



Update: 03.2024



BRAND BOOK

Corporate Identity Guidelines and
Graphic Communications Architecture

Version 1.0

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Repositioning
**The Apostolic Faith Mission
of South Africa**
Brand

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Document Purpose

Most simply put, a brand guide is a document that is set up to govern how an organization is communicated and visually represented. This is important because consistent brands have more impact on their audience. Such brands are stronger, more user-friendly, valuable, and often more credible.

A brand guide's main strength allows individuals to create marketing and design materials that look as though they were produced by one voice and vision. Rules are laid out so that the subjective elements of design are removed, and an in-depth brand personality has been created to ensure that all who work on our brand are invested in and dedicated to the well-being of this brand.

Document Usage

Treat the guidelines laid out in this document like the rule book for **The Apostolic Faith Mission of South Africa** (herein referred to as AFM of SA) brand. Refer to this document when starting any project that requires communications, marketing, advertising, design, and publishing. Let it be central to all marketing and design pieces that are created.

This document gives clarity and guidance of communications for the AFM of SA's brand personality and vision, but also for visual guidance on logo usage, brand colors, and typography.

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We have developed this document in response to The AFM of SA's repositioning strategy adopted by the 2021-2024 Office Bearers. The creative work contained in this book and the ideas outlined herein are for the glory of our Lord Jesus Christ, propagation of the Christian faith and gospel, and the growth of The AFM of SA brand locally and globally.

Also, it builds on the visual traditions of The AFM of SA while reflecting our ambitions and aspirations for the future as a Church. The strength of our visual identity lies in distinguishing us instantly in the minds of a spectrum of audiences, and to create our presence and character even in the absence of our officials and personnel.

With this document we intend to provide increased coherence in the way we present ourselves and a visual shorthand for the values, objectives and qualities which make The AFM of SA unique. It has been designed in a way that allows it to be applied across a wide range of uses whilst keeping its visual integrity and impact. All The AFM of SA materials.

that were commissioned since 1908 in South Africa should adopt and use this newly updated version of the Church's identity. All Church literature, communications and merchandise should also adopt and comply with the new brand guidelines from now onwards.

You will find a new section on merchandise and print at the end of this document, which we hope you will find useful. The guidelines have been designed for use by management, colleagues, departments, regions, assemblies, partners, and service providers within the organisation, as well as by design and marketing professionals. It is anticipated that with experience over time, additional creative input and increasing use will lead to additional advice and guidance in later versions of this document.

Any views, comments or requests for help with interpreting this brand book should be addressed to info@afm-ag.s.org

Brand Personality

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The AFM of SA's vision and values underpins the strategic development plan which outlines our ambitions and objectives for the future. It is important to state that our members are the most visible evidence of our vision and mission – living powerful lives and carrying destiny - changing messages. Our members are the Apostolic and Pentecostal Agents sharing the message of God in every area of their lives.

Intent and Vision of this Document.

Enforcing and strengthening The AFM Church through creativity and innovation. We see a Church that is accepted by all without religious entanglements, inspiring social cohesion, unity, and empowering the people for the glory of God.

The AFM of SA is a missionary church, which is a community of God's people that define themselves as agents of God. It is rooted in John 3:16: "For God so loved the world that He gave His only begotten Son..." Our God is the Creator and the Redeemer, therefore, creativity and innovation is crucial to our growth and future as a Church.

Our Personality

The AFM is a well-established brand globally. We honor our history and heritage as we discover new ways to grow with our shared values and traditions which have been part of our Pentecostal foundation since 1908. The AFM of SA is a brand that is:

- **Welcoming:** We embrace human diversity, appreciate racial differences, support multiculturalism, and recognize that every child is a gift from God. All are welcome
- **Compassionate:** We treat every person with great care, sincerity, dignity and respect.
- **Trustworthy:** Our Church is a safe and secure environment for our members to live, learn, participate and thrive.
- **Faithful:** Our faith in Jesus Christ is living and vibrant within our leaders and members.
- **Humble:** Knowing oneself honestly and humbly accepting our limitations allows the power and grace of God to work through us, making all things possible.

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Our core values help us to determine if we are on the right path and fulfilling our goals as a Church. There are many noble values that are applicable in the lives of decent people and very much so in the lives of Christians. However, in the context of The AFM of SA, the following values gained pre-eminence:

01. Integrity: We understand integrity as being genuine, honest, and sincere. This quality should be spontaneously associated with our members, pastors and churches.

02. Relationships: Coming from a racially divided past, and whilst celebrating our God-given diversity, we appreciate our unity as a God-given treasure. We encourage genuine and edifying relationships between believers, pastors and assemblies. We also encourage spiritual father-son and mentor-mentee relations.

03. Accountability: In a society where individualism is prominent, we believe that accountability is non-negotiable in the church. History teaches us that those who avoid accountability follow a path of eventual self-destruction. We expect accountability on all levels of leadership.

04. Excellence: Besides our diversity and different levels of development and affluence, we encourage excellence in all our church activities. Poverty is no excuse, because we are living and working for the Almighty God who is also the God of excellence, hence mediocrity should be avoided at all cost.

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Our corporate identity includes a logo and supporting typefaces, but it is the way these are used and the context in which they appear that is equally important to our identity as a Church. Placing The AFM of SA logo in inappropriate publication or on literature that is poor quality undermines the way in which it can communicate our strength and intentions.

The AFM of SA logo captures an iconic representation of the **cross** and the **crown** which epitomises much of our work, whilst also communicating as a symbol of our faith, beliefs, aspirations, and excellence. The full use of the Church name gives clarity of mind to our audiences, also it reinforces and confirms our presence as an official commitment alongside our international and national counterparts.

In addition to the standard logo which can, in most cases, replace the existing logo directly, there is a horizontal format logo that ensures that The AFM of SA name remains highly legible and bold at smaller sizes and is suitable for landscape formats. For specific circumstances a further 'small use' logo can be used with careful considerations.

Clarity of Mind

The official use of the initials "AFM" in public should be avoided at all times as it misinforms and misrepresents who we are, what we do, and what we represent to a vast general audience that has never interacted with us. We only use the initials "AFM" when communicating with each other internally and to our partners.

Refer to us as "The Apostolic Faith Mission of South Africa" in visuals, messages and dialogues. On opening pages of publications and articles, refer to us as "The Apostolic Faith Mission of South Africa" and then abbreviate in brackets (The AFM of SA) before using the initials in your article. This gives clarity of mind, sets the tone and mood that resonates with our values and objectives, and distinguish us as a Church from other AFM named brands that exist in other sectors and industries.



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2.01

Logo Development

A distinct The AFM of SA logo gives us an opportunity to redefine the tone and expressions of our personality as a Church.

This is our face to the world, therefore it is as important as the programmes and services we provide. Our logo is a collective effect of elements extracted from, and inspired by the rich history and heritage of our Pentecostal and Apostolic movement.

Our image should never be compromised, hence we have created this document to provide all the pertinent specifications that are needed to maintaining our integrity and constituency.

The guidelines set in this document are not meant to inhibit, but to improve the creative process.

