



BRANDBOOK
VISUAL AND VERBAL
IDENTITY GUIDE



The Crossover Global team is formed by people who come from different cultures and social contexts. Therefore, a special attention is required in order to communicate on behalf of our brand with consistency and cohesion. Below are some examples of keywords and phrases frequently used by Crossover Global. It is strongly recommended to keep this list in mind when communicating the vision and mission of Crossover Global.

KEYWORDS

Glorify God

Provide Gospel access

Lack of Gospel access

People groups

Unreached People Groups (UPGs)

Unengaged Unreached People Groups (UUPGs)

Plant multiplying churches

House churches

Ministry Multiplication Cycle (MMC)

DNA

"Crossover Global passionately seeks to glorify God by providing Gospel access through the planting of multiplying churches among the unreached peoples of the world."

COMMON PHRASES

"We provide gospel access to unreached people groups."

"Spiritual needs are everywhere, but access to the gospel is not."

"Multiplying church planters to plant multiplying churches."

"We partner with Jesus as He builds His Church."

"42% Of the world's population is unreached with the gospel."

"Making Christ's last command our first priority."

PRIMARY



HORIZONTAL



MEANINGS

The logo is composed of a symbol and two words.

The symbol consists of a circle with an arrow through the middle. The group represents the world and Jesus's commandment as described in [Matthew 28:19](#) "Therefore go and make disciples of all nations..." (NIV)

The word "Crossover" has three meanings. First, as an organization we want to [cross over geographic, linguistic, cultural and religious barriers with the gospel](#) which is the message of salvation in Jesus Christ. Second, we seek to elevate and exalt the [cross of Christ over the nations, over the peoples](#), so that (third) people may be reconciled with the Lord, when they [cross over from the darkness into Christ's wonderful light](#) (1 Peter 2:9).

The word "Global" refers both to whom and how the organization serves: we are a global team serving peoples [around the globe](#).

EXECUTIVE LOGO

CROSSOVER  GLOBAL

This logo was created for the specific use on communication pieces from Senior Leadership and Executive Directors. This logo is not intended for use outside of those parameters.

SYMBOL



LOGO TYPOGRAPHY

Aa

Cronos Pro

Variations 8

Exclusive use for titles and featured information.

Crossover Global
Crossover Global
Crossover Global
Crossover Global
Crossover Global
Crossover Global
Crossover Global

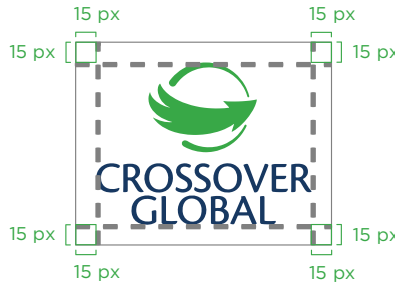
0 1 2 3 4 5 6 7 8 9
 ! ? @ # \$ % ^ & * ()

Brand Specifications

Protection Area

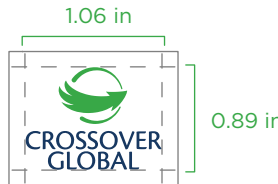
In printing materials, the amount of empty space around the logo must be at least the letter “G” size.

In digital materials, the empty space around the logo must be at least 0.15 in (15px).



Minimum Size

For printing, the primary logo must never be reduced to less than 0.89 in x 1.06 in, and the horizontal logo must never be reduced to less than 2.11 in x 0.58 in.





Do not change the color



Do not change the color order



Do not distort the logo



Do not reflect logo



Do not rotate logo



Do not apply border to the logo

These restrictions apply to the symbol and all logos.

Colors

Pantone : Color type
RGB: Digital
Hex/HTML: Web
CMYK: Print

PANTONE: 534
RGB: 24 57 99
HEX / HTML: 183963
CMYK: 99 83 35 24

PANTONE: 7739
RGB: 57 169 73
HEX / HTML: 39A949
CMYK: 77 7 100 0

PANTONE: 840 C
RGB: 127 127 127
HEX / HTML: 7F7F7F
CMYK: 49 39 38 20

PANTONE: P 75-1 U
RGB: 255 255 255
HEX / HTML: FFFFFFFF
CMYK: 0 0 0 0

Backgrounds



Photography and Video

It is recommended to use images that reflect the peoples and cultures in which Crossover Global serves. Below are some examples.





CROSSOVER
GLOBAL

www.crossover.global