Canadian
Pacific
District

# VISION AND VALUES



The logo represents the coast and western Canada while holding to these key values. Showing the forward motion of coming under Christ, lead by the Spirit and into mission.

The 2 lines represent 2 things working in tandem. The people/leaders of the Church and the Holy Spirit leading us onward. The Spirit leads us to come under Christ. As we place Christ at the centre he leads us into effective mission.

# LOGOS

## Primary Full Logo

### IDENTITY

### LOGO CLEAR SPACE

Clear space around each of the lockups must be kept to the width of the logo within that lockup. This ensures that the logo will not conflict with any other elements within a design.



**Canadian Pacific District**

# BRAND LOCKUPS

CPD

Canadian Pacific District

Canadian Pacific District
THE ALLIANCE CANADA

# BRAND COLOURS

## Primary

The primary brand colours are to be the main colours used when representing the brand.

**PANTONE 661 C**

| Process | C100 M90 Y9 K2 |
| Screen | R36 G62 B140 |
| Web | #243e8c |

**PANTONE 566 C**

| Process | C28 M2 Y18 K0 |
| Screen | R28 G28 B28 |
| Web | #b7dbd3 |

**PANTONE 5585 C**

| Process | C37 M16 Y31 K0 |
| Screen | R183 G219 B211 |
| Web | #a4bcb0 |

## Secondary

Secondary colours are there to help bring more flavor and contrast to designs.

**PANTONE 714 C**

| Process | C0 M40 Y39 K0 |
| Screen | R250 G97 B168 |
| Web | #faa861 |

**PANTONE 3308 C**

| Process | C91 M47 Y73 K50 |
| Screen | R0 G68 B57 |
| Web | #004438 |

# COLOUR COMBINATONS

# TYPOGRAPHY

Ff

Archivo Expanded

## ABCDEFabcdef 1234

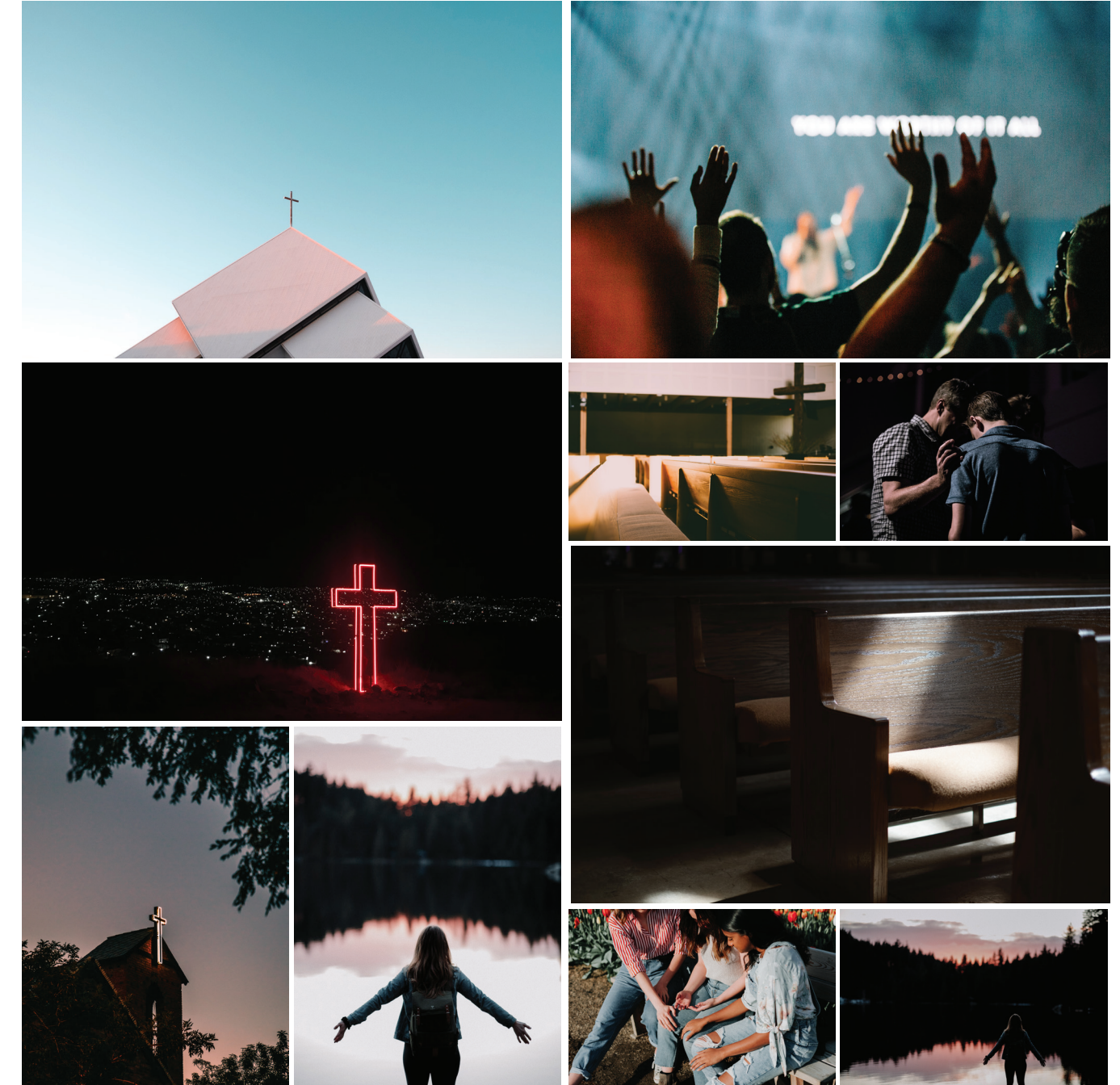ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Ff