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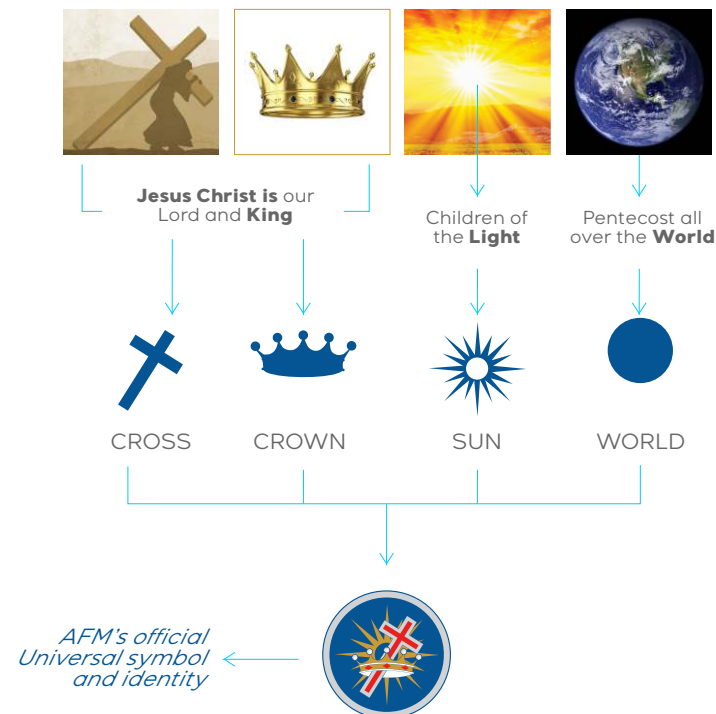
Our Story

The two prominent symbols in the AFM logo which are the cross and the crown were used in combination first by the Holiness movement of the 19th century, and thereafter by the Zionist movement in America at the end of the 19th century.

The AFM accepted this logo right from its establishment due to John G Lake's earlier involvement with the Zionist movement. The original symbols of the cross and the crown date back to the 4th century after Christ.

Building Blocks:

Our logo consists of graphic blocks and elements that define our faith, culture, values.



2.01

Logo Development

The rich heritage of the AFM is characterized by more than a century of history and growth in South Africa. To this day, the AFM still maintains a culture that honors its past but also aspires towards a pursuit of excellence in the modern world.

It is this dynamic that affords The AFM of SA its distinct culture and legacy, as is the inspiration for our logo mark elements.

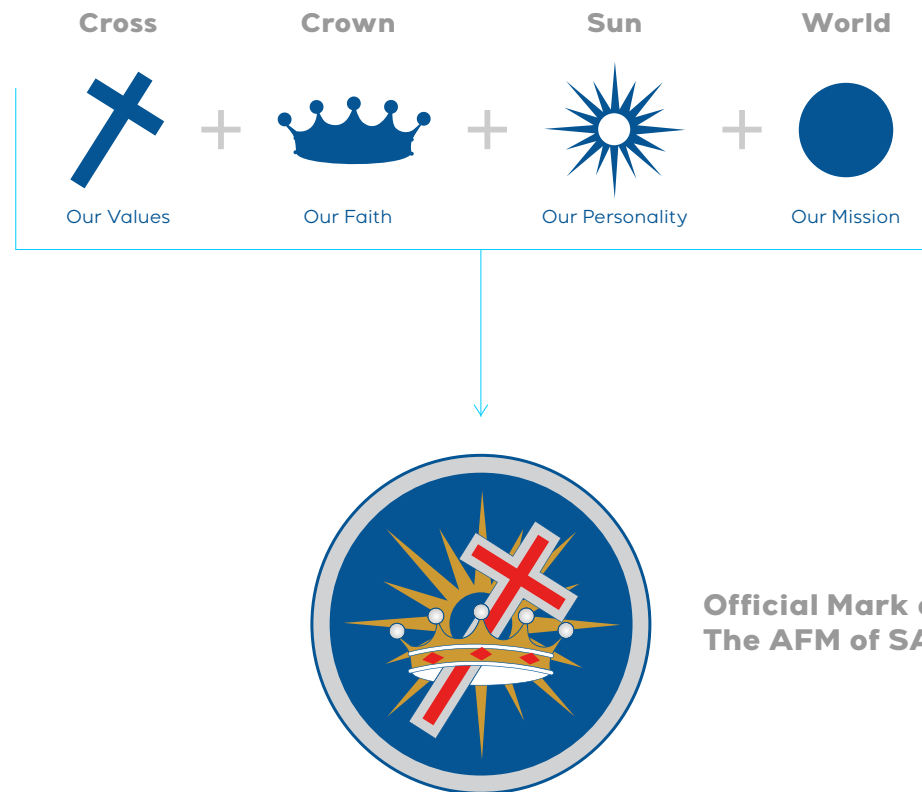
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2.02

Glossary of Terms

The following glossary gives explanation to the terminology used within The AFM of SA brand guidelines.

For further explanation of the guidelines and its contents, please direct your inquiries towards the Author's Office.

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Icon: This refers to the visual element of the global AFM mark as illustrated above.

Logo: This refers to the logotype and icon locked-up as a single unit.

Descriptor: This term refers to the additional typographic information that may be used with the logo in application, in order to denote divisions of the Church.

PMS: (Pantone Matching System) refers to colour identification system. This referencing system has become the industry standard worldwide for specifying colours.

CMYK: an abbreviation for cyan, magenta, yellow and black, the colours used in a four colour printing process.

Artwork: Print or production ready files.

Bleed: When a graphic extends beyond the edge of the page.

Reverse: Objects that are white or a light color on a dark-colored background.

RGB: (Red, Green, Blue) This colour system is used to specify colours for desktop and screen usage. When combined in different proportions, the three colours can be mixed to produce any other colour.

SVG: (Scalable Vector Graphics). This is a lossless Web based vector image format for two-dimensional graphics with support for interactivity and animation. SVG images are defined in a vector graphics format and stored in XML text files

2.03

Logo

One element may not be separated from the other, and the icon must no longer be used on its own because using the icon on its own does not distinguish us from other AFM Churches that exist all over the World.

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Standard Mark

This is the official logo of The AFM of SA to be used wherever possible.

2.05

Space Positioning

Clear Space:

When applying any of the logos in applications or brand materials, follow the designated rules for proper margins (free space) around the logos. The set area around the logo should remain open. Do not have logos touching other visual or written elements, and do not have the logo touch the edge of a page or application.

In most cases, the margin will be determined by the size of the open book icon within the logo. In cases such as the letter mark, where there is no open book, please see the specific examples in the following pages.

PLEASE NOTE: The tan lines around the marks are only to show the margins, please do not reproduce logos with these markings visible.

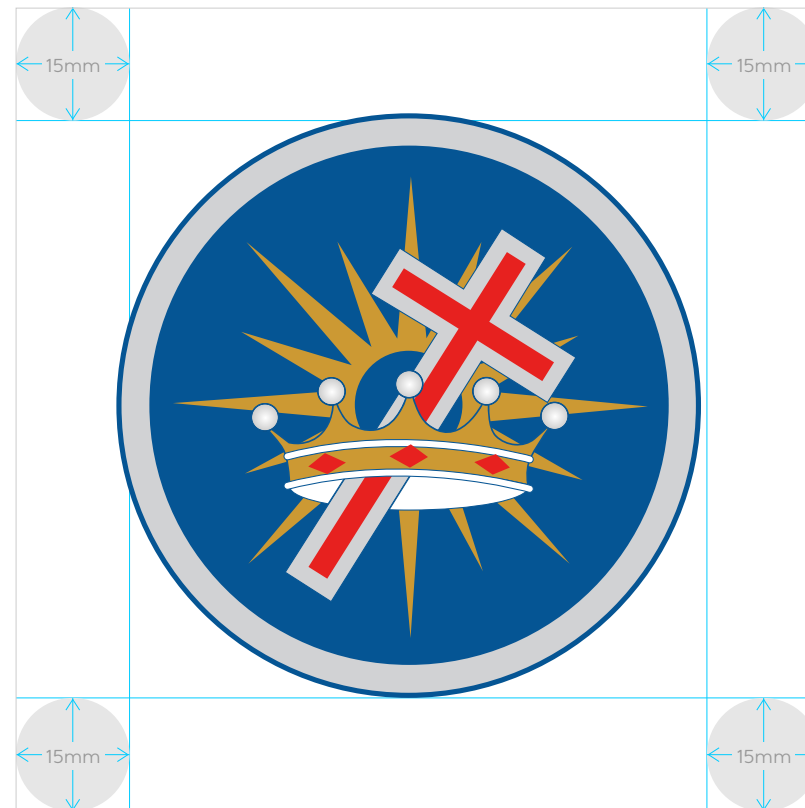
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The space margins around the logo is measured with a perfect circle and should not be below 15mm in normal circumstances (A5 - A4).

