

STYLE GUIDE & PROMO RESOURCES

V 01



COMMUNICATING A CLEAR MESSAGE

We're so glad you're part of the Perspectives ministry family. You are the face and hands of this ministry, and at the National Office we want to make sure you're equipped and ready to go as you serve this growing movement.

Below are some examples and guidelines to help you maintain excellence in all of your communications and help Perspectives as a whole maintain a clean, consistent look.

Please review them and keep them handy as a convenient reference. If you have any questions or feedback, contact us at info@perspectives.org. We'd love to hear from you.

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PERSPECTIVES LOGO

1. Use the all-navy, all-black or all-white version of Perspectives logo.



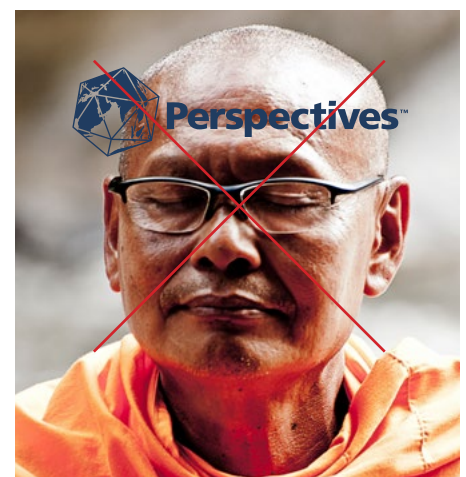
2. The logo is meant to be used as is. While you can resize the logo to suit your needs, **don't alter** the logo—stretch, outline, change the colors, or omit/add elements.



3. Maintain high contrast between logo and backgrounds by avoiding placing the logo on a busy background or on a color that is too close to the Perspectives logo colors and brightness level.



4. Make sure to never place a logo over the face of a photo.



5. The preferred placement of the Perspectives logo is the upper or lower left hand corner. You can also center it at bottom. Avoid upper right.



PERSPECTIVES HEADLINE

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ATTENTION GRABBER

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PERSPECTIVES

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Abcdefg Hijklmnop,



TYPOGRAPHY

Use matching fonts that complement the Perspectives logo and branding. Recommended free fonts include:

- Montserrat (GoogleFont)
- Garamond (on most computers, and versions of Microsoft Word)
- Bebas (DaFont.com)

Montserrat

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u

v w x y z 0 1 2 3 4 5 6 7 8 9

Garamond

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

BEBAS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

PHOTOGRAPHY

Photography is a powerful element in your communications. When choosing photographs, pay attention to quality.

1. Unsplash.com is a great source of free, high-quality photography. Pixabay.com is another source which aggregates photos from a number of free sites (including unsplash.com) but also requires more digging to find high-quality images.



2. Avoid photos that look like you found them on Facebook.



Just don't.

3. Make sure you have proper photo permissions. Don't use a friend's pic without asking permission first AND disclosing your intent to use the photo for promo purposes. This includes photos you took that have your friends in them. Avoid cliché photography.



Do you have permission?



Too cliché.

4. When using photos of un-reached peoples, always do so in a respectful way, upholding their inherent dignity and worth as image bearers of God. Avoid representations that play into stereotypes like "terrorist" or "impoverished victim." We always want to mobilize from a spirit of hope and love, never fear or guilt.



COLORS

Though our brand is still being developed we request that you use these colors for consistency across all Perspectives visual communication.

NAVY

CMYK	RGB	HEX Color
C=100	R 32	#203C60
M=86	G 60	
Y=47	B 96	
K=15		Mailchimp (Adam) #000066

LIGHT BLUE

CMYK	RGB	HEX Color
C=59	R 73	#49B3CE
M=0	G 179	
Y=7	B 206	
K=12		

MAIN
COLOR:
NAVY

HIGHLIGHT
COLOR:
LIGHT
BLUE(S)

NEUTRAL:
GREY

PERSPECTIVES

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PERSPECTIVES

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PROMOTIONAL

While you have great freedom to communicate the vision and heart behind Perspectives, when making reference to the theme and tagline, use them as is—don't alter or modify them.

**MADE
FOR
MORE**

**USE WHAT'S IN YOU
TO BLESS THE WORLD
AROUND YOU**

THEME EXPLANATION

Made for More is first a statement about our audience—a conviction that the students of Perspectives, believers from every walk of life, are made for a higher purpose, “something bigger.” We are all made for more. The “more than” can vary. More than the American Dream, more than a job title or a career advancement or your culture’s expectations and values, more than the limits you put on yourself. Made for More is an invitation to expand your understanding of purpose.