Archivo Condensed

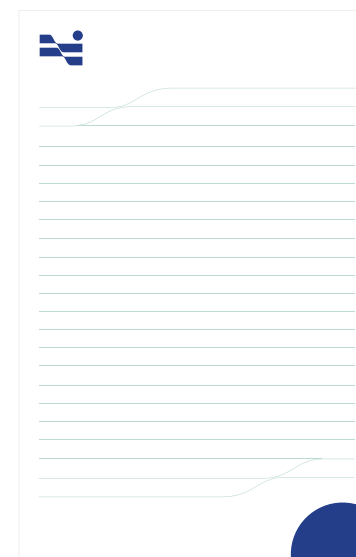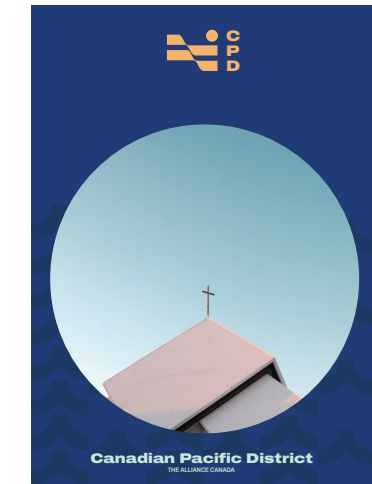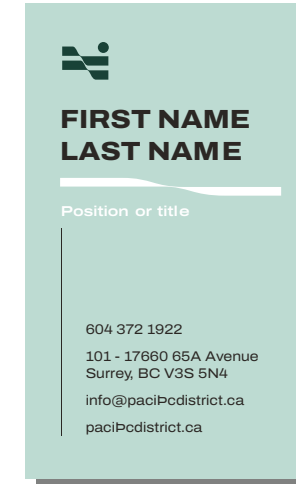## ABCDEFabcdef 1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

# PHOTOGRAPHY

# BRAND APPLICATIONS

# BRAND APPLICATIONS
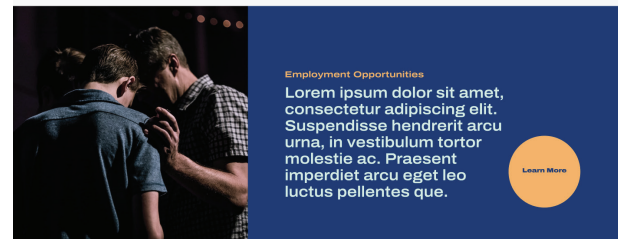
## Leading in step with the Holy Spirit

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Learn More

### Employment Opportunities

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Learn More

## Lorem ipsum dolor sit amet, consectetur adipiscing elit.

### Ministries

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Learn More

### Resources

About us

### Our District Vision

We collaborate with leaders and churches to make disciples who extend the message of Jesus, locally and globally.

### Our District Vision

We are committed to:

**Leading in Step with the Holy Spirit**
We pray, listen to the voice of God, and respond accordingly.

**Collaborative Partnerships**
We engage in partnerships within the Alliance, and with like-minded denominations, parachurch organizations, and leaders.

**Intercultural Fluency**
We embrace a multicultural expression of leadership teams and the Church.

**Thinking Christianly**
We engage in biblical and theological reflection and cultural awareness.

**Lifelong Learning**
We train and resource leaders and churches for ongoing growth and development.

**New Ministries**
We develop new strategies, raise up new leaders, and launch New Ventures.

## Our District Staff

Click + Drag

First Name Last Name
Role/Position
Read Bio +

First Name Last Name
Role/Position
Read Bio +

First Name Last Name
Role/Position
Read Bio +

First Name Last Name
Role/Position
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## Our District Partners

Click + Drag

First Name Last Name
Role/Position
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### Ministries

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### Resources

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### Stories & Events

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Learn More

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Report Sexual Misconduct