



Brand Guidelines

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V 2.1

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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.**

Let's Work Together

We designed this guide to define the Bibles for America brand and to help support 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

The background features a complex, abstract geometric pattern in various shades of blue. The pattern consists of numerous overlapping shapes, including squares, rectangles, lines, and a stylized tree-like structure on the right side. The overall effect is a dense, layered composition of geometric forms.

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.

This primary lockup is laid out with the symbol on top and our name stacked vertically in two lines.



Secondary Lockups

In addition, Bibles for America has two secondary lockups:

- 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

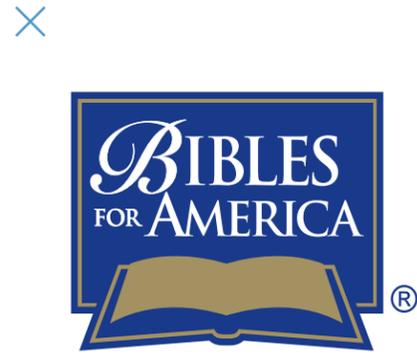
To protect the Bibles for America logo from distracting graphics and/or typography, always maintain clear space all around it. The minimum clear space for the primary logo on all sides is the height of the letter M in the Bibles for America logo 2x.

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.



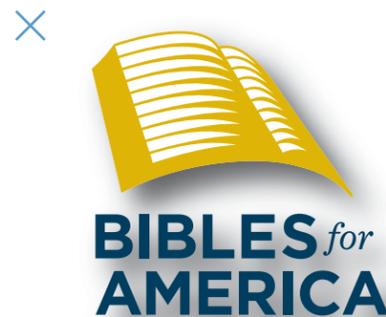
Do not use our old logo.



Do not outline the logo.



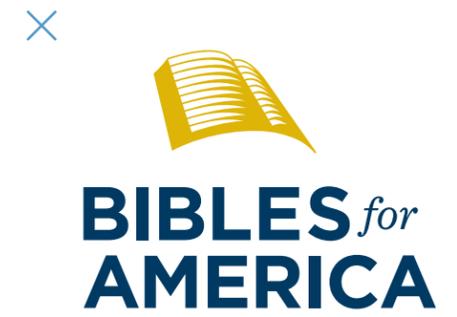
Do not change the colors of the logo.



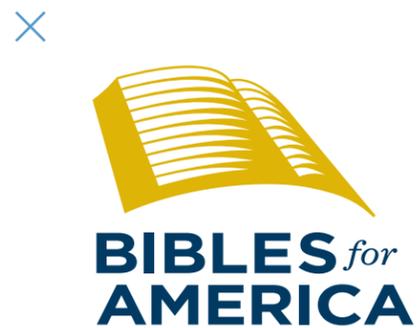
Do not apply drop shadows or other effects.



Do not change the direction of elements in the logo.



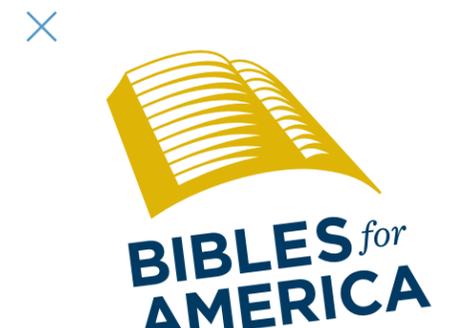
Do not change the size or relationship of elements in the logo.