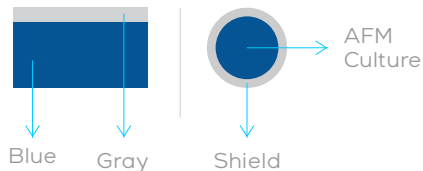
2.06

Logo Colour Versions

The AFM of SA logo should only be reproduced in the exact colours outlined in this document. The precise colour palette is specified on section 3.05.

Our Logo protects all its elements like its children with the traditional AFM's royal blue background.

Our logo then shields itself with a light gray outline that protects and distinguishes it against any element that it is positioned on. This is necessary because the integrity and identity of our logo should never be distorted or undermined by any background or space which it is positioned on.



The universal AFM **Icon**, which is the most important visual of the AFM of SA logo elements, also shields and protects its integrity, elements, and colours with a light gray outline.



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Standard



Black and White



This is the version we use when: **Faxing, Sculpting, Embossing, and engraving** our logo.

Only the Standard logo should be used for this purpose

2.07

Using The Right Logo

It is very important to use the correct logo for the item you are producing. Failure to do so may result in a variety of problems, such as loss of quality or very large file sizes.

The standard logo is the master and most highly proffered logo that should be prioritized at all times.

File Formats:

SVG: can be enlarged indefinitely without loss of quality. They are appropriate for most print applications.

CMYK: is for print applications where 4 colour process is used.

RGB: is for on screen applications.

PMS: this is for print applications that use Pantone (special) colours.

Black: for black- only printing or printing black from 4 colour process.

Reversed: for reversing white out of an image or coloured background.

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File naming protocol

Colour Version

AFMofSA_Standard_RGB.svg

Name Logo Version Format

2.08

Rules of Use

The logo must always be used in accordance with the guidelines set out for brand colours, space positioning, size and proportion. The rules outlined in this section apply to all our logo versions.

01: Never change colours, re-create or amend our logo.

02: Do not change the colours of the logo. The icon and logotype should always appear in 100% of the same colour. Only use the colour variations outlined in these guidelines.

03: Do not stretch, distort or rotate the logo.

04: Do not modify the logo with effects such as 3D rendering or drop shadows.

05: Do not alter the relationship between the marquee and the logotype.

06: Do not create or use outline versions.

07: Do not substitute or try to recreate the logotype. The logotype can not be recreated using any typeface.

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This is us



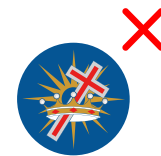
Do not customise our blue



Don't outline



Do not customise the logo to 3D, shadow or gradient



Our Outline is not white but light gray



Do not theme or customise our colours



Don't squeeze horizontally



Don't squeeze vertically



Don't tilt or skew



Don't change colours

2.09

Logo Positioning

The preferred position for The AFM of SA logo is the top corner. Any wish to vary from this should be agreed with the Communications Office.

The logo should be properly positioned within the grid for any particular application. Always allow at least the minimum space positioning between the logo and the edge of the page or artwork.


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Please Note:

Examples shown here are scaled down representations of The AFM of SA applications using the proper clear space around logos.

The purpose of these examples is to illustrate clear space, please do not use but refer to these examples.



Olupta sametus citiu plam aligenda sed m atquae doluptat harc quamendia est, to et

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3.01

Brand Colours

At the heart of our brand is our favourite AFM royal blue. This color has a harmonic meaning, as it represents royalty and commands authority which is depicted by the Crown in the logo.

Beyond our logo, colour is the most recognizable aspect of our brand identity. Using colours appropriately is one efficient way to make sure our materials reflect a cohesive image or visual story of The AFM of SA.

We use the traditional AFM colours from the universal AFM **Icon** in everything we do. These colours depicts our character, attitude, and values while igniting creativity and humility within our ranks.



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This is our favourite and traditional
AFM Royal Blue

R:**38** G:**93** B:**151**
C:**99** M:**73** Y:**14** K:**2**
HEX: **#265D97**
PANTONE: **7686C**

This is our favourite and traditional
AFM Gray

R:**210** G:**211** B:**213**
C:**0** M:**0** Y:**0** K:**20**
HEX: **#D2D3D5**
PANTONE: **427C**

White

Black

3.01

Brand Colours

Supporting Colours

Our supporting colors are inspired by the universal AFM icon. This resembles our faith, values, and optimistic attitude and ability to collaborate and include.

To our brand this means innovation and diversity.



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This is our traditional
AFM Beige

C:**18** M:**32** Y:**85** K:**0**
R:**213** G:**172** B:**81**
HEX: **#D5AC51**
PANTONE: **7407C**

This is our traditional
AFM Red

C:**5** M:**99** Y:**100** K:**0**
R:**277** G:**55** B:**56**
HEX: **#E33738**
PANTONE: **2347C**

3.01

Brand Colours

Gradient Colours:

This is for technical and experienced designers and Editors.

The only time we use darker or lighter colours is when we are colour grading. This exercise is best used by graphic designers when exploring or expanding on their creativity.

Please note that the darker and lighter versions of our colours are never to be single used as solid colours. They will only be used when creating gradient backgrounds and artworks by designers.

If you want to use colour gradients on your artworks please refer to this document for appropriate referencing or consult with our marketing department.

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dark	standard	light
100% C:92 M:73 Y:47 K:70 R:2 G:42 B:73 HEX: #062A49 PANTONE: 296C	50% (AFM Blue)	0% C:51 M:24 Y:11 K:0 R:131 G:171 B:202 HEX: #83ABCA PANTONE: 284C
100% C:0 M:0 Y:0 K:100 R:0 G:0 B:0 HEX: #000000	50% (AFM Gray)	0% C:0 M:0 Y:0 K:0 R:255 G:255 B:255 HEX: #FFFFFF
100% C:49 M:60 Y:100 K:46 R:101 G:76 B:25 HEX: #654C19 PANTONE: 7552C	50% (AFM Beige)	0% C:9 M:18 Y:45 K:0 R:230 G:205 B:154 HEX: #E6CD9A PANTONE: 7402C
100% C:24 M:100 Y:100 K:27 R:153 G:49 B:51 HEX: #993133 PANTONE: 7621C	50% (AFM Red)	0% C:0 M:55 Y:34 K:0 R:244 G:145 B:144 HEX: #F49190 PANTONE: 2339C

3.02

Typography

Typography is a powerful brand tool that can add visual meaning and emotion to what is communicated. The AFM of SA's typography must always be clear, neat, and flexible in a wide range of situations.

Artworks Typeface:

"Giga Sans" is the typeface we use primarily in the creative workspace. This is the font we use for the logotype and descriptors on our logo.

This font should be used by Marketing Managers, Advertising Agencies, Graphic Designers and Video Editors when creating artworks as it forms part of our unique brand identity to the public domain.

When Giga Sans is not available we use "Gotham" for the same responsibilities as both these fonts look similar.

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Giga Sans

Primary
Artworks
Typeface
(Including
Website)

Giga Sans (Light) - Elegant layout Designs
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,.;:)

Giga Sans (Normal) - Formal Layouts Designs
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,.;:)

Giga Sans (Medium) - Clarity in Formal layouts
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,.;:)

Giga Sans (Bold & Extra) - Titles and Headings
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,.;:)

Gotham

Secondary
(In the absence
of Giga Sans)

Gotham (Light) - Elegant layout Designs
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,.;:)

Gotham (Normal) - Formal Layouts Designs
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,.;:)

Gotham (Medium) - Clarity in Formal layouts
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,.;:)

Gotham (Bold & Extra) - Titles and Headings
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(,.;:)



Please Note: We do not use *Italics* when we do our 'artworks and designs', internally, informally, or commercially. This is because *Italics* have a life and character of their own which does not comply with our attitude.

3.02

Typography

Admin Typeface:

“Arial” is the default typeface that we use for all office admin and communication work. Arial is an ideal font because it is freely accessible by default in all computers, therefore nobody will ever face challenges when executing their tasks using it in the office.

