



Brand Guidelines

4 Brand Identity

- 5 Logo
- 9 Colors
- 11 Typography
- 13 Stationery
- 16 Web
- 20 Iconography
- 21 Video
- 22 Photography
- 23 Illustration
- 24 Affiliates

26 Brand Personality

- 26 Personality Map
- 27 Personality Traits
- 28 Writing & Grammar
- 29 Voice & Tone
- 30 Marketing

31 Brand Examples

- 32 Flyers
- 33 Vehicle Wrap
- 34 Wallet Cards
- 35 Bible Cover
- 36 Quick Guide
- 38 Newspaper Ad
- 39 Signage
- 40 Stickers

About BfA

Bibles for America (BfA) loves to give away free Bibles and books. Everything we do arises from our love for the Lord and our love for our fellow man.

Bibles for America exists because our Savior God desires all men to be saved and to come to the full knowledge of the truth. We share His desire, and it inspires and motivates our work.

We love the Bible and treasure the books that we give away because they've helped us so much in our own Christian lives. We want to share them with everyone we meet. In fact, we can't help but share them.

We care about the people we give Bibles and books to, whether they are unbelievers or our brothers and sisters in Christ. We love them and pray for them. Our earnest hope is that the Bible, books, and other materials BfA provides will help them to know God, understand His Word, and live meaningful Christian lives.

We love God,
we love the Bible,
and we love what
God loves—**people.**

INTRODUCTION

Let's Work Together

We designed this guide to define the Bibles for America brand and to help support your creative or production work. Whether you are an employee, an external designer, a print house, or an affiliate, you can use this guide to produce inspiring and creative materials that bring the Bibles for America brand to life. This guide will help you to know the personality, feeling, and voice—the heart and soul—of BfA.

The following pages will introduce you to the main elements of our brand, and to key information that will assist you in designing and producing great work while maintaining the consistency and integrity of the brand.

If you have any questions, please contact the Design Department.



Brand Identity

Primary Lockup

Our logo is the face of our organization. All of our designs in print or digital form should include the logo as an identifier of Bibles for America.

If the logo is ever printed on a dark background, the highlight lines in the Symbol should remain white and the Logotype should be made white.



Secondary Lockups

Bibles for America uses three lockups:

- Primary lockup—stacked vertically
- Secondary lockup, two lines—partially stacked
- Secondary lockup, single line

These lockups offer flexibility to design using various shapes and sizes.

Minimum Sizes

The Bibles for America logo reproduces well at most sizes. Going too small, however, can damage the logo’s integrity and impact. Never reproduce the logo smaller than the sizes listed here for print and web.



PRINT



.298x.3116 in



.1658x.6882 in



.1188x1.1681 in

WEB



53x56 px



22x93 px



14x133 px



16x16 px

Clear Space

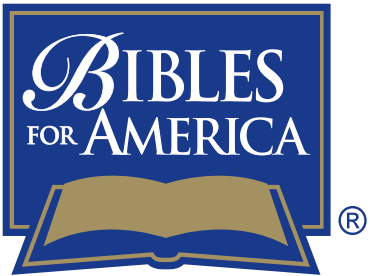
To protect the Bibles for America logo from distracting graphics and/or typography, always maintain clear space all around it. The minimum clear space for the primary logo on all sides is the height of the letter M in the Bibles for America logo 2x.

For the secondary lockups, the minimum clear space is the height of the letter M in the Bibles for America logo 1x. Make sure any graphics or other design elements do not enter this area.



Misuse

When it comes to our logo, the importance of consistency cannot be overstated. Here are a number of examples of incorrect usage of the logo.



Do not use our old logo.



Do not outline the logo.



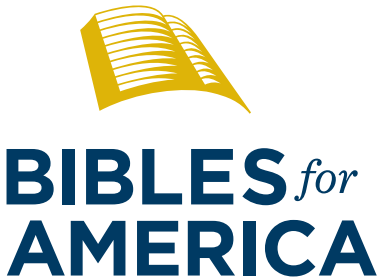
Do not change the colors of the logo.



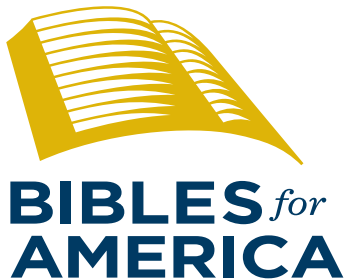
Do not apply drop shadows or other effects.



Do not change the direction of elements in the logo.



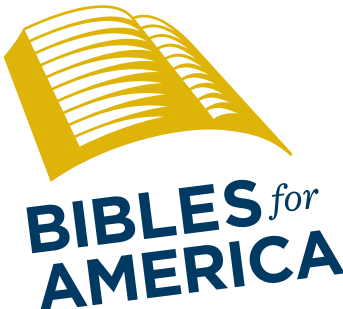
Do not change the size or relationship of elements in the logo.



Do not skew, stretch, or pull the logo.



Do not change the logo font or add different names.



Do not rotate the logo.

Primary Colors

Using our primary colors is one of the most effective ways to build a consistent identity. These colors should be seen and used as our primary color palette in all media, including print, video, and on the web.



BFA BLUE
C100, M38, Y0, K64
#003A63
Pantone 7693



BFA GOLD
C0, M18, Y100, K15
#DEB408
Pantone 110



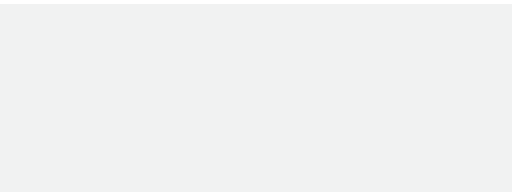
WHITE
C0, M0, Y0, K0
#FFFFFF
White



BFA BLUE 2
C100, M80, Y40, K43
#0A2E4C
Pantone 540



BFA GOLD 2
C0, M18, Y100, K27
#C4A006
Pantone 111



BFA LT GRAY
C0, M0, Y0, K5
#F1F2F2
Pantone Cool Gray 1

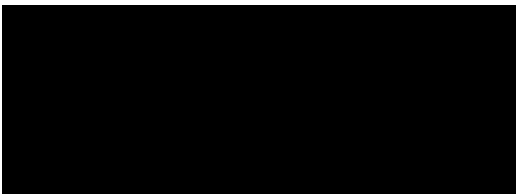
BfA’s deep blue conveys authority and weight. The Bible and books we give away and the resources we provide are neither light nor insignificant; they are weighty in their contents and ability to change lives. We believe the work we are carrying out is of the highest importance and is most dignified. Our primary blue expresses this.