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



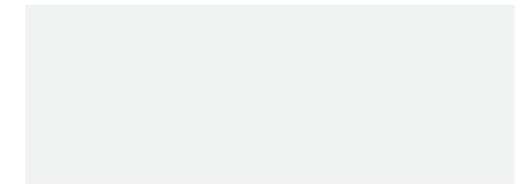
BFA BLUE 2

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

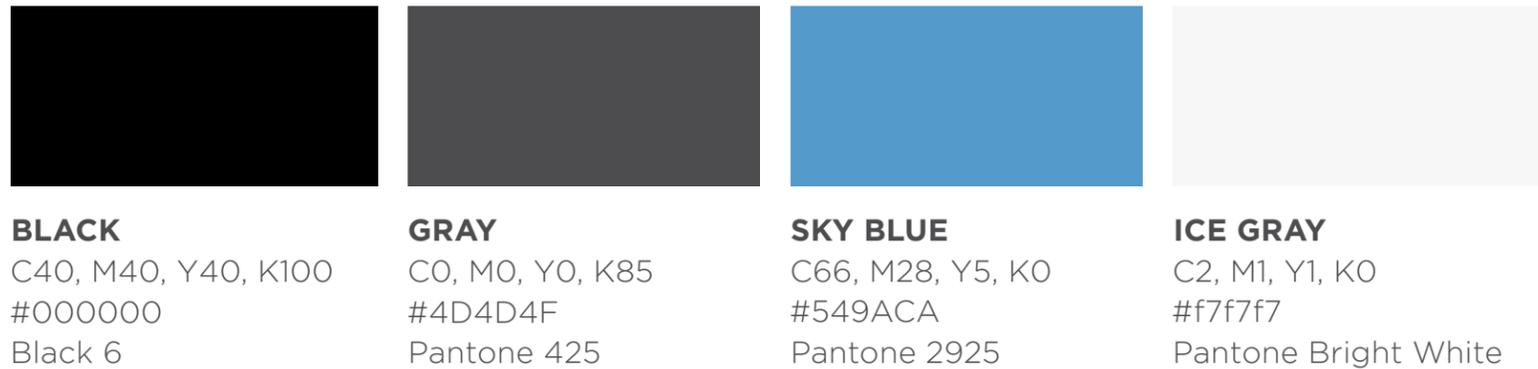
BfA’s deep blue conveys authority and weight. The Bible and books we give away and the resources we provide are neither light nor insignificant; they are weighty in their contents and ability to change lives. We believe the work we are carrying out is of the highest importance and is most dignified.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



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.



Primary Type

Our primary typefaces are Sentinel, Gotham, and Gotham Condensed. 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 and widths.

