

abwe

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# BRAND OVERVIEW

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## Our Foundation

### **Mission:**

ABWE is a global family of ministries that partners with missions-minded churches and believers to send and equip missionaries and grow the global church.

While our ministries are multifaceted and spread across more than 80 countries, each ministry contribute to our core vision.

### **Vision:**

ABWE's vision is to fulfill the Great Commission by multiplying leaders, churches, and mission's movements among every people.

# BRAND OVERVIEW

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## Our Foundation

### Values

Our values form the foundation of our common culture. As we live out these values, we expect that our audience our audiences will see, hear and experience how ABWE is:

1. We put Jesus in first place
2. We celebrate the gospel
3. We strive for a biblical family atmosphere
4. We pursue humble confidence
5. We share our lives and possessions

### Boilerplate:

For nearly 100 years, ABWE has served the local church by mobilizing, supporting, and empowering missionaries who engage in evangelism, discipleship, church planting, and partnership with national believers. Throughout its history, ABWE workers have taken the gospel to the least-reached and helped disciple the church to maturity where the gospel has already taken root. Now, as a global family of ministries, ABWE's 1,000 missionaries are reaching 84 countries and countless people groups using a variety of ministries and skills to most effectively make an impact in an ever-changing world.

# BRAND OVERVIEW

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## Our Foundation

In 2011, ABWE established ABWE International, ABWE Foundation and ABWE Canada as legal entities and defined ministries. Each ministry had brand distinctions that together created a overarching and cohesive brand identity for ABWE (the parent brand).

As the ABWE family of ministries continued to grow and acquire new ministries, this cohesive brand identity evolved to include new ministries and their specific audiences.

Our branding model was established after a surveying our constituents, missionary family, internal stakeholders and external consultation. The conclusion is that our brand and the brands of our ministries are strengthened by working with and relating to each other rather than going out on their own.

This manual helps to clearly define the relationship between ABWE and the current ministries in the global family of brands. It also offers rules for how to continue to apply the overarching brand story and visual identity to future ministries that are added to the ABWE family of global ministries.

# BRAND OVERVIEW

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## Our Brand in Your Hands

Our brand identity is a foundation on which we build to tell impactful and authentic stories about our work to fulfill the Great Commission. It combines how we look and talk to express our Mission and Values. It differentiates us from other missionary organizations.

Our brand identity is the most powerful way to leverage the strength of ABWE and our Ministries. By unifying the way we look and talk, we send a message that ABWE is equipping missionaries and growing the global church — we are clear and consistent in everything we say and do.



# BRAND OVERVIEW



**Tier 1**  
Parent

SERVICES/DEPARTMENTS: PRESIDENT'S OFFICE, COMMUNICATIONS, TRAINING



**Tier 2**  
Ministry



**Tier 3**  
Program



**Tier 4**  
Media &  
Campaigns

Message, Missions Podcast, Heart, Mind and Soul, 24-Hour Demo, etc.

# Definition of Terms

## What is a “Parent Brand?”

The main brand of a company or organization, it supports product or service subsidiaries by sharing its identity.

## What is a Ministry?

Shown on [tier two](#) (Ministry) on the logo hierarchy chart (pg.8), a ministry is full-fledged, semi-independent arm of ABWE ministry with its own identity and philosophy.

**A new ministry may be established if it meets the ALL of the following criteria:**

1. It offers a unique ministry philosophy that feeds into ABWE's vision.
2. It has its own visual identity.
3. Leadership vetted and approved its promotion to this tier.

Examples: *Live Global, EveryEthne, Good Soil, Launch Point*

\*see [addendum](#) for acquired orgs

## What is a Program?

Programs, shown on [tier three](#) of the brand hierarchy chart (pg.8), are a branch of ABWE's broader ministry that utilize a focused or specialized pathway.

Examples: *Healthcare (IHM), Project Office, Aviation, etc.*

## Media, Campaigns, and Resources

Media or campaigns are a defined, targeted promotional effort, initiative, event, or resource serving a broader ABWE ministry or program.

Examples: *SendOne, 24-Hour Demo, Message Magazine*

## Departments

Internal ABWE departments serve under and as a part of the parent brand, and therefore do not require special recognition. For targeted marketing, the ABWE President's Office may have exceptions to this rule.

Examples: Missionary Finance, HR, Communications, Donor Finance, Kitchen Services, etc.

# BRAND FRAMEWORK

## What is a Brand Framework?

It's a misconception that brand is determined by a specific logo, color, and font. Our brand is actually the expectations that our audience has of us. It represents how they experience ABWE, how they expect us to sound, and how they expect us to engage with them. These expectations drive their decisions to support and collaborate with us both today and in the future.

A brand framework helps to focus our communication and behavior to align with our audience's expectations and to advance our brand.

*(This framework has been established from the survey results provided by Journey Group, and cross-functional team input.)*

As we establish the framework, keep in mind that it is:

- **INTERNAL:** It's not specific marketing language, instead its an outflowing of who we as an organization are and what our values are.
- **INTERNATIONAL:** It should encompass how ABWE and its ministries are thought of across the globe.
- **DIFFERENTIATING:** It helps each of the ABWE ministries position themselves in a unique way.
- **IMPLICATING:** It should accurately reflect and inform everything we do.

# BRAND FRAMEWORK

## *Summary of Findings:*

Donors and supporters of ABWE typically engage us through giving to our missionaries and projects, consuming ABWE content (reading Message Magazine, the blog, podcast etc), and exploring/considering missions with ABWE.

The three qualities they feel are most important for the brand are:

1. **INTEGRITY**
2. **AUTHENTICITY**
3. **MISSIONAL CLARITY** (*why we do what we do*)

\*The values of being challenging, innovative and creative were ranked low in their expectations.

[You can download the full report here.](#)



## VISUAL IDENTITY OVERVIEW:

ABWE’s visual identity is a unified and thoughtful system comprising of core elements—including our logo, typography, color palette and expressions of graphic assets and photography. This range of tools is meant to be flexible and expandable.

To effectively define the ABWE brand, these elements should align across every touch point—from print to digital.

# DESIGN FRAMEWORK

## Design Principles

This guide contains established, strategic design principles to inform our design system. Think about these principles when designing any element of our brand experience. Use them as filters for evaluating all internally generated and/or outsourced design.

The global family of ministries should feel unified under the brand umbrella of ABWE. However each ministry under the ABWE umbrella operates according to a unique ministry philosophy—therefore communications and design should be contextualized to match these ministries, according to the principals laid out in this guide.

The more closely aligned and associated a ministry is to the parent brand (ABWE), the more visually similar the design framework should be to the ABWE brand. Ministries that seek to establish themselves as further from the parent may be less visually aligned. Additionally, ministries that sell products, or offer resources outside of the ABWE audience may also use a less-similar design framework.

### DESIGN ALIGNMENT SPECTRUM



# DESIGN FRAMEWORK

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## Design Principles

**Translating our audience expectations into meaningful design.**

**INTEGRITY** – It is important that our communications command confidence and trustworthiness. Disciplined use of structure and grid promote legibility and professionalism that will convey this concept.

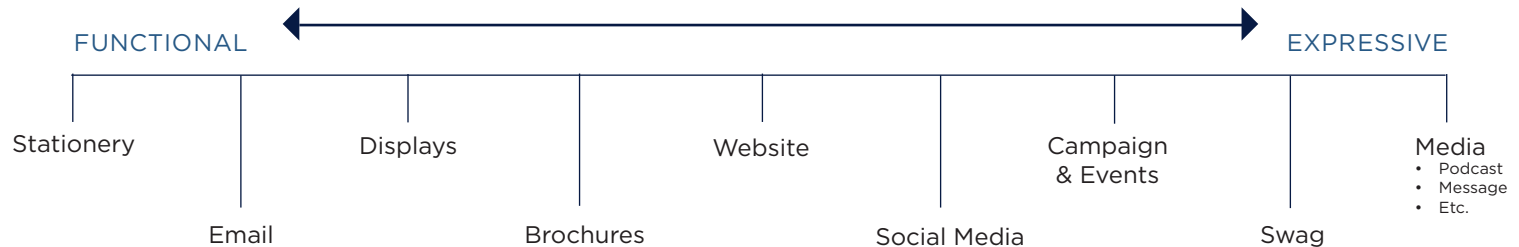
**AUTHENTICITY** – Our optimism, enthusiasm, and celebratory spirit should communicate the change-making that is taking place through the work of our missionaries and partners, referenced by clean design, clear and bright photography, and a colorful palette.

**MISSIONAL CLARITY** – At the end of the day, we want to show life-changing impact. Our designs should put people and their stories front and center, using striking photography, white space, and correctly proportioned headlines and quotes for emphasis.

