

Identity Standards

Canada and Bermuda Territory
SalvationArmy.ca



Giving
Hope
Today

Brand Strategy | Giving Hope Today

Our Brand Promise

There are three elements to the brand promise tagline, **Giving Hope Today**. Each of the three words describes the corporate Salvation Army as well as the commitment its individual members have for its mission:

Giving: This element of the brand emphasizes that we are not keeping anything for ourselves. Our time, resources and energy are all offered up as we support others. The implied solicitation for donations is subtle, but nevertheless important.

Hope: This is the promise in all that we do – as we participate in care with others, the opportunity for a better life exists. Hope is a word with edges. It can cut through years of bad habits and poor choices to create a new way of living. It is meant to inspire and motivate – to reflect the reality of changed lives through God’s grace.

Today: This is meant to give constant relevancy to our ministry. The history of our organization is very important, but it can, at times, muddy the significance of what we are doing right now – in the streets, in worship and in our centres each and every day. This aspect of the brand is key to keeping The Salvation Army immediately relevant to today’s younger donor base which may be less familiar with the Army’s proud history in Canada and around the world.

This brand promise reflects everything that The Salvation Army does. Bearing that in mind, **Giving Hope Today** is a spiritual message. The Salvation Army is a mission-centered organization whose focus is on the mandate it receives from God to support vulnerable people. **Giving Hope Today** is a clear reflection of that purpose and demonstrates how the Army can connect the present to the promises of eternity.

“May the God of hope fill you with all joy and peace as you trust in him, so that you may overflow with hope by the power of the Holy Spirit.” – Romans 15:13

The Salvation Army | Correct Name

The word 'The' is an integral part of The Salvation Army name, therefore the letter 'T' shall be capitalized as follows:

- a. when referring to The Salvation Army as a movement. For example, ***“General William and Catherine Booth are the Founders of The Salvation Army.”***
- b. on letterhead, business cards, envelopes, newspaper/magazine advertisements, electronically produced materials and all other materials which contain an address of a Salvation Army headquarters, corps or social service centre.
- c. when using the name to indicate possession. For example, ***“There are 50 shelters within The Salvation Army’s Canada and Bermuda Territory.”***
- d. when identifying a specific corps. For example, ***“Evangelistic meetings will take place at The Salvation Army (name of) Corps.”***

Grammatical exceptions to this rule, where the 't' need not be capitalized, are as follows:

- a. when using the name as a descriptive phrase. For example, ***“A feeding program was established at the Salvation Army community centre.”*** or ***“The mayor presented an award to the Salvation Army officers.”***
- b. when referring to the Army without the use of the word “Salvation”. This should only be done, however, once the full name of “The Salvation Army” has been established within a write-up or story. For example, ***“The colonel’s primary role is overseeing the Army’s operations within the division.”***

The Shield & Crest | Brief History



The Shield

- The Salvation Army shield was first used in the early 1900's. While advertisements for shield brooches, badges and other items appeared in the War Cry as early as 1914, the earliest reference to the official use of the present shield appeared in the 1918 Fall edition of the Canadian War Cry.
- The evolution of the shield took a giant step forward during World War I when British Salvationists serving at the front, behind the lines and in military camps, began using shields to identify their 'Naval and Military League' rest huts. Photos of the day show crude, hand-made shields of varying designs, most with dark hand lettered wording on white backgrounds. However, a July, 1917, report from the front refers to "a large shield on enamelled sheet iron with a blood red background"
- Given that the shield had for years been subject to the vagaries of artists and sign painters who were entrusted with the task of reproducing the symbol on posters, canteen sign-boards, letterheads, advertising pamphlets, etc., Army leaders decided to standardize the design. At a conference held in New York, and attended by a Canadian representative, a design was accepted as the "standard" for North America. The design chosen, incidentally, was the one officially in use in Canada. Subsequently, over time, the shield became associated with social services, the Red Shield and Christmas appeals.
- The shield, clearly displaying the Army's name thereby declaring The Salvation Army's mission of salvation, may also be seen to represent a protective shield borne by the Army on behalf of the marginalized of our society.

The Crest

- Shortly after The Salvation Army's War Congress (1878) when the name of the fledgling movement changed from "The Christian Mission" to "The Salvation Army," Captain William H. Ebdon submitted the design for the crest that graphically illustrated the Army's fundamental doctrines.
- Central in Captain Ebdon's design was the cross of Jesus Christ. An entwined letter "S" represented The Salvation Army and its commitment to the Gospel. Crossed swords gave evidence to the movement's determination to fight against sin and social injustice under the guidance of the truths of the Gospel represented by seven 'shots' in the surround.
- The surround itself, the Sun of Righteousness, represented the fire and light of the Holy Spirit. It has 33 points, representing the years Jesus walked the earth. Also in the surround, the words "Blood and Fire" made further direct reference to the shed blood of Jesus Christ and the refining fire of the Holy Spirit. Cradling the device was a ribbon bearing the words "The Salvation Army"
- The only subsequent change made to Captain Ebdon's crest was the addition of a crown symbolizing the eternal reward for faithful Christian soldiers.
- The earliest recorded use of the crest appears on stationery used by Bramwell Booth in 1879.