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

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

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



BRAND IDENTITY

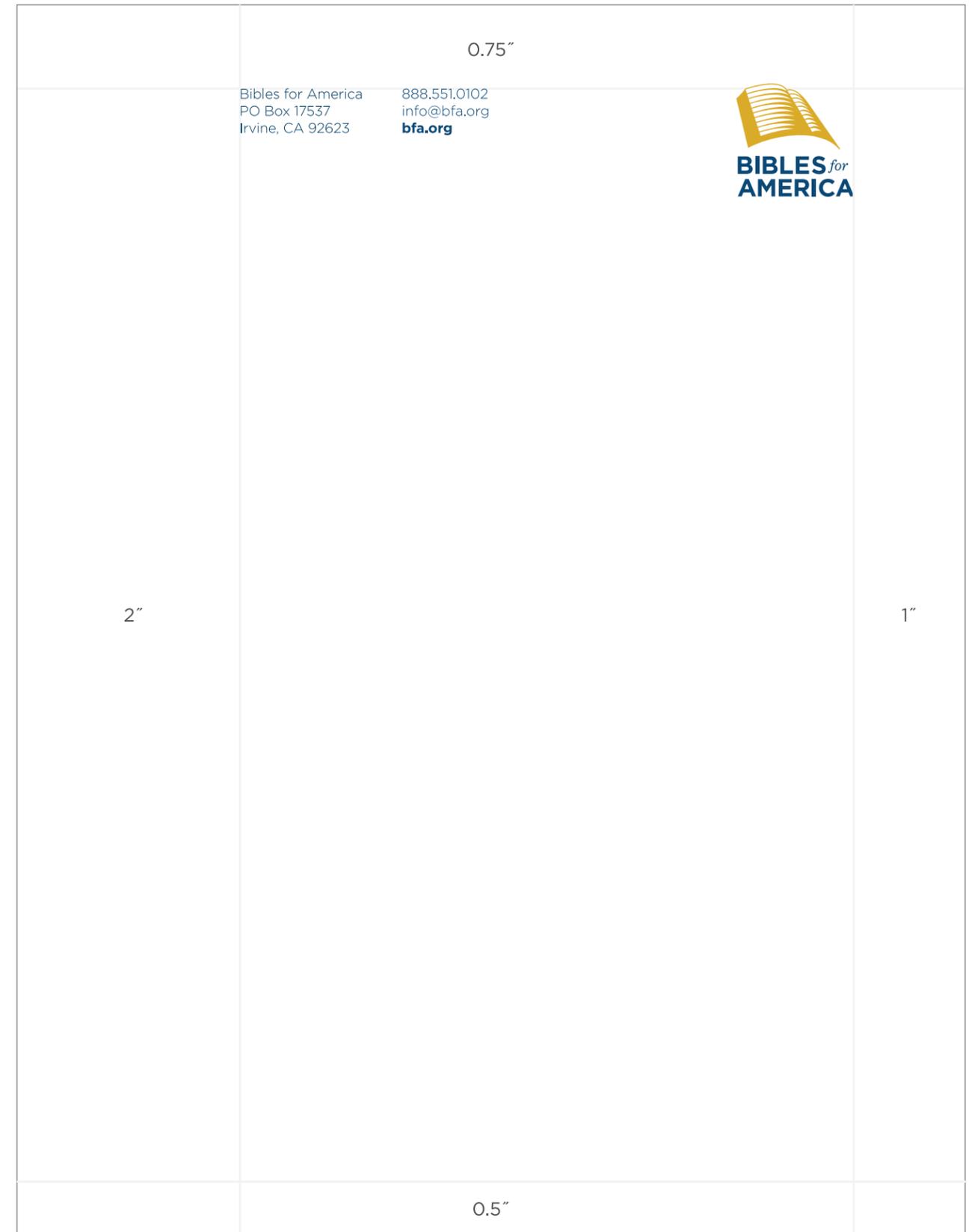
Letterhead

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, 0.75" on the top, 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.

