



## **Brand Guidelines**

### ***MINISTRY NAME***

The acronym “ANLM” should never be posted online or shared in any external communications about the ministry. Always spell out “Africa New Life” or “Africa New Life Ministries”; both are both acceptable forms of the organization’s name.

### ***LOGO***

Do not use the Africa New Life logo in any context. This is an important part of Africa New Life’s brand and must only be used in official Africa New Life documents, marketing materials, and channels. You may share images of Africa New Life items with our logo on them but may not share the logo itself as a separate image or incorporate it into your own designs/graphics at any time.

### ***TRADEMARK***

The “LET EVERY CHILD DREAM” phrase is Africa New Life’s registered trademark. It may not be used by outside individuals or churches, even for fundraising purposes, except in its hashtag form (see below).

### ***HASHTAGS***

While hashtags are part of our official branding, they are intended to be shared. You are welcome to make use of Africa New Life’s hashtags, #leteverychilddream and #sponsorshipmatters, in your social media posts about sponsorship.

### ***PHOTOGRAPHY***

Any Africa New Life images shared must include a credit byline. For the photos by Esther Havens included on our Resources page, please state “Photo © Esther Havens Photography for Africa New Life” and tag @estherhavens when possible. If you wish to share posts from Africa New Life’s social media channels, please copy other photographer bylines (e.g., “Photo by Serrah Galos for Africa New Life”) and tag Africa New Life in your post.

Our photography is a part of our brand and is intellectual property that should be used and shared with great care.