BRANDING GUIDELINES

2022/2023 USAGE AND MARKETING MANUAL

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internationalministries.org

international ministries

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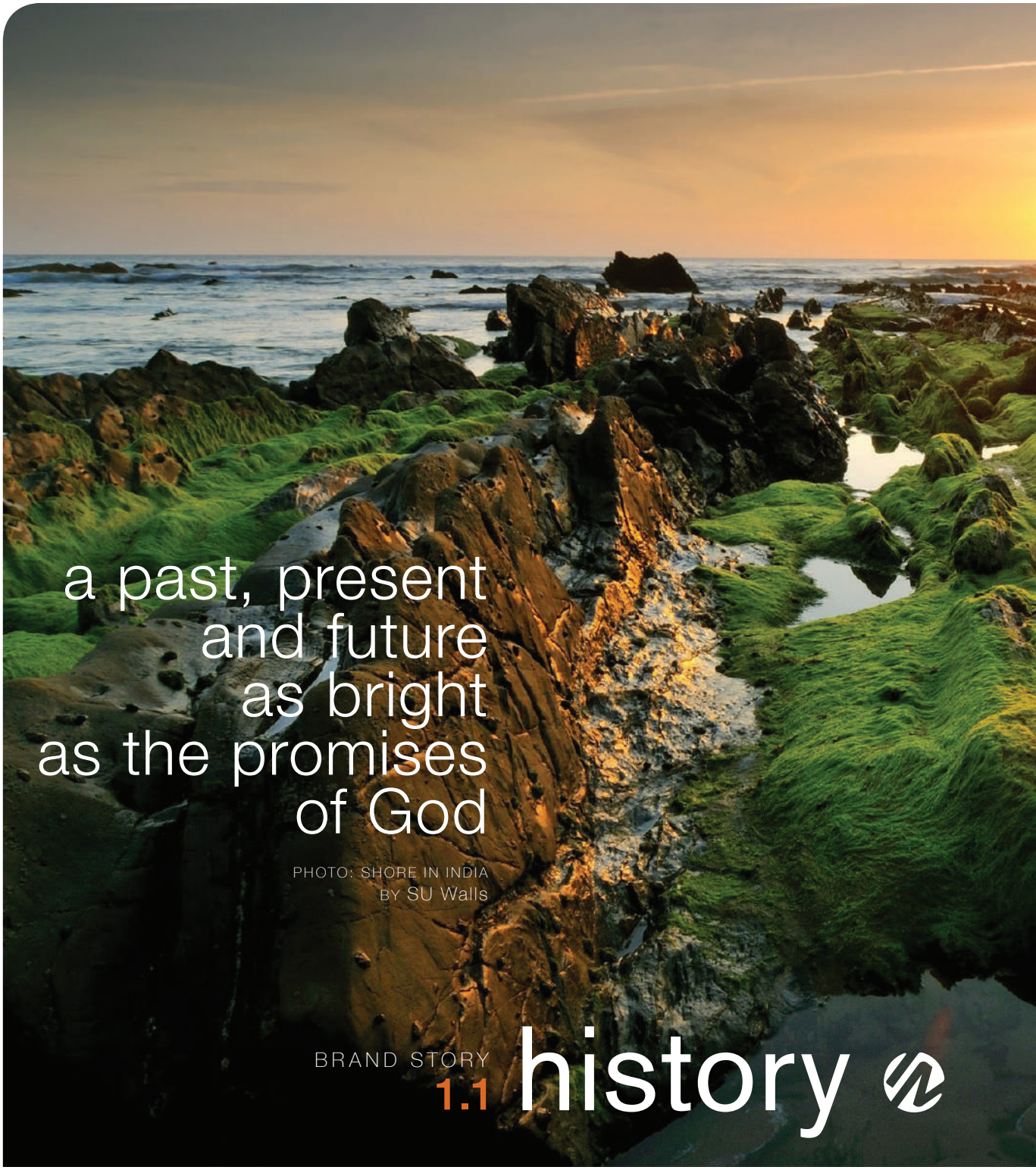
On February 6, 1812, Adoniram and Ann Judson were commissioned as missionaries from the Congregational Church and set sail for India. But while out on the waters, Judson began to read the Bible anew about the issue of water baptism. Arriving at the conclusion that believers should be baptized by immersion, the Judsons were baptized by British Baptist missionaries when they reached Calcutta, India, that September.

