



Beautiful Feet

The Beautiful Feet color palette incorporates the primary ABWE color family with the addition of the lighter and brighter colors from our color palette: pink, yellow, light green, and gray.

Copy Guidelines

- **Body:** Montserrat 9pt
 - Tracking: 0-10
 - Leading: 14
 - Kerning: Metric
- **Headline:** Merriweather Bold
- **Call out:** Montserrat all caps or Merriweather medium or regular

▼ Example 1

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

▼ Example 2

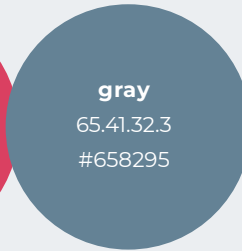
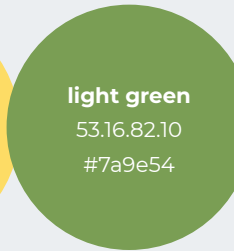
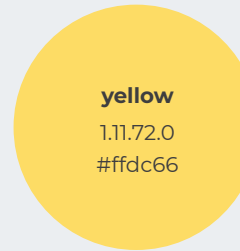
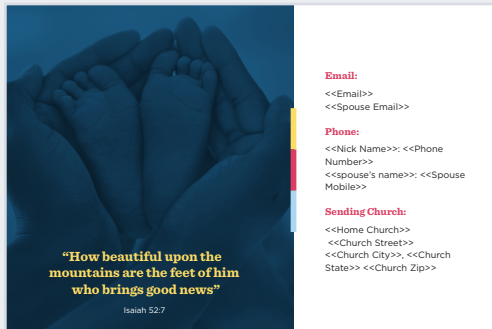
ABWE blue text with light blue as the background color; pink is used for the headline and serves as the accent.

Logo Guidelines

- The Beautiful Feet logo may appear in charcoal, black, white, or two-tone blue.

Color Guidelines

- Beautiful Feet primarily utilizes the ABWE core blue and pink and yellow color scheme, along with ample amounts of white space.



COLOR PALETTE

Beautiful Feet leans heavily into the blues and pastels of the primary palette. Gray can be used as an additional accent.

ADDITIONAL SHADES

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



BeautifulFeet
A MINISTRY OF ABWE

Bridging the global pro-life gap.

abwe

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<first.last@abwe.org>
<Address line one>
<Address line two>

beautifulfeetinternational.com



BeautifulFeet
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BUSINESS CARDS

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



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PROMOTIONAL MATERIAL

Beautiful Feet leans into the lighter colors in the palette and images focus on pregnant women, babies, and small children.

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







Our Mission

Beautiful Feet International exists to spread the good news of God's love by founding, training, and equipping pregnancy ministries worldwide. Our primary focus is to see local churches across the globe use pregnancy ministry to advance the gospel and make disciples. Since 2013, we've founded over 90 international pregnancy centers, all overseen by passionate, Christ-centered national leaders.

Beautiful Feet Pregnancy Centers

- **Speak Life:** Our specialized sanctity of human life training teaches pastors and church leaders God's perspective on life, emphasizing evangelism and discipleship.
- **Partnerships:** We collaborate with national churches and faith-based agencies to equip nationals for community service through pregnancy services, with a focus on church planting.
- **Lay-Counseling & Discipleship:** Girls, women, and families experience God's love through our programs, which are designed to lead to discipleship and church involvement.
- **Health Services:** Pre-natal vitamins and ultrasound services are available at many locations.
- **Growing Together:** Our multi-cultural pregnancy and parenting curriculum teaches self-care and baby care, while also incorporating elements of evangelism and discipleship.