Compassion®
Releasing children from poverty
in Jesus' name

# Visual Standards Update

Draft Final

July 2019

Everett Swanson
Korea

The Compassion History

COMPASSION INTERNATIONAL *started in 1952 with 35 children orphaned by the Korean War. Everett Swanson, an evangelist from Chicago, was ministering to troops when he saw children dying in the streets one morning and made a promise to do something about it. By 1977, more than 25,000 children were being supported. The ministry of Compassion International grew to 250,000 children, babies and students by 1998, to 500,000 in 2003 and, eventually, one million in 2009. Today, Compassion is transforming the lives of more than 2 million children around the world through 12 international partner country offices and a global network of Frontline Church Partners in over 25 countries around the world.*

Paz Family
Peru

POVERTY

CHILDREN

**CHILDREN
IN POVERTY**
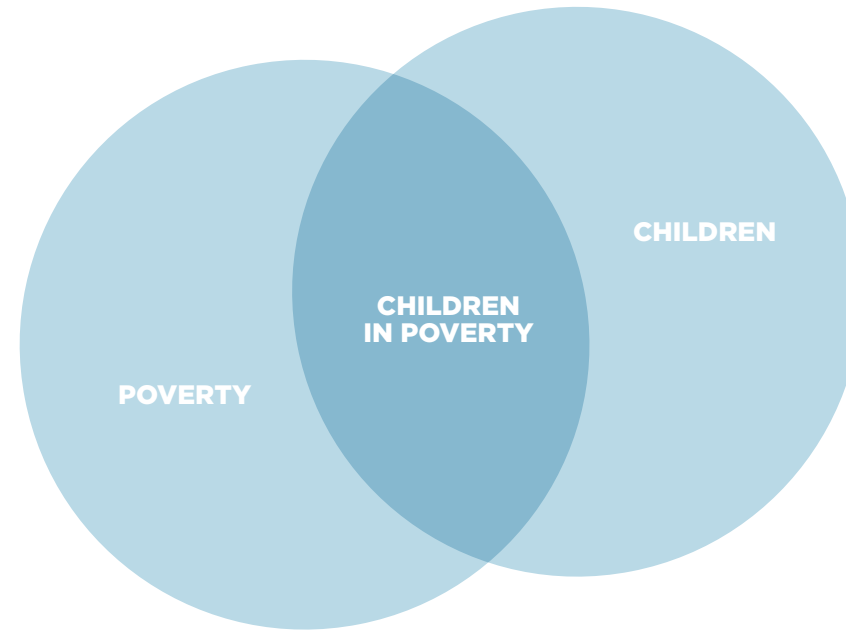
He said to them, "Let the little children come to me, and do not hinder them, for the kingdom of God belongs to such as these. Truly I tell you, anyone who will not receive the kingdom of God like a little child will never enter it."
—Mark 10:14b-15

Our Focus

Children in poverty

MORE THAN 900 million people around the world still live in extreme poverty. Almost half of them—46 percent—are aged 17 or younger.

Poverty causes children to struggle with frequent illness, chronic malnutrition and impaired physical and mental development. It denies children access to basic health care and education, weakens their protective environment and leaves them vulnerable to abuse and exploitation.

Poverty robs children of opportunities and choices. It wears out their energy and hurts their confidence in the future. Poverty tells a child they do not matter, their story is not worth being told. It damages a child's self-worth and steals their hopes and dreams. Poverty can even destroy a child's belief in a God of love, hope and justice.

The world often overlooks children. They're too small; they can't vote; their rights are often unprotected. But God makes it clear that all children are precious to Him and should not be held back or ignored in any way. As Christians we have a responsibility to take up the mandate of Jesus and care for children, especially those living in poverty.

The Compassion Difference

Before I formed you in the womb I knew you, before you were born
I set you apart... —Jeremiah 1:5

The Three C's

Compassion has three key distinctives that set us apart. We are:

CHRIST-CENTERED
John 3:16

Our desire to follow Jesus defines everything we do, as individuals and as an organization. It motivates how we act and gives power to our programs. It's why we commit to helping children find their value in Jesus – the single most important discovery in their release from poverty.

CHILD-FOCUSED
Matthew 19:14

We're dedicated to meeting the unique physical economic, social and spiritual needs of children trapped in poverty. Surrounding our children with caring adults and the love of a sponsor allows them to be known, loved and protected. Yes, Compassion will have a positive impact on entire communities, but our unwavering focus is on the individual child and his or her future.

CHURCH-BASED
Matthew 16:18

Our programs are implemented by local churches – God's hope for a hurting world. Each church is carefully selected, equipped and held to high standards. These strategic partnerships with local churches set us apart from all other major child sponsorship organizations.

PHOTOGRAPHY BY BAYLY MOORE

Kenya

Committed to Integrity

MORE THAN *half a century of unwavering integrity and depth of professional experience have built a foundation of great credibility for Compassion's ministry. We steward the resources entrusted to us with extreme seriousness. We regularly perform audits to ensure that our programs are being well managed and that funds are being properly disbursed and applied. Compassion commits to the highest professional and biblical principles in all aspects of our ministry and maintains the highest industry standards for our allocation of funds.*

Table of Contents

**Sara, Flora,
Pamela & Maria**
Bolivia

PHOTOGRAPHY BY **BEN ADAMS**

Logo

Thailand

One color

The primary logo is transitioning to a single solid color rendition, either our new PMS 300 blue (see Color Section, page 9) or black. This helps the logo to be clear and more easily reproduced.
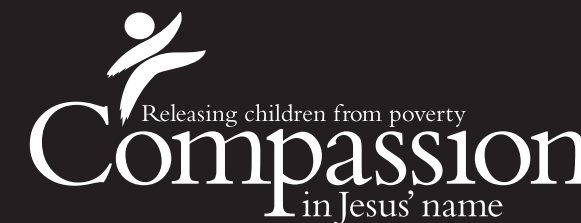
Logo Elements

The logo consists of five elements:

• Skippy
• Logotype
• Secondary statement
• Color
• ® Symbol

Horizontal Logo

The secondary logo will remain a two colors, black with our new PMS 300 blue (see Color Section, page 9) or black. This helps show the difference between the logo and the secondary statement.