# DESIGN FRAMEWORK

## Application Spectrum

Projects should always be styled according to their audience. Internal and institutional communications should draw from the functional side of our visual spectrum, relying on the core color palette, typography, and photographic style. As communications become more public facing, added graphic elements and icons can be utilized. For our most emotive appeals and communications, a more colorful, expressive, imagery dominant approach is acceptable.





# LOGO GUIDELINES

## *ABWE Logo*

Our logo is our most important visual asset, it is a guarantee of integrity, authenticity, and missional clarity.

## *Approved Color versions*

Using the ABWE logo consistently ensures that we build recognition in our various communications. We have created three different logo colors to support a range of production needs.

The logo consists of the lowercase letters 'abwe' in a bold, sans-serif font, colored in a dark blue.

ABWE Blue is preferred version. Use this logo whenever possible.

The logo consists of the lowercase letters 'abwe' in a bold, sans-serif font, colored in black.

Black - Use this version of logo when there are production limitations.

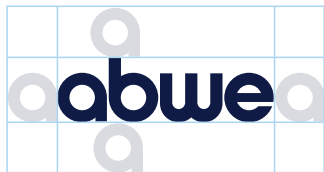
The logo consists of the lowercase letters 'abwe' in a bold, sans-serif font, colored in white, set against a dark blue rectangular background.

White - Use this version of logo to ensure contrast and legibility only when the full-color logo is not applicable.

# LOGO GUIDELINES

## *Clear Space*

The ABWE logo should always utilize a clear space that is equal to or greater than the size of the letter 'a'. The integrity of the logo is always protected from visual interference or distraction by an area of clear space around it. No other graphic element or type should ever enter this space.



Full clear space is the preferred minimum clear space around the logo, which is the height of the letter 'a' in the logo.



Half clear space is the minimum clear space around the logo, which is 1/2 the height of the letter 'a' in the logo. Only use this when space is limited, like online applications and small formats.

# LOGO GUIDELINES

## *Logo minimum sizes*

To communicate effectively while maintaining the integrity of our identity, logo sizes are defined for all common formats. They are designed for appropriate readability and are the building blocks of a format's grid. Logos always need to be sized correctly.

0.2" | **abwe**

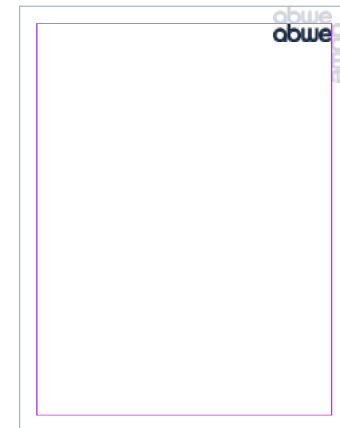
Print minimum size

24px | **abwe**

Digital minimum size

## *Logo positioning principles*

The ABWE logo appears in the right corner of an application. In most cases the logo is positioned 1 x the height of the lower case 'b' from the right hand edge and down from the top edge. In some situations it can be placed on left side, for example when a postal mark is required in the upper right corner, and in digital formats.

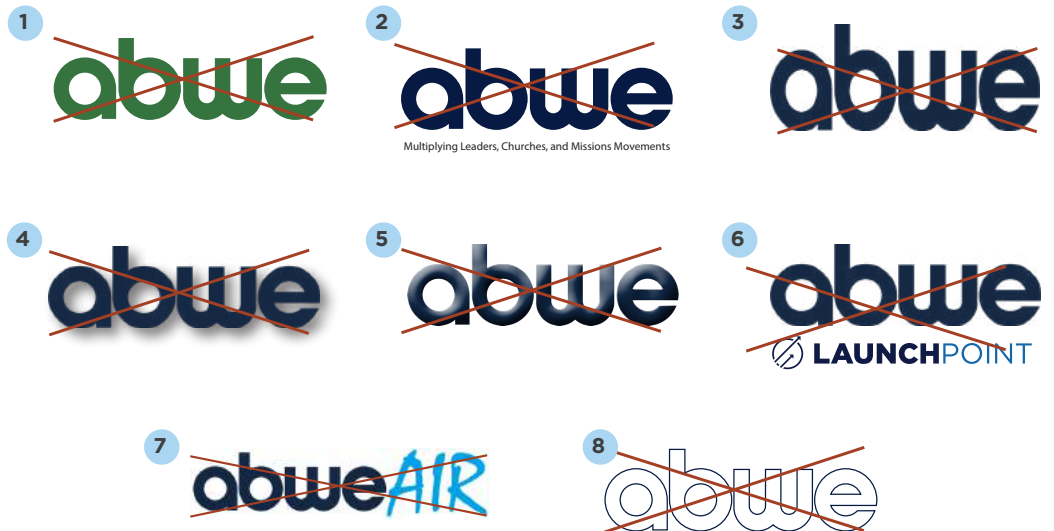


# LOGO GUIDELINES

## *Incorrect logo use*

Our logo is a primary asset owned by ABWE. Ensuring consistent use of our logo is a crucial part of our brand equity. In protecting the logo, there are several things you need to avoid.

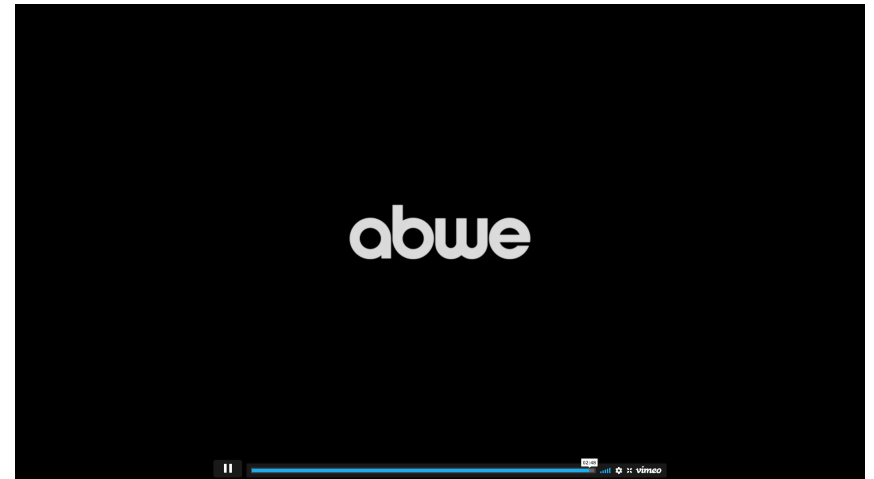
1. Do not change logo's approved color.
2. Do not add taglines to logo. The only approved tagline is Global Family of Ministries.
3. Do not distort the logo.
4. Do not add a drop shadow to logo.
5. Do not add special effects to the logo, like bevel, emboss, etc.
6. Do not lock up the logo with a ministry logo.
7. Do not create your own logo by adding stylized text to the logo.
8. Do not outline the logo.



# LOGO GUIDELINES

## *Application of logo in videos*

In order to create contrast with the logo in videos, that have a range of light and dark vlues, it is acceptable to add transparency and/or a drop shadow to the logo. This is only when the logo is utilized as a watermark for the video. When the logo appears as the opening or closing frame we should maintain the logo standards.



# LOGO GUIDELINES

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## ***How do I know when to use our logo with the tagline: A Global Family of Ministries?***

The “global family of ministries” lockup is used when ABWE needs to be distinguished from its ministries in some way. When one or more ministries are mentioned, use the global family of ministries logo. This will help establish ABWE as the parent brand and not a sister brand.

Additionally, even if other brands aren’t present, we may need to make it explicit that we are talking about ABWE as a whole and not just GO. For instance, when new missionaries are being hired with \*the\* organization, we’d emphasize global family there too.

## ***Tagline: A Global Family of Ministries***

- Tagline uses Gotham set in all caps.
- Minimum logo size of 1.25 inches.



# LOGO GUIDELINES

## *Ministry Logos*

ABWE and ministry logos are available in two-tone blue, white and charcoal. Icon line weight and size should remain consistent in both vertical and horizontal versions.

Individual icons, apart from their word-mark, may be used as a design elements by the ABWE communications team.

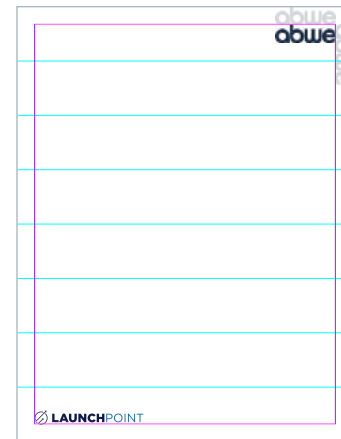


# LOGO GUIDELINES

## Logo Placement

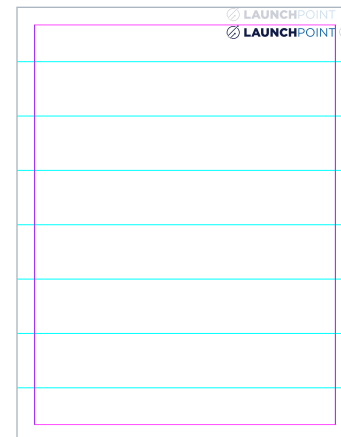
### ABWE as primary logo

It may be appropriate on certain material to use both the ABWE logo and a Ministry logo. When ABWE logo is seen as the primary logo, it should be placed in the upper left corner and the Ministry logo is placed in the lower right corner. To ensure the correct proportions, the Ministry logo icon is the x-height of the letters in the ABWE logo.