Their life-changing decision not only celebrated individual new life through baptism, but ultimately birthed a new society of Christians who would support and celebrate the work of Christian mission. That movement, formed in 1814, is known today as International Ministries (IM).

IM has grown and evolved over more than two centuries of ministry. It is the oldest Baptist mission agency in North America. Its central mission is to work cross-culturally to invite people to become disciples of Jesus Christ and to proclaim, through both word and deed, God's reign of justice, peace and abundant life for all creation.



From these humble beginnings, with two missionaries, IM has grown to become a wide-reaching family of relationships.

Our multicultural leadership team and 120+ global servants are led by the wisdom of our 250+ international partners.

Together we respond to the call of Jesus Christ, serving incarnationally and with humility in 70 countries.

Drawing from more than two hundred years of cross-cultural experience, we have learned how to be resilient and innovative while remaining faithful to Scripture.

International Ministries works cross-culturally to invite people to become disciples of Jesus Christ and to proclaim, through both word and deed, God's reign of justice, peace and abundant life for all creation.

We commit ourselves to these core values, repenting when we fall short and seeking the power of the Spirit to more fully embody them in the future.

Faith. We believe mission springs from God's initiative, is guided by God's Spirit and is accomplished through God's power. We desire to be grounded in and faithful to Scripture in our understanding and practice of mission.

Service. We believe Jesus met human need with a holistic salvation, one that touched all aspects of life. We encourage flexible and creative responses to the leading of the Holy Spirit as we seek to be of service to God, God's people and the world.

Community. We believe God calls humanity into relationships of love and support in community. We care for all people with whom we work, both those who are served and those who offer their lives in service. We engage in mission in ways that respect the giftedness of all our partners and the diversity that God creates and in which God delights.

on earth as it is in heaven

PHOTO: City CenterMinamisanriku
BY Stan Slade

BRAND STORY
1.2
vision

FOCUSED IMPACT AREAS

1 inviting people to be disciples of Jesus.

Evangelism: IM shares the gospel of Jesus Christ in respectful and creative ways. **Discipleship**: IM nurtures both individuals and communities as they grow in their knowledge of and commitment to Christ. **Theological Education**: IM trains church leaders in both formal and nontraditional settings.

2 proclaiming God's reign of justice, peace and abundant life.

Immigrants and Refugees: IM serves immigrants and refugees. **Peace and Justice**: IM works with the Body of Christ around the world. **Abolition of Trafficking in Persons and Global Slavery**: IM provides exemplary services to survivors of trafficking in persons and all forms of modern-day slavery. **Education**: IM promotes the liberating power of education through ministries that range from basic literacy through graduate study. **Economic Development**: IM transforms lives in the name of Jesus Christ by empowering people and communities through economic development. **Health and Wellness**: IM engages in curative, preventive and educational ministries around the world that promote holistic health and wellness.

3 equipping the body of Christ to engage in God's mission.

Promotion of Mission "From Everywhere to Everyone": IM assists the efforts of churches and partners around the world as they engage in cross-cultural ministry and send their own missionaries. **Short-Term Mission Engagement**: IM promotes and provides opportunities for individuals, churches, American Baptist regions and educational institutions to engage in life-changing cross-cultural ministry experiences. **Youth and Young Adults**: IM inspires youth and young adults to grow as disciples of Jesus. **Training and Capacity Building**: IM contributes to the strength and vitality of partners around the world and in the U.S. and Puerto Rico, helping to develop increased capacity to do their ministries.