Releasing children from poverty
Compassion®
in Jesus' name

LOGO OVER A PHOTO

The Compassion logo may be used in white as long as it is legible. It should follow the same restricted height parameters as stated on the following page.

PHOTOGRAPHY BY **BEN ADAMS**

1.8 inches
4.6 cm

Size Restrictions

Due to legibility, never reproduce a Compassion logo smaller than the minimum size shown. There are two acceptable formats for the Compassion logo. This is the primary version and is preferred and should be used whenever possible.

Restricted Height

If the space available for the logo is less than the minimum clearance area required for the primary version, then the restricted height version may be used. However, it should be used as little as possible and only when it is impossible to use the primary version. In each format, the size relationship and positioning of the five elements are standardized as shown and should not be changed. The restricted height logo allows for removal of the secondary statement.

Skippy

SKIPPY represents the heart of Compassion. Why we do what we do. What we celebrate and champion. Skippy represents a child released from poverty — free to hope, dream, laugh, imagine and chase the potential God has instilled within them.

USAGE

Skippy may be used on its own as a single design element, as long as:

- The full logo is present elsewhere. (For example, Skippy may be used on its own on the front of a hat or t-shirt as long as the full logo is also present elsewhere.)
- The front cover of a printed piece or other media may have Skippy on its own if the full logo is also present on that cover.
- Vector versions of "Skippy" can be downloaded by clicking the download on Compassion media.
- Skippy may also be used screened back.
- "Skippy may be used at a variety of sizes, including a small version used at the end of a paragraph."

Gift and Joy
Kenya

Dual Branding

Preferred method - Horizontal

A secondary external logo/s may appear to the right of the Compassion logo with the following restrictions:
- It should be no greater than the height of the Compassion logo and extend in proportion.
- The distance between the secondary external logo and the Compassion logo equals the width of Skippy in the Compassion logo.
- The dividing line between the secondary logos is .5 pt.
- Additional external logos may be added following these same guidelines.

Secondary option - Vertical

A secondary external logo can accompany the Compassion logo with the following restrictions:
- The distance between the secondary external logo and the Compassion logo equals the height of Skippy in the Compassion logo.
- The dividing line is .5 pt in thickness for Compassion logo.
- The secondary external logo must never exceed the left and right boundaries (set by the length of the Compassion logo) and should centered within the area shown.

