



DOING THE MOST GOOD®

THE SALVATION ARMY – BRAND STANDARDS –

A guide to creating consistent, differentiated, and high-quality communication that represents The Salvation Army as a distinct entity.



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INTRODUCTION

*“Show yourself in all respects to be a model of good works,
and in your teaching show integrity, dignity.”
– Titus 2:7*

As one of the most recognized and beloved charities in the world, The Salvation Army bears the honor – and responsibility – of upholding the highest standards of conduct at every human touchpoint.

While these standards guide the God-honoring ways we aim to present ourselves in employee, client, donor, and volunteer encounters, they also extend to every form of communication we create.

That’s because every message carrying our name is an opportunity to distinguish The Salvation Army as a

reputable, meaningful, professional, reliable, and effective organization – all while legally protecting our trademark and corporate identifiers.

Thus, every word and visual should diligently represent a unified, coherent, and consistent impression of The Salvation Army in the minds of all who interact with our organization.

This guide will help you do just that as you continue to maintain our signature promise of Doing the Most Good.



BRAND STANDARDS

*“For it is God who works in you, both to will and to work for his good pleasure.”
– Philippians 2:13*

A method to equip everyone who represents The Salvation Army – from the most tenured officer and newest volunteer to the largest fundraising company and smallest Corps office – to speak on its behalf with one consistent voice.



BRAND STANDARDS

Brand standards help align our vision, purpose, personality, and point of view.

They serve as

- ♦ A road map for the way The Salvation Army looks, feels, and speaks.
- ♦ A system designed to create messaging continuity from division to division and territory to territory.
- ♦ A guide to channel your creativity and enthusiasm for the brand into a professional and unified expression.
- ♦ A method to ensure that any donor, client, consumer, or other member of the public who interacts with any Salvation Army touchpoint has a consistent experience rooted in passionate, compassionate, brave, uplifting, and trustworthy communication.
- ♦ An effort on behalf of all Salvation Army affiliates to represent the brand with authority and grace.



BRAND MANIFESTO

*“For we are God’s handiwork, created in Christ Jesus to
do good works, which God prepared in advance for us to do.”
– Ephesians 2:10*

The internal rallying cry behind The Salvation Army’s passion and purpose.



BRAND MANIFESTO

Our manifesto further depicts the spiritual beliefs, motivations, and tonality that every piece of communication should strive to exemplify.

Please note, this information is intended for internal edification only. It is not intended to be used in any consumer- or client-related communication.

<i>I am doing the most good.</i>	<i>I am doing the most good.</i>
<i>I am hope.</i>	<i>I feed empty stomachs and hungry souls.</i>
<i>I am compassion.</i>	<i>I rebuild ruined homes and shattered lives.</i>
<i>I am strength.</i>	<i>I am a willing listener for a veteran with stories to tell.</i>
<i>I am faith.</i>	<i>I am a bottled water and an encouraging smile for a weary firefighter.</i>
<i>I am doing the most good.</i>	<i>I am an answered prayer.</i>
<i>I serve a community.</i>	<i>A silver lining.</i>
<i>A region.</i>	<i>A second chance.</i>
<i>A nation.</i>	
<i>A world.</i>	
<i>I serve heroes.</i>	<i>I am doing the most good.</i>
<i>I serve victims.</i>	<i>I am a humble steward of other people's generosity.</i>
<i>I serve a sovereign God.</i>	<i>I am a grateful courier of a stranger's kindness.</i>
<i>I am doing the most good.</i>	<i>I am the faithful executor of others' goodwill.</i>
<i>I am an Army.</i>	<i>I take my responsibility seriously.</i>
<i>Drafted by the Creator.</i>	<i>I am blessed.</i>
<i>Commissioned by a man who defied death.</i>	<i>I am a blessing.</i>
<i>My enemies are despair and destruction.</i>	
<i>My ammunition is grace and mercy.</i>	
<i>My allies are generosity and benevolence.</i>	
<i>I am an Army.</i>	<i>I am The Salvation Army.</i>
<i>Helping others be all they can be.</i>	<i>I am doing the most good.</i>



LOGO

*“Whatever you do, work at it with all your heart, as working for the Lord,
not for human masters, since you know that you will receive an inheritance.”
– Colossians 3:23-24*



The symbol uniquely used by The Salvation Army
to enable immediate identification of our brand.



LOGO

All approved logo and sign-off combinations can be found on the Red Shield Toolkit.

The Salvation Army shield

- ♦ Serves as our official logo.
- ♦ Was approved for national use, without embellishments, by the Commissioners' Conference in 1958.
- ♦ Is part of The Salvation Army's international corporate image and a consistent declaration of our mission of salvation.
- ♦ Is often accompanied by our themeline ("Doing the Most Good") or another preapproved sign-off (such as "Family Stores").
 - The themeline should not be used without the shield.
 - The shield should not be accompanied by any non-approved sign-off lines.



LOGO

All approved logo and sign-off combinations can be found on the Red Shield Toolkit.

Primary lockup



DOING THE MOST GOOD®

Alternative lockups



DOING THE MOST GOOD®



DOING
THE MOST
GOOD®



DOING
THE MOST
GOOD®



DOING THE
MOST GOOD®



DOING THE
MOST GOOD®



LOGO: PROPER LOGO USAGE

Because our logo is a sacred representation of The Salvation Army's presence and purpose, great care must be taken to protect its integrity.

Therefore, the shield is

♦ **Absolutely unalterable.**

No officer or other person may, in any circumstance, modify The Salvation Army shield.

♦ **Always presented as one unit.**

The reduction or enlargement of one part of the symbol is not allowed without the equal reduction or enlargement of all others.