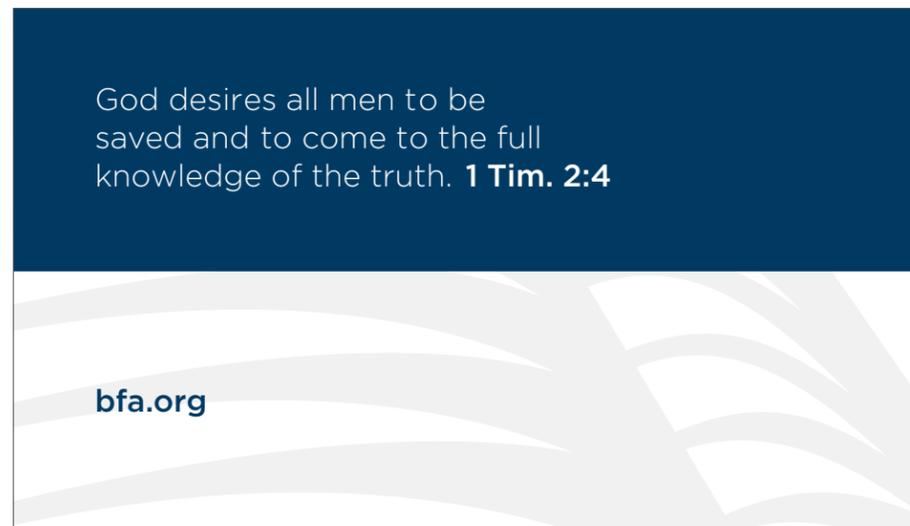


Business Cards

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



Front

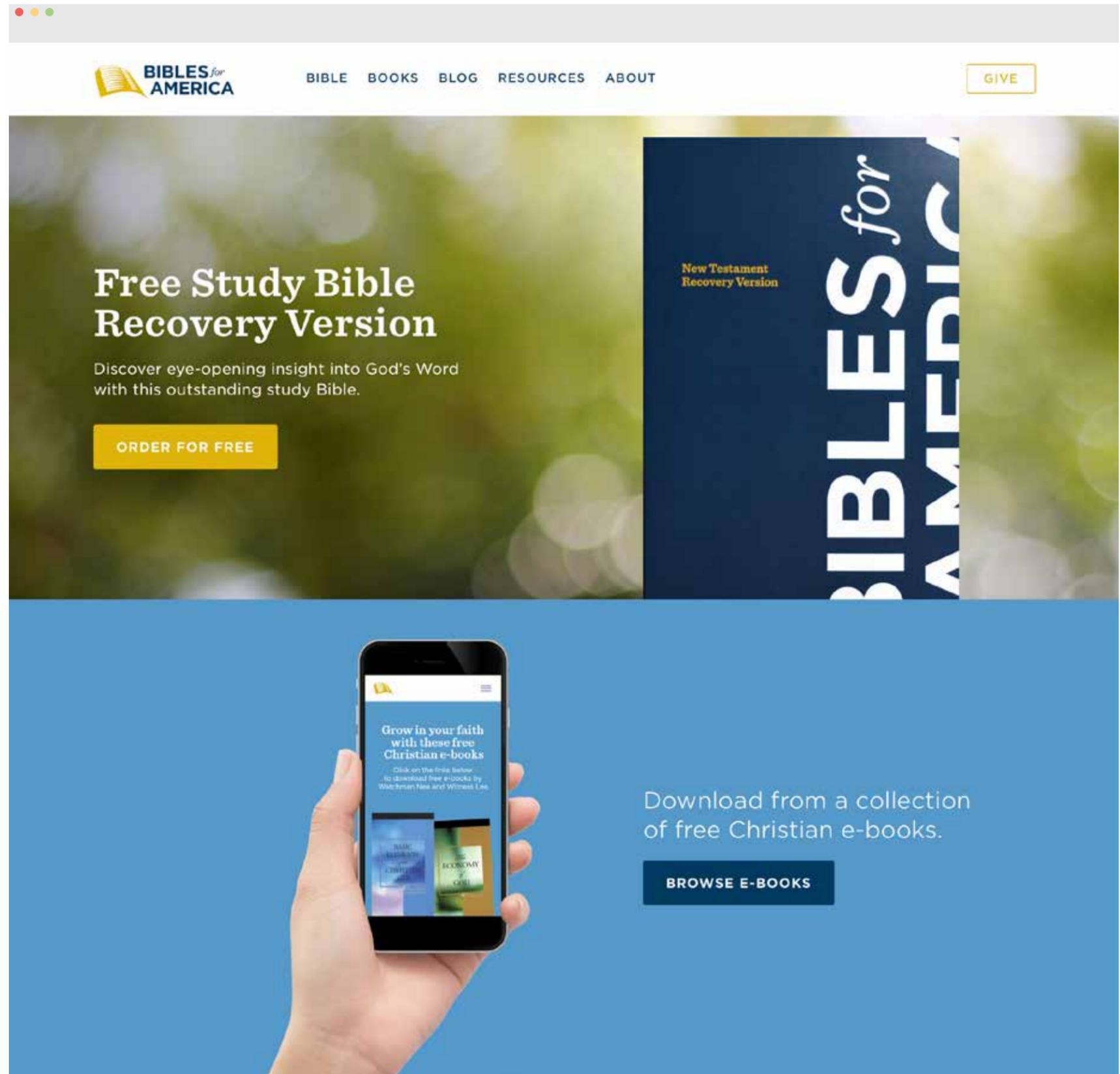


Back

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.

In addition, 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. We stick to our primary and secondary color palettes, and our icon set. We also use cheerful and crisp, high quality photography.



Web Fonts

In order to have consistency 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

For questions related to web fonts, contact: typography@bfa.org

BfA Blog
This project has been published to your server.

8 Font styles | 4 Domains | 28,060 Pageviews this month | PRODUCTION Project Mode | Tools

Fonts Delivered This project includes fonts from these families. This project weighs 401k

- Gotham** 84k (3 font styles)
- Gotham Condensed** 28k (1 font style)
- Sentinel** 289k (4 font styles)

Styles | Character Set | Stylistic Sets | Font Tools

- Sentinel Light
- Sentinel Light Italic*
- 400 **Sentinel Book**
font-family: "Sentinel A", "Sentinel B";
font-style: normal;
font-weight: 400;
- 400 italic *Sentinel Book Italic*
font-family: "Sentinel A", "Sentinel B";
font-style: italic;
font-weight: 400;
- Sentinel Medium
- Sentinel Medium Italic*
- Sentinel Semibold
- Sentinel Semibold Italic*
- 700 **Sentinel Bold**
font-family: "Sentinel A", "Sentinel B";
font-style: normal;
font-weight: 700;

Landing Pages

For our landing pages, 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.