What brings it all together is “More.” God is on a mission to bless the world and you’re invited to join Him. Whether they are aware of the over 2.5 billion people in the world who lack access to the gospel or they simply have a basic understanding that the nations matter to God, they are invited to journey deeper into the meaning of More. Whether you’re part of a coordinating team, a regional director, or an instructor, you are there to help them journey deeper.

The tagline “Use what’s in you to bless the world around you” clarifies what Perspectives specifically means when it says to potential students, “you were made for more.” That purpose is to be a blessing to the world. The language of blessing flows from the Abrahamic Covenant—“blessed to be a blessing”—and is at the heart of the Perspectives course. Ultimately, this is what is desired for students—that they deeply imbibe the passion and purpose of our Missionary God and begin to walk out a life that blesses the nations both near and far, according to God’s ancient purposes and their God-given, unique nature.

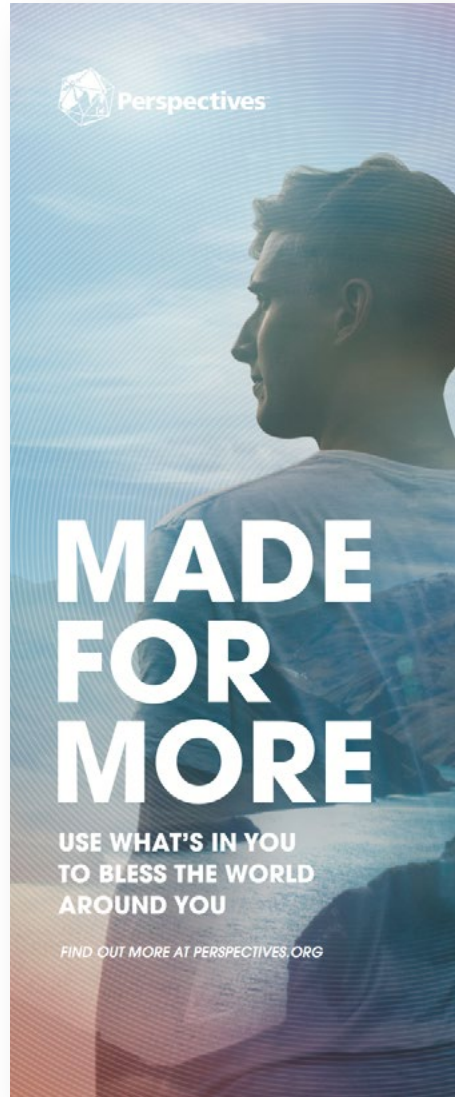
God’s unfolding story of redemption for all peoples ignites our passion and sets us moving on a journey with him to use what’s in us to bless the world around us—unto his glory among the nations.

PROMO MATERIALS

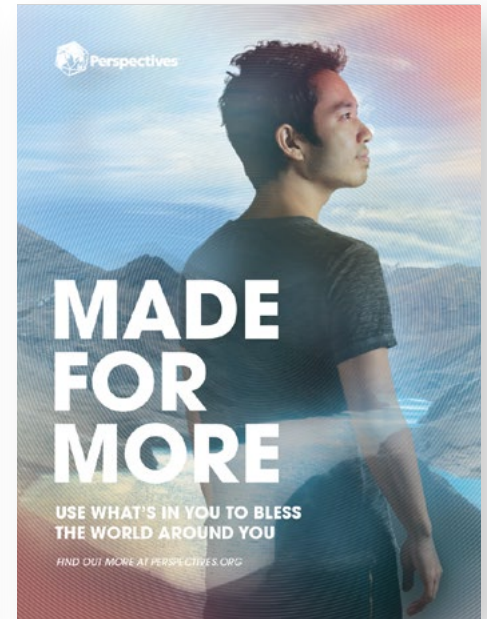
Use the current campaign materials. This helps us all keep Perspectives promotional communications consistent. Don't alter designs except in specifically customizable areas of the materials. See list of available resources below, which can all be found on the Perspectives website under :
Coordinator>Team Member>Recruiting and Promotion

- Brochure
- Post card
- Post card (with customizable area)
- Banner
- Poster
- Business Card (with customizable backside)
- Bulletin Insert (With Customizable Area, free downloadable template)