Our gold is bright and warm. It conveys truth, value, worth, happiness, and joy. Also, the Recovery Version has been referred to as a “gold bar.” Gold can be used as an accent to highlight important calls to action, and to draw attention to key areas of our designs.

White is clean and pure. It’s no-nonsense, professional, and a good backdrop for color. We like to include some white space to provide room for visual breathing, and improve readability by allowing our viewers’ eyes to rest.

Secondary Colors

Our secondary colors are used to support our primary color palette. They can be used for body copy, backgrounds, highlights for important words or calls to action, and icons and buttons on the web.



BLACK
C0, M0, Y0, K100
#000000
Black



GRAY
C0, M0, Y0, K85
#4D4D4F
Pantone 425



SKY BLUE
C66, M28, Y5, K0
#549ACA
Pantone 2925

Additional Colors

Although we should aim to use our primary and secondary color palettes, room for flexibility exists in some specific projects. For example, we have used these colors for a series of printed gospel tracts.



PMS 7668



PMS 7416



PMS 3588



PMS 110



PMS 368



PMS 7724



PMS 7448



PMS 7623



PMS 2429



PMS 7556



PMS 7729



PMS 7476

Primary Type

Our primary typefaces are Sentinel and Gotham. We like to have a healthy balance of serif and sans serif typefaces in our designs. Sentinel is versatile, and we can feel comfortable utilizing its various weights. Gotham is very clean and readable, and also includes a wide range of weights.

Sentinel can be purchased at:
typography.com/fonts/sentinel

Gotham can be purchased at:
typography.com/fonts/gotham



Secondary Type

Anziano Pro is a modern spin on a classic Roman typeface. Having this as our secondary typeface gives us some flexibility when we are looking for a more classic feel in our typography and designs.

Anziano Pro can be purchased at:
fontshop.com/families/anziano



BRAND IDENTITY

Letterhead

Our letterhead should be printed using PANTONE® inks, on white paper.

The body copy on our letterhead should be printed in black, at 10 pt Gotham-Book.

We add a space between paragraphs but have no indentations on the first line of each paragraph. The line width is set to include 73-83 characters per line. The margins are set at 2” on the left, 1” on the right, and 0.5” on the bottom.

The diagram to the right shows margin spacing and layout for our letterhead.



Envelopes

Our envelopes should be printed using PANTONE® inks, on white paper.

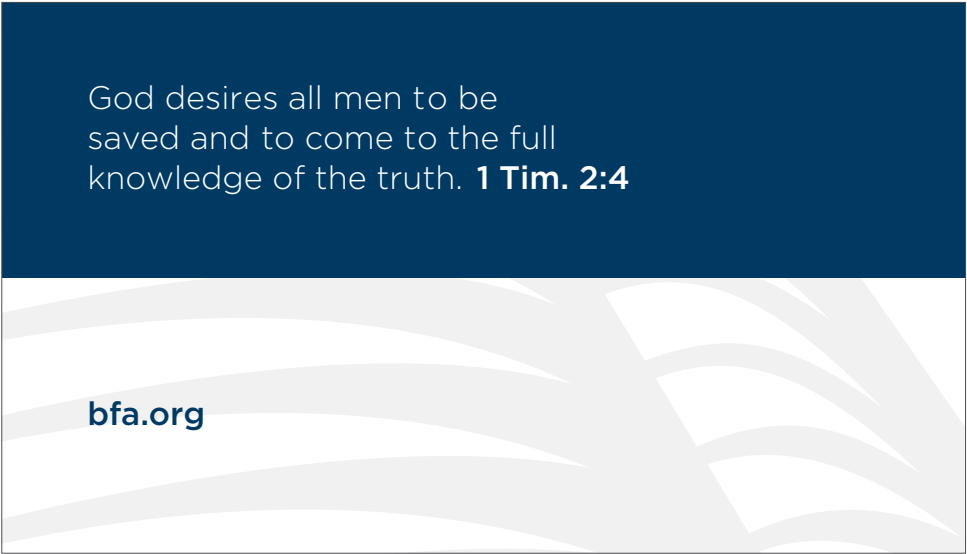


Business Cards

Our business cards should be printed on 14 pt matte cover paper stock, 4 over 4 colors with a satin finish.