Publications:

For publication of articles and books we use “Georgia” as a default typeface. This is a font that is also accessible by default across all computers and mobile devices.

However, if the user has access to the ‘Giga Sans’ font please use it instead for both office admin and publications, as this is our primary brand identity typeface which must always be prioritised at all times..

Rationale

The Logo

Brand Architecture

Application

- 3.01. Brand Colours
- 3.02. Typography
- 3.03. Brand Descriptors
- 3.04. Brand Hive (Visual Style)
- 3.05. Using Pictures
- 3.06. Brand Partners

Arial

Admin

Arial (Normal)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Arial (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Georgia

Publications

Georgia (Normal)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Georgia (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)



Please Note: we only use *Italics* when doing office administration works, even when using the ‘Giga Sans’ typeface.

3.03

Brand Descriptors

The descriptors are created using the 'Giga Sans' typeface to reinforce the shared identity with the AFM of SA logo.

The 'Giga Sans' typeface is the only typeface that is used for creating descriptors. No other font should be used in order to preserve our identity, integrity, and consistency.

A lockup of the logo with a descriptor can be used as an official mark to identify a department or programme within The AFM of SA ranks.

Logos with descriptors are made by adding either one, two or three lines of writing next to The AFM of SA logo

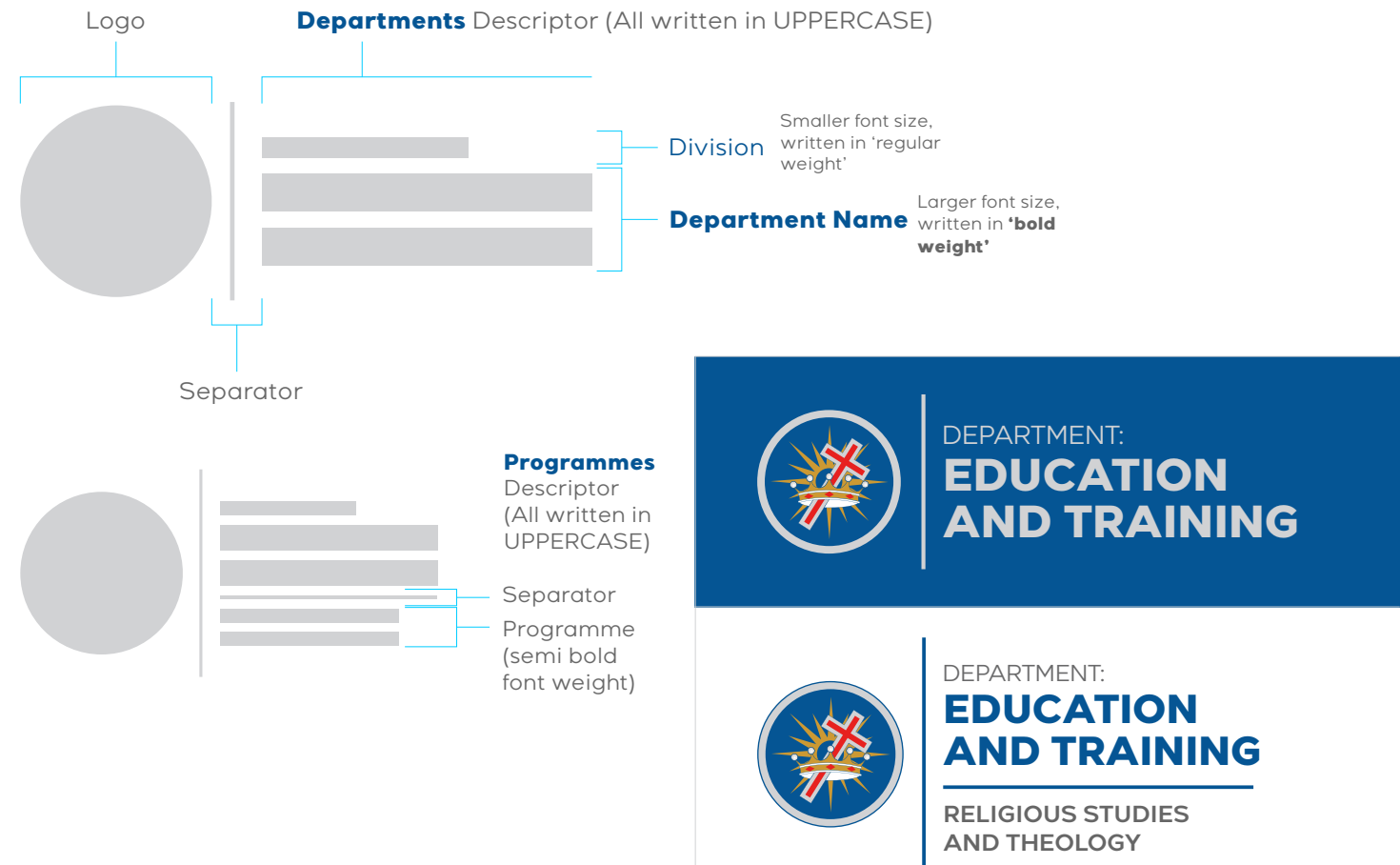
Rationale

The Logo

Brand Architecture

Application

- 3.01. Brand Colours
- 3.02. Typography
- 3.03. Brand Descriptors
- 3.04. Brand Hive (Visual Style)
- 3.05. Using Pictures
- 3.06. Brand Partners



