



Good Soil

Good Soil falls utilizes a green and gray color scheme 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

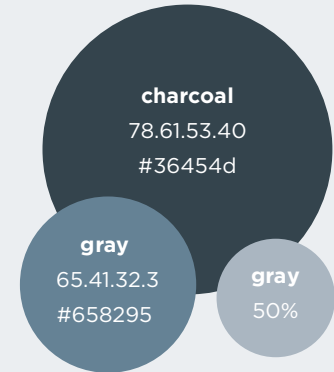
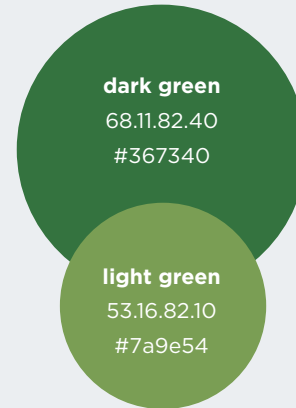
Reversed out with charcoal as the background color, light green is used for the headline, while light blue serves as the accent.

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.

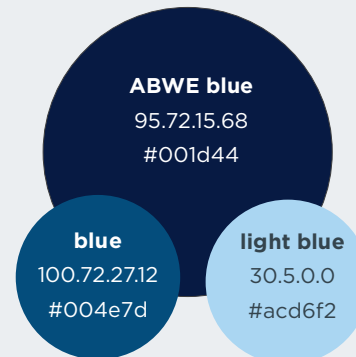
Color Guidelines

- 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. Blues are used as accents to support the earthy tones of the palette.



ADDITIONAL SHADES

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



GoodSoil
A MINISTRY OF ABWE

Worldview-relevant evangelism and discipleship training and resources.

abwe

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goodsoil.com



GoodSoil
A MINISTRY OF ABWE

BUSINESS CARDS

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



GoodSoil
A MINISTRY OF ABWE

Learn to Share
God's Story of Hope
in a World of Competing Faiths & Cultures.

Our desire is to assist you in any way possible with your Evangelism & Discipleship needs.

Interest in hosting a local or regional seminar?
Contact: David Levy, david.levy@abwe.org

Resources and upcoming events found at **GoodSoil.com**



FREE BOOK

Stop by the Good Soil table to receive your **FREE Copy of *Gaining Ground as a Truly Evangelistic Church***

Also check out other helpful chronological resources for both adult and children's ministries.

MOTIVATING TOWARDS AN EVANGELISTIC MINDSET

PROMOTIONAL MATERIAL

Good Soil leans into the Greens in the color palette.

Logo placement is consistently kept in the upper right corner of material