♦ **Consistent in exact color.**

Because it is registered distinctively in color as well as design, the shield should always be printed in red (PANTONE® 185 or its process color equivalent).

♦ **Upright at all times.**

Upright printing will ensure readability and clarity.

♦ **Accompanied by a ®.**

When the shield is printed by any conventional process, the registry mark should be included in the lower right-side quadrant, outside the border of the shield. The registry mark also should be printed in red.

In rare cases, you may see the shield icon used as a design element beyond the standards outlined above. Such designs are specially approved by the National Headquarters for test use and should not currently be replicated in any additional communication.



LOGO: SPECIAL CASES

In some circumstances, special exceptions and/or modifications to the shield will need to be applied.

For artistic designs and designs requiring embossing or bas-relief in a monochrome finish

- ♦ The color may be that of the base material or the monochrome.
- ♦ If further coloring is applied to the base material or a monochrome, the color of the shield must be red.
- ♦ When rendered in embossing or bas-relief, the registry mark should be eliminated.

For newspaper advertisements and any publication featuring a limited color palette

- ♦ The shield may be printed in black ink in situations where drop-ins can be used in only one color.
- ♦ In such cases, the registry mark must be omitted.

For highly cost-prohibitive and/or obviously counterproductive color printing constraints

- ♦ Exceptions may be permitted in situations such as the production of materials on which the color red could not be used without considerable added expense. In such instances, it is considered part of the total piece and should conform to the color used. Careful control should be exercised with respect to this exception.



LOGO: EXCLUSION ZONES

To help provide maximum visibility in all scenarios, the logo must always have an exclusion zone: a consistent blank space or margin surrounding it on all sides.

To create this space

- ♦ Provide an exclusion zone equal to the height of the letter “S” in “The Salvation Army,” surrounding the logo on all sides.
- ♦ No other graphic or text should appear within the exclusion zone.
 - The exceptions are authorized brand marks and non-blurred or contrasting backgrounds.





LOGO: WHAT NOT TO DO

The following examples expressly showcase what not to do with The Salvation Army logo and themeline.



The Salvation Army logo should not be used over the same color as the shield or over any busy photo or texture.



The Salvation Army logo should not appear in any color other than PANTONE® Red 185, white, or black.



DOING THE MOST GOOD

“Doing the Most Good” should never be used in layout without the accompanying Salvation Army brand shield.



The Salvation Army logo should not be reversed out of a background unless the background is the Salvation Army red.



The Salvation Army logo should never have an effect placed on it. This includes drop shadows, gradients, and glows.



The Salvation Army brand vision and tagline should never be stacked by four lines. It can be stacked by one, two, or three lines.



COLOR

*“But the wisdom that comes from heaven is first of all pure; then peace-loving, considerate, submissive, full of mercy and good fruit, impartial and sincere.”
– James 3:17*

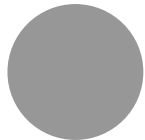
The signature hues The Salvation Army employs in all visual communications for consistency and brand reinforcement.



COLOR

When designing for printed pieces, always use CMYK colors.
When designing for online, always use RGB colors.

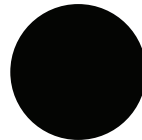
Primary colors



SA GREY
CMYK: 0, 2, 0, 68
RGB: 152, 151, 153
HEX: 989799



PMS 185
CMYK: 0, 91, 76, 0
RGB: 239, 62, 66
HEX: EF3E42



SA BLACK
CMYK: 75, 68, 67, 90
RGB: 0, 0, 0
HEX: 000000

These colors can be used for the overall color schemes of any creative piece, including typefaces and backgrounds.

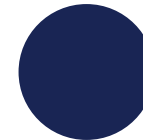
Secondary colors



SA NAVY
CMYK: 88, 74, 54, 64
RGB: 19, 34, 48
HEX: 132230



SA LIGHT GREY
CMYK: 7, 5, 5, 0
RGB: 235, 235, 235
HEX: EBEbeb



SA BLUE
CMYK: 100, 92, 34, 35
RGB: 0, 32, 86
HEX: 002056

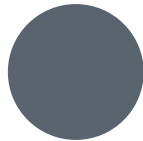
These colors should be employed to complement the primary color scheme. They may be used as background colors, accents, and behind the shield.



COLOR

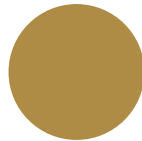
When designing for printed pieces, always use CMYK colors.
When designing for online, always use RGB colors.

Tertiary Colors



SA LIGHT GREY-BLUE
CMYK: 67, 53, 44, 18

RGB: 90, 100, 110
HEX: 5A646E



SA GOLD
CMYK: 31, 41, 85, 6

RGB: 175, 140, 70
HEX: AF8C46

These colors should be applied sparingly.
They are only to be used in small amounts for embellishments or accents.

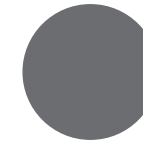
Under no circumstances are they to be used as the main background color for any layout or design.

Typography Colors



PMS 185
CMYK: 0, 91, 76, 0

RGB: 239, 62, 66
HEX: EF3E42



BLACK (70%)
CMYK: 0, 0, 0, 0

RGB: 0, 0, 0
HEX: 000000

Our hero color, PMS 185, is derived from the shield logo. This color can be used for headlines and subheads.

To complement this, typography is most often used in black or gray (made of 70%-80% black).