3.03

Brand Descriptors

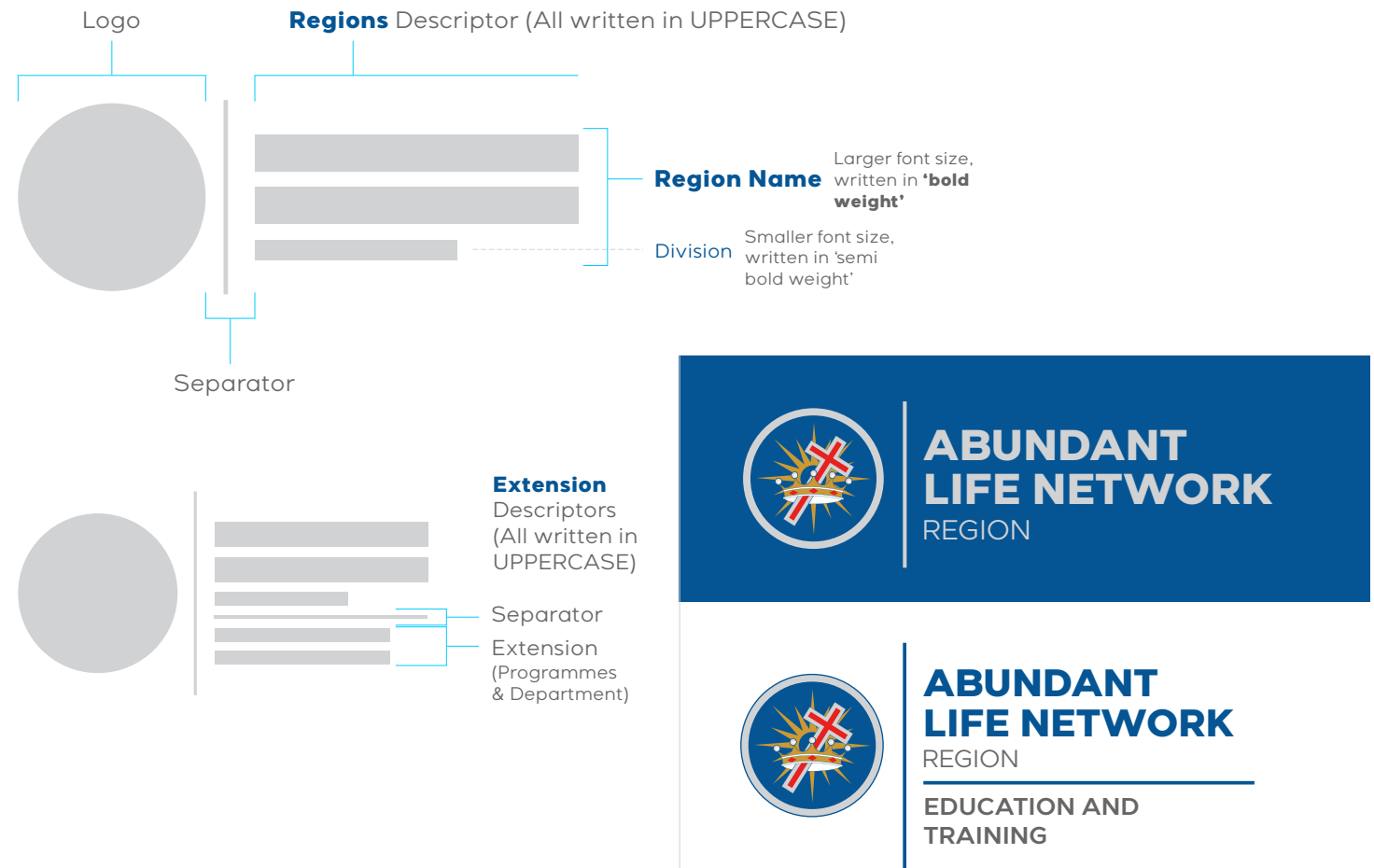
Rationale

The Logo

Brand Architecture

Application

- 3.01. Brand Colours
- 3.02. Typography
- 3.03. Brand Descriptors
- 3.04. Brand Hive (Visual Style)
- 3.05. Using Pictures
- 3.06. Brand Partners



3.03

Brand Descriptors

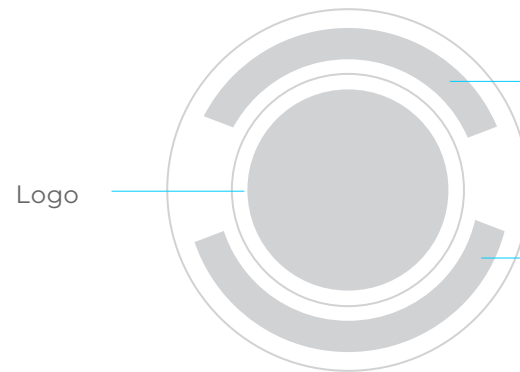
Rationale

The Logo

Brand Architecture

Application

- 3.01. Brand Colours
- 3.02. Typography
- 3.03. Brand Descriptors
- 3.04. Brand Hive (Visual Style)
- 3.05. Using Pictures
- 3.06. Brand Partners



AFM WRITEUP

On top of the Logo written in medium font weight

Assembly Descriptor
(All written in UPPERCASE)

Larger font size written in **'bold weight'**



Assembly
Identity
Lockup

3.04

Brand Hive (Visual Style)

The brand hive is a graphic containing element that is used to give our organization a recognizable identity and feeling even in the absence of the logo. Think of this as a house that the AFM of SA brand lives in.

A brand hive will protect, distinguish, and give The AFM of SA a visual clarity of mind to our audience while giving it prominence and attention in design and layout.

Our brand hive is made of curvy round edges and corners, which is a symbol of our diversity, flexibility, and ability to bend and adapt to the future.

A range of ready-made shape artworks have been created for use across a range of standard formats. We use our brand-hive sparingly – primarily on the front covers, posters or flyers.

Rationale

The Logo

Brand Architecture

Application

- 3.01. Brand Colours
- 3.02. Typography
- 3.03. Brand Descriptors
- 3.04. Brand Hive (Visual Style)
- 3.05. Using Pictures
- 3.06. Brand Partners



3.04

Brand Hive (Visual Style)

Technical Design:

It is important to note that, only qualified and professional designers, or persons with great experience and knowledge of graphic design are permitted to produce materials using this visual style.

For the appropriate use and application of our brand visual style please refer to this document, or consult our National Marketing Department as ready made templates have been designed for execution.

Rationale

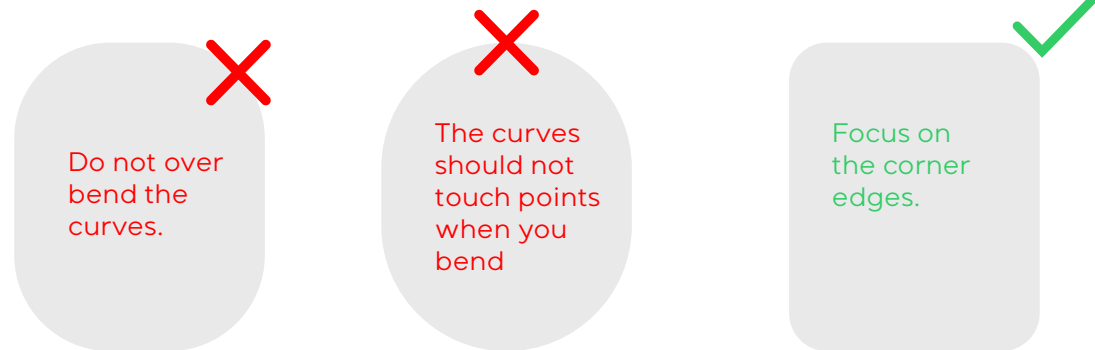
The Logo

Brand Architecture

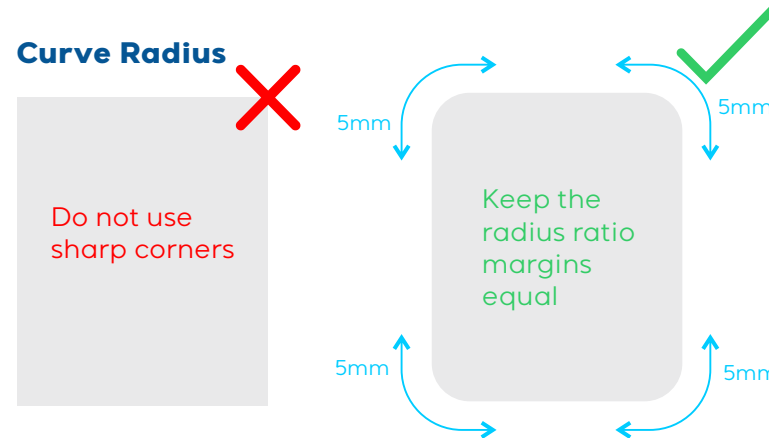
Application

- 3.01. Brand Colours
- 3.02. Typography
- 3.03. Brand Descriptors
- 3.04. Brand Hive (Visual Style)
- 3.05. Using Pictures
- 3.06. Brand Partners

What to do and not to do



Curve Radius



3.05

Using Pictures

General Guidelines

The AFM of SA's photography should reflect the authenticity, vibrancy, and welcoming personality of the brand. Using photography with natural light, strong depth of field, and genuine subjects will achieve the desired look and feel.

Photography that follows these guidelines will enhance the brand materials and visually reinforce the brand's written and verbal communication and messaging. Use a camera angle that feels as though the viewer is taking part in the activity/photograph.

Also, using natural lighting with minimal (if any) post production editing. The photos should feel as close to reality as possible while remaining professional and high-quality.

Please work with photos that meet the following criteria:

- High quality/resolution
- Lots of color in images (either on subjects or in background)
- Shots are well lit
- Low noise
- Focus on action, achievement, joy, excitement, family, community, and emotion.

Rationale

The Logo

Brand Architecture

Application

- 3.01. Brand Colours
- 3.02. Typography
- 3.03. Brand Descriptors
- 3.04. Brand Hive (Visual Style)
- 3.05. Using Pictures
- 3.06. Brand Partners



Our photography must at all times promote or reflect: **unity, equality, hope, and social cohesion.**

3.05

Using Pictures

Photo-Graphics:

At times we love to add some creativity on our images. This plays a significant role in ensuring a consistent identity through the use of graphic elements. These can be in a form of waters-marks, colours grading, typography, or even the brand hive.

