



BRAND IDENTITY SYSTEM

Covenant Fellowship
Alliance



BRAND IDENTITY SYSTEM

INTRODUCTION <

This Brand Identity System is built on the newly enhanced CFA Seal developed by BoxBreaker Global. The logo represents a refined evolution of the previous mark, preserving its ecclesiastical meaning while elevating its visual authority, depth, and global presence.

This document defines how the CFA brand is presented, protected, and consistently applied across all platforms.

CORE IDENTITY <

The CFA Seal is an ecclesiastical emblem. It is not merely a graphic, but a visual representation of apostolic authority, global mission, covenant fellowship, and social justice.

The enhanced logo features increased depth, metallic finishes, and refined symbolism. These enhancements reflect a mature, established global fellowship with both spiritual authority and institutional credibility.

The seal should always be treated with reverence and consistency, as it functions as both a spiritual and organizational symbol.

OFFICIAL COLOR PALETTE <

The CFA color system is rooted in liturgical tradition while utilizing modern finishes for clarity and impact.

Primary Colors

- Royal Purple: representing authority, spiritual governance, and apostolic leadership
- Gold: representing excellence, covenant, honor, and divine value

Secondary Colors

- Deep Green: representing growth, life, and continuity
- Crimson Red: representing sacrifice, faith, and commitment
- Neutral White or Light Cream: representing purity, balance, and clarity.

All colors are standardized for digital and print use and must remain consistent across all applications.

OFFICIAL COLOR PALETTE

PRIMARY COLORS



ROYAL PURPLE

HEX: #4B2E83
RGB: 75, 46, 131
CMYK: 74, 83, 0, 19



GOLD

HEX: #C9A24D
RGB: 201, 162, 77
CMYK: 18, 32, 84, 5

SECONDARY COLORS



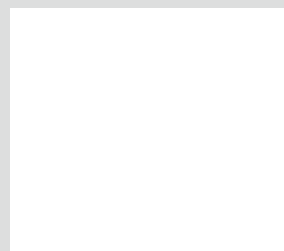
DEEP GREEN

HEX: #1F6B4E
RGB: 31, 107, 78
CMYK: 82, 26, 65, 11



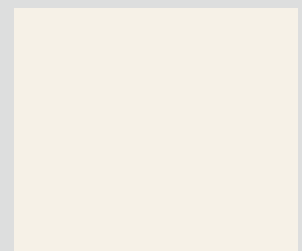
CRIMSON RED

HEX: #8B1E2D
RGB: 139, 30, 45
CMYK: 23, 95, 75, 15



NEUTRAL WHITE

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



LIGHT CREAM

HEX: #F6F1E7
RGB: 246, 241, 231
CMYK: 3, 4, 8, 0

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TYPOGRAPHY SYSTEM <

Consistency in typography is essential to maintaining a professional, legal, and official presence.

Primary Logo and Heading Font

- Classic Serif Typeface
- Recommended fonts include Cinzel, Trajan Pro, or Times New Roman Bold

Usage

- Organization name within the seal
- Official certificates
- Formal headings
- Legal and ecclesiastical documents

Characteristics

Sharp, defined serifs communicate history, permanence, authority, and the letter of the law.

Secondary Support Font

- Clean Sans Serif Typeface
- Recommended fonts include Montserrat, Lato, or Arial

Usage

- Body text for letters
- Digital presentations
- Web content
- Modern marketing materials

Characteristics

High legibility and clarity, balancing the formality of the serif font.

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LOGO USAGE GUIDELINES <

To preserve the sacred and authoritative feel of the CFA Seal, strict usage rules apply.

Clear Space

- A buffer zone must be maintained around the logo equal to the height of the letter "C" in "Covenant."
- No text, imagery, or other logos may enter this space.

Backgrounds

- The full color logo should primarily appear on white or light cream backgrounds.
- On dark backgrounds, the outer purple border must include a subtle gold or white outline to ensure visibility and distinction.

Minimum Size

- Print applications must not be smaller than 1.25 inches in height.
- Digital applications must not be smaller than 150 pixels in height.
- For small scale uses such as social media avatars, a minimalist icon version of the seal should be used.

VISUAL DO'S AND DON'TS <

Do

- Use high resolution versions for banners, podium signage, and large format printing
- Ensure the Keys and Crosier behind the shield remain visible at all times
- Maintain the original proportions and lighting effects

Do Not

- Stretch, skew, rotate, or distort the logo
- Change the purple to brighter or neon shades
- Apply additional drop shadows or effects, as the logo already contains integrated depth and lighting

BRAND IDENTITY SYSTEM

SYMBOLISM BREAKDOWN

For Internal Training and Leadership Onboarding

These symbolic meanings should be used when educating leaders and representatives of the Alliance.

The Mitre

Represents apostolic oversight and the covering of God.

The Keys and Crosier

Represent authority to open doors and the responsibility to shepherd the people.

The Globe and Cross

Represent the Great Commission and the global reach of the Alliance.

Linked Hands

Represent radical unity across cultures, nations, and backgrounds.

The Scales

Represent a commitment to biblical justice, equity, and righteous governance.

The Living Water

Represents the movement of the Holy Spirit and spiritual refreshment for the weary.

BRAND APPLICATION

This Brand Identity System governs the use of the CFA brand across all platforms, including

Social media and digital content

Flyers, banners, and promotional materials

Letterheads and official documents

Certificates, seals, and credentials

Websites and presentations

Every application must follow the color, typography, layout, and logo rules defined in this guide.

BRAND IDENTITY SYSTEM

BRAND IDENTITY GUIDE



All elements outlined above are compiled into a formal Brand Identity Guide. This guide serves as a long term reference to ensure consistency, dignity, and authority across all visual and written expressions of Covenant Fellowship Alliance.

SUMMARY



The CFA Seal has been thoughtfully enhanced by BoxBreaker Global to reflect maturity, authority, and global vision.

This Brand Identity System provides the structure that protects its meaning and ensures consistent, respectful use everywhere it appears.

The result is a unified, authoritative, and enduring brand presence worthy of its mission and calling.