COLOR: EXAMPLES OF USAGE



Background Color:
SA LIGHT GREY



Graphic Embellishment Color:
SA GOLD
Background Color:
SA NAVY



Icon Background Color:
SA LIGHT GREY-BLUE
Icon Color:
SA NAVY



TYPOGRAPHY

*“Commit to the LORD whatever you do, and he will establish your plans.”
– Proverbs 16:3*

The signature fonts The Salvation Army employs in all visual communications for consistency and brand reinforcement.



TYPOGRAPHY: PRIMARY FONT

All approved fonts for The Salvation Army materials are available for purchase on the Red Shield Toolkit. Each font has a specific purpose and role in our communications strategy.

Trajan Pro is an all-uppercase font. Its appearance is crisp, stately, and sophisticated.

Trajan should be used

- ♦ For headlines and text meant to be displayed or to have a distinct presence.
- ♦ Very sparingly for short headlines or phrases.
 - It should NOT be used for copy, long blocks, or paragraphs of text.

TRAJAN PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TRAJAN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



TYPOGRAPHY: SECONDARY FONT

All approved fonts for The Salvation Army materials are available for purchase on the Red Shield Toolkit. Each font has a specific purpose and role in our communications strategy.

Adobe Jenson Pro is a flexible font family. It has a casual feel and is easy to read.

Adobe Jenson Pro can be used

- Primarily for text.
- As a universal and functional secondary font family.
- In varying weights and italics, as needed.

Adobe Jenson Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Jenson Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Jenson Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Jenson Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Jenson Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Jenson Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



TYPOGRAPHY: SECONDARY FONT

This special typeface is approved ONLY for digital communication.

Proxima Nova is best suited for small paragraphs of digital copy.

Proxima Nova should be used

- For social posts.
- In display advertising units.
- In email communications.
- For online video graphics.
- In animated GIFs.

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Proxima Nova Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



TYPOGRAPHY: GUEST FONT

This very rarely implemented typeface should be used for Christmas-related HEADLINES ONLY.
It should not appear outside of any holiday communications or in any body copy.

Vigneta is the special font expressly for use in Christmas-related headlines.

VIGNETA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0



TYPOGRAPHY: TEST FONTS

Test fonts: At some point, you may see the use of typefaces that are not referenced by these brand standards.

These fonts are specially approved by the National Headquarters for test use and should not currently be replicated in any additional communication.



THEMELINE

*“May the words of my mouth and the meditation of my heart
be pleasing to you, O LORD, my rock and my redeemer.”
– Psalm 19:14*

The words uniquely used by The Salvation Army
to enable immediate identification of our brand.



THEMELINE

The Salvation Army themeline is: **Doing the Most Good.**
This serves as our sign-off on all communication.

This line

- Should always be used in conjunction with The Salvation Army logo.
- Should always adhere to the approved “Standard Configuration” when possible and the approved “Alternative Configuration” in all other scenarios.
- Has been preformatted and paired with the logo for download on the Red Shield Toolkit.



DOING THE MOST GOOD®



STONE

*“Speak up for those who cannot speak for themselves, for the rights of all who are destitute.”
– Proverbs 31:8*

How The Salvation Army’s personality is conveyed.
If The Salvation Army were a person, these would be their character traits.



TONE

The Salvation Army's copy tone must consistently reinforce our brand personality, whose elements are defined below.

Brand personality

♦ **Passionate.**

Every action is based on love and care for the people we serve.

♦ **Compassionate.**

We genuinely care for people as Jesus did.

♦ **Uplifting.**

Though we minister to the most vulnerable members of society, we exist to help donors bring them new life.

♦ **Brave.**

Our needs are urgent, but we never doubt that God will meet them.

♦ **Trustworthy.**

We steward every resource and opportunity with care and respect.

When analyzing a piece of copy written from The Salvation Army's voice, ask yourself if it represents the aforementioned characteristics.



VOICE

*“Do your best to present yourself to God as one approved, a worker who has no need to be ashamed, rightly handling the word of truth.”
– 2 Timothy 2:15*

How The Salvation Army’s speaks. If The Salvation Army were a person, this would be how they talked to people.



VOICE

When writing copy on behalf of The Salvation Army, aim to deliver your message with optimism and grace, and always provide a viable next step for your audience.

The Salvation Army brand voice is always

♦ **Positive.**

Though our visuals often, inevitably, demonstrate the ample “need” and “hurt” in the world, copy should always remain hopeful, optimistic, and uplifting to inform readers about the good that will come, thanks to their donations.

Example: “Hurricane Harvey displaced thousands, but you can give shelter from the storm.”

♦ **Humble.**

Even when The Salvation Army needs to take credit for an accomplishment (such as the number of families we fed after a disaster), we should always do so tactfully and without boasting. An easy way to achieve this is to state the accomplishment, then defer credit for the accomplishment to the donors.

Example: “The Salvation Army fed more than one thousand families, thanks to your generous donations.”

♦ **Actionable.**

All messages should culminate in a call to action informing donors how they can help. This should never be delivered in a badgering, desperate, or guilt-inducing manner, but should carry the same poise and grace as the rest of the copy.

Example: “Give the gift of a warm meal. \$5 buys someone dinner. Donate now at [SalvationArmyUSA.org](https://www.salvationarmyusa.org).”

♦ **Encouraging.**

Donors should feel compelled – never obligated – to contribute, so “guilting” phrases and tonality such as “without your help” should not be used. Inclusive and encouraging language inviting potential donors to partner with The Salvation Army will reap both immediate donations and positive, long-term relationships.

Example: “It doesn’t take much to turn ‘hungry’ into ‘well-fed.’”



SPIRITUAL VOICE

*“My mouth is filled with your praise, declaring your splendor all day long.”
– Psalm 71:8*

How The Salvation Army portrays the Christian values
upon which the organization was founded.