Ethiopia

PHOTOGRAPHY BY **BEN ADAMS**

Color

The Compassion Colors

Introducing our new primary color: PMS300 Blue

THE PRIMARY COLOR of the Compassion brand has always been blue. That is not changing. However, the shade of blue we use is changing. We are changing from PMS 286 to PMS 300. The "new blue" is brighter to better reflect the optimism of our brand, and easier to work with as we use screens, CMYK color matches and other production techniques to express our brand in a consistent way. Overall, Compassion is implementing a more contemporary, simple and more flexible color palette (see Color Chart for more).
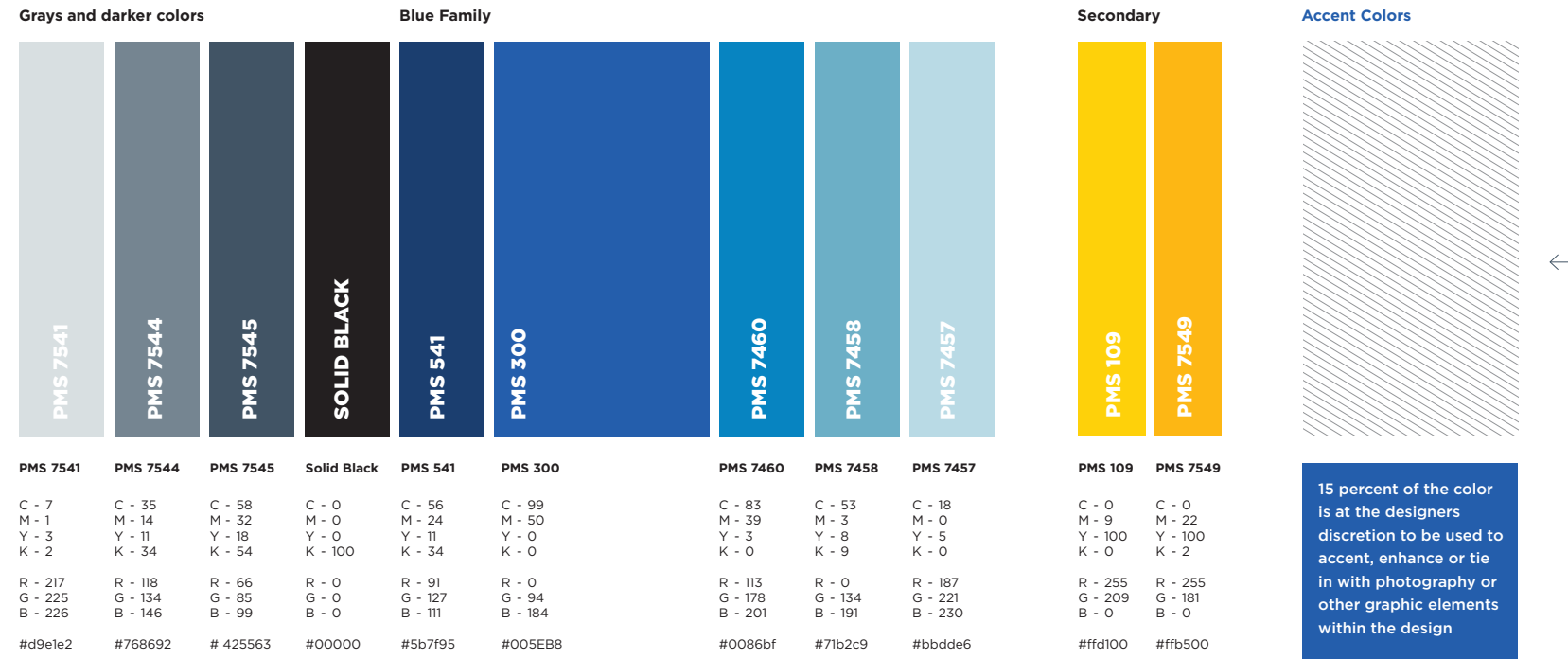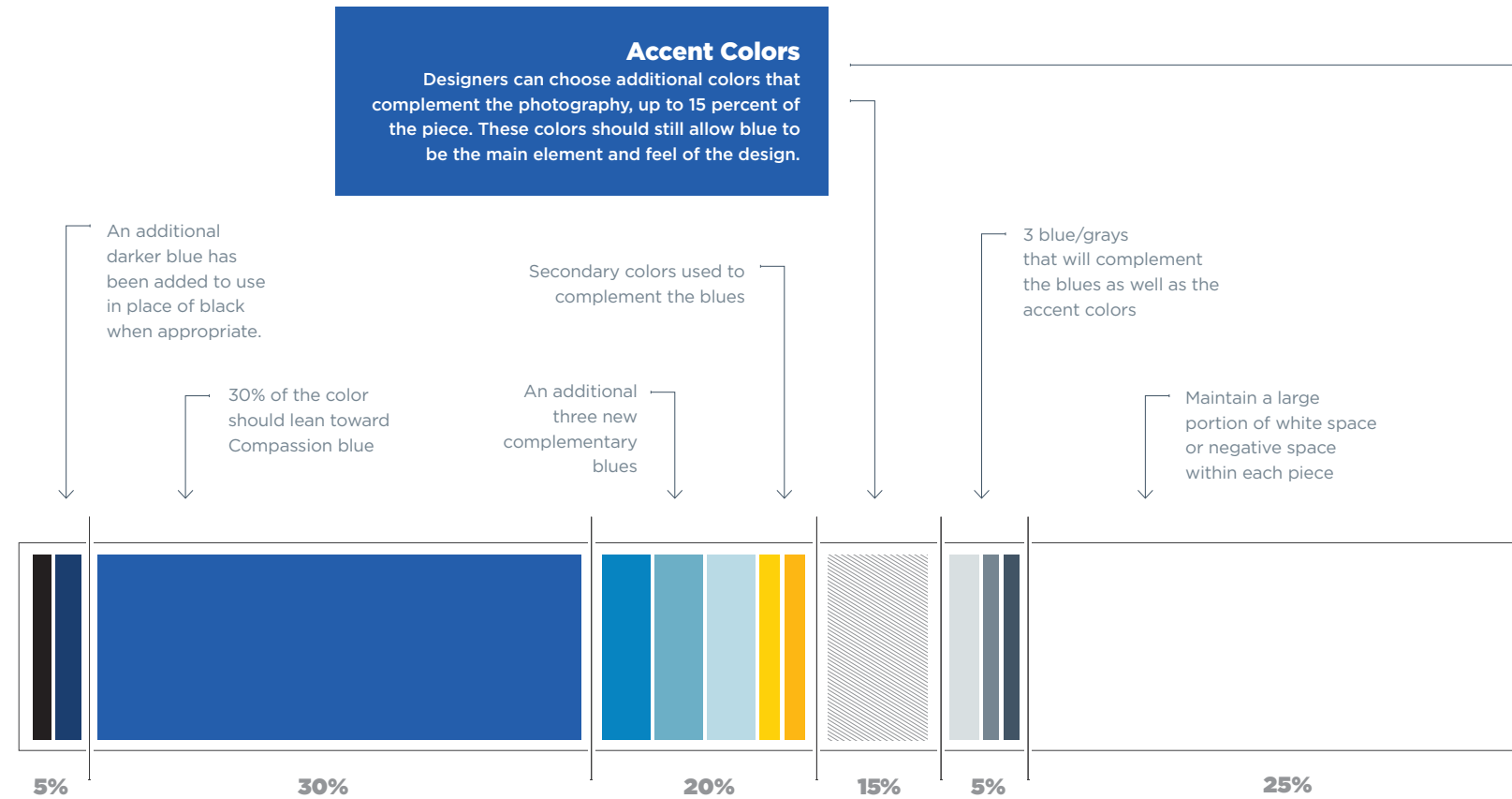
old version

new version

PMS 286

PMS 300

C - 99
M - 50
Y - 0
K - 0

R - 0
G - 94
B - 184

#005EB8

PHOTOGRAPHY BY **SARA NAVARRO**

Vitoria
Brazil

Accent Colors

Designers can choose additional colors that complement the photography, up to 15 percent of the piece. These colors should still allow blue to be the main element and feel of the design.

An additional darker blue has been added to use in place of black when appropriate.

30% of the color should lean toward Compassion blue

Secondary colors used to complement the blues

An additional three new complementary blues

3 blue/grays that will complement the blues as well as the accent colors

Maintain a large portion of white space or negative space within each piece

5%   30%   20%   15%   5%   25%

Grays and darker colors   **Blue Family**   **Secondary**   **Accent Colors**

	PMS 7541	PMS 7544	PMS 7545	Solid Black	PMS 541	PMS 300	PMS 7460	PMS 7458	PMS 7457	PMS 109	PMS 7549
C	7	35	58	0	56	99	83	53	18	0	0
M	1	14	32	0	24	50	39	3	5	9	22
Y	3	11	18	0	11	0	3	8	0	100	100
K	2	34	54	100	34	0	0	9	0	0	2
R	217	118	66	0	91	0	113	0	187	255	255
G	225	134	85	0	127	94	178	134	221	209	181
B	226	146	99	0	111	184	201	191	230	0	0
	#d9e1e2	#768692	#425563	#00000	#5b7f95	#005EB8	#0086bf	#71b2c9	#bbdde6	#ffd100	#ffb500

15 percent of the color is at the designers discretion to be used to accent, enhance or tie in with photography or other graphic elements within the design

Color Chart

THE COMPASSION color palette has been expanded to equip designers with a more versatile color palette that can be used across a broader spectrum of platforms that often are aimed at different audiences. It provides four secondary blues that complement the primary Compassion blue as well as the addition of new accent colors and a selection to allow designers the opportunity to use colors that work well with photography. This new scale is used to help provide a reference of how colors should be used in relation to one another and is not a strict percentage scale. For example, a photograph that is mostly blue could be used in place of the color blue to achieve the desired effect. The goal moving forward is to look at the piece as a whole, and not on a page-by-page basis. We want to equip designers with a more versatile color palette that can be used across a broader spectrum of platforms that may be aimed at different audiences.