Email Newsletters

Here is an example of the Bibles for America brand identity being applied to an email newsletter. In cases when our primary typefaces are not available for email, the font Helvetica can be used instead.

Helvetica

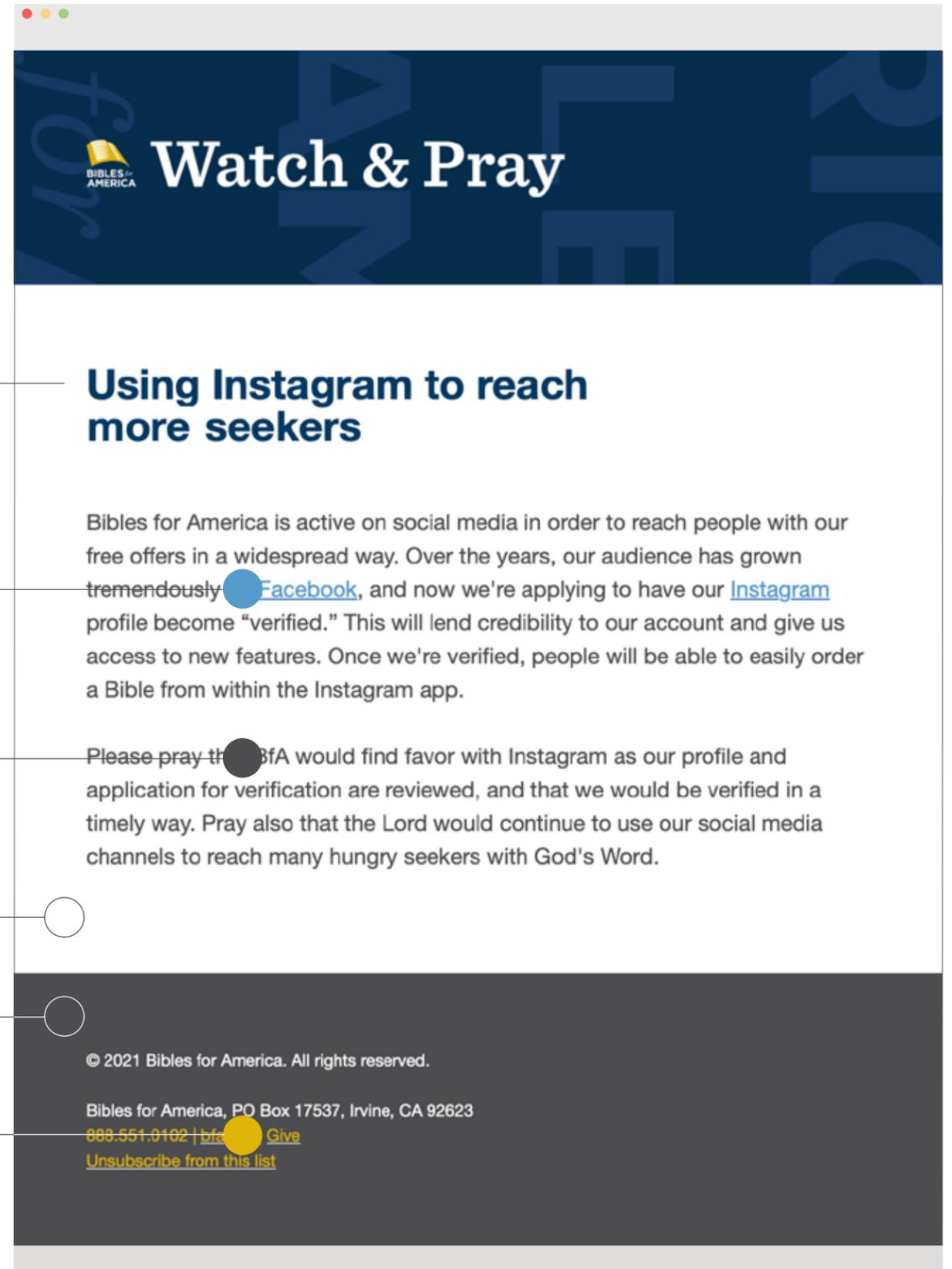
#549ACA

#4D4D4F

#F3F4F4

#4D4D4F

#DEB408



Using Instagram to reach more seekers

Bibles for America is active on social media in order to reach people with our free offers in a widespread way. Over the years, our audience has grown tremendously [Facebook](#), and now we're