SPIRITUAL VOICE

When writing copy, use the context of the situation and audience to decide when an overtly faith-based message is appropriate – and when a more generalized message of love and kindness would be more beneficial.

All communication stemming from
The Salvation Army should

- ♦ Evoke our Christian morals and belief.
- ♦ Honor our beneficiaries, our donors, and our God.
- ♦ Represent a loving, gracious, Christ-minded voice.

Please note: We needn't always overtly address spirituality. At times, it may be beneficial to remain secular in our actual words and phrases. Personal discretion should be employed to achieve the ideal message for each scenario.



SPIRITUAL VOICE

When writing copy, use the context of the situation and audience to decide when an overtly faith-based message is appropriate – and when a more generalized message of love and kindness would be more beneficial.

The following examples showcase ways to address the spiritual foundation of The Salvation Army.

♦ **Disaster:**

We combat natural disasters with acts of God.

♦ **Poverty:**

When you give, you become the hands and feet of Christ.

♦ **Homelessness:**

A prayer is worth a thousand words.

The following examples demonstrate a Christ-like tone without any specific spiritual reference.

♦ **Disaster:**

When the world is shaken, you can be solid ground.

♦ **Poverty:**

When there are no words, love speaks volumes.

♦ **Homelessness:**

Everyone deserves a second chance. Not to mention a first.



VISUAL TONE

*“Dear children, let us not love with words or speech but with actions and in truth.”
– 1 John 3:18*

How The Salvation Army depicts its personality and purpose through the use of photos, designs, illustration, and animation.



VISUAL TONE

All visuals representing our brand should reflect the integrity, timeless qualities, and spiritual values we strive to live every day. Yet, each must also remain ever-relevant to the individual, as well as the surrounding culture.

To accomplish this, the look and feel of The Salvation Army should always

- ♦ **Carry beauty, elegance, minimalism, and impeccable design standards.**

Nothing bearing The Salvation Army look and logo should ever appear jumbled, shoddy, tasteless, cut-rate, or poorly crafted.

- ♦ **Communicate efficiency and economy.**

Messages should look neither extravagant nor self-indulgent. A sense of simplicity and prudence—as in money well spent—should be the end perception.

- ♦ **Motivate, resonate, and activate.**

Visuals should carry a powerfully persuasive feeling through the authentic humanity and humility they portray. Photographs and illustrations should imbue empathy that leads to action.

Ultimately, the goal of all Salvation Army communication devices is to Do the Most Good with every dollar donated. To achieve this, visual communications should be simple, clean, timeless, and above all, effective.



PHOTOGRAPHY

*The heavens declare the glory of God; the skies proclaim the work of his hands.
– Psalm 19:1*

The Salvation Army's most powerful tool in portraying
the realities of human need throughout our communities.



PHOTOGRAPHY

Whenever possible, visuals should represent the struggles addressed by The Salvation Army. Photos showing these initial problems – rather than The Salvation Army’s ultimate solution – help dispel apathy and drive action.

For example

- ♦ Images of the devastation wrought by natural disasters.
- ♦ Authentic, unposed portraits of those hungry and hurting throughout our communities.
- ♦ Genuine, “fly on the wall” iterations of the trials our clients face daily.
- ♦ Candid shots of men, women, and children living the only reality they know.

Because raw articulations of suffering and loss are most compelling to our donors, subjects in non-portrait photography formats should rarely be aware of the camera.

Please note: Though authenticity is of paramount importance, we must also be vigilant in ensuring that our photography never preys upon our donors’ guilt or pity. To do so, exercise restraint in employing any images that “shame” or manipulate a possible giver.

A few stock websites that offer “non-stock looking” images are

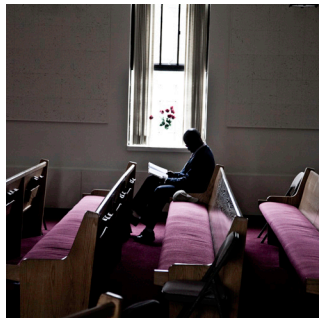
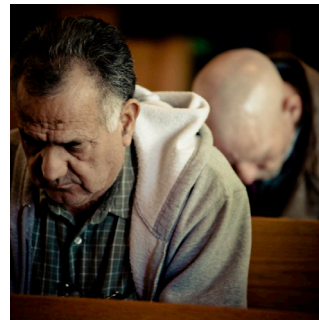
www.masterfile.com

www.superstock.com

www.offset.com



PHOTOGRAPHY: EXAMPLES





ICONOGRAPHY

*“For we are taking pains to do what is right, not
only in the eyes of the Lord but also in the eyes of man.”
– 2 Corinthians 8:21*

A collection of illustrations designed to convey basic services offered by
The Salvation Army or provide visual cues to aid viewer comprehension.



ICONOGRAPHY

Circular icons

If used in a shape, icons should remain in a circle. The background color of the circle should be SA LIGHT GREY-BLUE.

Circular icons are often useful for

- Emails
- Flyers
- Infographics
- Facts and figures

Circular icon examples



Simple line icons

When icons are intended to live independently, they should exist as minimalistic, intuitive line drawings.

Simple line-drawn icons are often useful for

- Digital display units
- Minimalist or low-budget print ads
- Social posts

Simple line icon examples





LAYOUT

*“Finally, brothers and sisters, whatever is true, whatever is noble,
whatever is right, whatever is pure, whatever is lovely, whatever is admirable—
if anything is excellent or praiseworthy—think about such things.”
– Philippians 4:8*

The craft of combining images, headlines, messages, and
brand elements to convey the mission of The Salvation Army.