### Ministry as Primary Logo

When the ministry logo is featured as the primary logo, it should appear in upper left corner replacing the ABWE logo as the primary logo. To maintain visual consistency across material, the margins will maintain the ABWE proportions. To maintain the connection to ABWE, the ABWE logo should be placed on the back page of the document.

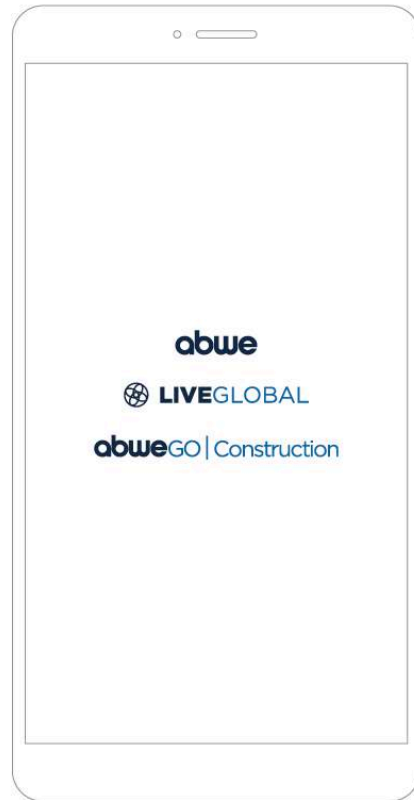




# LOGO GUIDELINES

## Scale

Recommended  
minimum height  
for screens:  
**24px**



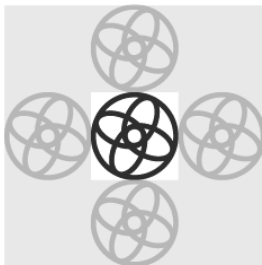
Recommended  
minimum height  
for print:  
**0.2-0.25in**



# LOGO GUIDELINES

## *Ministry logo Clear Space*

Ministry logos should always utilize a clear space that is equal to or greater than the size of their icon.



# LOGO GUIDELINES

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## *Program logo template*

All programs should adhere to the program logo template shown below. For more information on what is designated a program, go [here](#).

**abweGO** | Insert word

# LOGO GUIDELINES

## *Program, Campaign, and Media logos*

Often it will be important to create an affiliation between ABWE and our campaigns and media. In order to accomplish that, the ABWE logo should always appear with the campaign or media logo.

The ABWE logo as the master brand logo should appear in a prominent position on the material, upper right corner is preferred. The campaign or media logo should be visually separated from the ABWE logo, placing it on the bottom left opposite the ABWE logo. In addition, the scale of the logos is important, the campaign or media logo should never appear larger than the ABWE logo, they should be visually proportional.



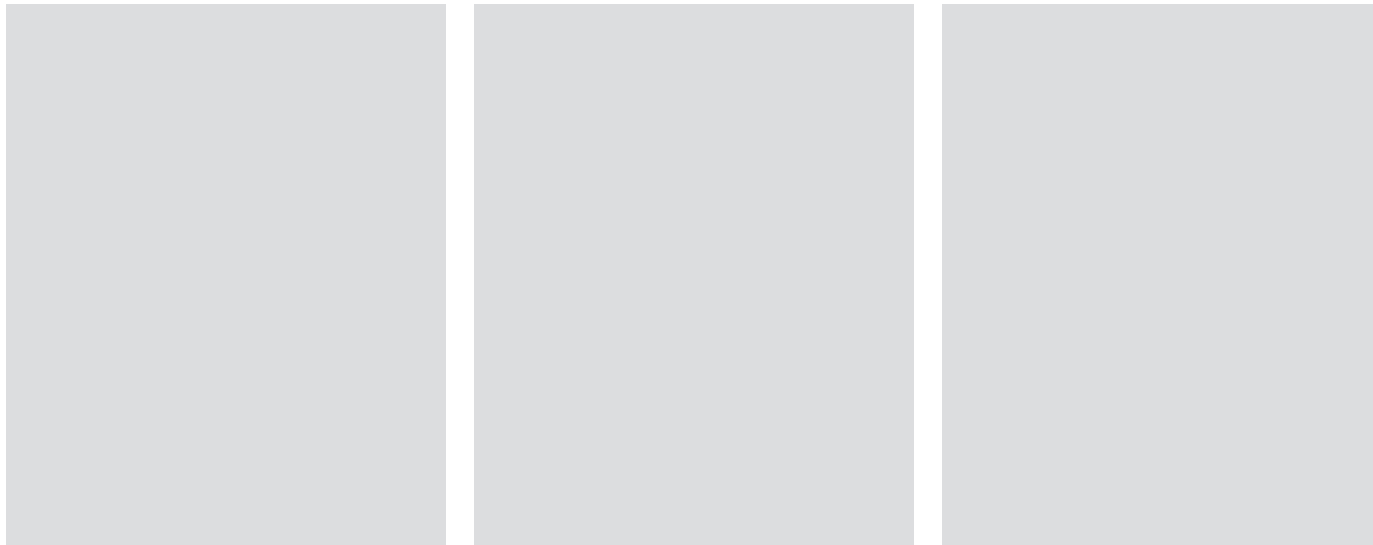
# LOGO GUIDELINES

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## *Resource Materials*

Often it will be important to create an affiliation between a Ministry and a resource they have created. In order to accomplish this, the Ministry logo should always appear within the resource, either on the the back cover (preferred), or the inside front or inside back cover. When possible the following language can be added to reinforce the connection to the ministry:

<Name of resource/publication> a publication brought to you by <name of Ministry>.



# DESIGN FRAMEWORK

## Brand Color Spectrum

Color is a crucial aspect of our visual identity and of design expression. For institutional communications that demand authority, lead with our signature three color palette. Expressive applications can draw from our full-spectrum palette. White space is a contemporary clean and inviting approach that is emphasized through the extensive use of white space in layouts.



# COLOR PALETTE

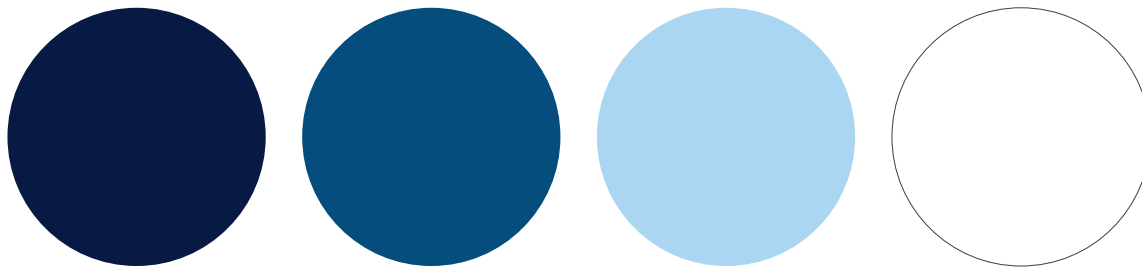
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## Color Palette Overview:

[\(Download the ABWE Branding CC library\)](#)