PHOTO BY Stan Slade

personality

“We were inspired by deep discussions, energized by powerful stories about great moments in mission and renewed by the sense of belonging to each other and serving a common task as we wove our hopes and dreams about the future into a collective tapestry.”

Karen Smith
INTERNATIONAL MINISTRIES AREA DIRECTOR FOR AFRICA

2.1
BRAND GUIDELINES

signature
PRIMARY

The INTERNATIONAL MINISTRIES (IM) signature is the backbone of the brand. This signature represents IM's reputation for global thinking, cross-cultural work, and Christ-centered core values.

The subtle symbolism of the initials IM spilling outside of the circle represents the globe; the white space that extends invisibly beyond its edges represents God's work in and through IM global servants—reaching around the world and continuing beyond what the eye can see. When you look closely, you'll see the three crosses in the words "International Ministries." (Hint: the letter T.) This is most visible in the animation at the closing of IM videos.

Preferred placement of the signature is lower right part of a layout; it helps anchor the page. This signature accommodates most applications and mediums with its reversed counterpart.

The logo should primarily appear in orange on white. But when the mark is placed on a dark image it can be made 100% white.

ORANGE logo MUST ALWAYS APPEAR ON WHITE.
Use the WHITE logo for photographs and color backgrounds.

CLEAR SPACE

To ensure that the signature is clearly represented in all applications and media, clear space must be applied to all uses of the logo. The clear space around the mark is proportional to the size of the monogram. In the diagram below, that space is represented by x. The space around the entire logo is 1x.

MINIMUM SIZE

To ensure that the signature is legible on all applications, we demand a minimum size of the signature. The signature should be no smaller than three quarters of an inch.

ORANGE ON WHITE | 60% BLACK ON WHITE | 20% GRAY ON 60% BLACK | WHITE ON ORANGE | WHITE ON BLACK

2.2
BRAND GUIDELINES

signature
USAGE

EXAMPLES OF CORRECT USAGE

On a white background the primary signature must always appear as IM's brand orange. When the background is a color, it must appear as 100% white.

EXAMPLES OF INCORRECT USAGE

1. Do not change the color of the logotype
2. Do not change the color of the signature
3. Do not outline the signature
4. Do not add a drop-shadow to the signature
5. Do not change the angle of the logo
6. Do not enclose the logo in a box of any shape
7. Do not add graphic elements to the signature
8. Refrain from using the logo as a graphic element

1

2

3

4

5

6

7

8

2.3

BRAND GUIDELINES

signature

SECONDARY

The primary signature must be used whenever possible. There are two types of secondary signature that can be used in some cases. The use of the logo mark without the signature text is only permitted in digital environments, such as social media. The stacked/square version of the signature should only be used in print or digital communications due to lack of space.

SQUARE VERSION

This secondary version of the IM signature should only be used if necessary due to lack of space. The primary signature is the preferred option.

ORANGE ON WHITE

WHITE ON ORANGE

SEPARATE USE OF MONOGRAM AND LOGO TYPE

ORANGE ON WHITE

WHITE ON COLOR

SOCIAL SIGNATURES

The signature's design accommodates digital environments. These alternate marks can be used for social media when putting the logo as a profile image.

2.4

BRAND GUIDELINES

signature

USE OF SEAL

IM often includes in its communications the historical seal that was adopted shortly after our formation in 1814 as the first Baptist foreign mission agency.

The seal uses IM's earlier name, "American Baptist Foreign Mission Society" (ABFMS). It features an ox standing by a plow to symbolize service and an altar to represent sacrifice under a banner reading "ready for either." This poignant image symbolizes a global servant's unconditional response to God's call: an attitude of readiness for service or sacrifice. Not only does the ABMFS seal reflect IM's rich heritage, it also represents the commitment to God's work that IM global servants continue to make every day.

When using IM's logo with the seal, it is preferred to set the IM signature in the primary brand orange, while having the seal set to 25 percent black, loosely maintaining a size-to-opacity ratio demonstrated here (the bigger the seal is in relation to the signature, the less opaque it should appear.)

