



**CHI ALPHA CAMPUS MINISTRIES, U.S.A.**  
**STYLE GUIDE**



ASSEMBLIES OF GOD  
U.S. MISSIONS  
*...that none perish*



**Chi Alpha Campus Ministries, U.S.A.**

1445 N Boonville Ave  
Springfield MO 65802

Chi Alpha Campus Ministries, U.S.A. is a ministry of  
Assemblies of God U.S. Missions.

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Welcome to the Chi Alpha Campus Ministries, U.S.A. Style Guide. The purpose of this guide is to help those who wish to use our logo, name, and brand use them properly and consistently. There are many ways to showcase our brand—on t-shirts, pamphlets, online, banners, and the like—and there are many ways to do so incorrectly. The National Chi Alpha Ministry Center wishes to have an image consistent among our 300+ campuses and we hope this style guide will help you to do so.

**WELCOME**

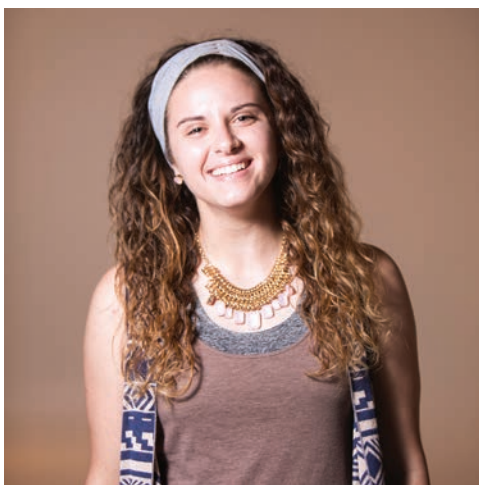
Before jumping in, take some time to get to know what Chi Alpha Campus Ministries, U.S.A. is about so you can easier understand our name and brand.

Chi Alpha Campus Ministries, U.S.A. is a ministry affiliated with the Assemblies of God found on more than 300 secular campuses across the country. The National Chi Alpha Ministry Center makes its home in Springfield, Missouri at the National Leadership and Resource Center (NLRC). The statements and values below are in line with the values of the Assemblies of God.

# OUR MINISTRY

We reconcile students to Christ, equipping them through Spirit-filled communities of prayer, worship, fellowship, discipleship and mission to transform the university, the marketplace and the world.

## MISSION STATEMENT



We are a Spirit-empowered, diverse community of believers on university campuses, declaring in word and lifestyle our faith in Jesus Christ, equipped to fulfill our purpose in God's global plan.

## VISION STATEMENT

These core values represent Chi Alpha Campus Ministries, U.S.A.'s most deeply held beliefs. They serve to guide our decisions, our leadership practices, and our community life. All our organizational actions will reflect these core values.

# CORE VALUES

Community is a covenantal value shaping our mission to the university, and our priority to come together for biblically commanded action. The salvation of Jesus offers the forgiveness of sins and the incorporation into the people of God. As a collegiate community we are to be "salt and light" showing to the world what it means to authentically love God and one's neighbor.

## COMMUNITY

God is first revealed in Scripture as a creative God. We are committed to achieving commitment that appreciates the proven with an adaptive open eye to what He has in store today and beyond. His Spirit will release to us new ways, ideas, and plans.

A diverse community reflects a reconciliation of students to Jesus across all campus demographics. Each student possesses unique gifts, and we seek to encourage their full implementation in the community. We also accept diverse methods and approaches to ministry. We celebrate these unique ministry expressions as the demonstration of what God is doing on our campuses and encourage their effective application.

## DIVERSITY

## CREATIVITY

Striking performance, exceptional virtue, and continuous improvement exemplify excellence. Excellence goes the "second mile" by doing the best possible job. It calls out of us far more than we can possibly imagine. Excellence guides how we make significant choices. It causes us to discover our true God-given capabilities. Excellence depicts our approach to leadership, work, organization, and our life together.

Integrity describes the state of sound moral uprightness. It is characterized by honesty, truthfulness, respect, and sincerity. Integrity in its simplest biblical definition means wholeness or completeness. Integrity invites oneself into a partnership with the Holy Spirit. This fosters an atmosphere of credibility and plausibility among those to whom we minister and within our communities on campus. Integrity promotes long-term success.

## INTEGRITY

## EXCELLENCE

Servant-leadership is a practice that places the good of those led and their progressive maturity over the self-interest of the leader. It shares power and status for the sake of the common good of each individual and the community. Its chief motive is to serve-first, as opposed to lead-first. The final goal is to empower others to become servants themselves.