### Primary Color Palette

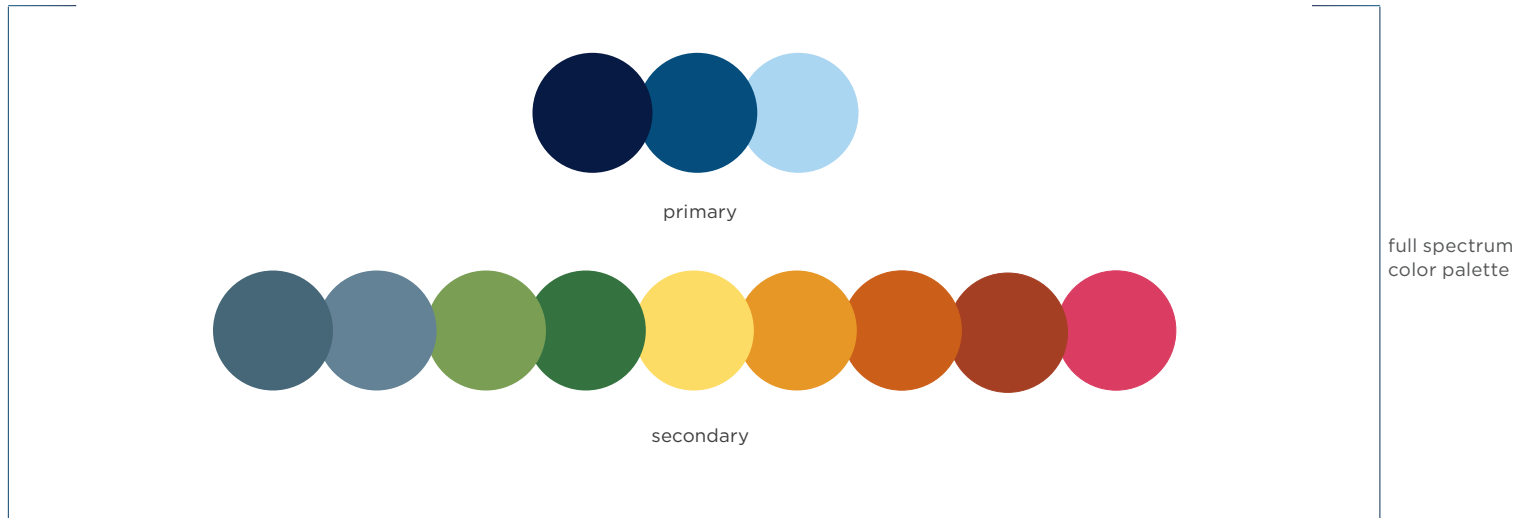
Our signature blue, medium blue and light blue are our most identifiable colors.  
Tints of our blues and oranges may be used in 10% increments.



# COLOR PALETTE

## Secondary Color Palette

for more expressive applications the full spectrum palette may be utilized.  
Refer to the [application](#) section for specific examples.



## Gradients

may be used between similar color swatches at full strength.





# COLOR VALUES



**ABWE Blue**  
PMS 533 C/ 533 U  
CMYK 95/72/15/68  
RGB 0/29/68  
HEX 001d44



**ABWE Classic Blue**  
PMS 2945 C  
CMYK 100/72/27/12  
RGB 0/78/125  
HEX 004e7d



**ABWE Light Blue**  
PMS 291 C  
CMYK 30/5/0/0  
RGB 172/214/242  
HEX acd6f2



65/41/32/3  
RGB 101/130/149  
HEX 658295



CMYK 53/16/82/10  
RGB 122/158/84  
HEX 7a9e54



CMYK 8/46/98/0  
RGB 231/151/39  
HEX e79727



CMYK 0/69/100/19  
RGB 203/95/26  
HEX cb5f1a



CMYK 10/90/50/0  
RGB 219/64/97  
HEX da4061



CMYK 78/61/53/40  
RGB 54/69/77  
HEX 36454d



CMYK 68/11/82/40  
RGB 54/115/64  
HEX 367340



CMYK 1/11/72/0  
RGB 255/220/102  
HEX ffdc66



CMYK 25/85/100/18  
RGB 164/64/35  
HEX a44023

# TYPOGRAPHY

## Typography Spectrum

Varying our typography can change our communications emotional effect. For functional applications that demand high credibility and professionalism, use Gotham and Domaine.

For unique, expressive applications, (including attention grabbing headlines or areas that call for scripted fonts) use Sentinel and Professor.

We always want to feel unified as a brand, but we understand that our communications serve different purposes and may need flexibility to illicit the appropriate response.

Never use Domaine and Sentinel in the same place. Choose one family to accompany Gotham.

FUNCTIONAL



EXPRESSIVE

Gotham  
**Domaine**  
**Sentinel**

Gotham  
**Sentinel**  
*Professor*

# TYPOGRAPHY

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## Brand Fonts

ABWE's typographic system consists of 3 type families: **Gotham, Domaine, and Sentinel**. Although these typefaces are distinct, they create a harmonious look when used as pairs. They should be used as often as possible on printed and digital applications. Commitment to these typefaces will create consistent and strong identity.

Domaine and Gotham are used on ABWE printed materials that fall on the functional end of the application spectrum.

Sentinel and Gotham are utilized on the ABWE website and blog along with printed materials on the expressive end of the spectrum.

Professor script may be used sparingly in expressive application, for events, publications, and swag.

Contact [IT Services](#) to access our licensed fonts.

# TYPOGRAPHY

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## Brand Fonts

### *System alternatives*

- If Gotham is unavailable, our system alternative font is [Montserrat](#)
- If Domaine is unavailable, our system alternative is [Domine](#)
- If Sentinel is unavailable, our system alternative is [Merriweather](#)

### *Headlines and Call outs*

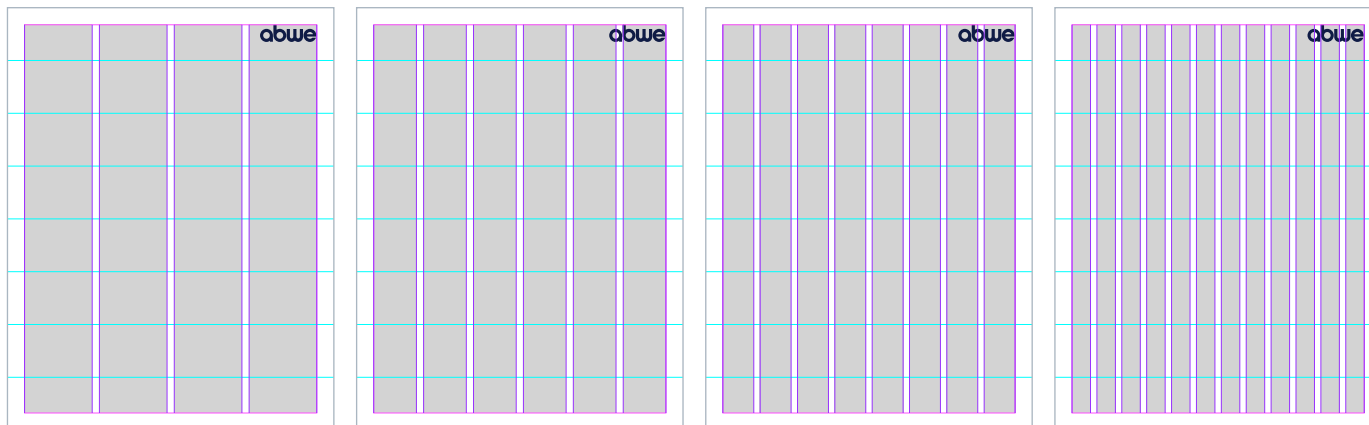
- For every weight of Gotham, the style that's two steps heavier has sufficient visual contrast to serve as a boldface.

# GRID STRUCTURE

## Grid System

Grids are a fundamental part of design. We use a modular grid system with an extra outer page frame. This provides flexibility and consistency across all our printed materials.

The 'a' in our logo is  $\frac{1}{4}$  the height of one row of the grid. The outer margin is the height of the 'b' in the logo. The number of columns varies depending on the size of your communication piece, and the complexity of the content.





# PHOTO GUIDELINES

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Photography plays an important role in ABWE's brand positioning and communications. Photos will elicit an immediate emotional response and can provoke engagement without words. Photography can give life to our stories and urge calls to action.

- ABWE photos aim to be candid and authentic or stunning and emotive. They are high quality and vibrant. They are active, showing our work on the field, showcasing our missionaries and staff when possible. For our broadest marketing efforts, a high-quality stock image is preferable to a low-quality missionary provided image.
- In all marketing materials, a low-quality image may be used if no relevant stock image is available, and no conceptual image is appropriate. Any provided low-quality images should be reviewed for possible improvement, whether by reducing size, converting color modes, or adding artistic effects. If both the technical quality and the subject matter are poorly executed, a stock photo is highly recommended.
- All imagery should strengthen the ABWE brand, embodying our creative approach (trustworthy, authentic, adding missional clarity).
- Images should be selected with respect for the subject's dignity.

# PHOTO GUIDELINES

## Examples





# OUR VOICE

Our voice is the way we come across in our written and spoken communications as we apply a creative approach to the language we use. Our voice should be:

## APPROACHABLE

The ABWE organizational voice sounds competent and trustworthy, like it's written by friendly, authentic and real people. We want to avoid sounding stuffy, over-intellectual, too corporate or use unfamiliar abbreviations/acronyms when communicating and marketing to the public.

- After introducing ABWE and its sub-ministries, we may use “we” and “our” vs our legal name.
- Refer to missionaries, staff, board as team, teammates, workers. Donors can be partners and “you” or “we”.
- Be informal without colloquialisms, avoid using phrases that only native English speakers will understand.