Front

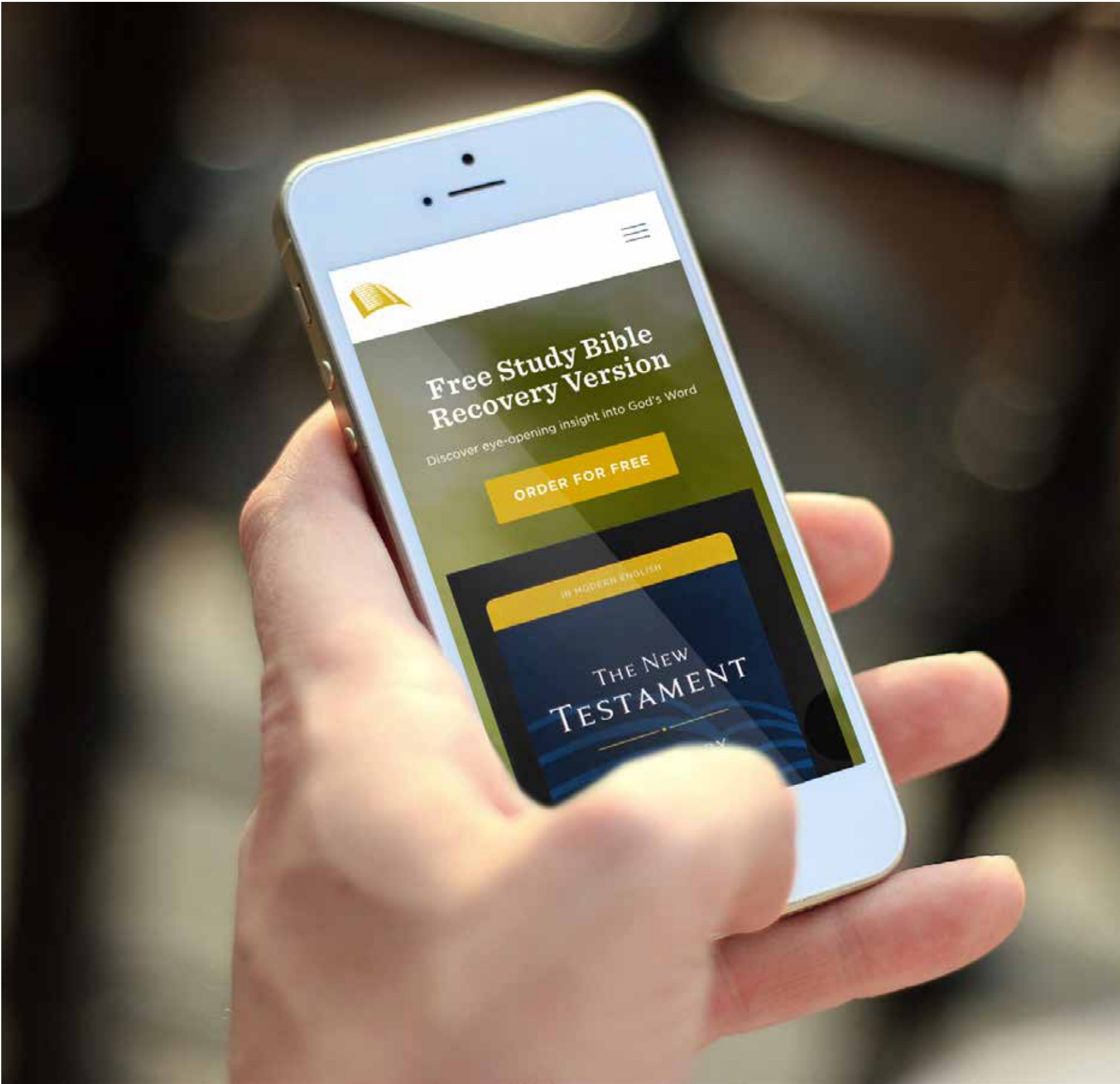


Back

Web

Our website, bfa.org, is one of the main tools we use to serve people. It is important to us that our website be user-friendly and intuitive, while at the same time providing meaningful content.

Along with the above, it is important for our users to sense the aesthetic and visual language of Bibles for America. For this, we use our identity typefaces, Sentinel and Gotham, for our web fonts through Cloud.typography from Hoefler & Co. We stick to our primary and secondary color palettes, and our icon set. We also use cheerful and crisp photography.

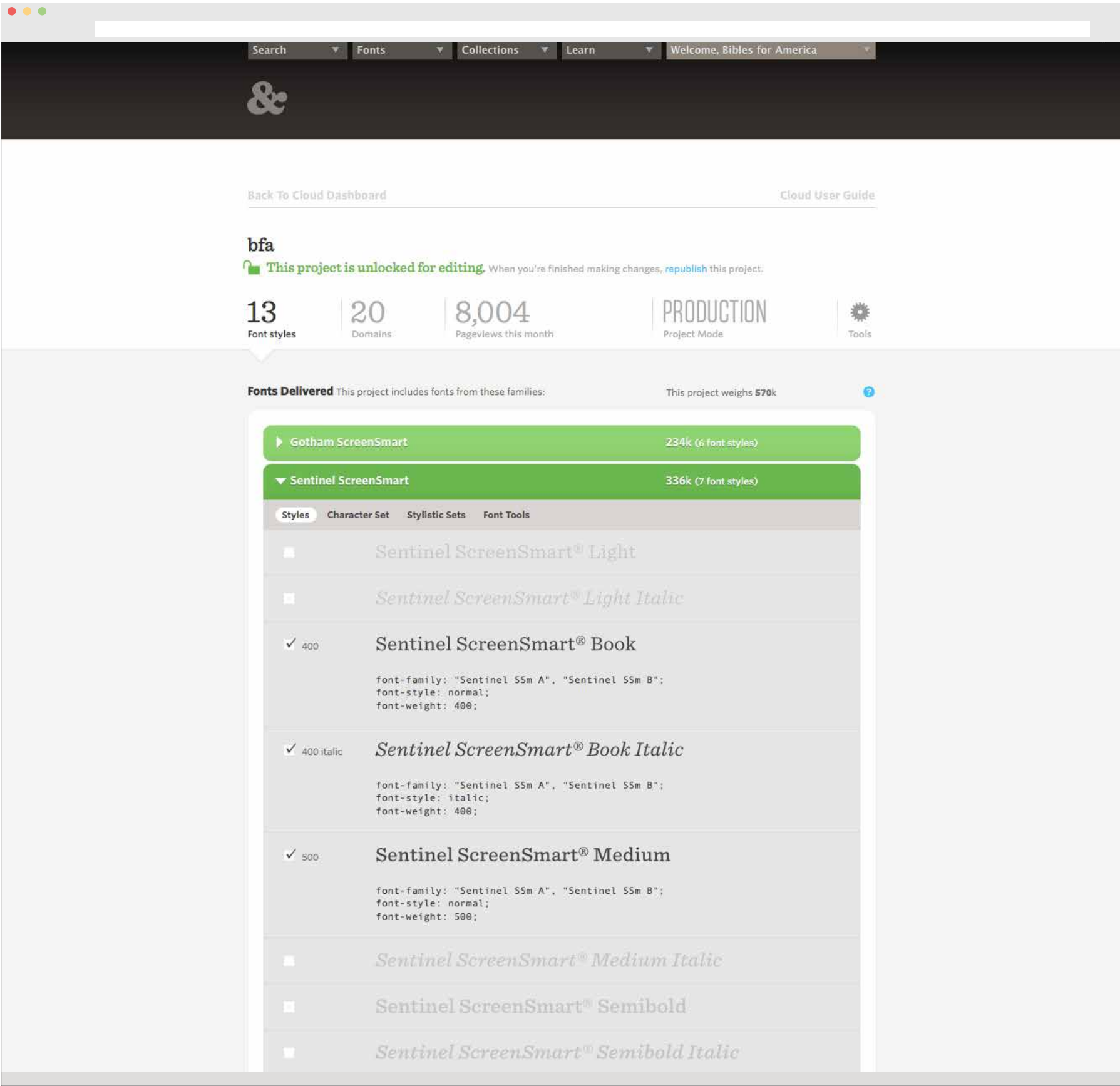


Web Fonts

In order to have a consistent voice from print to web, we have selected Sentinel and Gotham for our web fonts.