Using Color Variance

IN ORDER to add some flexibility to the color palette, a variance of the colors used has been added to the brand standards. This variance is to help designers use color to signify specific things (ex.: red for medical or emergency) and specific places (ex.: colors that signify or represent a country or region). It also allows for use of a "popular" color when appropriate. These colors should not make up more than 15 percent of the overall color palette of the design. And, as always, Compassion blue should be the dominate color.

Choosing Accent Colors

Here are a couple of examples showing how the 15 percent variance can help increase freedom to choose colors that work within the context of a given piece.
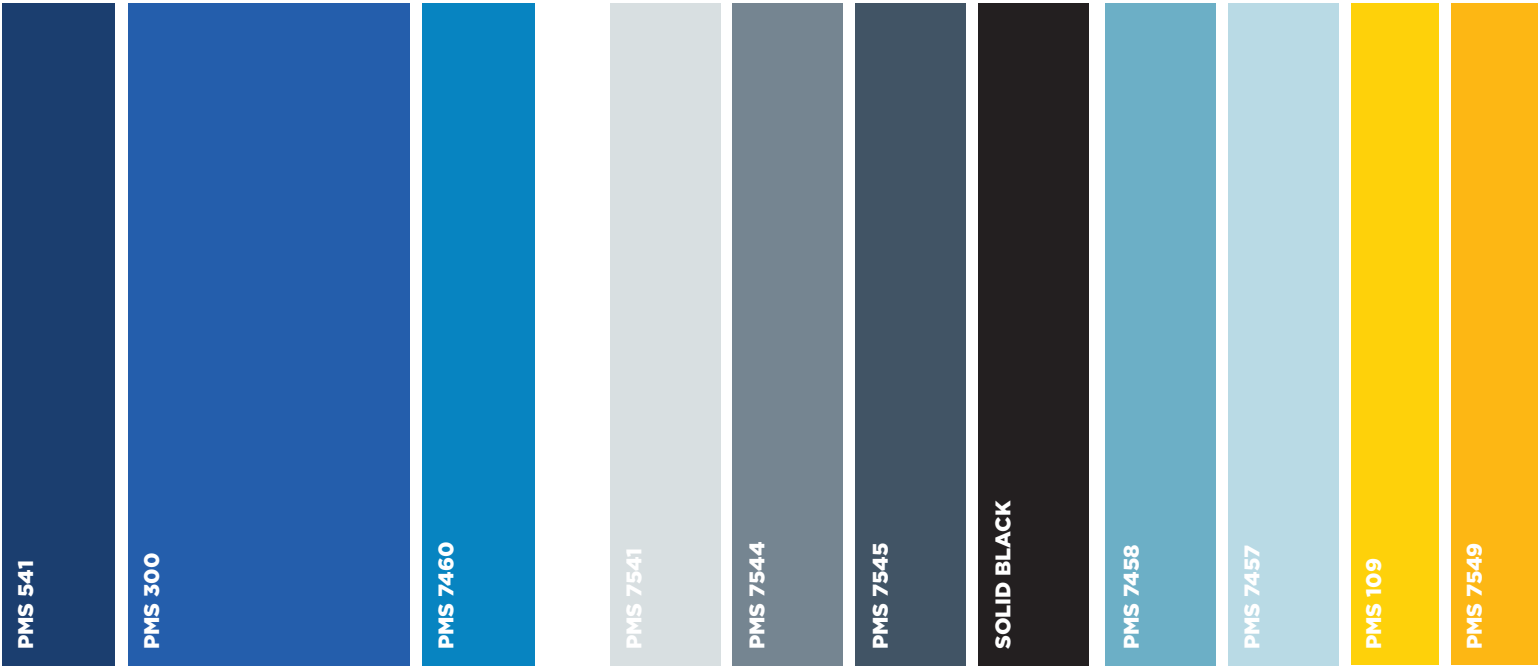
Ethiopia

Sample 1

The 15 percent variance allows the designer to adjust the color palette based on photography being used in a particular piece, as long as Compassion blue is still the dominant color. Each project should be looked at in its entirety and maintain an overall look that is primarily Compassion blue.

5%   30%   20%   15%   5%   25%
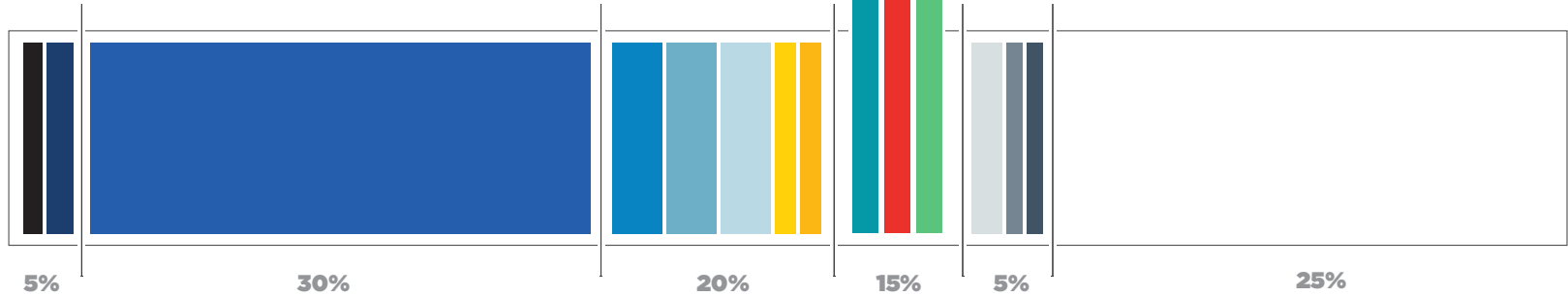
Tints

Color Tints

The following represents color tints that are used within the Compassion brand.

PMS 541 PMS 300 PMS 7460   PMS 7541 PMS 7544 PMS 7545 SOLID BLACK PMS 7458 PMS 7457 PMS 109 PMS 7549

The three primary blues should not be used as a tint. They can quickly lean purple and should be used only as a solid color unless PMS 7460 is being used as an image overlay.

