



ECHELON BRANDING GUIDE

Echelon represents a community of young professionals who seek to better the world around them. By uniting under one banner, these members embody an effort to mobilize the next generation of world-changers and community leaders for The Salvation Army.

This Style Guide is designed to provide brand consistency for Echelon across all mediums and each chapter, providing the brand with the professionalism and prestige to complement its hard work across the United States. All Echelon chapters should familiarize themselves with Echelon brand standards. These guidelines are mandatory for all chapters to follow and are not eligible for local customization.

Copy tone refers to how a brand's personality is conveyed through written words, and like every other aspect of Echelon's brand, the copy tone must be consistent. Echelon's copy tone, like The Salvation Army, should always be passionate, uplifting, and positive, but unique to Echelon; it should always convey energy and speak to a younger adult generation.

- Unlike The Salvation Army, not all of Echelon's communication will offer a call to action for the audience to donate, volunteer, etc. When the communication is, for instance, an invitation to a social event, it should still convey a sense of that the audience's mere attendance and participation is, essentially, "doing the most good" because it's "mobilizing the next generation." A larger purpose for the social event should always be expressed.

COPY TONE



Copy tone refers to how a brand's personality is conveyed through written words, and like every other aspect of Echelon's brand, the copy tone must be consistent. Echelon's copy tone, like The Salvation Army, should always be passionate, uplifting, and positive. Additionally Echelon specific copy should be energetic, inviting, purposeful and appeal to younger generations.



FONTS

Echelon's logo is in Gotham font ("Echelon") and Trajan Pro font ("Mobilizing the Next Generation"). Trajan Pro is The Salvation Army's official multi-use font for both headers and body. Echelon utilizes this font whenever possible and especially for events explicitly tied to The Salvation Army's own events or projects. Gotham is a great choice for a secondary font after Trajan Pro.

When using online tools such as Canva that may provide access to these fonts, try to choose fonts that mimic the style of Gotham or Trajan Pro as much as possible.



BRAND COLORS

#ED1B35

#EE4C24

#F99E1C

#FED001

#F7D40A

#1D2E3F

LOGOS



Communications coming from or in any way involving Echelon should incorporate the official Echelon logo. The word “Echelon” should never stand alone without its logo unless it is written within a header, sentence, or the body of a paragraph.

The ombre logo with Echelon’s tagline and incorporating The Salvation Army shield is the preferred logo and should be used whenever possible. In any circumstance where the ombre cannot be used, the Echelon logo in solid red (with gray tagline) should be used, incorporating The Salvation Army shield.

The logos incorporating The Salvation Army shield should be used whenever possible. It should not be used when printing in black and white because the shield should never be printed in any hue other than red. The tagline (Mobilizing The Next Generation) should never be cropped out of Echelon’s logo.

The Echelon shield icon can be used on Echelon communications, but should not be used a replacement for the official Echelon logo. Messaging featuring the Echelon shield should also include the full Echelon logo elsewhere if possible.

There is also an all white version of the logo. This option can be used, but should be used sparingly and only when placed over other brand-approved colors.

Approved logos are shown below. Email Echelon@usn.salvationarmy.org to request copies of official logo files.