2.5
BRAND GUIDELINES

signature

AVATARS & ROUNDED EDGES

1

2

1. To compliment the primary brand mark additional rounded elements are used, including the use of circles for avatars and rounded rectangles for call outs and photo frames.

2. When using rounded rectangles as design elements, only the top left and bottom right corners should be rounded utilizing a 0.25in radius.

2.6
BRAND GUIDELINES

color PALETTE

PRIMARY COLOR SYSTEM

R 210	R 255	R 205	R 0
G 102	G 255	G 205	G 0
B 40	B 255	B 198	B 0
C 11	C 0	C 19	C 60
M 71	M 0	M 14	M 40
Y 100	Y 0	Y 20	Y 40
K 0	K 0	K 0	K 100
PANTONE 166 U	PANTONE WHITE	PANTONE WARM GRAY	PANTONE BLACK
HTML #D26628	HTML #FFFFFF	HTML #CDCDC6	HTML #000000

R 249 C 0 G 66 M 83 B 58 Y 80 K 0	R 233 C 7 G 151 M 46 B 35 Y 100 K 0	R 249 C 2 G 194 M 24 B 34 Y 96 K 0	R 151 C 43 G 199 M 4 B 145 Y 55 K 0	R 85 C 65 G 181 M 6 B 159 Y 46 K 0
PANTONE WARM RED HTML #F9423A	PANTONE 1235 U HTML #E9961E	PANTONE 108 U HTML #FAC221	PANTONE 2254 U HTML #96C791	PANTONE 7465 U HTML #96C791

R 82 C 0 G 82 M 0 B 82 Y 0 K 68	R 121 C 58 G 117 M 56 B 180 Y 2 K 0	R 181 C 34 G 201 M 5 B 48 Y 100 K 0	R 120 C 50 G 199 M 4 B 219 Y 11 K 0	R 59 C 74 G 146 M 31 B 192 Y 10 K 0
PANTONE 433 U HTML #525252	PANTONE 272 U HTML #7875B4	PANTONE 2279 U HTML #B5C930	PANTONE 636 U HTML #78C7DB	PANTONE 2995 U HTML #3A91BF

COMPATIBLE COLORS

The compatible color palette is based around the primary colors of the monogram. This color palette includes a set of neutrals. Warm Gray is used for the secondary logotype color on the main signature. It is also used in body text if you choose not to use black. This palette is great for body copy and bold headlines.

iconography

USE OF ICONS

Icons are used to represent ideas. The goal here is to help our audience to quickly grasp the information and to provide visual cues for organization and presentation of content.

inviting people to be disciples of Jesus

EVANGELISM
DISCIPLESHIP
THEOLOGICAL EDUCATION

proclaiming God's reign of justice, peace and abundant life

IMMIGRANTS & REFUGEES
PEACE & JUSTICE
ABOLISHING SLAVERY
EDUCATION
ECONOMIC DEVELOPMENT
HEALTH & WELLNESS

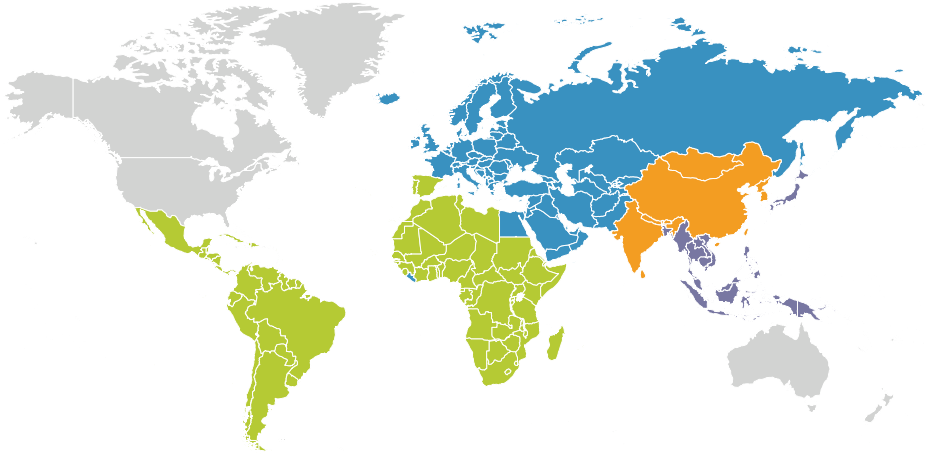
equipping the body of Christ to engage in God's mission