The additional colors may be used at 75, and 50.

75%

50%

Bolivia

PHOTOGRAPHY BY **BEN ADAMS**

Typography

Primary Typefaces

GOTHAM AND MILLER are the global typefaces for the Compassion brand. Gotham is the primary san serif while Miller is the serif. Together, these typefaces provide a modern yet familiar and legible look.

With the variety of weights in the Gotham family, many page styles and variations are possible. The typeface lends itself to being used in a variety of ways creating a nice heirarchy within the type. The careful handling of type, mixing weights, sizes and styles and other typographic devices, will all help create the Compassion look.

Miller is the primary body copy for Compassion.

Point sizes and style

Size and spacing can vary depending on the document being created but below are some basic guidelines:

- Gotham text as a body copy should be 7.5 - 9.5 pt.
- Gotham should not be used below 5.5 pt.
- This typeface also reads well when used in big and small caps (for short paragraphs) and when italics are desirable.
- Miller text should not be used smaller than 9 pt. with a leading of 11 pt.

San Serif • displayed 12/14 pt.

Gotham

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abcdefghijklmnopqrstuvwxyz 1234567890 .,?!""''
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Serif - text - displayed 14/20 pt.

Miller

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abcdefghijklmnopqrstuvwxyz 1234567890 .,?!""

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Serif -Display - displayed 14/20 pt.

Miller

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Below is an example of how to use the Compassion (primary) typefaces together. The layout below is shown for reference purposes only.

Compassion Headline here

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Combining typefaces

HERE you see an example of Gotham and Miller combined to create hierarchy among the type and provde various entry points and typographic styles to create interest and texture.

- **headline**
  Gotham black and light - 36 pt.
- **subhead**
  Gotham bold - 11/16 pt.
- **intro copy**
  Gotham black capped
  - 10 pt. (tracked to 100)
- **intro body copy**
  Miller 12/15 pt.
- **body copy**
  Miller 9/13 pt.
- **caption**
  Gotham bold and light 6.5/11 pt.

PHOTOGRAPHY BY **SARA NAVARRO**

Maria and Lucineide
Brazil

Alternative Typefaces

San Serif • displayed 11/13 pt.

Montserrat

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abcdefghijklmnopqrstuvwxyz 1234567890 .,?!""
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Serif • displayed 11/16 pt.

Georgia

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Alternative Typefaces

In some situations the primary typefaces may not
be readliy available. In these cases Montserrat and
Georgia should be used as a replacement.
They can be used in very similar fashions to
maintain brand awareness. (see opposite page)

Web usage

Montserrat and Georgia should also be used
as web fonts.

Combining typefaces

HERE you see an example of Montserrat
and Georgia combined to create
hierarchy among the type and provde
various entry points and typographic
styles to create interest and texture.

- **headline**
  Montserrat black and light - 36 pt.
- **subhead**
  Montserrat bold - 11/16 pt.
- **intro copy**
  Montserrat black capped
  - 10 pt. (tracked to 100)
- **intro body copy**
  Georgia 12/15 pt.
- **body copy**
  Georgia 9/13 pt.
- **caption**
  Montserrat bold and light 6.5/11 pt.

Layout sample (Montserrat and Georgia)

*Below is an example of how to use the Compassion (alternative) typefaces
together. The layout below is shown for reference purposes only.*

Compassion Headline here

**Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed Lorem
dolor sit amet, consectetuer consecpiscing elit, sed Lorem ipsu**

HIL ESSUNTI ANDIO. Pudis eos excepor te nam re eatio eum est,
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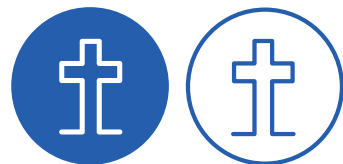
Ethiopia

PHOTOGRAPHY BY BEN ADAMS

Iconography

Using Icons

Visual consistency through the use of simple design tools

IMAGERY AND ILLUSTRATIONS play a unique role in helping brands bring their personality to life. And the strategic use of iconography can help quickly communicate a topic or theme to an audience. This simple, clean and easy-to-reproduce icon system encourages global consistency while providing teams with the ability to expand their icon set to fit their local needs. Compassion's iconography style is comprised of honest, line art symbols that are easy to understand and straightforward in meaning. We avoid complex icons and aim to be relatable in our approach.

The Three C's

Compassion has three key distinctives that set us apart. We are:

CHRIST-CENTERED
John 3:16

Our desire to follow Jesus defines everything we do, as individuals and as an organization. It motivates how we act and gives power to our programs. It's why we commit to helping children find their value in Jesus – the single most important discovery in their release from poverty.

CHILD-FOCUSED
Matthew 19:14

We're dedicated to meeting the unique physical economic, social and spiritual needs of children trapped in poverty. Surrounding our children with caring adults and the love of a sponsor allows them to be known, loved and protected. Yes, Compassion will have a positive impact on entire communities, but our unwavering focus is on the individual child and his or her future.

CHURCH-BASED
Matthew 16:18

Our programs are implemented by local churches – God's hope for a hurting world. Each church is carefully selected, equipped and held to high standards. These strategic partnerships with local churches set us apart from all other major child sponsorship organizations.

The 3C's may be used in solid or outline form but should keep the circle to differentiate themselves from the common icons

Dilan
Ecuador

Child-focused
icon used in context and reversed out over an image.

PHOTOGRAPHY BY **NICO BENALCAZAR**

Common Icons

HERE you will find a common set of icons that are available to use across the Compassion global brand. Additional icons may be created, but these common ones should remain consistent.

When creating a new icon it should be simple and direct. It should maintain the look and feel of the core set and have a line weight of 1.75pt within a 1 inch space as shown below. Once created, the icon can be sized down proportionally.

Survival
icon used in context and reversed out over an image.