Reserved Space | Don't Cross the Line

For maximum impact, Salvation Army logos must have sufficient space surrounding them. Shown below is the minimum reserved space recommended between the logos and other elements such as illustrations, photographs or the edge or border of a working area such as a printed page or a sign.

To ensure that the logos are presented clearly, it is recommended that they not be reproduced in sizes less than 1/2" as shown below.

For web, it is recommended that they be no smaller than 72 pixels tall.

The reserved space is determined by drawing an imaginary rectangle around the logo that is a minimum 1/4 of the width of the symbol from the extremities in any direction. No other elements may be placed in this area.



1/2"

The minimum size of reproduction is 1/2" or 1.3 cm in height.



1/2"

The minimum size for use on web pages is 72 pixels tall.



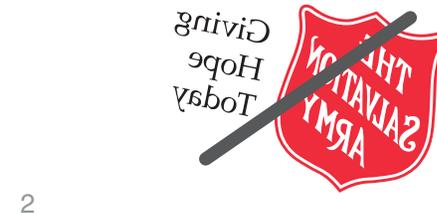
Incorrect Use | What Not to Do

- 1 Do NOT distort, stretch or vary the proportions of the logo.
- 2 Do NOT change the orientation of the logo.
- 3 Do NOT use another shape to surround or enclose the logo.
- 4 Do NOT add phrases or other information to the logo.
5. Do NOT use the American red shield logo with the ®.
6. Do NOT reconstruct the logo or retype the tagline using other resources or fonts.
- 7 Avoid printing the logo over a conflicting background.
- 8 Do NOT alter or invert the colours of the shield's background, lettering or tagline.

* If using the logo on a darker background, use an "rev" version which includes a white tagline, plus an extra white outline around the shield. (see page 10)

Proper use of the logos is the cornerstone of The Salvation Army's visual identity standards. Following the basic rules outlined in this manual will ensure their correct form and application.

Absolute consistency in the appearance of Salvation Army logos is critical. Some unacceptable uses and treatments are illustrated below. No matter how appropriate a change may seem, the form of the logos must not be altered.



Correct Usage | The Shield

The following specifications were developed to add flexibility and to protect the appearance of the shield.

1. A white background is preferred. The official red for The Salvation Army shield, selected by International Headquarters, is Pantone 185.

2. If your publication contains black and does not contain red, you may use a black version of the shield. Do NOT convert the red, or allow it to be converted, to a shade of gray.

3/4. When placing the shield on a dark, photographic or textured background, an “rev” version must be used, which includes an extra white outline around the shield to separate the outer red border from the background.

Salvation Army Red



1



2

The following formulas are employed to ensure that The Salvation Army red is properly displayed:

Pantone® (spot colour)	185
CMYK 4-colour process *	C-0, M-95, Y-80, K-0
RGB Video Display Colour †	R-204, G-0, B-0
HTML 256 Display Colour †	#CC0000

* Do not use the auto-conversion of C-0, M-92, Y-76, K-0

† Both the RGB and HTML display colours are not an exact representation of the Army's official Pantone red. The colour may appear darker but is more suitable for video display.



3



4

Correct Usage | The Crest

While there is no official yellow or blue used within The Salvation Army, internationally, the following colour values for the crest were adapted for use in the Canada and Bermuda Territory:

RED

Pantone® (spot colour)	185
CMYK 4-colour process *	C-0, M-95, Y-80, K-0
RGB Video Display Colour *	R-204, G-0, B-0

* See notes about red colour conversion on page 8

YELLOW

Pantone® (spot colour)	109
CMYK 4-colour process *	C-0, M-12, Y-96, K-0
RGB Video Display Colour *	R-249, G-214, B-22

BLUE

Pantone® (spot colour)	286
CMYK 4-colour process *	C-100, M-70, Y-0, K-0
RGB Video Display Colour *	R-0, G-56, B-168

The following specifications were developed to add flexibility and to protect the appearance of the crest.

1. A white background is preferred.
2. If your publication contains black and does not contain colour, you may use a black version of the crest.

3/4. When placing the crest on a dark, photographic or textured background, a white version may be used.



Correct Usage | Giving Hope Today

The following specifications were developed to add flexibility and to protect the appearance of the Giving Hope Today logo.

1. A white background is preferred. The colour for the shield background is Pantone 185 (red) and black for the brand promise (tagline).

2. When placing the logo on a red background, an “rev” version must be used.

3. If your publication contains black and does not contain red, use a black version of the logo. Do not allow the red to convert to gray.

4/6. When placing the logo a dark, photographic or textured background, an “rev” must be used.

5/6. Large taglines should be used for small display or large billboards. Same guidelines apply as what is dictated in examples 1 through 4 on this page.