applying to have our [Instagram](#) profile become "verified." This will lend credibility to our account and give us access to new features. Once we're verified, people will be able to easily order a Bible from within the Instagram app.

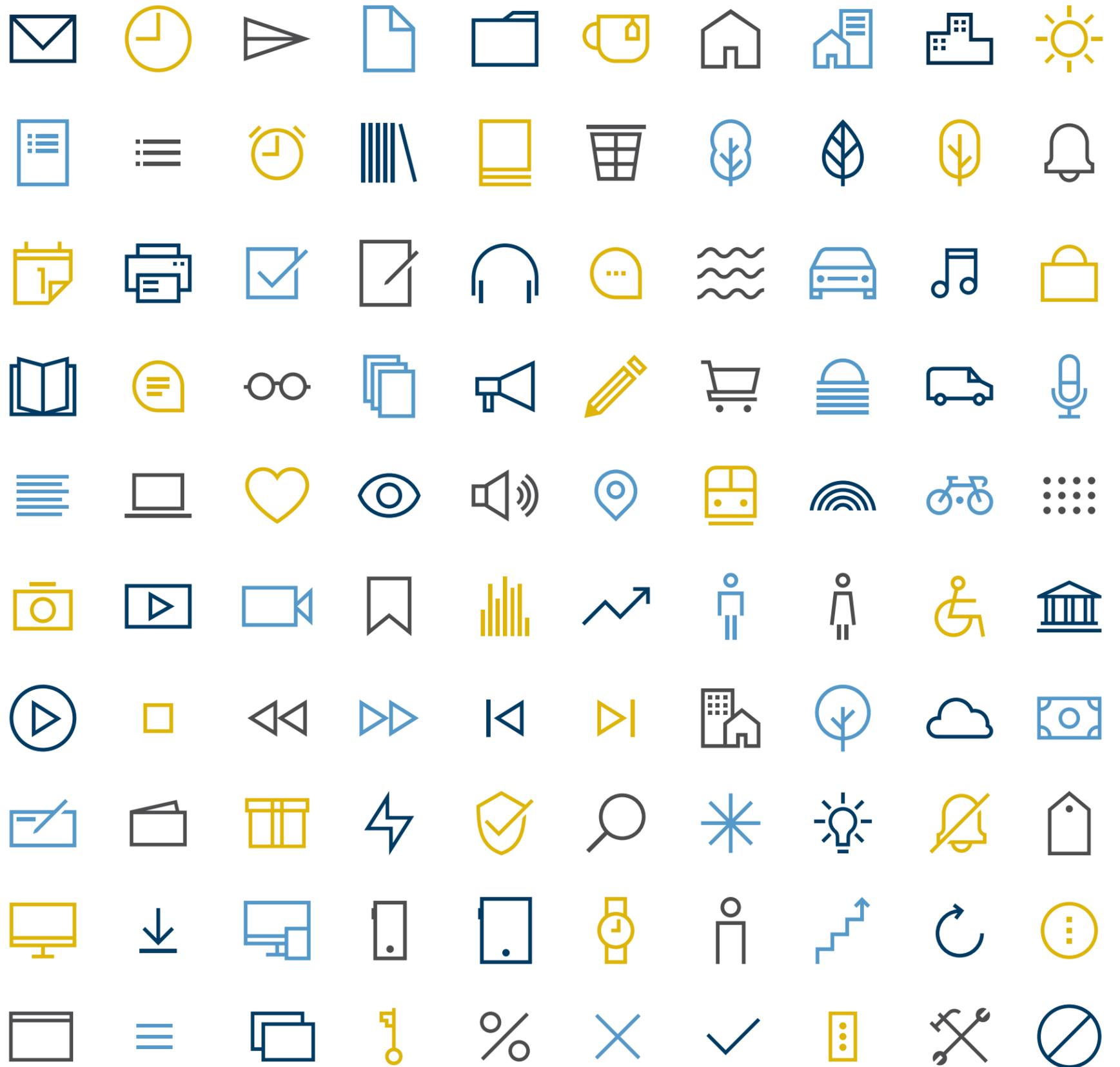
Please pray that BfA would find favor with Instagram as our profile and application for verification are reviewed, and that we would be verified in a timely way. Pray also that the Lord would continue to use our social media channels to reach many hungry seekers with God's Word.

