeace.org/resources/media/visual-identity>

Your support is deeply appreciated. If you have any questions or need more information regarding these identity standards or require help preparing materials, kindly contact:

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LOGO

The logo in which “*Religions for Peace*” is in the primary position is encouraged on all uses.



The logo in which the affiliate name appears in the primary position is also permitted.



The standard two-color logo may appear whenever four-color reproduction or printing is possible.

The white or “knock out” version of the logo may appear whenever the logo is printed on one of the color palette options. (See page on **Color**).



**Religions for Peace** 



**Religions for Peace** 

**FONTS**

– *Body Text*

– *Serif Headlines*

Two font families have been selected to be used as the preferred typefaces for *Religions for Peace* communications. Both families complement the *Religions for Peace* logo and may be used individually or in combination within a single project.

**Minion**

Minion is the recommended font family for catalogs, handbooks, and annual reports, as well as for the primary body copy in brochures, newsletters, letter correspondence, and other materials. It may also be used in headlines. Title case is preferred.

Minion Italic may be used for callouts and emphasis. Title case is preferred.

If Minion is not available, Garamond may be substituted.

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**Minion**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Minion Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*

**Headline example**

**What we do.**

**Callout example**

*Common Faiths*

**FONTS**

– *Highlights*

– *Sans Serif Headlines*

Helvetica

Helvetica is typically used for headlines, highlights and emphasis. It is also the preferred font family for web and other screen applications.

If Helvetica is not available, Arial font may be substituted.

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Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Headline example

**ADVANCING PEACE**

Callout example

**IN THIS EDITION**

**COLORS**

The *Religions for Peace* Color Palette consists of one Primary Color Palette (red and gray), two Secondary Color Palettes, and an Accent Color Palette. Used thoughtfully and consistently, this set of colors unifies our communications and is a powerful tool for strengthening our identity.

The two Secondary Color Palettes (Muteds and Brights) are a set of supplemental colors selected to complement the primary color palette (red and gray) and provide flexibility in the design of four-or-more-color communication projects—for example for brochures, newsletters, programs, Web sites, etc. When selecting colors, kindly keep within the same palette (*i.e.*, just stay within either the Muteds or just the Brights). Accents may be added as needed. Each affiliate is encouraged to choose a set of colors that best represents its identity and to use it consistently throughout all communications.

**PRIMARY**



PMS 200  
0c 100m 65y 15k



PMS Cool Gray 10  
0c 0m 0y 72k

**SECONDARY – Muteds**



PMS 140  
0c 27.5m 100y 56k



PMS 7475  
50c 0m 25y 30k



PMS 7462  
100c 50m 0y 10k



PMS 7495  
25c 0m 80y 30k

**SECONDARY – Brights**



PMS 7455  
80c 53m 0y 0k



PMS 124  
0c 28m 100y 6k

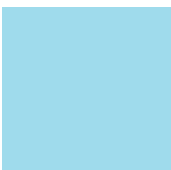


PMS 7413  
0c 53m 100y 4k



PMS 364  
64c 0m 100y 42k

**ACCENTS**



PMS 2975  
30c 0m 5y 0k



PMS 624  
44c 0m 35y 20k



PMS 458  
10c 10m 73y 0k



PMS 5783  
6c 0m 28y 27k

## PHOTOGRAPHS

When taking and selecting photographs for use in printed or online communications, it is best to use:

- Tight shots with one to four people, most likely from the waist up so they can actually be seen clearly
- Images showing faces/expressions clearly
- Images that show action of some kind: speaking, gesturing, doing work, engaging in dialogue
- Images that are colorful either in color or personality
- Images showing people of various religions/cultures/genders engaging in dialogue or action together

*\*\*As much as possible, we would like photos from the field showing people of faith helping others.*

### FOR EXAMPLE



### Things to avoid:

- Photos of too many people from far away so faces are not visible
- Group photos of people sitting at conference tables or at microphones [especially where the microphones are obstructing faces]
- Photos that are too dark/light/out of focus

**STYLE SHEET**

International Secretariat is using the following guidelines for referencing the individual affiliates of the *Religions for Peace* global coalition. It is understood and respected that individual affiliates may wish to use others names, but they are invited to consider using this style guide to encourage consistency and common identity across the network.