These fonts can be implemented using our yearly subscription to Cloud.typography. Cloud.typography is a service from Hoefler & Co. that enables you to use Hoefler & Co. fonts on the web.

Cloud.typography can be found at: typography.com/cloud



Subdomains

For our subdomains, we have some flexibility and can customize the design based on the needs of the project. Still, we apply the Bibles for America brand identity for colors, fonts, and iconography.



We’re grateful to the Lord that through your prayers and participation, Bibles for America (BfA) continues to provide free copies of the New Testament Recovery Version and Christian books to people all over the country.

Email Newsletters

Here is an example of the Bibles for America brand identity being applied to our email newsletter.



Watch & Pray

#0A2E4C

The Bibles for America tour comes to a close.

#F3F4F4

The Bibles for America mid-Atlantic distribution tour is currently in Columbia, South Carolina, and will conclude this Wednesday. So far, the saints have given away over 1,700 Bibles in distributions on college campuses and in communities. Several recipients responded with phone calls, e-mails, or messages posted to BfA's Facebook page.

"I saw [the BfA table outside the Navy Yard] this morning before catching the bus, and I was able to receive a copy of Basic Elements of the Christian Life. I read the first two chapters on my way to work. I must admit, I think I spend less than 15 minutes a day in prayer. [I am now determined to do two things](#) to pray 30 minutes every day and to take the 'roots' downward so I can stop withering. Wow! That's how great this book was for me. Now I wish I got the other books. I'll be ordering online now. God bless!"—Josh

"I saw you at a CVS and got the number down. I am a new believer and have been looking for a study Bible. This is just what I needed."

"I think what this company is doing is fabulous! I saw the van while driving and had to visit the website! God bless y'all! Have a beautiful and blessed day!"—Leah

Another recipient called the BfA office after visiting a distribution table in Virginia. He said that Basic Elements of the Christian Life, vol. 1, was outstanding and ordered the rest of the free books. He also mentioned that he had met with some local saints during college and then lost contact, but was so happy to find the BfA table in his city!

#4D4D4F

#549ACA

#4D4D4F

#DEB408

© 2015 Bibles for America. All rights reserved.

Bibles for America, 355 Goddard, Ste. 100, Irvine, CA 92618
Toll Free: 888.551.0102 | [www.biblesforamerica.org](#) | [Like us on Facebook](#)

[unsubscribe from this list](#)

19

Icons

In order to further unify the BfA identity, we have created an icon set. This set is to be used on the web, in smart phone apps, and anywhere else an icon is needed. It includes both outlined and solid versions of each icon. If a new icon is needed, contact the Design Department with your request.



Lower Thirds

We use two kinds of lower thirds in our videos: Regular and Formal.

A regular lower third:

- Is used in almost all types of videos and is the most common lower third.
- Contains only the first name of the person on the screen.
- Uses title case for the name in white, 100 pt Sentinel Bold.
- Can be either right- or left-aligned on the screen, depending on the position of the subject.

A formal lower third:

- Is only used in official communications from Bibles for America requiring a more formal presentation, such as a message from the General Manager.
- May be placed on either the right or left side of the screen, depending on the shot composition.
- Slides in and out from the side that is closest to its final destination.
- Uses slide animations lasting for 12 frames.



REGULAR LOWER THIRD

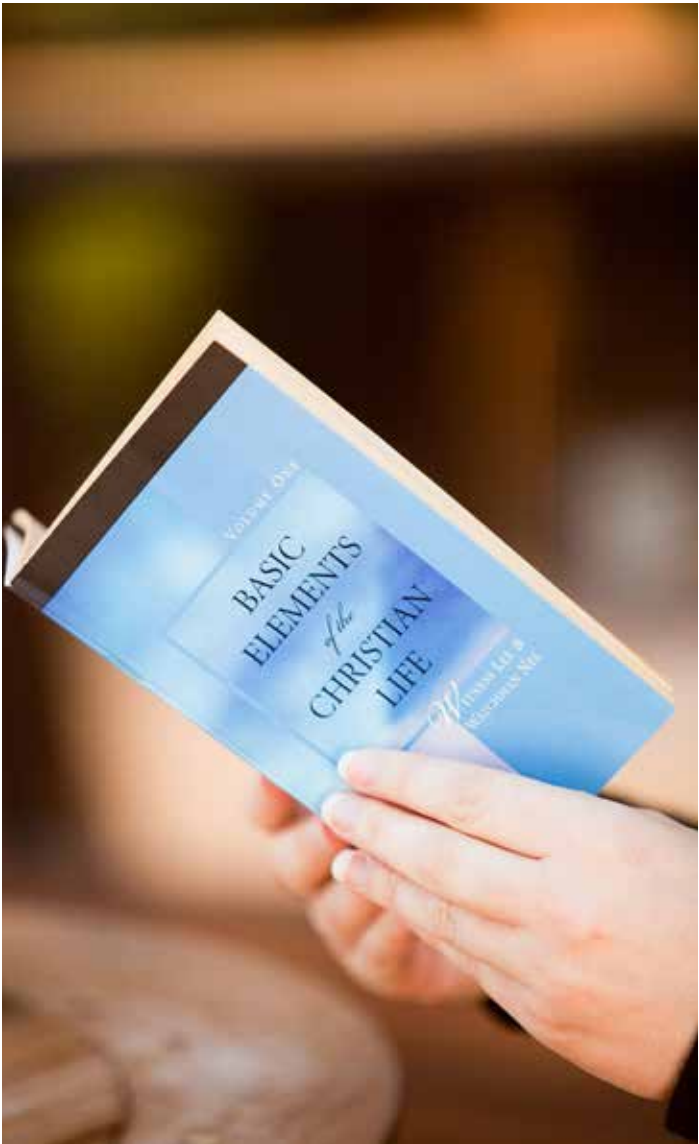
Photography

We use photographs taken during distributions, as well as product and environmental photography.

All the images we use should be high quality in terms of lighting and resolution. They should be professional but approachable, cheerful but not playful. We do not use imagery for shock value.