Rationale

The Logo

Brand Architecture

Application

- 3.01. Brand Colours
- 3.02. Typography
- 3.03. Brand Descriptors
- 3.04. Brand Hive (Visual Style)
- 3.05. Using Pictures
- 3.06. Brand Partners



3.06

Brand Partners

We position the logos of our partner on the same position where we place descriptors. All official partnerships that are associated with The AFM of SA will be formally recognised and identified in this manner to the public.

Only The AFM of SA standard logo is associated with other brands.

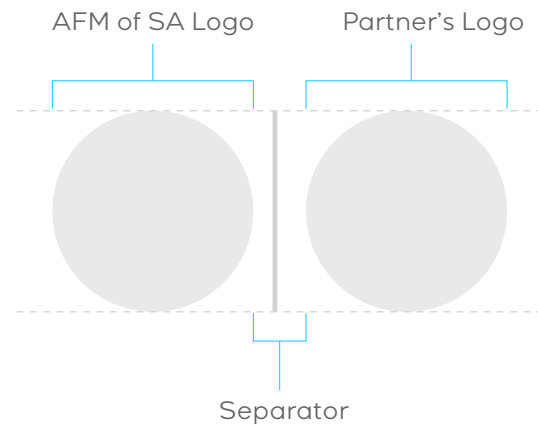
Rationale

The Logo

Brand Architecture

Application

- 3.01. Brand Colours
- 3.02. Typography
- 3.03. Brand Descriptors
- 3.04. Brand Hive (Visual Style)
- 3.05. Using Pictures
- 3.06. Brand Partners



Always make sure that the height of the partner's logo is proportional with The AFM of SA logo.

Never customise or edit the partner's logo. Always position it as it is.



4.0

Application

- 4.01. Stationery
- 4.02. Merchandise
- 4.03. Advertising
- 4.04. Co-Branding

4.01

Stationery (Examples)

Stationery design is standardized across the church system. It is important we look our best when representing The AFM of SA.

Letterhead and business cards are the most formal expressions of our brand identity. Letterhead designs have been created for the church system and each faculty within our system.

The templates shown in this document are not the official output. They are used as examples of how we wish to be represented to the public. Neat, clean, simple, and organized.

Official stationery material templates are available for you at the National office

Rationale

The Logo

Brand Architecture

Application

- 4.01. Stationery
- 4.02. Merchandise
- 4.03. Advertising
- 4.04. Co-Branding

Letterheads



Tel: +27 12 644 0490
Fax: +27 12 644 0732/4
Email: info@afm-ags.org

Head Office:
257 Jean Avenue
Building Nr. 14,
Central Office Park
Centurion, Gauteng
South Africa

Dear Friends

While the Apostolic Faith Mission was founded in 1908 and Pentecostalism brought to South Africa by American missionaries, several factors helped create a favorable climate for the Pentecostal movement to spread in the country. First, revivals in the Dutch Reformed Church in South Africa (DRC) in 1860, 1874 and 1884 were characterized by deep conviction of sin followed by conversion, fervent prayer and some ecstatic phenomenon.

Second, the Dutch Reformed minister Andrew Murray was a prominent holiness teacher and helped create a climate for revival. A third factor was the Zionist churches, led by John Alexander Dowie from Zion City, Illinois, United States. In May 1908, five American missionaries—John G. Lake and Thomas Hezmalhalch, along with their wives, and A. Lehman—arrived in South Africa from Indianapolis.

Lake and Hezmalhalch had links to Dowie's Zion City and had been baptized in the Holy Spirit. She witnessed that the Holy Spirit had sent her to the train station to meet the American missionaries. They first began ministry at a rental hall in Doornfontein, a Johannesburg suburb, on 25 May 1908.

Yours Sincerely

Rev. Selby Khumalo
General Secretary
Apostolic Faith Mission
of South Africa



**ABUNDANT
LIFE NETWORK**
REGION

Tel: +27 12 644 0490
Fax: +27 12 644 0732/4
Email: info@afm-ags.org

Head Office:
257 Jean Avenue
Building Nr. 14,
Central Office Park
Centurion, Gauteng
South Africa

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Yours Sincerely

Rev. Selby Khumalo
General Secretary
Apostolic Faith Mission
of South Africa

4.01

Stationary (Examples)

Business Cards

The templates shown in this document are not the official output. They are used as examples of how we wish to be represented to the public. Neat, clean, simple, and organized.

Official stationary material templates are available for you at the National office

Rationale

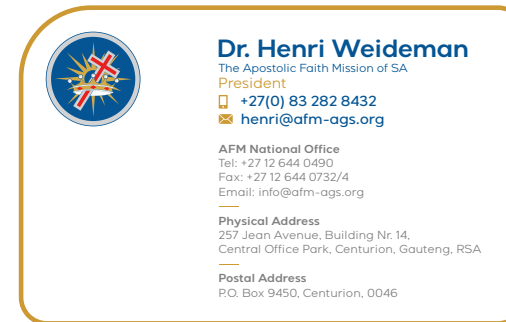
The Logo

Brand Architecture

Application

- 4.01. Stationery
- 4.02. Merchandise
- 4.03. Advertising
- 4.04. Co-Branding

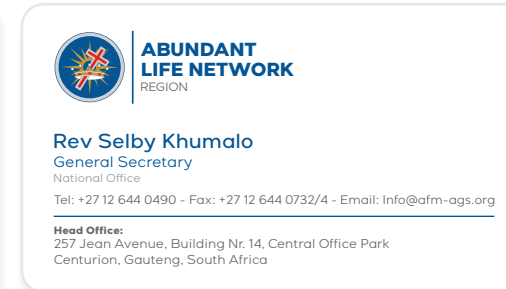
01



National

(Matt Print and embossed Gold logo at the back + embossed Gold outline on both sides + Round corners)

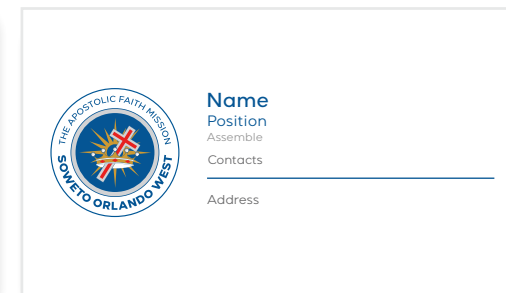
02



Region

(Matt / Regular Print. can be printed without round corners)

03



Assembly

(Regular Print. No need to make round corners)

Back

Front

4.01

Stationery (Examples)

Notes

The templates shown in this document are not the official output. They are used as examples of how we wish to be represented to the public. Neat, clean, simple, and organized.

Official stationary material templates are available for you at the National office