Casual/Familiar

Formal/Corporate

“Get to know the gang”

“View ABWE staff biographies”

Approachable  
“Meet the team”

# OUR VOICE

---

Our creative approach should express our personality with a consistent tone. When audiences experience ABWE materials, including videos, events, direct mail, social media, print, booths, etc., they should have these take-aways:

## **INTEGRITY**

- We demonstrate understanding, professionalism, and expertise in our field.
- We offer transparency to our finances, history, and shortcomings.
- We are NOT manipulative or opaque.

## **AUTHENTICITY**

- We seek to draw audiences in through beautiful content/imagery and authentic story telling.
- We are NOT shocking or emotionally manipulative.
- We are not pushy salespeople, we are humble servants.

## **MISSIONAL CLARITY**

- We speak with optimism and vision for the things God will do and has done.
- We love to tell stories of changed lives.
- We are NOT dark, bleak, shaming or aggressive.

# OUR VOICE

## *Tell it like it is (but with an antidote of hope)*

We aim to communicate truth and allow God to mold people's affections accordingly. We recognize God's leading in the hearts of our hearers, yet we don't want to manufacture insincere responses. We reject guilt manipulation but recognize the need to communicate needs that are sobering.

We prefer people over numbers and don't expect statistics to tell the whole story. We lean into biblical categories—sin, salvation—and away from less-than-biblical categories. We want to communicate the urgency of lostness balanced with the antidote of a loving God.

Emotional Driven/Dramatic

Fact Driven

Today, there are 3 billion people headed to hell.

### **TELL IT LIKE IT IS**

“There are 3 billion people in the world who don't know Jesus. We are working to tell them the good news.”

“3 billion people in the world do not practice or know about Christianity.”

# OUR VOICE

## *Simple, but not simplistic*

We must first start by avoiding any assumptions that our broadest audience is well versed in theology or ABWE's internal structure or language (SLT, EDs, RDs). Because they value missional clarity, our goal is always to make sure our audience easily understands the core message easily.

- Avoid unnecessary acronyms, technical, and religious jargon.
- Speak plainly, and intentionally using words that clarify meaning.
- Make content scannable—users don't read word-for-word.
- Whenever possible, format content to be more consumable (bullets, numbered lists, etc.)
- Each paragraph should have one point.
- Shoot for an eighth-grade reading level for body copy and a fifth-grade reading level for headlines.
- [\(How to calculate readability\)](#)

Complex

Simple

“ABWE is pleased to announce that we have seen over thirteen hundred patients trust in Christ at Hôpital Baptiste Biblique this past year, by the grace of God, in Togo, West Africa, as medical missionaries utilized their platform to share the story of hope.”

**SIMPLE, BUT NOT SIMPLISTIC**  
“In 2020, more than 1,300 patients trusted in Christ at Hôpital Baptiste Biblique in Togo, by God's grace.”

“We saw more than 1,300 patients get saved at Hôpital Baptiste Biblique in 2020.”

# OUR VOICE

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## ***Copy Guide***

[This document](#) serves as a repository for ABWE specific copy standards. It contains language that ABWE staff should and should not use in order to unify our voice.

Where no specific standards exist we adhere to AP style.

## ***Marketing Headlines/Taglines***

### **Do**

- Favor monosyllabic words
- Focus on one main idea
- Use three(ish) word sentences  
(examples: *"Time is Short. Eternity Matters."* Or *"Your Calling. Our Passion."*)

### **Don't**

- Use more than one tagline per piece.
- Be inconsistent. Don't want to change your campaign taglines midway throughout the campaign or change business taglines too often. Give your tagline time to build up in your audience's mind and be remembered.

# OUR POSTURE

Our communications posture should reflect the brand framework, leading audiences to experience us in ways that are consistent across contexts.

## ***Who is ABWE?***

We are an association of more than 400 churches partnering together to support 1,000 missionaries reaching 84 countries through evangelism, discipleship, church planting, and leadership training.

## ***What is the ABWE global family of ministries?***

The ABWE global family of ministries represents all the ways ABWE workers accomplish the Great Commission—going to the nations, partnering with nationals, planting and equipping churches, training disciple makers, launch short-term teams, and more.

## ***Where do we work?***

Our teams work in nearly 70 open countries and serves with national partners in 50 countries, with a total reach of 84 nations.

# BRAND APPLICATION

## Business Cards

Our cards, like all of our external communications, sets high standards for quality and professionalism. Note the consistent use of brand elements. Never recreate our business cards. The preferred paper stock for our business cards is 100# silk cover.



# BRAND APPLICATION

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## Swag

Swag is a great opportunity to draw from our expressive visual spectrum.

Feel free to choose a combination of our most expressive assets:  
colors from the secondary palette, and use the full range of fonts.

example of  
water bottle

t-shirt

stickers

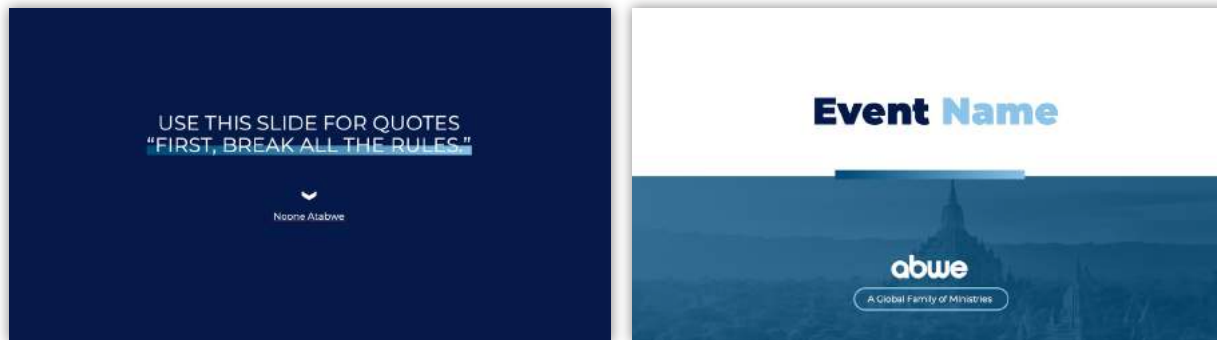
notebook or  
other



# BRAND APPLICATION

## PPTs

Our PPTs draw from the functional end of the spectrum if they are internal trainings, high-level presentations or introductions to ABWE, such as New Missionary Orientation. PPTs for events such as the 24 Hour Demo may draw from the expressive side of the spectrum.



# BRAND APPLICATION

## PPTs

PPTs use Montserrat.

Slides should be chosen from the provided template based on their stylistic continuity.



The ABWE PPT template is available for download [here](#).

# BRAND APPLICATION

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## Email Signature

Email signatures should be set in Gotham (Montserrat if unavailable).

**Your Name (12pt bold blue)**

*Job Title (10 pt book italic)*

T 717.000.0000 | M 717.000.0000 (10pt book)

**abwe.org (10pt bold blue)**

or

**Your Name (12pt bold blue)**

*Job Title (10 pt book italic)*

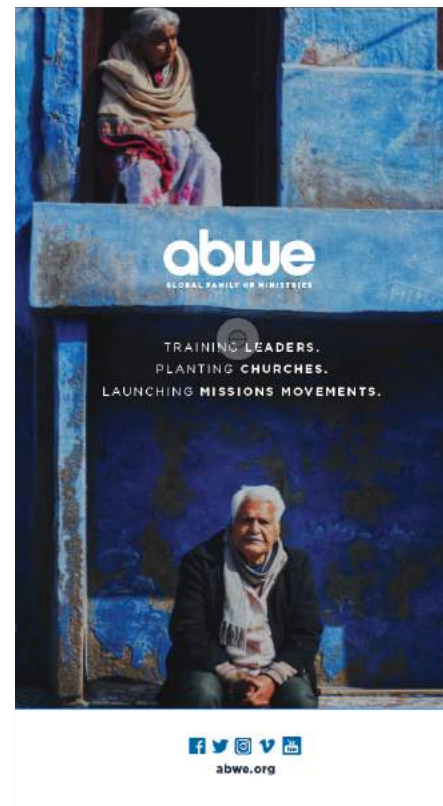
T 717.000.0000 | **abwe.org (10pt bold blue)**

VISUAL IDENTITY

# BRAND APPLICATION

## Brochures

Brochures can flex from both ends of the spectrum depending on their ministry and audience.



# BRAND APPLICATION

**TIME IS SHORT.  
ETERNITY MATTERS.**

More than 2.9 billion people in the world have never heard the gospel, and even those who are "reached" desperately need to be discipled.

ABWE exists to connect you and your church to like-minded, long-term and short-term teams to advance the gospel using any skillset.

Whether you're in school, exploring missions, or ready to serve at home or abroad, there is a place for you in our family of global ministries.