We also do not use typical Christian imagery such as crosses, doves, angels, rays through clouds, ethereal lighting, etc.

At times we apply a monotone from our primary color palette to our photography for brand recognition.



Illustration

Our style of illustration is clean and iconic. We stick to our color palette and fonts, and make use of crisp shapes to tell our story. Many times we also use typography to illustrate our ideas. When doing animation, we do not use shading or gradients to produce 3-D effects, but apply movement and depth using color and by zooming in and out of text and shapes.



Affiliates

Bibles for Canada

Bibles for Canada was established in 2006. The following are the accepted lockups for the Bibles for Canada logo.



Bibles for Australia

Bibles for Australia was established in 2003. The following are the accepted lock-ups for the Bibles for Australia logo.



Bibles for New Zealand

Bibles for New Zealand was established in 2002. The following are the accepted lock-ups for the Bibles for New Zealand logo.



Bibles for Europe

Bibles for Europe was established in 2012. The following are the accepted lockups for the Bibles for Europe logo.



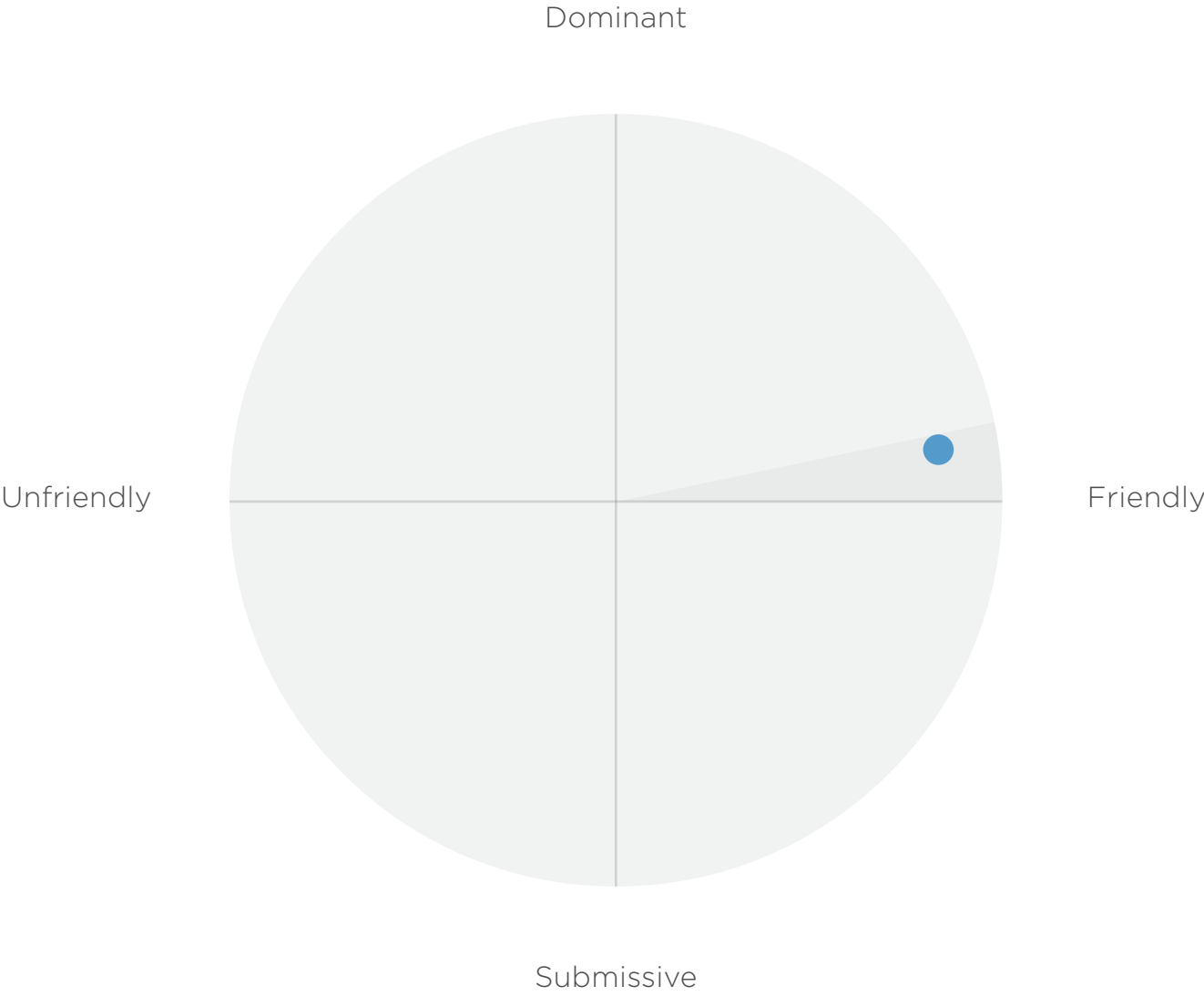


Brand Personality

Personality Map

Our personality and values dictate the way we market and the kind of writing we produce. Here's a look at our personality.

We maintain a high standard of professionalism internally, and endeavor to cultivate warm, friendly relationships and interactions with recipients and others externally.



Personality Traits

Our personality can be defined by what we are and what we are not. We care about people. We are friendly and warm, yet serious about what we do. We are not flippant, saccharine, or light. Our presentation is happy and cheerful without compromising the weighty dignity of our mission and our professional integrity.

1 Professional
but approachable

2 Loving
but not gooey

3 Helpful
but not pushy

4 Giving
but not careless

5 Genuine
but not indiscreet

6 Humble
but confident

7 Cheerful
but not playful

8 Knowledgeable
but not arrogant

9 Respectful
of the Bible

Writing & Grammar

In order to avoid confusion caused by using inconsistent terminology, and to maintain the same standard in all our writing, we've developed our own BfA Writing and Grammar Manual. This manual is a compilation of BfA-established conventions. By adhering to the standards in this manual, every department can help maintain BfA's high professional standard in print, on the web, in apps, etc. The manual addresses terms specific to BfA's work, and conventions related to trademarks, citations, etc. We include the most common items so their correct form and usage are conveniently at hand.

Please request the Bibles for America Writing and Grammar Manual from the Communications Department.