LAYOUT

Aim to develop a clean, uncluttered look while empowering each execution to stand out from competing messages. Examples of appropriate layout techniques can be found on the Red Shield Toolkit.

For type, focus on

- ♦ Sizing, placing, and scaling fonts in an elegant and intentional manner.
- ♦ Appropriate kerning (adjusting the space between letters) and leading (adjusting the space between lines). Though values will vary based on size, the type should never look smashed together or spread too far apart, either vertically or horizontally.

For visuals, focus on

- ♦ The use of PURPOSEFUL white space. This white space does not exist just to be filled with more and more information.
- ♦ Generous amount of breathing room to help
 - Break through with simplicity.
 - Set off and display carefully crafted text and images.
 - Translate into increased attention span and reception of key message.



LAYOUT: EXAMPLES



THE SALVATION ARMY: HELPING BONDS GROW STRONGER.

Few things in life are as important as family. That's why – when providing emergency food, housing, and utility assistance to those in need – The Salvation Army always strives to keep families together. This important difference helps parents and kids grow closer and stronger, all through their recovery. To learn more, call 1-800-SAL-ARMY or visit SalvationArmyUSA.org.



DOING THE MOST GOOD

A DISASTER OF INCREDIBLE MAGNITUDE CALLS FOR PEOPLE OF INCREDIBLE GENEROSITY.

How can you respond to the devastating 7.8-magnitude earthquake in Nepal? With an even greater scale of love. 100% of your monetary donation will directly fund vital relief resources now – and far into the future, because The Salvation Army has a permanent presence in Nepal, where we will continue to serve long after the rubble is cleared.

GIVE TODAY: 1-800-SAL-ARMY or SALVATIONARMYUSA.ORG/NEPAL



DOING THE MOST GOOD



DOING THE MOST GOOD®

1-800-SAL-ARMY • SALVATIONARMYUSA.ORG



DIGITAL COLOR AND TYPOGRAPHY

*“I have become all things to all people
so that by all possible means I might save some.”
– 1 Corinthians 9:22b*

How The Salvation Army brand is visually represented in all online advertising, website messaging, and social media interactions.



DIGITAL COLOR AND TYPOGRAPHY

All digital colors should be RGB to ensure that the signature Salvation Army red maintains its purest expression of color in the online format.

See “Colors” section under “Basics” for more information.



DIGITAL VOICE

*“Let your speech always be with grace, seasoned with salt,
that you may know how you ought to answer each one.”
– Colossians 4:6*

How The Salvation Army speaks across each unique online and social platform.



DIGITAL VOICE

While all tenets of The Salvation Army tone and voice apply to any copy created on behalf of our organization, special care should be taken to ensure that our presence is always relevant, welcome, and appropriate to the context at hand.

Social media

Facebook

- ♦ Content should leverage trending topics.
- ♦ Information should be timely, arresting, informative, and helpful.
- ♦ Copy should remain short, to the point, and include a call to action whenever possible.
- ♦ Visuals should be high-quality, interesting, and in keeping with The Salvation Army's mission.

Instagram

- ♦ Imagery should aim to visually enrich the viewer's feed while portraying the key values of The Salvation Army.
- ♦ Avoid overly serious or dire content. Controversial or polarizing topics should not be presented in this medium.
- ♦ Copy should be minimal or nonexistent.

Snapchat

- ♦ Interactions should surprise and delight users with relevant—yet reverent—ties to our organization.
- ♦ Copy should be minimal or nonexistent.

Twitter

- ♦ The platform should be used to communicate urgent messages (Warming Centers, Donations Needed, etc.)
- ♦ Whenever possible, employ video and photography to showcase The Salvation Army's impact; use short copy (under 280 characters) to contextualize media.
- ♦ Content should align with trending topics and comport with The Salvation Army's views on topics such as poverty, disaster relief, and spirituality.
- ♦ Posts related to disaster relief and/or outreach should employ the #FightForGood hashtag.



DIGITAL VOICE

While all tenets of The Salvation Army tone and voice apply to any copy created on behalf of our organization, special care should be taken to ensure that our presence is always relevant, welcome, and appropriate to the context at hand.

Online advertising

- ♦ Content should be alluring and interesting.
- ♦ Copy should be minimal and uncomplicated.
- ♦ Call to action should be clear and memorable.

Website and digital copy

- ♦ Package content in “snackable,” small chunks, never long paragraphs.
- ♦ Use bullet points and iconography to break up information wherever possible.
- ♦ Avoid overly descriptive or complicated instructions, descriptions, or requests.



EXAMPLES

“The Lord makes firm the steps of the one who delights in him.”
– Psalm 37:23

When all tenets of The Salvation Army brand come together in their best possible form,
the resulting communication is professional, powerful, and persuasive.



TRADITIONAL EXAMPLES: PRINT



THE SALVATION ARMY: HELPING BONDS GROW STRONGER.

Few things in life are as important as family. That's why – when providing emergency food, housing, and utility assistance to those in need – The Salvation Army always strives to keep families together. This important difference helps parents and kids grow closer and stronger, all through their recovery. To learn more, call 1-800-SAL-ARMY or visit SalvationArmyUSA.org.



DOING THE MOST GOOD



TRADITIONAL EXAMPLES: OUT-OF-HOME

IF YOU NEED SHELTER

Visit The Salvation Army • 33 W. Owens Ave. • 702-701-5368 • All Welcome




DOING THE MOST GOOD



DIGITAL EXAMPLES: DIGITAL DISPLAY


Frame 1

Too big? Too small?
Too dated?