**WE ARE**

- **A network of nearly 400 churches** sending missionaries and supporting missions work in **84 countries** across all six continents.
- **1,000+ missionaries** engaging in evangelism, discipleship and church-planting, reaching Muslims, Hindus, Buddhists, Traditional religions, Roman Catholics, and the nonreligious.
- **5,000+ churches planted** across the globe during our nearly 100 years of ministry.

**ABWE exists to fulfill the Great Commission by multiplying leaders, churches, and missions movements among every people.**

**WHEN KESIA LEFT ABWE'S HOSPITAL IN AN ISLAMIC PART OF WEST AFRICA, SHE HAD MORE THAN JUST A HEALED BODY.** She also had a burning hunger to share the truth that she had learned while she was there with others.

Kesia was illiterate, but still craved God's Word. So ABWE's team gave her audio recording of the good news in her own language.

Soon, she shared the recording with her friends and family. A Bible study was born.

When her village chief's son fell ill and received life-saving care at the hospital, the chief's wife also began to attend the Bible study—where she turned to Christ. Not long after, the chief embraced Christ as well.

Today, there are at least 50 believers in Kesia's village, and the numbers continue to grow.

**JOIN US**  
abwe.org/go

**LEARN MORE** at [abwe.org/our-story](http://abwe.org/our-story)



**Headline:**  
Domaine Extra Bold  
size: 19pt - 29pt  
leading: 28  
tracking: 25

**Subhead:**  
Gotham Bold (Capitalized)  
size: 9pt  
leading: 14  
tracking: -5

**Body:**  
Gotham Book  
size: 9pt  
leading: 14  
tracking: -5

**Call out:**  
Domaine Display,  
Medium Italic  
size: 11pt  
leading: 14 (first line  
aligned to grid)  
tracking: 0

# BRAND APPLICATION

## Printed Materials

Our full typographic system works here. Layout should be functional.

**Help Finish the Task**  
HEAL TOGO, REACH AFRICA FOR CHRIST.

Hôpital Baptista Bèthique has been spreading God's kingdom in Togo (West Africa) since its founding in 1985. With your help we can continue:

- Healing physically and spiritually
- Training Togolese nationals to reach the lost throughout Africa
- Reaching the unreached people groups surrounding Togo

We believe that the work of reason is not finished until those who were once unreached become the next generation of missionaries. The HBB Vision Project will renovate, enhance, and expand the hospital and its facilities—all while training Africans to use medicine to advance the gospel.

**GIVE NOW**  
to help finish the task in Togo and heal Africa.  
[abwe.org/FinishHBB](http://abwe.org/FinishHBB)

**THE HBB VISION PROJECT**

PHASE 1	PHASE 2	PHASE 3
\$4.5 million	\$6.2 million	\$3.1 million

PO Box 8585 | Harrisburg, PA 17085-8585 | T: 717.774.3000 | F: 717.774.1919 | [abwe.org](http://abwe.org)

**abwe**  
INTERNATIONAL  
PO Box 8585  
Harrisburg, PA 17085-8585

**Dear partner in the gospel,**

The street children of São Paulo, Brazil are forced to leave home at a young age following overwhelming physical or emotional abuse.

They turn to drugs and the sex trade as means of survival—living hour-by-hour scavenging for their next meal and huffing past drivers to get high.

Their dreams of a better life are modest. Even to aspire to a job at a local market to get off the street is a stretch of the imagination for some.

That didn't stop Jessica, an ABWE missionary, from asking one homeless girl named Veronica, "What are your dreams?"

Quiet, reserved, and addicted to drugs, Veronica was like most of the troubled youth with whom Jessica works each day. Jessica is a part of a local ministry providing for physical needs and offering the gospel to abandoned youth.

Veronica lit up at Jessica's question.

"I want to be a singer," she replied enthusiastically, forgetting about her rat-infested sleeping conditions and frequent hunger pangs. Her smile widened when Jessica told her about the industry's upcoming music classes.

Then, Veronica remembered all the realities that stood in her way, and hope vanished from her eyes.

Seeing the teenager's countenance darken, Jessica explained that God has made every human being with dignity and even given every person unique talents—and that through Jesus Christ's death and resurrection, she can find forgiveness and hope for a future. Veronica listened and nodded.

**GIVE NOW**  
[abwe.org/GlobalGospelFund](http://abwe.org/GlobalGospelFund)

**Headline:**  
Domaine Extra Bold  
size: 19pt - 29pt  
leading: 26  
tracking: 25

**Subhead:**  
Gotham Bold (Capitalized)  
size: 9.5pt  
leading: 14  
tracking: -5

**Body:**  
Gotham Book  
size: 9pt  
leading: 14  
tracking: -5

# BRAND APPLICATION

## Displays

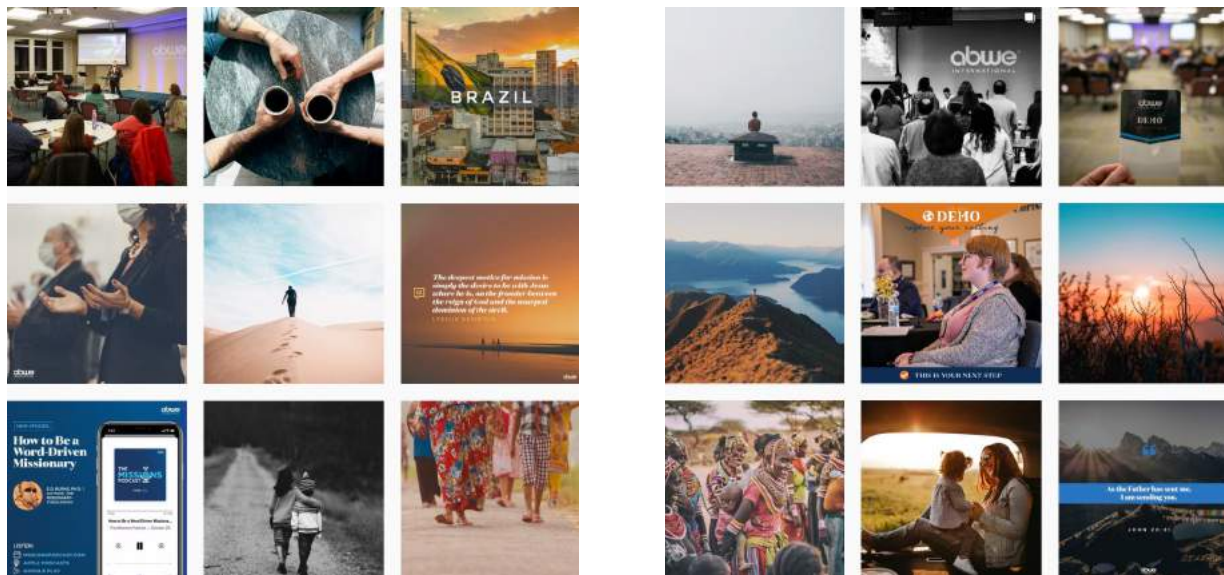
Certain applications allow for an expressive approach while also incorporating our corporate color palette. Displays should pair type with photography. And any sub-ministry displays that will be handed as a set, should maintain consistent typography, logo size, and baseline.



# BRAND APPLICATION

## Instagram

Social media is a prime opportunity to utilize the full visual spectrum. It's important to create a consistent visual style for the Instagram grid by basing designs off the established templates. Vary texture, intensity, and color. Consider separating posts with full bleed photos that reinforce the brand to alternate between posts with text overlay.





VISUAL IDENTITY

# BRAND APPLICATION

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## Digital Assets

The website brand guide is here [\(pull from Journey group\)](#)

# GRAPHIC ELEMENTS

## Underlined Text

- Underline treatment may be used for quotes, headlines, and call-outs.
- To determine the x height of the underline, take the width of the letter's stem and multiply by 3.
- Extend the underline past the left and right of the last letter by the same amount.
- You may use the underline for one word, or entire sentences.



# GRAPHIC ELEMENTS

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## Icons

- ABWE iconography is primarily line art.
- Icons should be created in mono-line style with a two-color approach. Accents and details can be accented in ABWE primary blue.
- Our icons should be black, white, or dark blue with ABWE light blue as an accent blue.
- If an icon is too small and outlined stroke can expand it. However, if more than one icon is used, the line widths should remain consistent.
- DO NOT use clip art or cartoon illustrations.



# MINISTRY DIVISIONS

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In 2011, we stopped the outdated practice of launching sub-brands with their own logos and visual identity. The variety of these ministries spanned the spectrum in logos, graphic treatments, and messaging.