Examples:

Incorrect:

- 1. Bibles for America (BFA) is an organization that gives away free Bibles and books all over this country.
- 2. Copyright ©2015. Bibles for America. All rights reserved
- 3. Basic Elements of the Christian Life, Volume 1
- 4. Login to the Web site

Correct:

- 1. Bibles for America (BfA) is a nonprofit organization whose mission is to distribute free copies of the New Testament Recovery Version and Christian books throughout the United States. (use this boilerplate wording only)
- 2. © 2015 Bibles for America. All rights reserved. (symbol and year only, space after symbol)
- 3. Basic Elements of the Christian Life, vol. 1
- 4. Log in to the website

Voice & Tone

The voice of Bibles for America is conversational, simple, and friendly.

We talk about our products more than we talk about ourselves because we want people to be drawn to the Bible and books we offer.

However, we share personal experiences and testimonies so people can see who we are—lovers of God, the Bible, and people.

We care about the people we give Bibles and books to. We want them to know God, understand the Bible, and live a meaningful Christian life. Everything we do arises from our love for the Lord Jesus and our heart-felt appreciation for the books and Bible we give away.

In our writing, we want people to feel as if they're talking to a person and not to an organization. We want people to sense someone who cares is on the other end. We write to people in the same way we speak to them in real life, while maintaining a high standard of grammar and style. We use contractions like "aren't" when appropriate because that's how people really speak. We write as much as is needed to get the point across, and no more.

In our social media channels, we are even more conversational, using phrases like "Check out this video." But we don't use emoticons or slang, including words like "wanna," "the bomb," etc.

Marketing

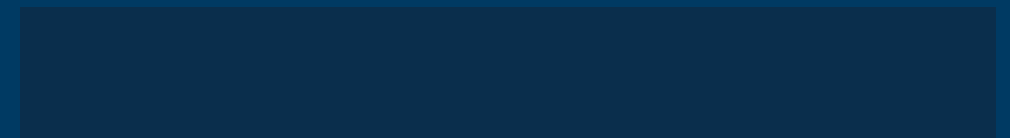
The goal of our marketing is to be as effective as possible in motivating people to take a certain action (order a Bible and books, subscribe to the blog, respond to special invitations, etc.) without compromising our integrity as a spiritual organization. Additionally, we typically base changes to our website design, wording, YouTube video titles, and marketing campaigns on testing and analysis. This saves us from relying on our own assumptions or subjective opinions, and allows us to make decisions based on concrete data.

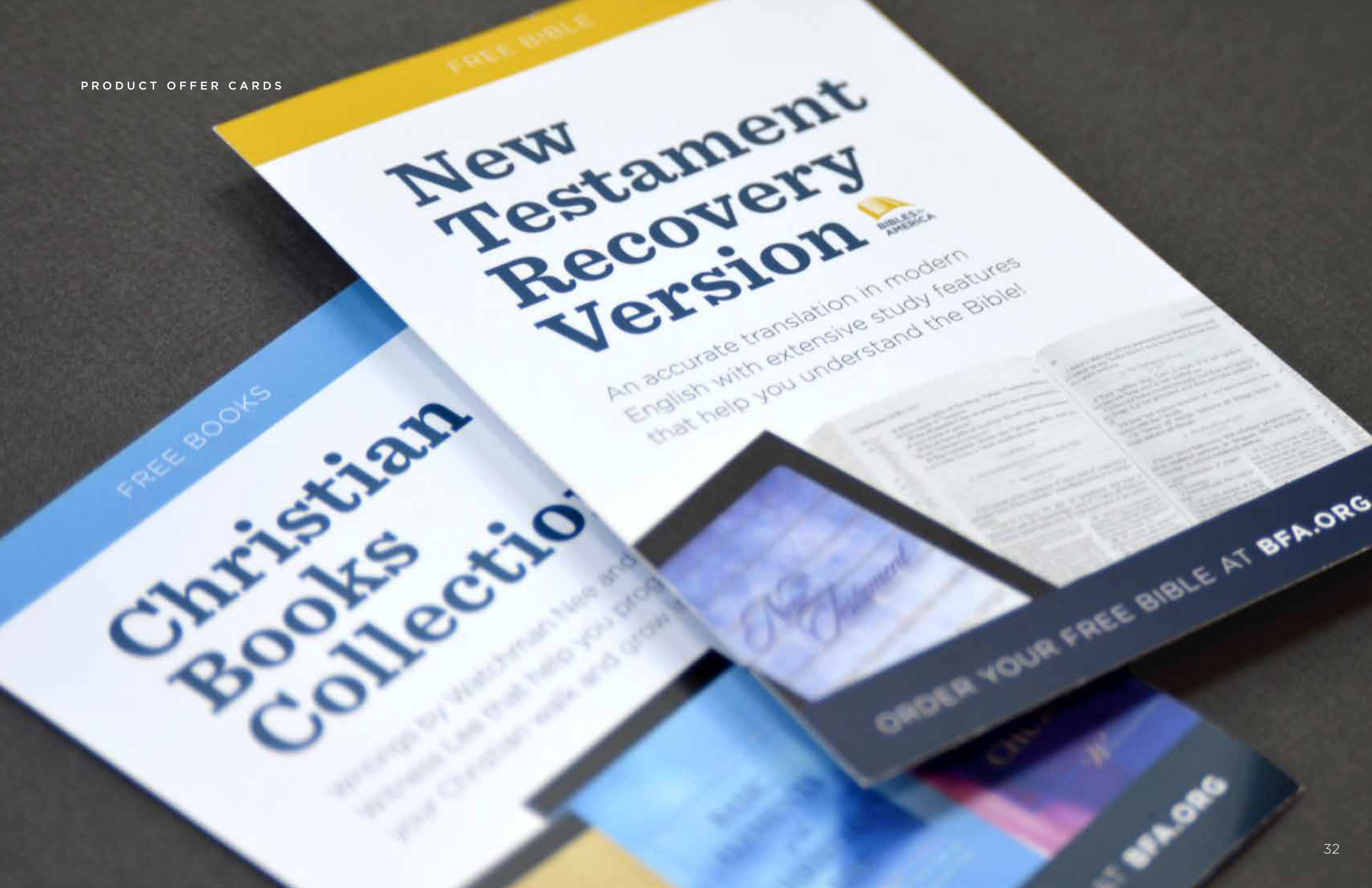
We produce valuable and enriching content in various forms that can reach people across different channels.