EVERYWHERE TO EVERYONE
SHORT-TERM MISSION
YOUTH & YOUNG ADULT
CAPACITY BUILDING

ELEMENTS AND TEXTURES

INTERACTIVE INDICATORS & ICONS

HASH TEXTURE



IM REGIONS

- IBEROAMERICA AND THE CARIBBEAN
- EAST AND SOUTH ASIA
- SOUTHEAST ASIA AND JAPAN
- AFRICA
- EUROPE, THE MIDDLE EAST AND LIBERIA

signature
SUB-BRANDS

Sub-brands can never be used alone without the IM logo on the same page. The secondary sub-brand logo can never overtake the primary logo.

When using sub-brands, the only time the IM icon is incorporated into the sub-brand is in the O of “global” or “world.” We do not create or add in any further icons into sub-brands—the only exception to this is the Luther Rice Society logo, which incorporates a silhouette image.

guide to global servants

global gifts

world mission offering

on location

world mission conference

emerging leaders

hear the call

short-term mission

mission partnership teams

white cross

During the Responding to the Call discernment process, IM launched a strategic plan in 2017 that recognized how International Ministries (IM) and American Baptist partners came together prayerfully to consider and define IM's identity and purpose in today's global context. In 2022, we adopted the tagline "Responding Together for Good." It's a reminder of continuing the journey to participate in proclaiming God's kingdom "on earth as it is in heaven," and never to grow weary of doing good.

IM's logo, the brand mark, tagline, visual style, and bright colors encapsulate the innovative vitality of IM's mission and highlight the diversity of the work that God is doing around the world through the ministry of IM global servants and international partners.

RESPONDING
together
for GOOD

The Luther Rice Society is named after Luther Rice (1783-1836), who organized the first national Baptist Society in the United States. The Baptist Society supported the first wave of missionaries sent along with Ann and Adoniram Judson to India and later to Burma. Rice returned to the United States in 1812 and organized support for the work of the Judsons. He dedicated the rest of his life to promote and grow the financial support needed to sustain missionaries in their countries of service.

International Ministries (IM) started the Luther Rice Society in 2001 to encourage the support of global mission. Today the Luther Rice Society honors and recognizes those whose leadership in giving is a powerful example for many others.

The Luther Rice Society logo always appears with a silhouette. The use of the silhouette without the signature text is only permitted when used as a watermark in a piece where the signature logo mark is also present.

Luther Rice
Society

typography

USE OF FONTS

BERTHOLD AKZIDENZ GROTESK is the primary typeface for International Ministries. It has four weights: BOLD, MEDIUM, REGULAR and LIGHT.

HELVETICA NEUE is the secondary typeface for International Ministries. It has four weights: BOLD, MEDIUM, REGULAR and THIN.

For digital platforms, the following Google Fonts can be used: Noto Sans, Roboto and Lora Serif.

sidebar
INFOGRAPH, OR PHOTO IMAGE
should be wrapped around with generous space. A few additional typesetting suggestions:

- Widows and orphans should be avoided.
- Type should not be stretched or condensed.
- Keep line lengths short.
- Allow purposeful hierarchy.
- And don't think of white space as empty space.

TYPESETTING EXAMPLE 01

USE HELVETICA NEUE ULTRA LIGHT FOR BIG NUMBERS

HEADLINE IN ALL CAPS

AKZIDENZ GROTESK FOR SUB HEAD

Berthold Akzidenz Grotesk font family for body text. Great typography skills are the beginning and the end of success in graphic design. You absolutely must learn how to kern, track and typeset headings and a body of text the correct way. Shown here are basic and advance typesetting rules that you must learn to master and always use, without exception. Never stray from this set of rules. Typography is where any look or concept begins. It can be the whole design in itself. Mastering typography is a never-ending process. Get started!

