



ABWE GO

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

Copy Guidelines

- **Body:** Montserrat 9pt
 - Tracking: 0-10
 - Leading: 14
 - Kerning: Metric
- **Headline:** Merriweather Bold or Playfair Display Bold
- **Call out:** Montserrat in all caps or Merriweather Bold
- ABWE GO should always use all caps, including in headlines, and body copy.
- ABWE GO should always be two words in body copy, never ABWE GO.

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 black, 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

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COLOR PALETTE

ABWE GO leans heavily into the blue and oranges of the primary palette. Charcoal and gray are additional accents that can be used.

ADDITIONAL SHADES

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

Training leaders.
Planting churches.

abwe

<First Last>
<Title>
T: <123.456.7890>
M: <123.456.7890>
F: <123.456.7890>
<first.last@abwe.org>
<Address line one>
<Address line two>

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BUSINESS CARDS

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

EASTERN ASIA AND THE PACIFIC

abweGO

Ray Hanz
Executive Director
rghanz@abwe.org



23% of the world's population and all of the world's major religions are found in the Asia Pacific region.

Web: [http://www.abwego.org](#)

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone Number: _____
Email: _____

Reaching the Unreached in Japan and Southeast Asia

abweGO



Location: Japan
Population: 127 million; 40 million in the Kyoto Region
Percentage of believers: 41%
Religion: Buddhism, Shintoism & Christian Ministry

Location: Southeast Asia
Population: 500 million
Percentage of believers: 10%
Largest: >15%
Religion: Islam

o:en

Please check all areas of interest where your skills and gifts would be best utilized:

<input type="checkbox"/> International Church Planting	<input type="checkbox"/> Children's Ministry
<input type="checkbox"/> Education	<input type="checkbox"/> Care Services
<input type="checkbox"/> Hospitality Ministries	<input type="checkbox"/> Christian & Social Welfare Services
<input type="checkbox"/> Business Administration	<input type="checkbox"/> Community Training
<input type="checkbox"/> Student Ministries	<input type="checkbox"/> Other (please specify)
<input type="checkbox"/> Accounting/Bookkeeper	

AFRICA

abweGO

Andy Kirby
Executive Director
andy.kirby@abwe.org



1.2 Million people living in Africa speak 2,000+ languages

Play to speak:

- Equatorial Guinea
- Nigeria
- Angola
- Guinea
- Kenya
- South Sudan
- Ethiopia

Web: [http://www.abwego.org](#)

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone Number: _____
Email: _____

Reaching the Unreached of West Africa

abweGO



Population: 38 million
Percentage of believers: <1%
Religion: Islam

ABWE GO Healthcare
Reaching over 100,000 and growing in the West African continent through the changing power with the

Church Planting
Establishing and strengthening a network of believers to grow in their culture and knowledge of Jesus with the purpose of birthing new, national movements.

o:en

Please check all areas of interest where your skills and gifts would be best utilized:

<input type="checkbox"/> Evangelism & discipleship	<input type="checkbox"/> Theological education
<input type="checkbox"/> Medical & medical outreach	<input type="checkbox"/> Church planting
<input type="checkbox"/> Christian schools	<input type="checkbox"/> Leadership & pastoral development
<input type="checkbox"/> HIV education	<input type="checkbox"/> Social work/counseling
<input type="checkbox"/> Accounting & finance	<input type="checkbox"/> Aviation
<input type="checkbox"/> Facility maintenance	<input type="checkbox"/> Farming/agriculture
<input type="checkbox"/> Hospitality	<input type="checkbox"/> Radio/ audio/ video
<input type="checkbox"/> Handicapped and deaf ministries	<input type="checkbox"/> Home visit ministry
<input type="checkbox"/> Blind school	<input type="checkbox"/> Language/ literacy/ translation

LATIN AMERICA & THE CARIBBEAN

abweGO

Scott Russell
Executive Director
scott@abwe.org



650 Million people living in Latin America and the Caribbean, and only 15% are Christian

Web: [http://www.abwego.org](#)

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone Number: _____
Email: _____

Reaching the Unreached in The Caribbean

abweGO



Population: 40 million
Percentage of believers: 41%
Religion: Islam, Buddhism, Hinduism

o:en

Reaching the Hidden People
A German speaking group of 5000 converts of 1000 people speak a language less than 1,000 are believers.

T.A.C.T.I.C.A. Ministries
Our mission is to fulfill the great commission by spreading into the lives of Central American adolescents and their families through high quality Bible training, mentorship and discipleship.

Please check all areas of interest where your skills and gifts would be best utilized:

<input type="checkbox"/> Church planter & assistant church planter	<input type="checkbox"/> Deaf ministry
<input type="checkbox"/> Education	<input type="checkbox"/> Healthcare
<input type="checkbox"/> Theological education	<input type="checkbox"/> Christian care
<input type="checkbox"/> HIV	<input type="checkbox"/> Pre-natal & family counseling
<input type="checkbox"/> Home visit ministry	<input type="checkbox"/> Children
<input type="checkbox"/> Music ministry	<input type="checkbox"/> Camp ministry
<input type="checkbox"/> Medical outreach	<input type="checkbox"/> Medical outreach
<input type="checkbox"/> Youth outreach	
<input type="checkbox"/> Sports Ministry	

PROMOTIONAL MATERIAL

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

abweGO

The Fields Are Ready for Harvest. Where Will You Go for the Gospel?

From the local church. To the nations. For the Great Commission.

ABWE GO reaches the lost and unreached among the nations by:

- Embracing the language and culture of the people group
- Partnering with national believers
- Prioritizing evangelism and gospel-centered discipleship
- Utilizing holistic ministry strategies
- Planting churches that both reproduce and send laborers into the Lord's global harvest.

Learn more at abwe.org/abwego.