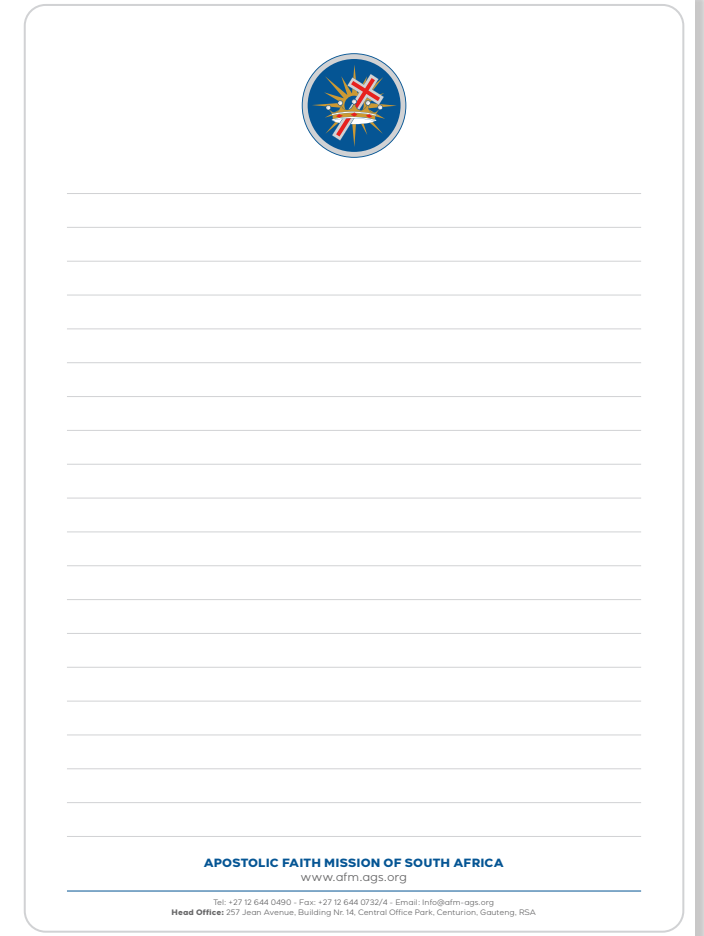
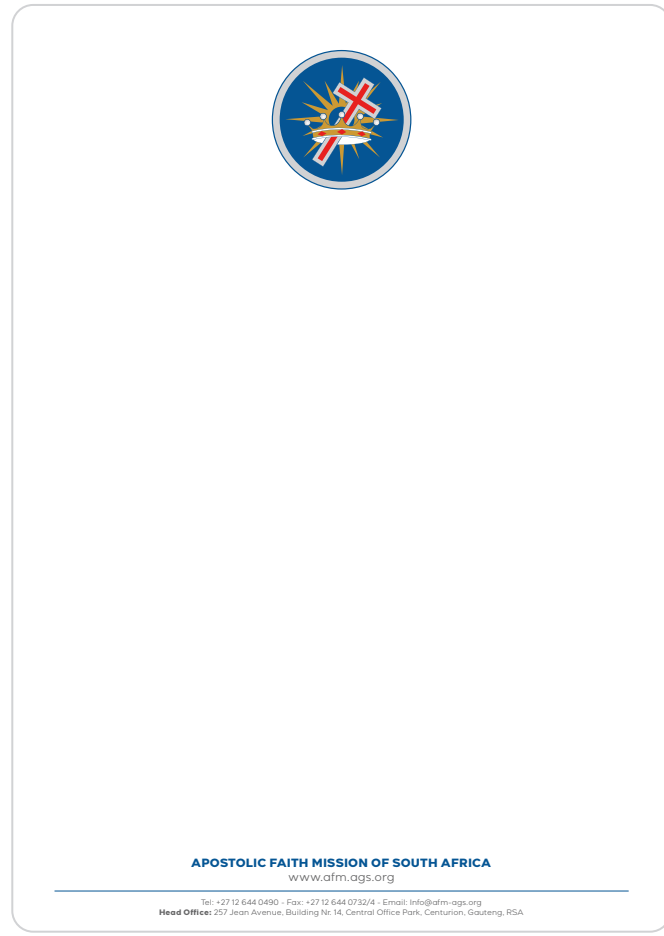
Rationale

The Logo

Brand Architecture

Application

- 4.01. Stationery
- 4.02. Merchandise
- 4.03. Advertising
- 4.04. Co-Branding



4.01

Stationary (Examples)

Folder

The templates shown in this document are not the official output. They are used as examples of how we wish to be represented to the public. Neat, clean, simple, and organized.

Official stationary material templates are available for you at the National office

Rationale

The Logo

Brand Architecture

Application

- 4.01. Stationery
- 4.02. Merchandise
- 4.03. Advertising
- 4.04. Co-Branding



4.01

Stationary (Examples)

Banners

The templates shown in this document are not the official output. They are used as examples of how we wish to be represented to the public. Neat, clean, simple, and organized.

Official stationary material templates are available for you at the National office

Rationale

The Logo

Brand Architecture

Application

- 4.01. Stationery
- 4.02. Merchandise
- 4.03. Advertising
- 4.04. Co-Branding



4.01

Stationary (Examples)

Presentations

The templates shown in this document are not the official output. They are used as examples of how we wish to be represented to the public. Neat, clean, simple, and organized.

Official stationary material templates are available for you at the National office

Use a relevant catchy image as full background on your **Title Slide** to captivate the audience.

Rationale

The Logo

Brand Architecture

Application

Size: Width 4412 px, Height 2480 px



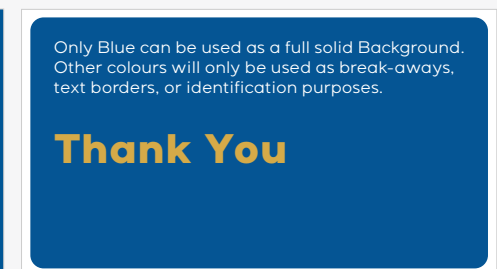
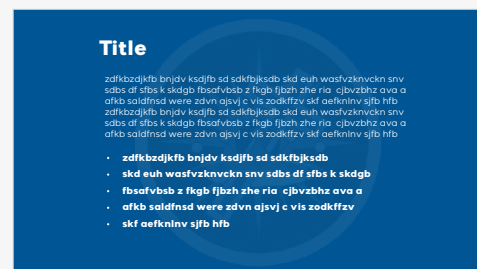
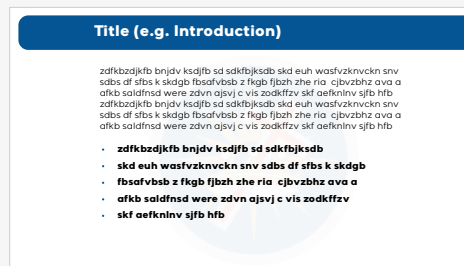
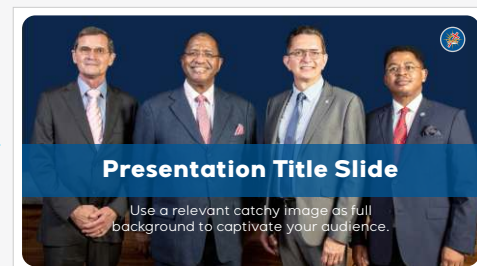
The AFM of SA Logo should always be the opening slide as you prepare and setup your presentation.

- 4.01. Stationery
- 4.02. Merchandise
- 4.03. Advertising
- 4.04. Co-Branding

Note: Use MS. PowerPoint to produce or prepare your presentations.

Use only MS. PowerPoint (.pptx) or Portable Document Format (.pdf) file formats to present your slides.

This is to ensure consistency, smooth work flow, easy content sharing, and quick communications among colleagues working on the same project.



4.02

Merchandise (Examples)

We recommend that you consult with the National Office, which is well-briefed in the use of the logo and identity and can help you create customized merchandise.

All merchandise incorporating the logo should be approved by the National Office.

Here are some examples of the use of the logo.

Rationale

The Logo

Brand Architecture

Application

- 4.01. Stationery
- 4.02. Merchandise
- 4.03. Advertising
- 4.04. Co-Branding



4.03

Advertising (Examples)

Advertisements have been created for many reasons and intentions which could be adapted for use. If you require a lot of additional design work, you are advised to contact the National office.

For cost-cutting measures when doing advertising, we recommend the use of the service providers in our database. For more details please consult with the National office.

Shown here is the example of how we wish our vehicles to be designed

The templates shown in this document are not the official output. They are used as examples of how we wish to be represented to the public. Neat, clean, simple, and organized.