PHOTOGRAPHY BY **HELEN MANSON**

Babies

Education/
Textbooks

Livestock

Infrastructure

Letter
Writing

Health and
Wellness

Highly
Vulnerable
Children

Bible/
Scripture

Advocacy

Computer

Water/
Sanitation

Food/
Nutrition

Parental
Care

Vocational
Training

Survival

Critical
Needs

Disaster
Relief

Income/
Money

Where Most
Needed

Gifts

Country Flag Icons

Australia	Bangladesh	Bolivia	Brazil	Burkina Faso	Canada	Colombia
Dominican Republic	Ecuador	El Salvador	Ethiopia	France	Germany	Ghana
Guatemala	Haiti	Honduras	Indonesia	Ireland	Italy	Kenya
Mexico	Netherlands	New Zealand	Nicaragua	Norway	Peru	Philippines
Rwanda	South Korea	Spain	Sri Lanka	Sweden	Switzerland	Tanzania
Thailand	Togo	Uganda	UK	USA		

Icons for Digital Use

Approved design for social media and mobile icons

Using Skippy for Social Media

For social media platforms, Skippy should be used as the primary icon, as shown.

Using Skippy for App icons

For mobile app icons such as iOS and Android, Skippy should be used as the primary icon, as shown.
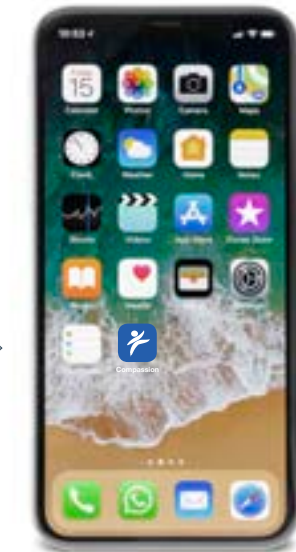
A circle may be used on the Android platform.

Thailand

Visual
Storytelling

How We Tell a Story

*All Jesus did that day was tell stories—
a long storytelling afternoon. His
storytelling fulfilled the prophecy:
I will open my mouth and tell stories;
I will bring out into the open things
hidden since the world's first day.
— Matthew 13:34-35 (The Message)*

COMPASSION'S foundations are rooted in visual storytelling. Nearly 70 years ago, Everett Swanson returned from Korea with a handful of photos and stories of orphans affected by the devastation of war. Today, visual storytelling remains a powerful part of the Compassion brand. From photos to film, we believe it is a privilege to be invited into someone's story and to share it with others.

Compassion photography and films are never exploitative and do not portray "the pornography of poverty," where children lose their dignity because a visual image focuses primarily on the brutality of their condition or environment. While we believe in being honest about the challenges that children face, we always seek to portray them in ways that show hope and the promise of a positive future, revealing Compassion's brand personality.

PHOTOGRAPHY BY HELEN MANSON

Uganda

Guiding Principles for Visual Storytelling:

- Create every image and story with mutual trust.
- Respect and care for the people and stories we capture.
- Take care to show the environment and context of the people we photograph and film.
- Be honest in our storytelling and avoid misrepresenting or manipulating a situation.
- Capture authentic moments and sincere emotions.
- Seek to show the warmth and tenderness of human relationships.
- Understand that everyone's story is unique and seek to reflect this truth through visual narrative.
- Protect the dignity of all people. We never expose, pity or exploit.
- Consider audience, channel and messaging.

Violet
Uganda

Labeling photographs
We show a child's first name and country, never using a last name. In some cases we use a pseudonym if the child is in a sensitive situation.

Photo credits
We attribute photos with the photographer's name and run them vertical in the spine of the publication and start .5" from the trim.

When crediting in a digital piece or a publication without a spine, use the same style to keep consistent and move to an area that is not intrusive to the photo or message.

Photography

Photography is the visual voice of our brand, proving that every child is made in the image of God.

WE USE powerful photography to compel people to take action, assure supporters of their impact, and express the joy and hope we have in Jesus Christ.

Our photography is professional, real and authentic. It does not manipulate, exaggerate, or misrepresent. We honor the people in our photos, protect their dignity, and represent the context of an environment accurately.

Avoid
We avoid unnatural photography, heavy editing, desaturated images, special effects, canted images, texture overlays, HDR, overly-stylistic compositions, photographic clichés and outdated styles.

Photography
Categories

→

Programmatic Images
depict spiritual, physical, educational
and social aspects of a child's life
within the framework of our program.
Compassion's program provides
children with the skills to help them
succeed in life and overcome poverty
and hopelessness. These action-
oriented pictures should portray
activity, involvement, groups and
positive outcomes.

Photography Categories

Contextual Images

accurately show circumstances that form the child's environment. These images show the child's day-to-day realities – their home, accommodation, daily activities and local surroundings. These photographs show a sense of urgency and need.

Photography Categories

→

Child-focused Images

feature a child or children as the main focus. There is often eye contact with the camera and an earnest expression.

Photography by **HELEN MANSON**

Violet
Uganda

Filmmaking

Powerful filmmaking can transport our audiences to the field, exposing them to the challenges and successes of children living in extreme poverty – and the chance they have to make a difference.

COMPASSION'S FILMMAKING style is centered on telling real-world, emotional stories in a cinematic and moving way. We do not fictionalize our films and choose to prioritize story over impact. We match visuals to emotions, use warm tones to convey hope, cool and darker tones to express urgency. We choose natural light over artificial light.

Avoid
We avoid unnatural color grading, awkward cuts or transitions, special effects, overly-stylized video graphics, canted shots, texture overlays, or HDR-type footage. When possible, we avoid the use of character voices recorded by third-party voice actors.

Dignity Standards and Sensitive Messaging Guidelines
All content must adhere to Compassion's child protection, dignity standards and sensitive messaging guidelines. Content creators should ensure all consent forms are signed prior to planning a trip and obtaining footage. Videos and films should show the potential for hope, the promise of a positive future and represent Compassion's unique approach through the 3 C's.

*For additional media standards and guidelines regarding honorariums, sensitive messaging, dignity standards, please consult compassion.media or a member of the Global Content Team.

Haiti

Hook +
Setting +
Problem +
Solution +
Transformation +
Reflection

→

Narrative videos that show impact

Videos show Compassion's life-changing impact through the stories of real-life characters. Our narrative stories follow a classic arc: hook, setting, problem, solution, transformation, and reflection.