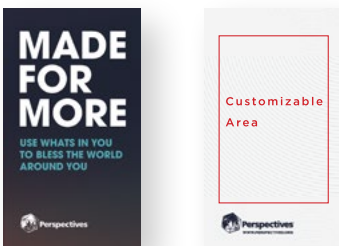
BANNER



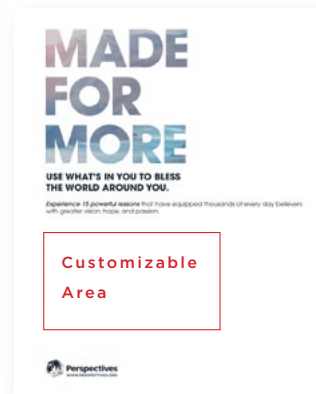
POSTER



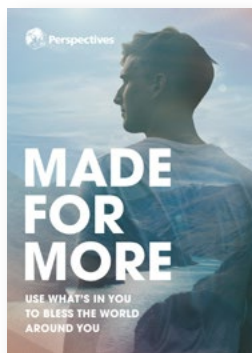
BUSINESS CARDS (CUSTOMIZABLE)



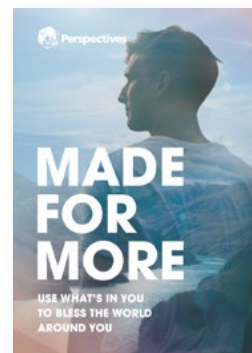
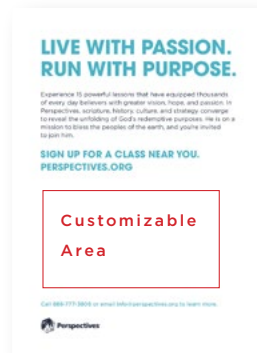
BULLETIN INSERT (CUSTOMIZABLE)



POST CARD (CUSTOMIZABLE)