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Bibles for America, PO Box 17537, Irvine, CA 92623
888.551.0102 | [bfa](#) [Give](#)
[Unsubscribe from this list](#)

Iconography

In order to further unify the BfA identity, we have created an icon set with over one hundred icons choose from. This set is to be used on the web, in smart phone apps, and anywhere else an icon is needed. If you would like access to the icon set or need a new icon, 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

BRAND IDENTITY

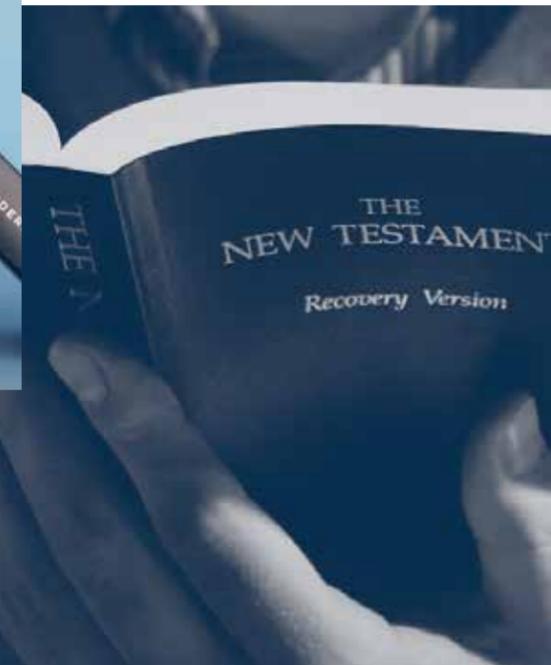
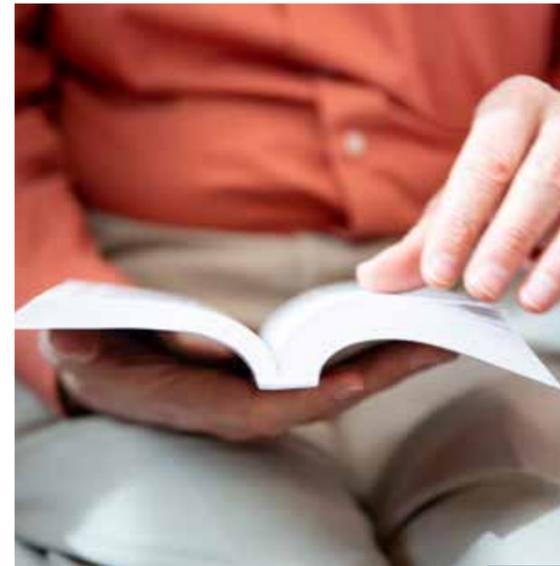
Photography

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.



Textures

We use different textures to add a human element to our designs. They can be used in a variety of different ways. We tend to use grainy backgrounds, ink strokes, and ripped paper when we want to add texture to a background or illustration.



Affiliates

Bibles for Canada

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



Bibles for Australia

Bibles for Australia was established in 2005. The following are the accepted logos.



Bibles for New Zealand

Bibles for New Zealand was established in 2002. The following are the accepted logos.



Bibles for Indonesia

Bibles for Indonesia was established in 2021. The following are the accepted logos.