PHOTOGRAPHY BY **RYAN JOHNSON**

1. Hook
Give a powerful opening hook. Grab attention with a strong visual and an interesting soundbite.

2. Setting
Establish context and setting for your story location. This gives your viewer a sense of place.

3. Problem
Share the conflict or problem. This is an opportunity to educate and inform our supporters of the challenges of children living in extreme poverty. What challenges had to be overcome?

4. Solution
Be clear about our supporters' involvement and what the solution to the problem is. Make sure our supporters know where they fit into the story.

5. Transformation
What did the characters do? How did they transform themselves? Remember, this is a story about them! This is an opportunity to defy the stereotypes of people living in poverty.

6. Reflection
Reflect on how solving this problem will create life-changing transformation for the characters. This shows our supporters the long-term impact.

Ending Videos with the Compassion Logo

There are four options for ending a Compassion film.

VIDEOS SHOULD end with a simple Compassion logo that fades in and then fades out. When using the Compassion logo at the end of a video, follow the normal logo guidelines regarding logo colors and backgrounds.

The logo should appear on screen for no fewer than three seconds but not longer than 10 seconds.

To download approved title slates, visit compassion.media

If using a blue background, use the white logo (preferred screen).

If using a white background, use the blue logo.

If using a black background, use the white logo.

PHOTOGRAPHY BY **HELEN MANSON**

Annet and her triplets: Patience, Samuel and Grace
Uganda

Tanzania

Subtitle Treatment Recommendations

How to create subtitles for a Compassion film

SUBTITLING is an important part of our video content, ensuring that non-English speakers are understood, that people with hearing loss can watch and follow along, and audiences preferring no volume can also consume the content.

Compassion adheres to the simple and straightforward subtitle guidelines of CEA-708 closed captioning for digital TV content. This matches the closed captioning standards that are required by digital streaming services and broadcast companies. As such, Arial Bold is the recommended san-serif font for subtitling. For non-Latin subtitling, a font similar to Arial is recommended.

Subtitles must be either burned into the video or a TTML (.xml) subtitle file must be included with the video. When burning in subtitles, there are two acceptable subtitle designs, depending on channel and style.

Type

Arial Bold, white text, black bar with 50% opacity

Recommended when videos will likely be played on medium to small screens. For example, on mobile devices, tablets and computer monitors.

Arial Bold, white text, black drop shadow

Recommended when videos will likely be played on large screens. For example, at large conferences, theatres and church screens. Videos would be more cinematic in nature, and grading techniques would ensure readability on-screen.

Recommendations

• No more than 12 words on a line and no more than 2 lines of text

• Subtiles appear on screen at least 1 second, but no more than 7 seconds

• Center justified and placed at the bottom of the screen

• Timed to audio

• When possible, try to time subtitle changes with shot changes

• Mentions of currency should remain in the original currency

• If anamorphic video is being used, the subtitle should be centered and should not be in the black anamorphic area but one-width of itself above the bottom video line

• Translate for meaning and integrity instead of exact word-for-word translation

Sizing: the subtitle should not, from center, take up more than 75% of the width of the screen (90pt font on 3840 x 2160)(45pt font on 1920 x 1080)
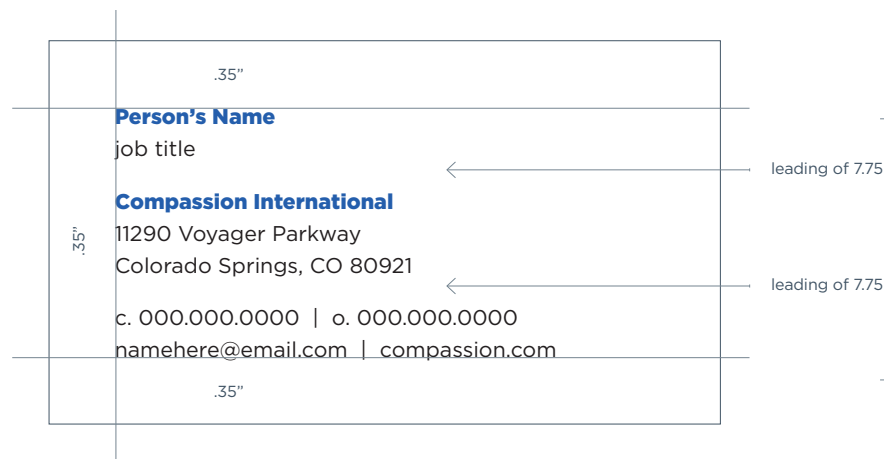
Ethiopia

Office Templates

Recommendations for Office Templates

.35"

Person's Name
job title

Compassion International
11290 Voyager Parkway
Colorado Springs, CO 80921

c. 000.000.0000 | o. 000.000.0000
namehere@email.com | compassion.com

.35"

.35"

leading of 7.75

leading of 7.75

1.016 cm

Person's Name
job title

Compassion International
11290 Voyager Parkway
Colorado Springs, CO 80921

c. 000.000.0000 | o. 000.000.0000
namehere@email.com | compassion.com
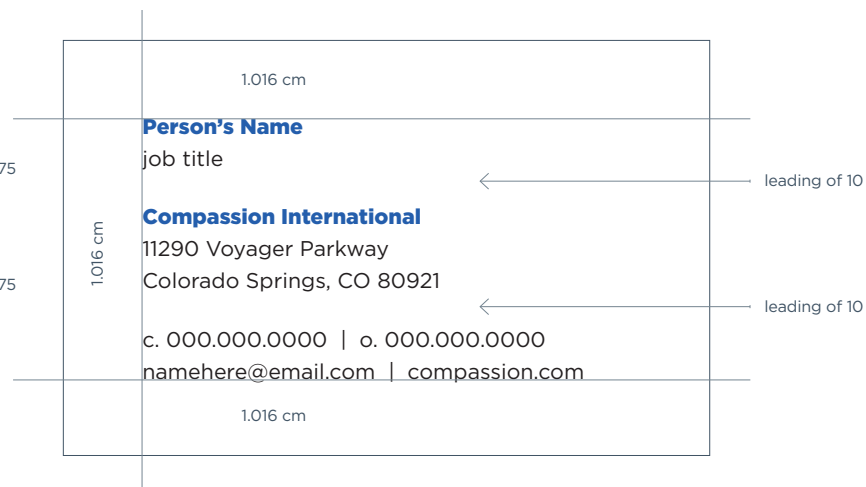
1.016 cm

1.016 cm

leading of 10

leading of 10

North American Business Cards

3.5" x 2"

Name and **Company name** should be set in Gotham black (8/12 pt.) PMS 300.

all other information is Gotham book 8/12 pt. in black.