We do this to reach people where they are and motivate them to order the New Testament Recovery Version and free Christian books. Forms of content include the BfA blog, gospel and truth videos, text graphics (memes), and podcasts. Content should be produced in such a way that people do not feel they're being marketed to. BfA promotes its products and services through local churches, distribution tours, direct follow-up with recipients, and social media such as Facebook, Twitter, and Instagram.

BfA is active in reaching out to people through paid advertising, including Google ads, YouTube ads, radio ads, subway ads, and newspaper ads.

Brand Examples





FREE BOOKS

Christian Books Collection

Writings by Watchman Nee and Witness Lee that help you progress your Christian walk and grow in grace.

FREE BIBLE

New Testament Recovery Version



An accurate translation in modern English with extensive study features that help you understand the Bible!



New Testament

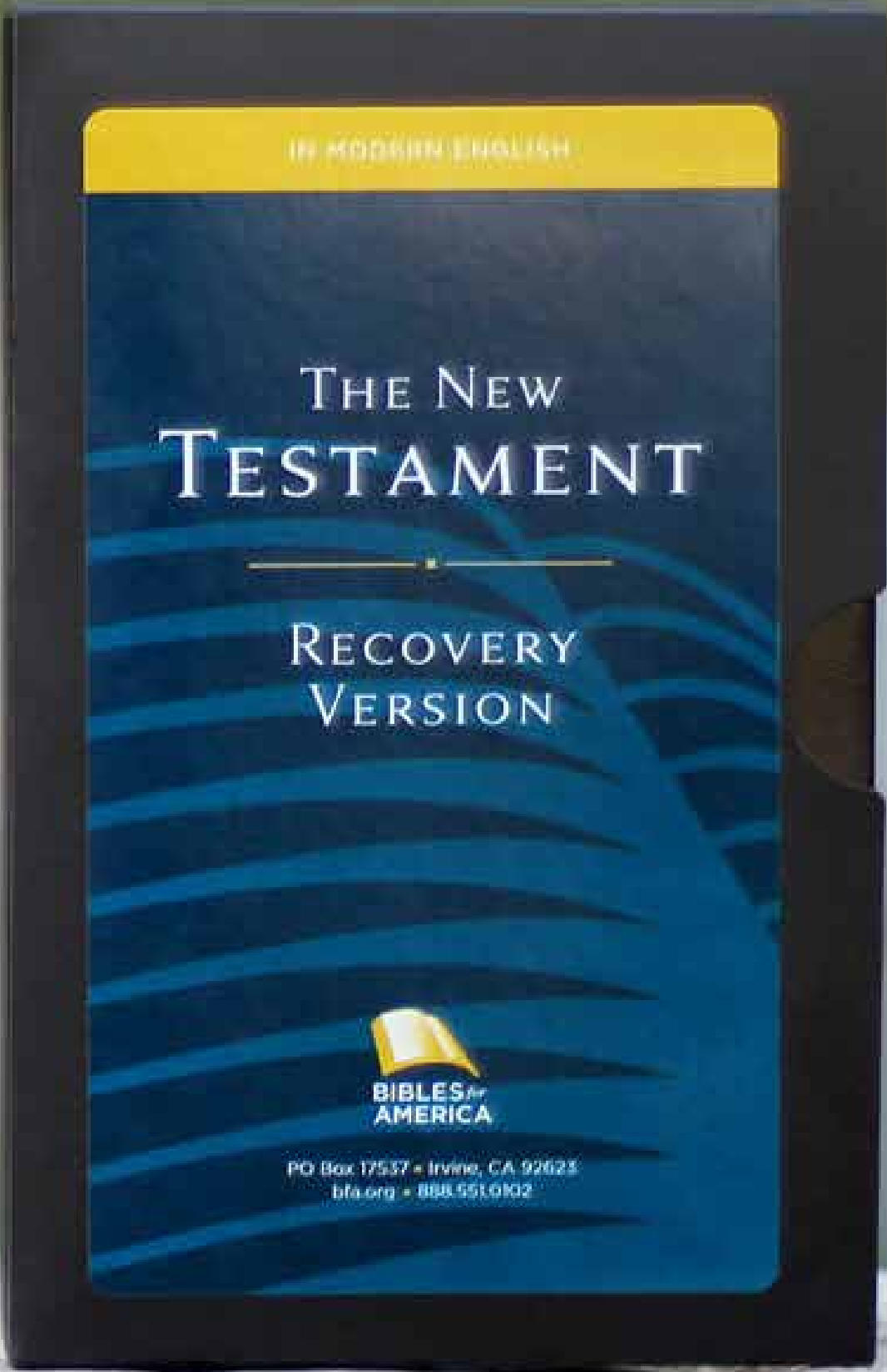
ORDER YOUR FREE BIBLE AT BFA.ORG

W

BFA.ORG







Quick Guide
to Using Your
New Testament
Recovery Version

Gua rápida para
usar el Nuevo
Testamento
Versión Recobro

THE EPISTLE OF PAUL TO THE GALATIANS

Author: The apostle Paul (1:1)
Time of Writing: Approximately A.D. 54, during Paul's second missionary journey, after traveling through Galatia and arriving in Corinth (Acts 18:1-11)
Place of Writing: Corinth, while Paul was there for a year and a half (Acts 18:1-11)
Response: The churches in Galatia (1:2)

Subject:
 Christ Replacing the Law
 and Being versus Religion and Tradition

CHAPTER 1

1. Introduction—
 The Will of God to Rescue Us
 out of the Evil Religious Age
 1:1-5

1. "Paul, an apostle (not from men nor through man but through Jesus Christ and God the Father, who raised Him from the dead),

1. The books of Galatians, Ephesians, Philippians, and Colossians are a cluster of Epistles that make up the heart of the divine revelation in the New Testament. The essential subject of these books is Christ and His religion, and it is this that is the central theme of the entire New Testament. In the Epistle to the Galatians, Paul reveals that the law was a curse to the Jews, and that the only way to escape it was through Christ. He emphasizes that the law was never intended to be a permanent basis of life, but rather a temporary one, leading to the revelation of the Father through the Son. The law was a shadow of the reality to come, and now that the reality has been revealed, the law is no longer binding. This is the central message of the Epistle to the Galatians, and it is the foundation of the Christian faith.