Official stationary material templates are available for you at the National office

Rationale

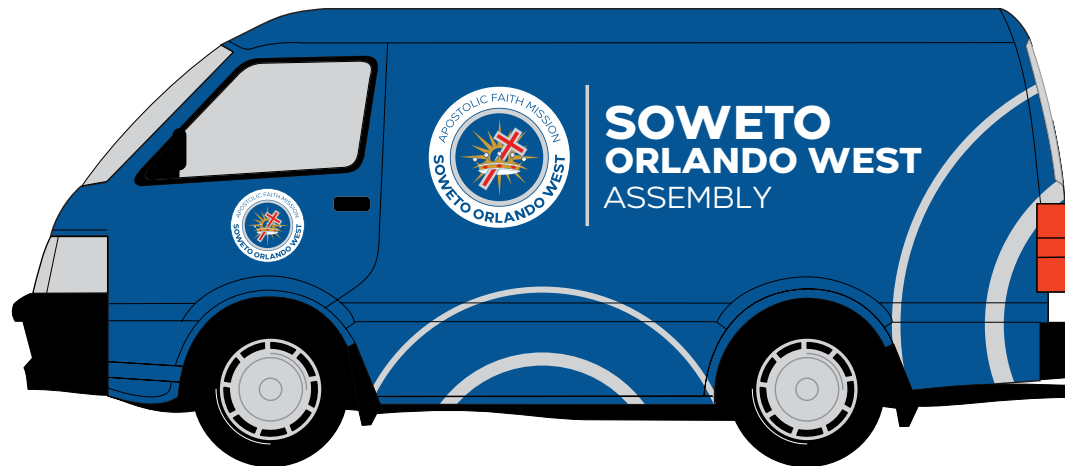
The Logo

Brand Architecture

Application

- 4.01. Stationery
- 4.02. Merchandise
- 4.03. Advertising
- 4.04. Co-Branding

Vehicles



4.03

Advertising (Examples)

The templates shown in this document are not the official output. They are used as examples of how we wish to be represented to the public. Neat, clean, simple, and organized.

Official stationary material templates are available for you at the National office

Rationale

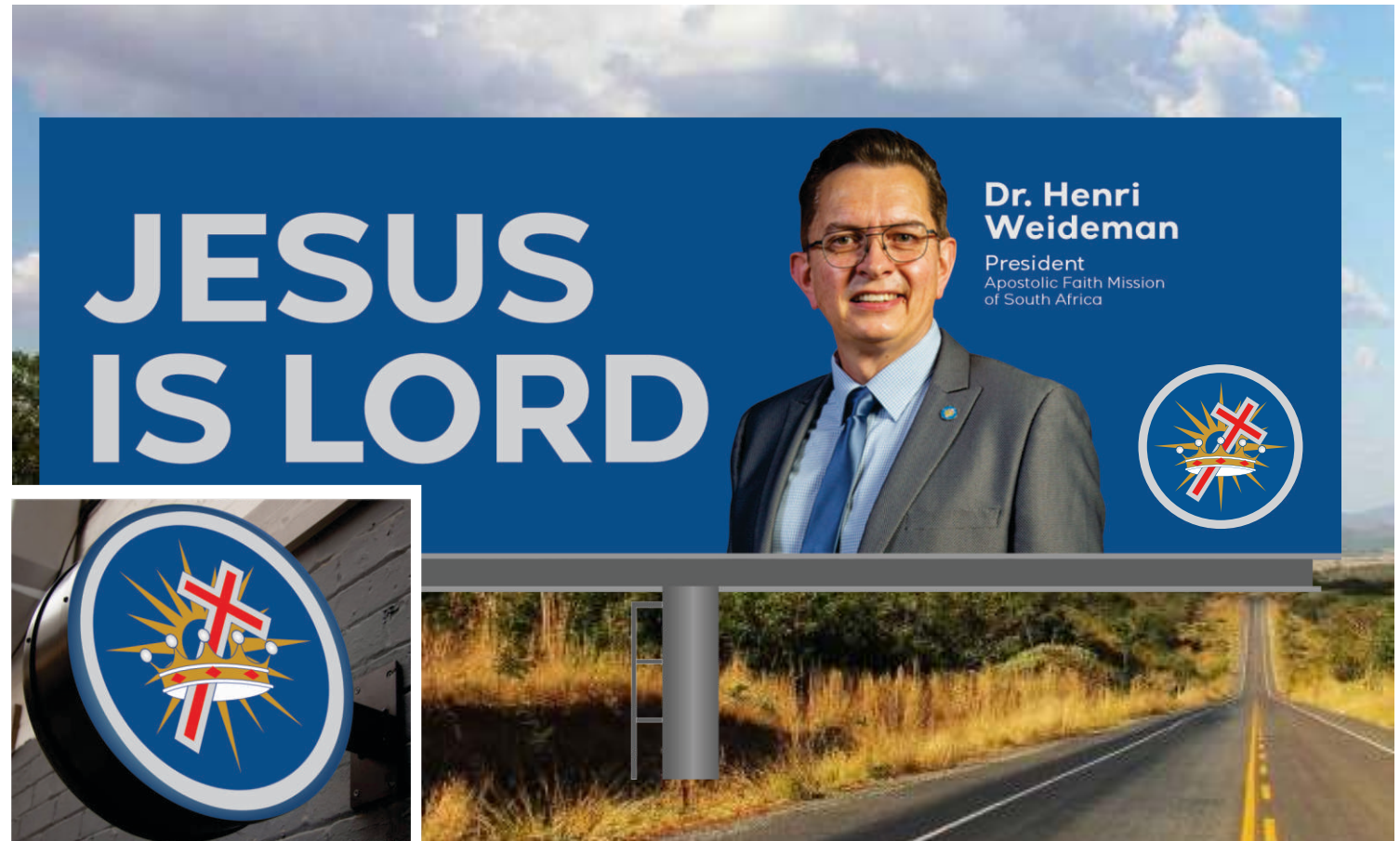
The Logo

Brand Architecture

Application

- 4.01. Stationery
- 4.02. Merchandise
- 4.03. Advertising
- 4.04. Co-Branding

Signs and Billboards



4.04

Co-Branding (Management)

When we partner with other organizations or sponsor brands it is important to acknowledge the Co-Branding relationship with the most appropriate brand hierarchy.

Please note that what is presented here is an initial guide to assist in defining and recognizing the most appropriate approach.

Other facts and relationships may need to be considered depending on the type of a relationship.

Rationale

The Logo

Brand Architecture

Application

- 4.01. Stationery
- 4.02. Merchandise
- 4.03. Advertising
- 4.04. Co-Branding

When approaching a potential co-brand opportunity find out the following questions to identify the most appropriate option.

- If The AFM of SA is leading and driving the activity apply option 1. If the partner is leading apply option 2.
- What is the name of the event? If The AFM of SA is dominant in the title apply option 1. If The AFM of SA does not appear in main title or is used as a suffix apply option 2.
- If The AFM of SA is one of several equal partners apply option 2.
- If the co-brand opportunity takes place outside of the Church, Health, Education or Community scenarios apply option 2.
- For The AFM of SA associated events such as the Anniversary, or campaigns such as Evangelism, The AFM of SA mark is used as an endorsement at an equal status to other supporting organizations. In these instances apply option 2.

Option 1

The AFM of SA dominant

The Material produced by The AFM of SA will generally be created with The AFM of SA visual identity and the partner brand being recognized in a supporting role.

When applying this option please ensure the following:

- The AFM of SA mark is the dominant brand either in terms of scale or position.
- The role of the sponsor brand within the relationship is clearly identifiable. E.g. Accreditation texts such as 'Global Sponsor', 'proudly supported by', 'Official supplier', etc. are used in proximity to the partner's brand.

Option 2

Partner or Event dominant

The Material created by Sponsors/ Partners will generally be created within their own visual identity, or the identity of the co-branded opportunity. In these instances The AFM of SA will usually be the beneficiary of the sponsorship and our mark is used as an endorsement.

When applying this option please ensure the following:

- The overall branding and theme of the event or campaign is not in conflict with the mission and ethics of The AFM of SA.
- Ensure that the partner brand does not swamp or subsume The AFM of SA brand – especially in co-branded events.
- The role of The AFM of SA is clearly identifiable. e.g. Accreditation texts 'in support of' or 'benefiting', etc. are used in proximity to The AFM of SA mark or within the title of the event.



THE AFM OF SOUTH AFRICA

Corporate Identity Guidelines and
Graphic Communications Architecture

Version 1.0

© All rights reserved.

For high resolutions files, accurate branding,
and printing specifications please contact
The AFM of South Africa head office.

Email: info@afm-ags.org