



cam
christian
assistance
ministry

STYLE & USAGE
BRAND GUIDE



WHY WHEAT?





The wheat logo for CAM references our commitment to sharing and caring for all of those in need by feeding them, clothing them, by providing financial assistance and by feeding their soul through grace and love. Wheat is often a symbol of life, sustainability, charity and love. Wheat is a global sustainer of life being utilized to create various forms of bread in different cultures. Historically people planted, harvested and broke bread together for the betterment of their community. Celebrating this incredible bounty by giving back was and is an important part of all cultures. Today many of us harvest in different ways and sharing our bounty with others is still incredibly important.

“When you harvest the crops on your land, do not cut all the way to the corners of your field. Don’t pick up the grain that falls on the ground. Leave it for the poor...”

LEVITICUS, 23:22



LOGOS/COLORS

RGB 145, 85, 59		cam christian assistance ministry	RGB 204, 128, 58
RGB 58, 81, 162		cam christian assistance ministry	RGB 109, 129, 188
RGB 77, 177, 141		cam christian assistance ministry	RGB 152, 210, 186
RGB 225, 161, 37		cam christian assistance ministry	RGB 231, 210, 27



DO NOT



USE .JPG



CHANGE COLORS
OR DELETE PARTS
OF THE LOGO



STRETCH LOGO



SQUISH LOGO



PROPER USE OF LOGO

LOGO CAN BE USED IN ANY ONE OF THE CORNERS OF THE DOCUMENT AS IT FITS THE DESIGN. GIVE THE LOGO 'BREATHING ROOM' AROUND THE OTHER TEXT AND/OR GRAPHICS (I.E. DO NOT CROWD IT AROUND OTHER ELEMENTS).



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BREATHING
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**BREATHING
ROOM**



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MISC ITEMS/TIPS

- Documents with changing information, always add a "current as of xxx 20xx" in the bottom right corner
- Always add the CAM logo unless instructed not to (ex: Homeless Resource Document)
- If a document goes outside of CAM, add location/phone info and 'media box'

LOCATION/PHONE

CAM DOWNTOWN
110 McCullough
210.223.4099

CAM NORTHWEST
5084 DeZavala
210.697.5771

OPTIONAL LOCATION



ON PROPERTY OF
GRACE LUTHERAN CHURCH

ON UNIV. UNITED
METHODIST CHURCH CAMPUS

MEDIA BOX

FOLLOW US ON



WWW.CAM-SA.ORG

PHRASE OPTIONS TO ADD

- *Helping those in need since 1977*
- *CAMs mission is to share the love of Christ by providing immediate assistance and encouragement to people in crisis.*
- *"When you harvest the crops on your land, do not cut all the way to the corners of your field. Don't pick up the grain that falls on the ground. Leave it for the poor..."*

LEVITICUS, 23:22

LOGO FONT

Clarendon

