



Good Soil

Good Soil utilizes a more earthy palette, leaning into the greens and grays and blues from the color 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:** Montserrat Book 9pt
 - Tracking: 0-10
 - Leading: 14
 - Kerning: Metric
- **Headline:** Merriweather Ultra Bold
- **Call out:** Montserrat all caps or Merriweather Regular
- Good Soil should always be two words, sentence case in body copy.



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

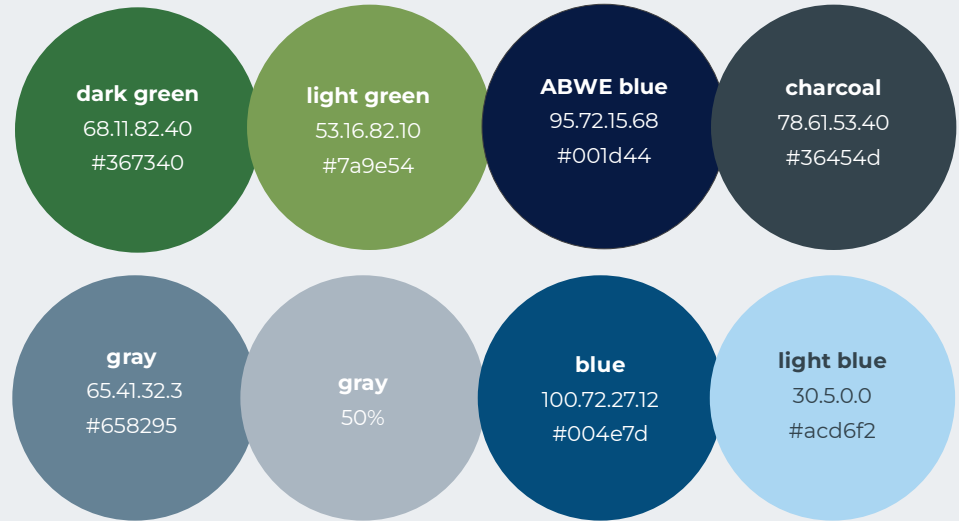
Reversed out with charcoal as the background color, light green is used for the headline, while light blue serves as the accent.

Logo Guidelines

- The Good Soil logo may appear in charcoal, black, 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.



COLOR PALETTE

Good Soil leans heavily into the green and gray tones of the palette. Blues are used as accents to support the earthy tones of the palette. Good Soil can lean into the broader ABWE palette for workbooks and books.

ADDITIONAL SHADES

Tints of each color may be utilized in 10% increments.



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 Montserrat Book 12pt/13 in ABWE blue
- Text is Montserrat 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