1. The law was a curse to the Jews, and that the only way to escape it was through Christ. He emphasizes that the law was never intended to be a permanent basis of life, but rather a temporary one, leading to the revelation of the Father through the Son. The law was a shadow of the reality to come, and now that the reality has been revealed, the law is no longer binding. This is the central message of the Epistle to the Galatians, and it is the foundation of the Christian faith.

COMPLETE OUTLINES (NOT PICTURED)
 A complete outline accompanies each book and provides an overview of the book and helps you understand the main points.

SUBJECT STATEMENTS
 These tell you the overall subject of each book.

OUTLINE POINTS
 Outline points accompany the text of the Scriptures throughout each book, showing you where you are in your reading and what the major points of that section are.

CROSS-REFERENCES
 A small letter in front of a word or phrase points to a cross-reference. You'll find cross-references listed either at the very bottom of the page, or the very bottom of the page. These lead you to similar expressions, facts, and revelation. Here in verse 1, a small "c" in the margin to discover more.

SCRIPTURE VERSES
 The text of the Bible.

FOOTNOTES

NEWSPAPER AD

THE NEW
TESTAMENT
RECOVERY
VERSION



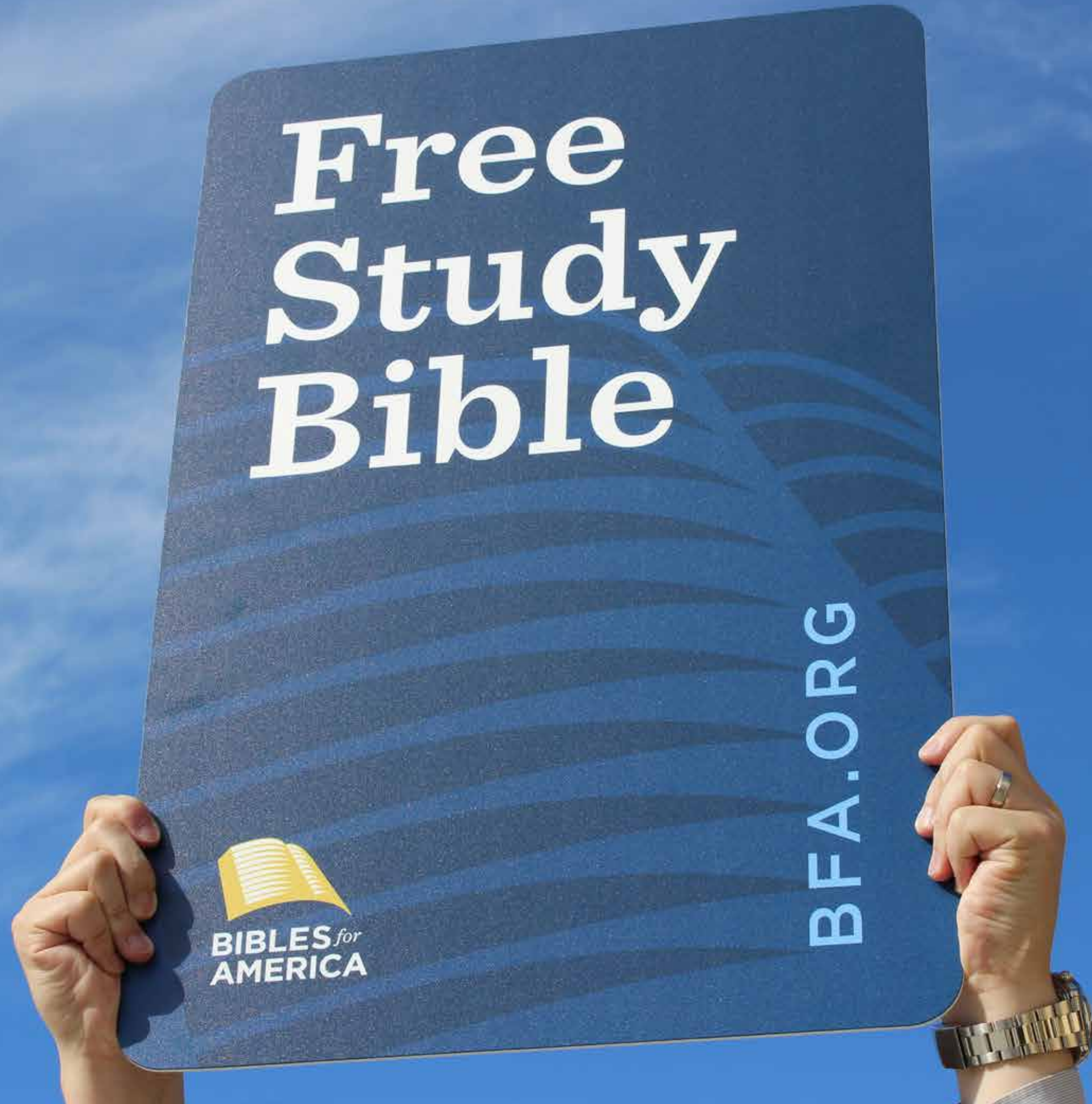
FREE
Get your free copy
now at bfa.org

A Gift to the North Bay from Bibles for America

The Bible is a deep and ever-
lasting gift, and sometimes it can be
a challenge to understand. Our gift to you is a free copy of the
Recovery Version. This unique and valuable outline format
includes footnotes and cross-references to help you understand the
Bible more fully.

Democrat
2017 • SANTA ROSA, CALIFORNIA • SECTION G







STICKERS

Contact Us

Here is a list of who to contact in each of the departments at BfA. We will try to keep this list as up to date as possible.

Design Department

Ben Loiz
323.632.1460
ben.loiz@bfa.org

IT Department

Philip Bradley
404.667.4875
philip.bradley@bfa.org

Video Department

Samuel Vinson
949.727.3720
samuel.vinson@bfa.org

Marketing Department

Joe Putnam
469.441.2315
joe.putnam@bfa.org

Communications

Carlin Ferraro
949.374.0522
carlin.ferraro@bfa.org

Spanish Section

Isaias Gonzalez
949.735.9689
isaias.gonzalez@bfa.org

Management

Tony Barba
949.727.3720 ext 322
tony.barba@bfa.org