POST CARD



BUTTON



T-SHIRT



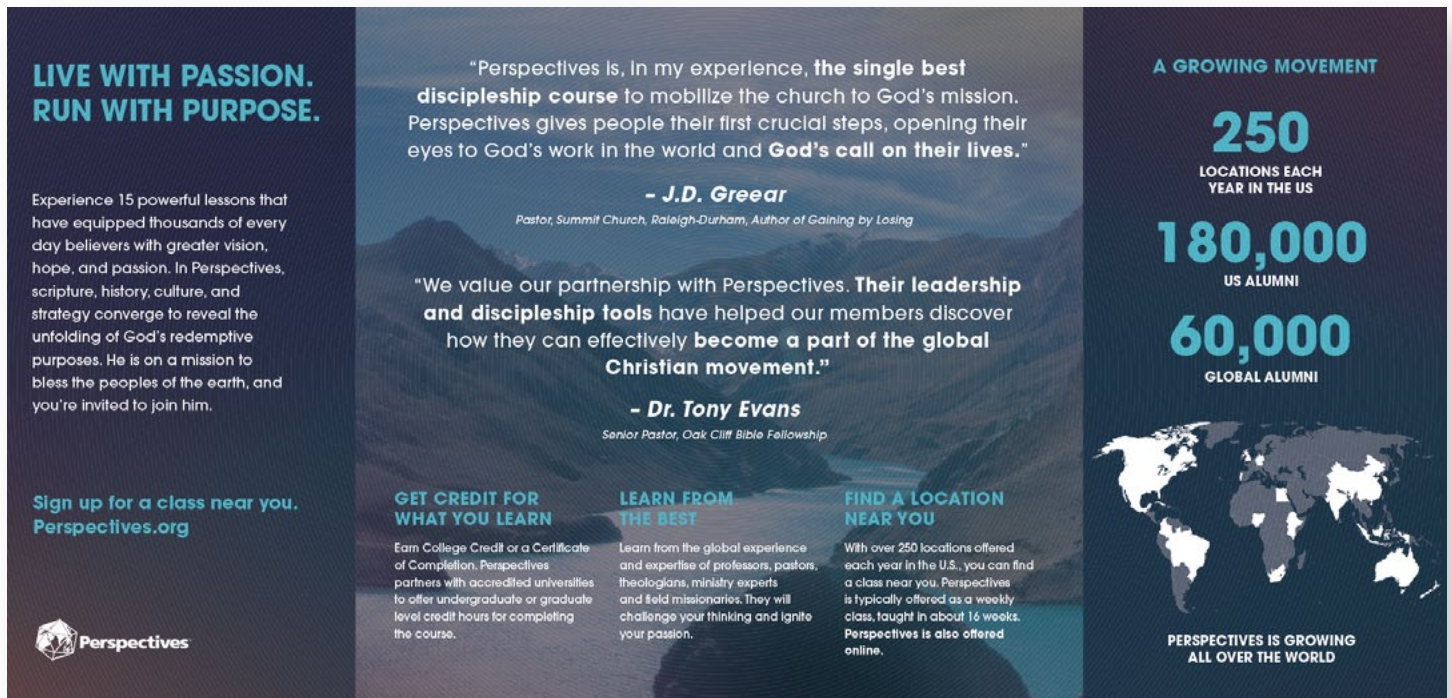
BROCHURE FRONT



BROCHURE BACK



BROCHURE INTERIOR



SOCIAL MEDIA

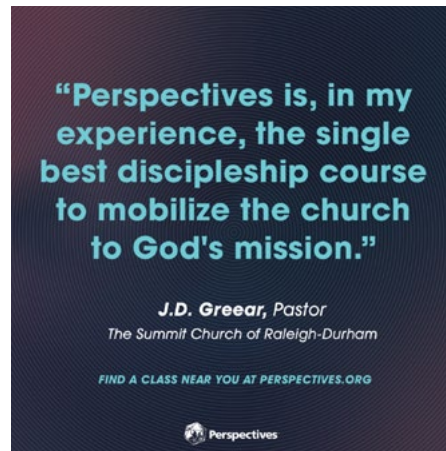
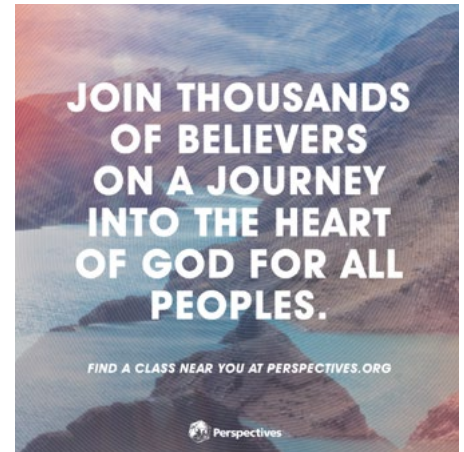
SOCIAL MEDIA MATERIAL YOU CAN USE

We know that social media is an important part of promotional efforts. We've created a number of graphics that match our current promotional campaign that you can use in your own social media as you promote and connect with student. Help us build momentum throughout the movement by using these rather than creating your own for Perspectives. You can find these graphics on the perspectives website under: Coordinator>Team Member>Recruiting and Promotion

BE POSITIVE AND RESPECTFUL

Though you might be using your own social media channels, now that you're part of the Perspectives family be aware that what you say and do online can—intentionally or not—have a big impact on Perspectives. As always, keep things respectful on social media as you promote for Perspectives and share your excitement.

PRE-MADE SOCIAL MEDIA VVMATERIAL



CUSTOMIZE WITH CANVA

If you want to create your own customized graphics—like your favorite quote on an inspiring background, try Canva.com

1. Download the Perspectives Social Media Promo Assets off of the Perspectives website.
2. Sign up for Canva.com and upload your “Made For More” branded backgrounds into canva upload section to create beautiful quotes, information, and class specific material.

Take vantage of the beautiful backgrounds we’ve curated in an easy-to-use template system that will help you match the look of the promotional campaign.

For help using canva, visit.
designschool.canva.com/tutorials/

TYPOGRAPHY

To keep consistency, with Perspectives current branding, please use;

Montserrat Bold

(Large heading with few words)

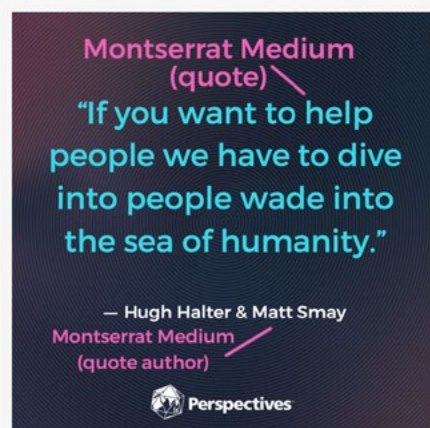
Montserrat Medium

(Subheading/quotes/body)

BEBAS NEUE BOLD (Headings/
Short Phrases, not long ones)

FONT COLORS

Please use either white text, (on a medium to dark background) or light blue (there is a preselected light blue in canva)



PERSPECTIVES CLASS PAGES

Perspectives Class pages are one of the main ways you can make your local class information available to students. We recommend keeping your content simple, focusing on essential class information. We encourage you to use existing course descriptions as well as custom graphics we've provided for use on your class web page. You can find them on the Perspectives class website under:

Coordinator>Team Member>Recruiting and Promotion



EMAIL SIGNATURES

Try to keep things simple and limit your contact info to the **best** way to get in contact with you.

If you have any questions about naming conventions, talk to your regional director.

Mike Bain | Director of Operations
Perspectives USA | National Office
w 123.456.7890 m 987.555.5555
Perspectives.org



Sue Smith | Regional Director
Perspectives USA | South Central Region
123.456.7890
Perspectives.org



John Locke | Class Coordinator
Perspectives USA | Pasadena, CA | S17
123.456.7890
Perspectives.org