## ***Policy Guidelines***

As we took inventory across our global and historic organization, it became apparent that we had dozens of programs (think sub-brands) that undermined:

- ABWE brand equity (because not all programs were directly related to ABWE)
- The program/sub-brands marketing lift (because not all sub-brands were related to ABWE, they lost credibility and promotional coverage)

## ***Industry Standard***

Most companies and NGOs have moved away from the sub-brand model for this reason. As we mature into a stronger, more sophisticated organization with a larger marketing and communications team, we too should adopt and enforce this approach as our policy. This is why our “sub-brands” are evaluated and then defined as ministries, programs or media/campaigns of ABWE, [based on the various criteria of those categories.](#)

# MINISTRIES

## *Rationale*

While we applaud the entrepreneurship of our missionaries and celebrate the unique ways that God has called them to minister, we must set aside personal preferences and the temptation to overly promote [tier-3](#) programs. Instead, we should work together to promote ABWE's identity in a cohesive and unified way that highlights programs but doesn't position them above or outside of ABWE.

These guidelines are meant to offer a wide-ranging framework, while helping to build brand continuity and value—something that will widely benefit the entire organization.

- [Programs](#) should not have their own logo, but will feature the ABWE logo followed by a stovepipe and program name. When tier-3 programs adhere to this framework, they ensure a high-quality design and add value to the brand simultaneously.
- Programs should be named in a way that will make sense to the broadest audience.
- Ongoing presidential-level initiatives and campaigns (Global Gospel Fund, Open Initiative) that are not limited in time frame, should follow the ABWE brand guidelines in fonts, color and style. They may contain alternative logotypes, however they must always exist in tandem with the ABWE logo.
- Tier-4 resources, campaigns, media and events may have their own identity because of their potential to pull from a broader audience AND because they serve as add-ons/products of the ministry and do not serve as ministry themselves. (Message, Missions Podcast, Heart, Mind and Soul, 24-Hour Demo, etc.)

# MINISTRIES

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## *Why is this important?*

- Our surveys have shown that the name ABWE conjures a sense of trustworthiness, integrity, and missional clarity. We seek to serve [tier-2 and tier-3 ministries](#) by helping them capitalize on our name recognition, our credibility, and our reputation.
- The good news is that tier-2 and tier-3 programs don't need their own logos or graphic treatments to speak to their nuanced audience. We can, and should, nuance messaging to speak effectively and motivate our audiences to action. When we follow the established design framework, both the ministries, programs, and the organization win as both are built up—together.
- Short-run campaigns and events are exempt from some of the framework rules if they generally follow the brand guidelines and feature the ABWE logo. Themed campaigns change from year-to-year and so should their visual identity. Programs that work to build longer-term recognition should always tie to the larger ABWE brand.



## ***ABWE GO***

ABWE GO is most similar to ABWE on the visual spectrum. Both its color palette and styling should always reference larger parent brand.

### ***Copy Guidelines***

- Body: Gotham 9pt
  - Tracking: 0-10
  - Leading: 14
  - Kerning: Metric
- Headline: Sentinel Bold or Domaine Display Bold
- Call out: Gotham all caps or Sentinel medium or regular italic
  
- ABWE GO should always use all caps, including in headlines, and body copy.
- ABWE GO should always be two words in body copy, never ABWEGO.

### **Example 1**

Here are two examples demonstrating proportion of color. The main color is white, supported by a blue header with the light blue line application. Text is ABWE blue.

### **Example 2**

Reversed out with ABWE blue as the background color, orange is used for the headline, while rust serves as the accent.

## Logo Guidelines

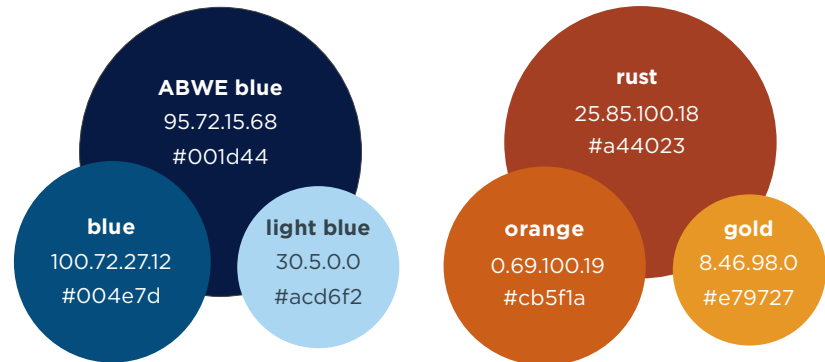
- The ABWE GO logo may appear in charcoal, white or two-tone blue.

## Color Guidelines

- ABWE GO primarily utilizes the ABWE core blue and orange color scheme, along with ample amounts of white space.

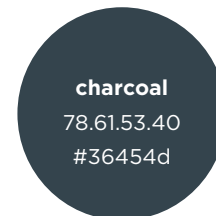
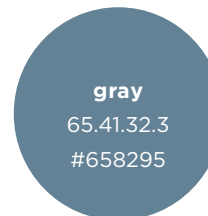
abweGO

abweGO



### ADDITIONAL ACCENTS

ABWE GO leans heavily into the blue and oranges of the primary palette. Grays are accents.



### ADDITIONAL SHADES

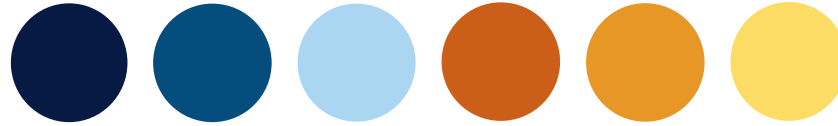
Shades of each color may be utilized in 10% increments of opacity.





**BUSINESS CARDS**

- Headline is Gotham Book 10pt/12 in ABWE blue
- Text is Gotham Book 7pt/9 in ABWE blue



## ***EveryEthne***

EveryEthne falls very close to the ABWE parent brand on the visual spectrum. It utilizes the core blue and orange color scheme.

Yellow may be used as an accent but never as a primary color in the design.

### ***Copy Guidelines***

- Body: Gotham 9pt
  - Tracking: 0-10
  - Leading: 14
  - Kerning: Metric
- Headline: Sentinel Semi-Bold
- Call out: Gotham all caps or Sentinel
- EveryEthne should always use be one word with capitals E's in body copy.



### **Example 1**

Here are two examples demonstrating proportion of color. The main color is white, supported by an ABWE blue header and orange accent.



### **Example 2**

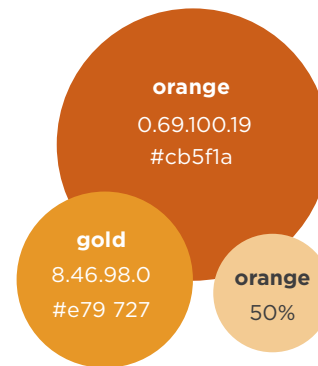
Reversed out with ABWE blue as the background color, gold is used for the headline, while orange serves as the accent.

### Logo Guidelines

- The EveryEthne logo may appear in charcoal, white, or two-tone blue.

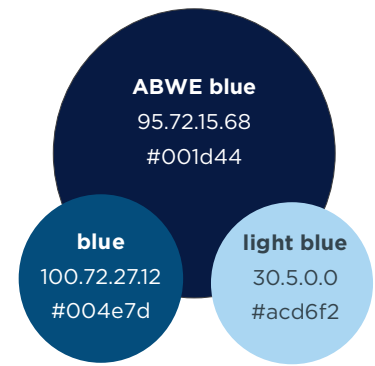
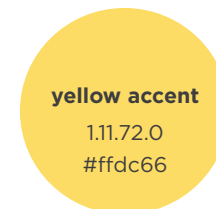
### Color Guidelines

- EveryEthne primarily utilizes the ABWE core blue and orange color scheme, along with ample amounts of white space.



#### ADDITIONAL ACCENTS

EveryEthne leans heavily into the blue and oranges of the primary palette. Yellow serves as an accent.



#### ADDITIONAL SHADES

Shades of each color may be utilized in 10% increments of opacity.



#### BUSINESS CARDS

- Headline is Gotham Book 12pt/13 in ABWE blue
- Text is Gotham Book 7pt/9 in ABWE blue



## ***Launch Point***

Launch Point falls close to the ABWE parent brand on the visual spectrum. It utilizes the core blue and orange color scheme. Yellow or pink may be used as an accent but never as a primary color in the design.

### ***Copy Guidelines***

- **Body:** Gotham 9pt
  - Tracking: 0-10
  - Leading: 14
  - Kerning: Metric
- **Headline:** Sentinel Bold Italic (-10 tracking)
- **Call out:** Gotham all caps or Sentinel Book
- Launch Point should always use be two words, and sentence case in body copy.



### ***Example 1***

Here are two examples demonstrating proportion of color. The main color is white, supported by an orange header and pink accent.



### ***Example 2***

Reversed out with ABWE blue as the background color, light blue is used for the headline, while blue serves as the accent.

### Logo Guidelines

- The Launch Point logo may appear in charcoal, white or two-tone blue.