Pull-quotes should be set with Lora Serif type, in italic.

BYLINE IS Helvetica Neue

FOOTNOTES

Footnotes and Endnotes, in Noto Sans, are used to give credit to sources of any material borrowed, summarized or paraphrased. They are intended to refer readers to the exact pages of the works listed in the Works Cited, References or Bibliography section.

BERTHOLD AKZIDENZ GROTESK

Akzidenz-Grotesk is a sans-serif or grotesque typeface originally released by the Berthold Type Foundry of Berlin. Akzidenz is a 'commercial' typeface for trade use in publicity materials,advertising, tickets and forms, as opposed to typefaces intended for decorative or book use.

PRIMARY USE OF FONT: BODY TEXT

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

HELVETICA NEUE

Helvetica Neue is a reworking of the typeface Helvetica with a more structurally unified set of heights and widths. Neue Helvetica has a numeric design classification scheme, like Univers. Created in 1983 by Max Miedinger, part of Mergenthaler Linotype Company.

PRIMARY USE OF FONT: HEADLINES

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

NOTO SANS / LUCIDA SANS

MS WORD FOR PC MS WORD FOR MAC

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ROBOTO / HELVETICA NEUE

MS WORD FOR PC MS WORD FOR MAC

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

LORA / GEORGIA

MS WORD FOR PC MS WORD FOR MAC

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

3.1
BRAND APPLICATION

photography

LOGO USAGE IN PHOTOGRAPHY

The International Ministry logo and logotype can be used in various ways. When on a dark image, it could made 70% gray. At all other times, keep the logo in solid official IM orange, black or white. Provided here are examples of placement.

Text placement over a photograph must be done with careful respect to the subjectivity of the picture.

PHOTO BY Stan Slade

Logo flush right, lower right corner. Credit the photographer when possible. Portrait must speak to the dignity of the people who serve or are being served.

Whenever possible, allow the picture to communicate God's redeeming love and grace, even when the situation is dire.

3.2
BRAND APPLICATION

video

ALL IM-BRANDED VIDEOS SHOULD INCLUDE THE FOLLOWING:

Begin with IM logo dropped out to white over a strong opening photo.

If this is not possible, the logo can be included in white in the lower right hand corner.

During the video, labels for names/titles should be formatted as:

//Global Servant in [country]//

END OF VIDEO SEQUENCE

1. The IM logo animation with three crosses

2. IM's web address (white type)

3. IM's address and copyright (white type)

International Ministries
1003 W 9th Ave., Ste A
King of Prussia, PA 19406
610-768-2168
Copyright ©[year]

3.3
BRAND APPLICATION

stationery

BUSINESS CARD / LETTERHEAD / ENVELOPE

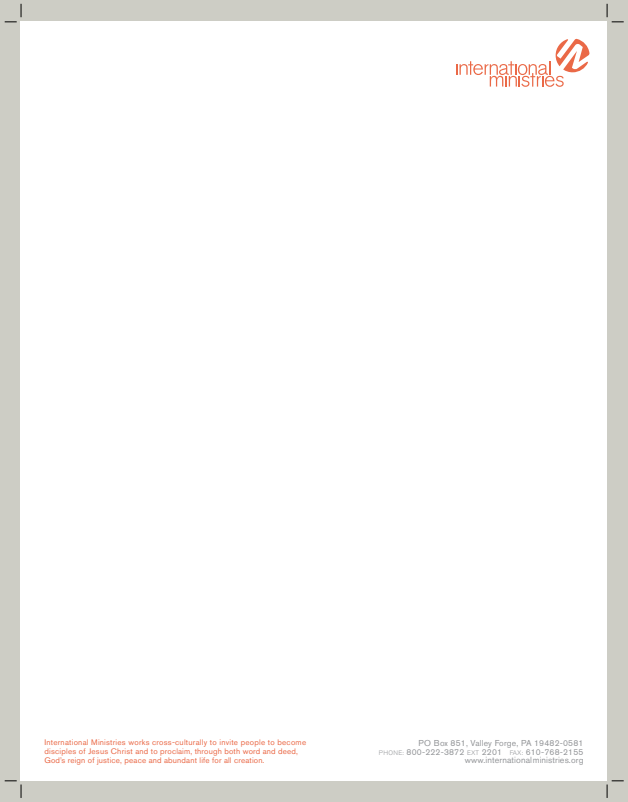
business card: 2-color over 2-color on
100# recycled card stock. overall matte varnish