## SERVANT LEADERSHIP

In the Bible, the apostle Paul wrote in 2 Corinthians 5:20, “We are therefore Christ’s ambassadors, as though God were making His appeal through us. We implore you on Christ’s behalf, be reconciled to God.”

Our movement of campus ministries finds its identity in this passage. We believe that God longs to have each and every person be reconciled to Himself, and that the way that reconnection happens is through the representation of his people. Each of us who takes on the identity of “Christian” becomes Christ’s ambassador – or *christou apostoloi* in Greek, which we shorten to the first letters “Chi” and “Alpha” or XA. Our name is our constant reminder that each of us has a real part to play in this world. We each can carry Him within us to bring Him closer to the people around us.

The following are correct ways to use our name:

- Chi Alpha Campus Ministries, U.S.A.
- Chi Alpha Christian Fellowship (For use on a particular campus, but not the ministry as a whole)

The following are incorrect ways to use our name:

- Chi Alpha Campus Ministries, USA
- Chi Alpha Campus Ministries USA
- Chi Alpha Campus Ministries U.S.A.
- CACMUSA or XACMUSA
- CACM or XACM

# NAME USE



The “circle logo” is comprised of circles within circles. In the smaller circle are the letters X and A made up of dots with [chialpha.com](http://chialpha.com) underneath. In the outer circle are the lowercase words “chi alpha campus ministries” with two greater than signs separating “chi alpha” and “campus ministries.” The text is in the Eurostile font. The logo has distressing and is turned 15 degrees to the right. The red logo is preferred, but you may also use it in black and in white if the background color does not contrast or blends too much with the red.



# OUR LOGO

Chi Alpha Campus Ministries, U.S.A. grants a non-exclusive license to chartered Chi Alpha groups and affiliated personnel only to use this artwork, hereafter referred to as logos, for promotional purposes.

Acceptance of this agreement is subject to the following terms:

To use logos indicates acceptance of this agreement.

1. You may not use the logos in any manner that may possibly disparage, bring into disrepute, or derogate Chi Alpha Campus Ministries, U.S.A. or its members.
2. You may not alter the appearance of the logos in any way. The logo must stand by itself so as to avoid unintended associations with any other objects, including, but not limited to, type, photographs, illustrations, borders, and edges. You may not incorporate the logo or any of its parts into any other logo, unless the other logo is owned by a local Chi Alpha group and you have the legal authority to use it.
3. You may not use the logos in any manner that implies sponsorship or endorsement of any other non-Chi Alpha event, product or service.
4. You agree to indemnify Chi Alpha Campus Ministries, U.S.A. for any loss or damage caused to them arising out of your use of this logo.
5. Chi Alpha Campus Ministries, U.S.A. reserves the right to review your use of the logos and may at any time require you to discontinue your use of the logo.
6. Chi Alpha Campus Ministries, U.S.A. reserves the right to revoke and terminate this agreement, in which case you will immediately thereafter cease any and all usage of the logos and shall not use any name or trademark similar in design or color.
7. Chi Alpha Campus Ministries, U.S.A. reserves the right to revoke and terminate this agreement, in which case you will immediately thereafter cease any and all usage of the logos and shall not use any name or trademark similar in design or color.

# **AGREEMENT FOR LOGO USE**

Print and digital designs of Chi Alpha Campus Ministries, U.S.A. use a color scheme of black, white, gray, and red.

The color of the circle logo is red, comprised of:

RGB

- Red 237
- Green 33
- Blue 36

CMYK

- Cyan 0
- Magenta 99
- Yellow 100
- Black 0

Pantone 1797 U

Web ED2124



# COLORS

Print and digital designs of Chi Alpha Campus Ministries, U.S.A. must include a copyright line attributed to The General Council of the Assemblies of God, and if applicable, the Fair Use Permission Line for Scripture use.

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# FAIR USE

Chi Alpha Campus Ministries, U.S.A. uses the Chicago Style as its writing style standard.

The Chicago Manual of Style can be found at [chicagomanualofstyle.org](http://chicagomanualofstyle.org).

# WRITING STYLE

Chi Alpha Campus Ministries, U.S.A. prefers sans serif fonts in its digital and print publications. Some of our favorites are:

Sans Serif

**BEBAS NEUE**

**GOVERNOR**

ITC Avant Garde Gothic

Helvetica

Serif

Adobe Garamond

**ITC Officina Serif Std Bold**

**FONTS**