International Business Cards

This business card is based on an international size of 8.56 x 5.5 cm.

Name and **Company name** should be set in Gotham black (8/12 pt.) PMS 300.

all other information is Gotham book 8/12 pt. in black.

James, Mishelly, Darlene, and Darlene's family
Peru

North America
8.5" X 11" letterhead

8.5" x 11" letterheads should be set up using these measurements.
The letterhead prints in two colors, in the way shown (Black and PMS 300).

NOTE: These guidelines do not apply to letters designed for the purposes of direct mail.

Text margins should be set at a measurement of .5"

Company name should be set in Gotham black (8/12 pt.) PMS 300.

all other information is Gotham book 8/12 pt. in black.

.5"

.5"

.5"

Logo should be set at 2.5" wide

Compassion International
11290 Voyager Parkway
Colorado Springs, CO 80921-3668
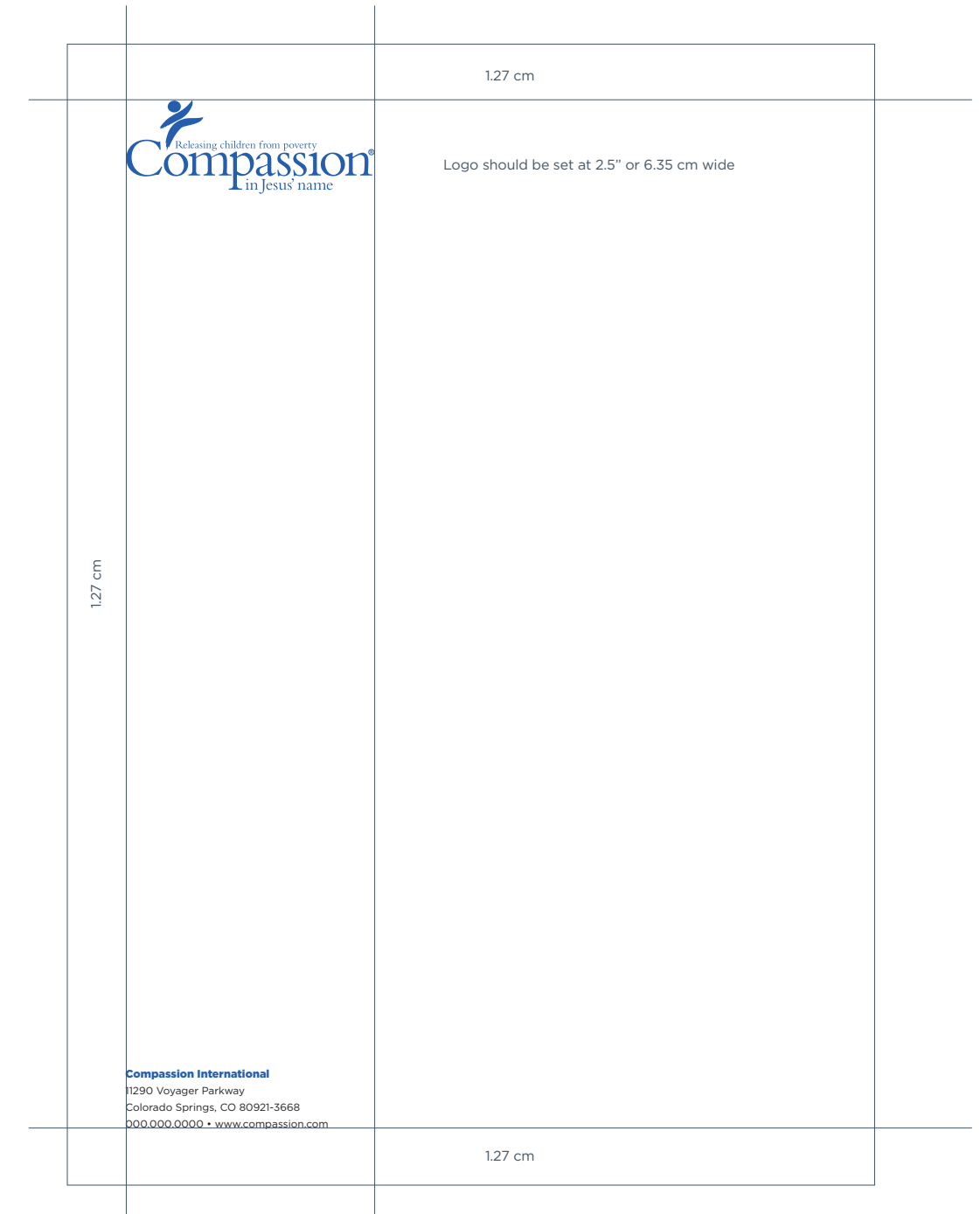000.000.0000 • www.compassion.com

A4 Letter head

A4 letterheads should be set up using these measurements.

The letterhead prints in two colours, in the way shown (Black and PMS 300).

Text margins should be set at a measurement of 1.27 cm

Company name should be set in Gotham black (8/12 pt.) PMS 300.

all other information is Gotham book 8/12 pt. in black.

1.27 cm

1.27 cm

1.27 cm

Logo should be set at 2.5" or 6.35 cm wide

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Colorado Springs, CO 80921-3668
000.000.0000 • www.compassion.com

Envelopes

The specifications for envelopes are the same regardless of the size variation between North American and the International sizes.

The logo may be any of the approved logos (black or blue). The address text should be printed on the flap. This may be printed in one or two colors.

Company name should be set in Gotham black (8/12 pt.) PMS 300. all other information is Gotham book 8/12 pt. in black.

If printing a one color envelope, all copy can either be PMS b300 or solid black.

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000.000.0000 • www.compassion.com

Bangladesh

PHOTOGRAPHY BY **J. SANGMA**

Releasing children from poverty
Compassion®
in Jesus' name