letterhead: 2-color on 80# book
Classic Crest super white

envelope: 2-color on 80# book
Classic Crest super white

BUSINESS CARD FRONT AND BACK

LETTERHEAD



#10 ENVELOPE

3.4
BRAND APPLICATION

anatomy

OF PRINTED MATERIALS

For a cohesive branded appearance across multiple platforms, aside from the use of logo signature, fonts, color, photography and general layout rules, a Z-pattern eye moment direction is recommend to ensure that key elements are given a well-balanced pacing and rhythm for improved comprehension and final impression.

EXAMPLE 2 **COVER OF BROCHURE**

MAIN IMAGE 75%

BRANDED INFORMATION 25%

LOGO POSITIONED ON RIGHT, APPROX. 10% OF PAGE HEIGHT

EXAMPLE 1 **BACK PANEL OF TRI-FOLD BROCHURE**

MAIN IMAGE 60-70%

BRANDED INFORMATION 30-40%

CALL TO ACTION ITEMS LOOSELY PLACED IN Z-PATTERN FOR EYE MOVEMENT

LOGO POSITIONED ON RIGHT, APPROX. 20% OF PAGE HEIGHT

3.5
BRAND APPLICATION
digital
PLATFORMS

Please contact graphic service department at International Ministries to obtain the latest templates for various digital platforms, including graphic package for video production, PowerPoint slides and social media templates.

TWITTER TEMPLATE

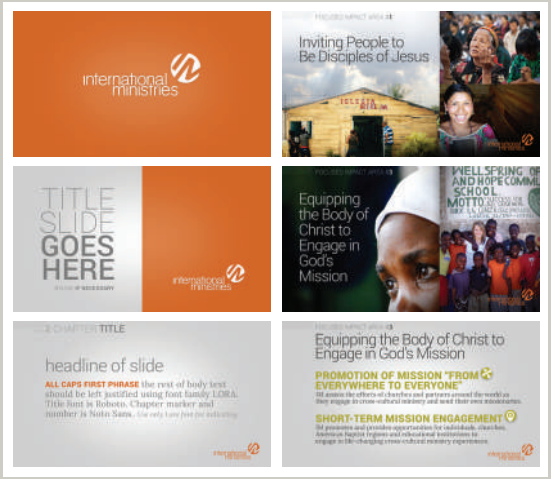
851 X 315

400 X 400

HD VIDEO CONTENT

1920 X 1080

POWERPOINT TEMPLATE SLIDES



FACEBOOK TEMPLATE

851 X 315

180 X 180

trade show

DESIGN ELEMENTS FOR EXHIBITS

Live-event communications such as trade shows are some of the most effective opportunities to build brand equity.

The presence of International Ministries at tradeshows should be welcoming and informative. Visitors should feel encouraged to have conversations with staff and other visitors. The displayed items should allow for a no-pressure environment for a self-guided discovery experience.

When traveling to a conference to represent IM, you can use any background provided by the conference or reserve IM's 8' x 10' display for larger conventions and conferences. **At the minimum, you must use the orange IM table runner along with IM's printed materials.** If you need a custom pull-up banner or table banner, or if you require any further physical or digital displays for a conference, please contact IM's marketing staff.