### Color Guidelines

- Launch Point primarily utilizes the ABWE core blue and orange color scheme, along with ample amounts of white space.



#### ADDITIONAL ACCENTS

Launch Point leans heavily into the blue and orange of the primary palette. Yellow and pink serve as accents.

#### ABWE blue

95.72.15.68  
#001d44

#### blue

100.72.27.12  
#004e7d

#### light blue

30.5.0.0  
#acd6f2

#### ADDITIONAL SHADES

Shades of each color may be utilized in 10% increments of opacity.

#### yellow accent

1.11.72.0  
#ffdc66

#### orange

8.46.98.0  
#e69627

#### pink

10.90.50.0  
#da4061



## BUSINESS CARDS

- Headline is Gotham Book 12pt/13 in ABWE blue
- Text is Gotham Book 7pt/9 in ABWE blue



## *Live Global*

Live Global falls further from ABWE parent brand on the visual spectrum as it intentionally seeks to differentiate its ministry and cultivate a unique audience apart from ABWE.

Because of its unique position and the need to scale and resource partners globally, it is the only sub-brand that does not use Gotham for body copy, using the google font alternative, Montserrat instead.

Sentinel is the preferred headline font however, Merriweather may be used by missionaries and partners who do not have a license.

### *Copy Guidelines*

- **Body:** [Montserrat](#) Regular 9pt
  - Tracking: 0-10
  - Leading: 14
  - Kerning: Optical
- **Headline:** Sentinel Bold or Merriweather Ultra Bold
- Use [Merriweather](#) as a system alternative if no licensed font is available
- Call out: Montserrat all caps or Sentinel

**Live Global** | **Live Global**

Sentinel  
10pt Bold vs

Merriweather  
9pt Ultra Bold



### **Example 1**

Here are two examples demonstrating proportion of color. The main color is white, supported by a rust header and gray accent.



### **Example 2**

Reversed out with charcoal as the background color, a lighter tint of rust is used for the headline, while yellow serves as the accent.

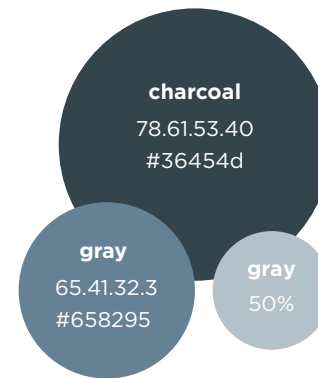


### Logo Guidelines

- The Live Global logo may appear in charcoal or white.
- When used as part of the larger family of ministries it will be two-tone blue, white or dark gray.
- The Live Global logo should never appear in two-tone blue on Live Global stand alone materials.

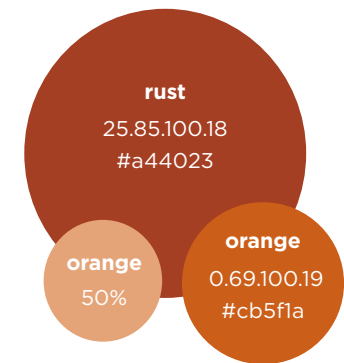
### Color Guidelines

- Live Global primarily utilizes white, charcoal and a shared orange color scheme.
- When Live Global promotional materials will be displayed as part of the larger family of ministries, the ABWE dark blue should be used.
- Yellow may be used as an accent, but never the primary color.



#### ADDITIONAL ACCENTS

ABWE blue can be used when the color scheme needs to tie into the larger family of brands.



#### ADDITIONAL SHADES

Shades of each color may be utilized in 10% increments of opacity.





**God is working & we all have a role.**

▶ <First Last> | <Title>  
<123.456.7890> | <first.last@liveglobal.org>

Find out more about yours.  
[LiveGlobal.org](http://LiveGlobal.org)

**BUSINESS CARDS**

- Headline is Merriweather 12pt/14 in rust
- Text is Montserrat 6pt/10 in charcoal at 90% opacity

**LIVEGLOBAL**

Every believer has a part to play in the Great Commission.  
**WHAT IS YOUR ROLE?**

*We are praying for God to bring*

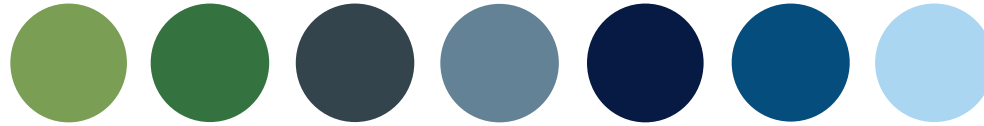
<p><b>50</b></p> <p><b>Pastors &amp; Leaders</b> to help provide global training &amp; mentoring</p>	<p><b>50</b></p> <p><b>Digital Techies</b> to serve with videography, design, programming, social media, etc.</p>	<p><b>50</b></p> <p><b>Full-Time Missionaries</b> to serve national partners</p>
--	---	--

**COME & SEE**  
the wonders of God;  
His acts of humanity  
are awe-inspiring.  
— Psalm 66:5 —

**GET CONNECTED**  
[liveglobal.org/connect](http://liveglobal.org/connect)

**PROMOTIONAL MATERIAL**

ABWE blue can be used when the color scheme needs to tie into the larger family of brands.



## *Good Soil*

Good Soil falls furthest from the ABWE parent brand on the visual spectrum. It utilizes the core ABWE blue and introduces a green scheme which may be used as the primary palette.

While Good Soil publications may incorporate colors from the full-spectrum palette and beyond, any training or promotional materials that directly relate to ABWE, should maintain a strict branded framework.

## *Copy Guidelines*

- **Body:** Gotham Book 9pt
  - Tracking: 0-10
  - Leading: 14
  - Kerning: Metric
- **Headline:** Sentinel Black Italic
- **Call out:** Gotham all caps or Sentinel Regular
- Good Soil should always use be two words, sentence



### *Example 1*

Here are two examples demonstrating proportion of color. The main color is white, supported by a dark green header and light green accent.



### *Example 2*

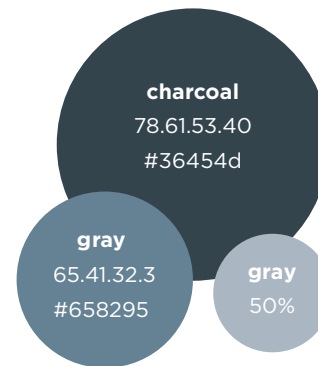
Reversed out with charcoal as the background color, light green is used for the headline, while light blue serves as the accent.

### Logo Guidelines

- The Good Soil logo may appear in charcoal, white, or two-tone blue.
- When used as part of the larger family of ministries it will be two-tone blue, white or charcoal.

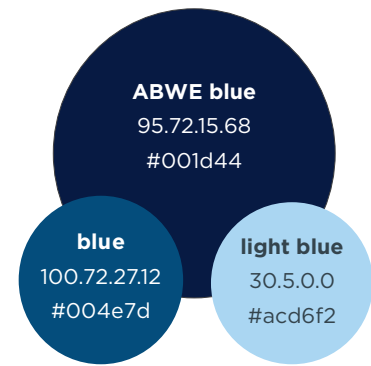
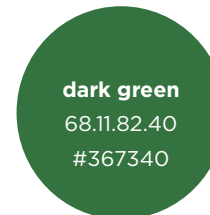
### Color Guidelines

- Good Soil primarily utilizes white, charcoal and green color scheme.
- When Good Soil promotional materials will be displayed as part of the larger family of ministries, the primary blue palette should be used.



#### ADDITIONAL ACCENTS

Good Soil leans heavily into the green and gray tones of the primary palette.



#### ADDITIONAL SHADES

Shades of each color may be utilized in 10% increments of opacity.





## BUSINESS CARDS

- Headline is Gotham Book 12pt/13 in ABWE blue
- Text is Gotham Book 7pt/9 in ABWE blue

*examples*

# ADDENDUM

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## ***Brand acquisitions***

Research is required to determine the acquired brand's equity. An acquired new brand should be viewed as an in-house brand like our ministries (EveryEthne, Launch Point, ABWE GO).

The more closely aligned the acquired brand's ministry philosophy is to ABWE (parent brand), the more visually aligned they should be.

## ***Minimum viable requirements***

- If an acquired brand utilizes a color similar to one existing in the ABWE palette, it should be adjusted to reflect the ABWE swatch.
- All body copy fonts will be changed to be consistent with the ABWE design framework.
- If the existing brand has strong brand equity, consider adopting their core color(s) into the ABWE palette.

## ***Revision and review***

Like any healthy family, new children will arrive and other children will continue to mature, causing the family dynamics to change. It is recommended that each ministry review their portion of the design framework annually. An audit of materials should be submitted to the art director along with requests and rationale for amendments or additions to the specific framework.