**GLOBAL**

- Religions for Peace* International
- Religions for Peace* Global Women of Faith Network
- Religions for Peace* Global Youth Network

\*\*Regional and National Women and Youth Networks will follow a similar pattern as below [e.g. *Religions for Peace* Kenyan Women of Faith Network; *Religions for Peace* European Inter-religious Youth Network]

**AFRICA**

**Regional**

- Religions for Peace* Africa [formerly African Council of Religious Leaders]

**Sub-Regional**

- Religions for Peace* West Africa

**National**

- Religions for Peace* Burundi
- Religions for Peace* Cameroon
- Religions for Peace* Cote d'Ivoire
- Religions for Peace* Republic of Congo
- Religions for Peace* Ethiopia
- Religions for Peace* Ghana
- Religions for Peace* Guinea
- Religions for Peace* Kenya
- Religions for Peace* Liberia
- Religions for Peace* Malawi
- Religions for Peace* Mauritius
- Religions for Peace* Mozambique
- Religions for Peace* Nigeria
- Religions for Peace* Rwanda
- Religions for Peace* Sierra Leone
- Religions for Peace* South Africa
- Religions for Peace* Sudan
- Religions for Peace* Tanzania
- Religions for Peace* Uganda
- Religions for Peace* Zambia

**ASIA AND THE PACIFIC**

**Regional**

- Religions for Peace* Asia [formerly Asian Conference of *Religions for Peace*]

**National**

- Religions for Peace* Australia
- Religions for Peace* Bangladesh
- Religions for Peace* Cambodian
- Religions for Peace* China
- Religions for Peace* Korea
- Religions for Peace* India
- Religions for Peace* Indonesia
- Religions for Peace* Japan
- Religions for Peace* Nepal
- Religions for Peace* New Zealand
- Religions for Peace* Pakistan
- Religions for Peace* Philippines
- Religions for Peace* Korea
- Religions for Peace* Singapore
- Religions for Peace* Sri Lanka
- Religions for Peace* Thailand

**EUROPE**

**Regional**

- Religions for Peace* Europe
- Religions for Peace* European Council of Religious Leaders

**National**

- Religions for Peace* Austria
- Religions for Peace* Belgium
- Religions for Peace* Bosnia and Herzegovina
- Religions for Peace* Croatia
- Religions for Peace* France
- Religions for Peace* Germany
- Religions for Peace* Italy
- Religions for Peace* Kosovo
- Religions for Peace* Netherlands
- Religions for Peace* Poland
- Religions for Peace* Romania
- Religions for Peace* Russia
- Religions for Peace* Sweden
- Religions for Peace* United Kingdom

## STYLE SHEET

### LATIN AMERICA AND THE CARIBBEAN

#### **Regional**

*Religions for Peace* Latin America and the Caribbean [Formerly Latin American Council for Religious Leaders]

#### **National**

*Religions for Peace* Argentina

*Religions for Peace* Barbados

*Religions for Peace* Bolivia

*Religions for Peace* Chile

*Religions for Peace* Colombia

*Religions for Peace* Costa Rica

*Religions for Peace* Dominican Republic

*Religions for Peace* Ecuador

*Religions for Peace* El Salvador

*Religions for Peace* Guatemala

*Religions for Peace* Guyana

*Religions for Peace* Mexico

*Religions for Peace* Panama

*Religions for Peace* Peru

*Religions for Peace* Puerto Rico

*Religions for Peace* Suriname

*Religions for Peace* Trinidad and Tobago

*Religions for Peace* Uruguay

*Religions for Peace* Venezuela

### MIDDLE EAST

#### **Regional**

*Religions for Peace* Middle East/  
North Africa Council

#### **National**

*Religions for Peace* Iraq

*Religions for Peace* Israel

*Religions for Peace* Palestine

### NORTH AMERICA

*Religions for Peace* Canada

*Religions for Peace* USA

*RELIGIONS FOR PEACE*

The world's largest and most representative multi-religious coalition—advances common action among the world's religious communities for peace. *Religions for Peace* works to transform violent conflict, advance human development, promote just and harmonious societies, and protect the earth. The global *Religions for Peace* network comprises a World Council of senior religious leaders from all regions of the world; five regional inter-religious bodies and more than seventy national ones; and the Global Women of Faith Network and Global Youth Network.