Frame 2

There are so many reasons
to donate your clothing.




Frame 3

The best reason to donate?
Helping someone else.



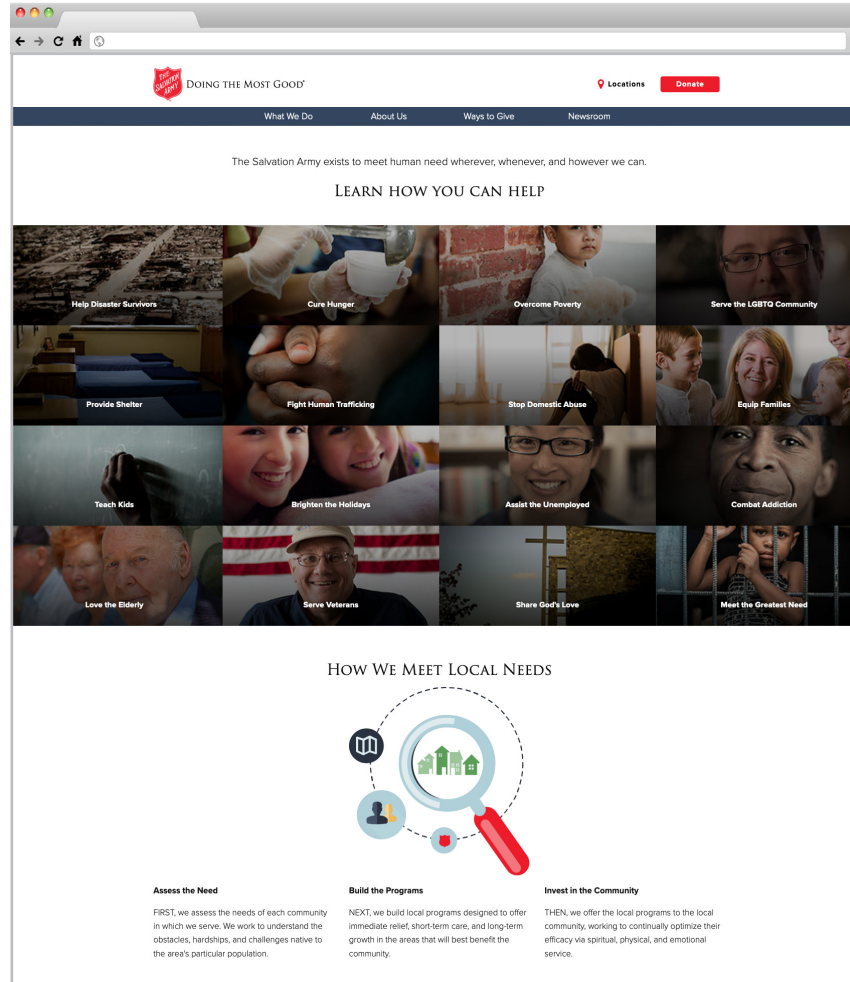
Frame 4

The best reason to donate?
Helping someone else.



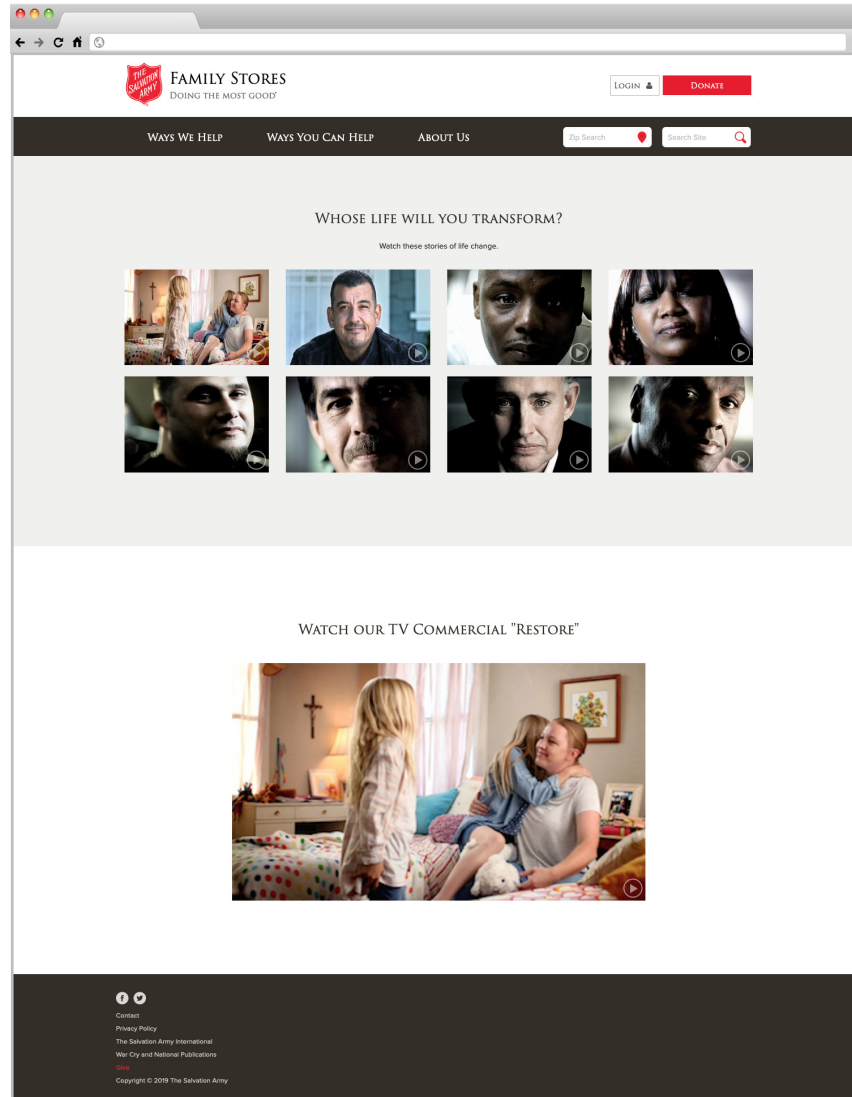


DIGITAL EXAMPLES: WEBSITE



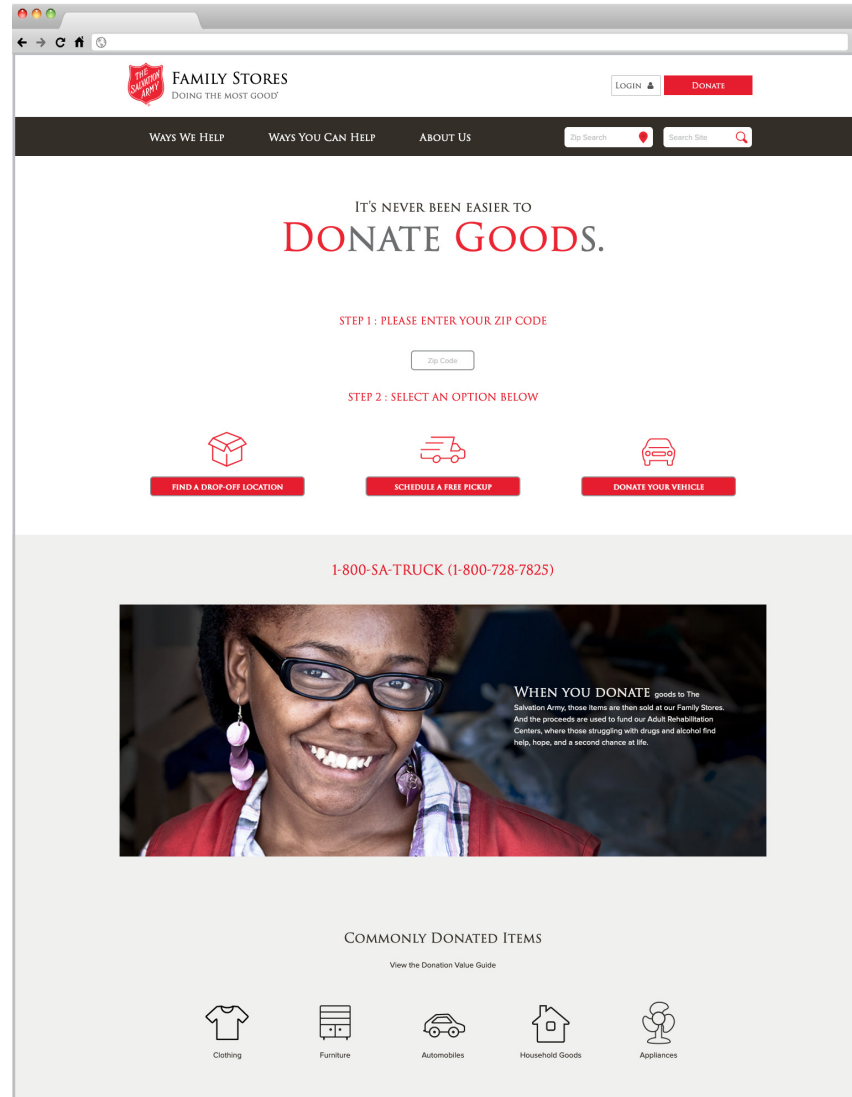


DIGITAL EXAMPLES: WEBSITE





DIGITAL EXAMPLES: WEBSITE



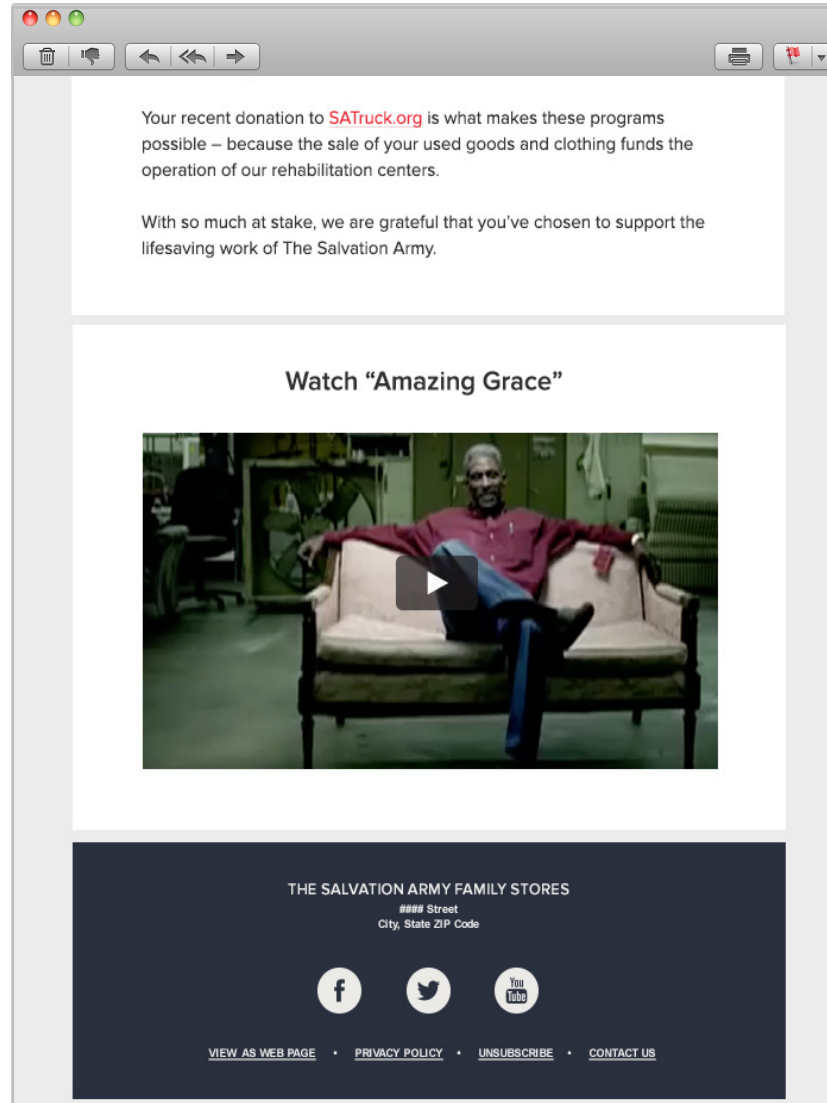


DIGITAL EXAMPLES: EMAIL





DIGITAL EXAMPLES: EMAIL





CHRISTMAS EXAMPLES: NEWSPAPER

FOR SOME THIS ISN'T A PAPER, IT'S A
BLANKET

Your donations provide shelter, warmth, and hope to those who need it most.

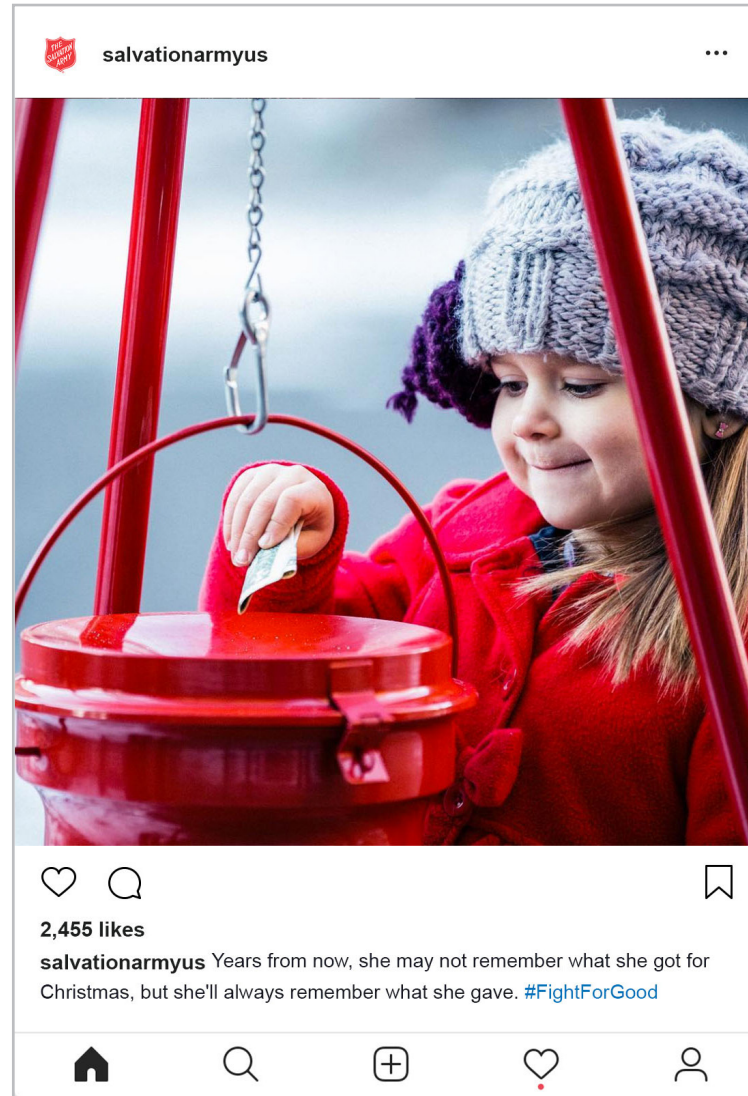
1-800-SAL-ARMY | [SalvationArmyUSA.org](https://www.salvationarmyusa.org) | "Alexa, make a donation to The Salvation Army"



DOING THE MOST GOOD



CHRISTMAS EXAMPLES: INSTAGRAM





CHRISTMAS EXAMPLES: WEBSITE BANNER





DISASTER EXAMPLES: PRINT



WE COMBAT NATURAL DISASTERS WITH ACTS OF GOD.

When Hurricane Harvey struck Houston, it destroyed homes, displaced families, and left entire communities under water. But the victims are not alone. Thanks to your generosity, The Salvation Army was already on the scene to provide relief. Now, our troops are hard at work supplying food, shelter, and vital resources for rebuilding. With your ongoing support, we'll continue to help until the healing is complete.

TO GIVE, CALL 1-800-SAL-ARMY OR VISIT [HELPSALVATIONARMY.ORG](https://www.helpsalvationarmy.org) TODAY.

DISASTER RELIEF | EMERGENCY RESPONSE | MINISTRY | FOOD SERVICES | EMERGENCY HOUSING | COUNSELING



DOING THE MOST GOOD

The Salvation Army | Brand Standards 2019 | Examples



DISASTER EXAMPLES: OUT-OF-HOME

AFTER THE UNSPEAKABLE,
WE SPEAK HOPE.





DOING THE MOST GOOD®