Bibles for Korea

Bibles for Korea was established in 2022. The following are the accepted logos.



Affiliates

Bibles for Europe

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



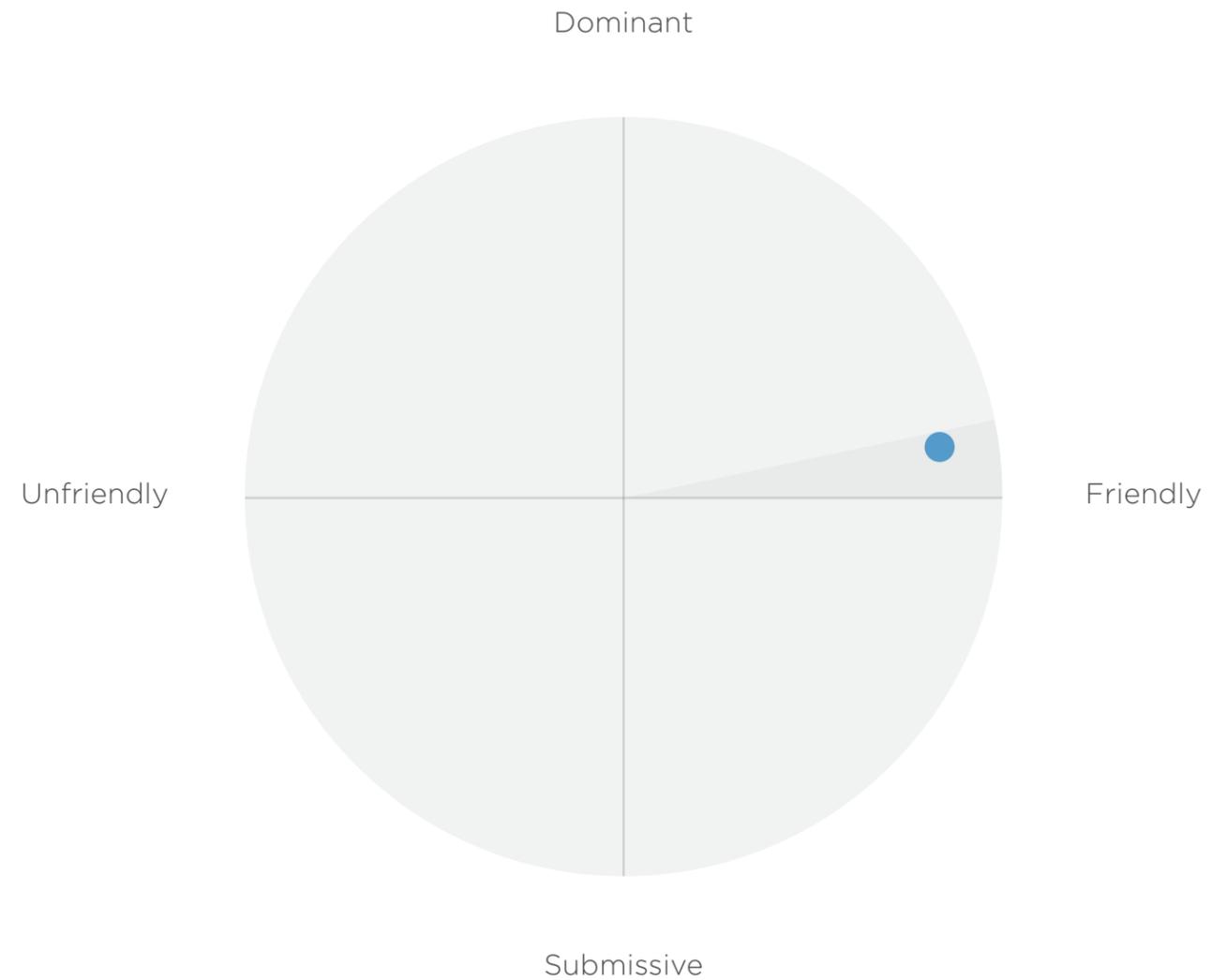
Brand Personality



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

Language and 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 Language and Grammar Handbook. 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](#).



Voice and 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.

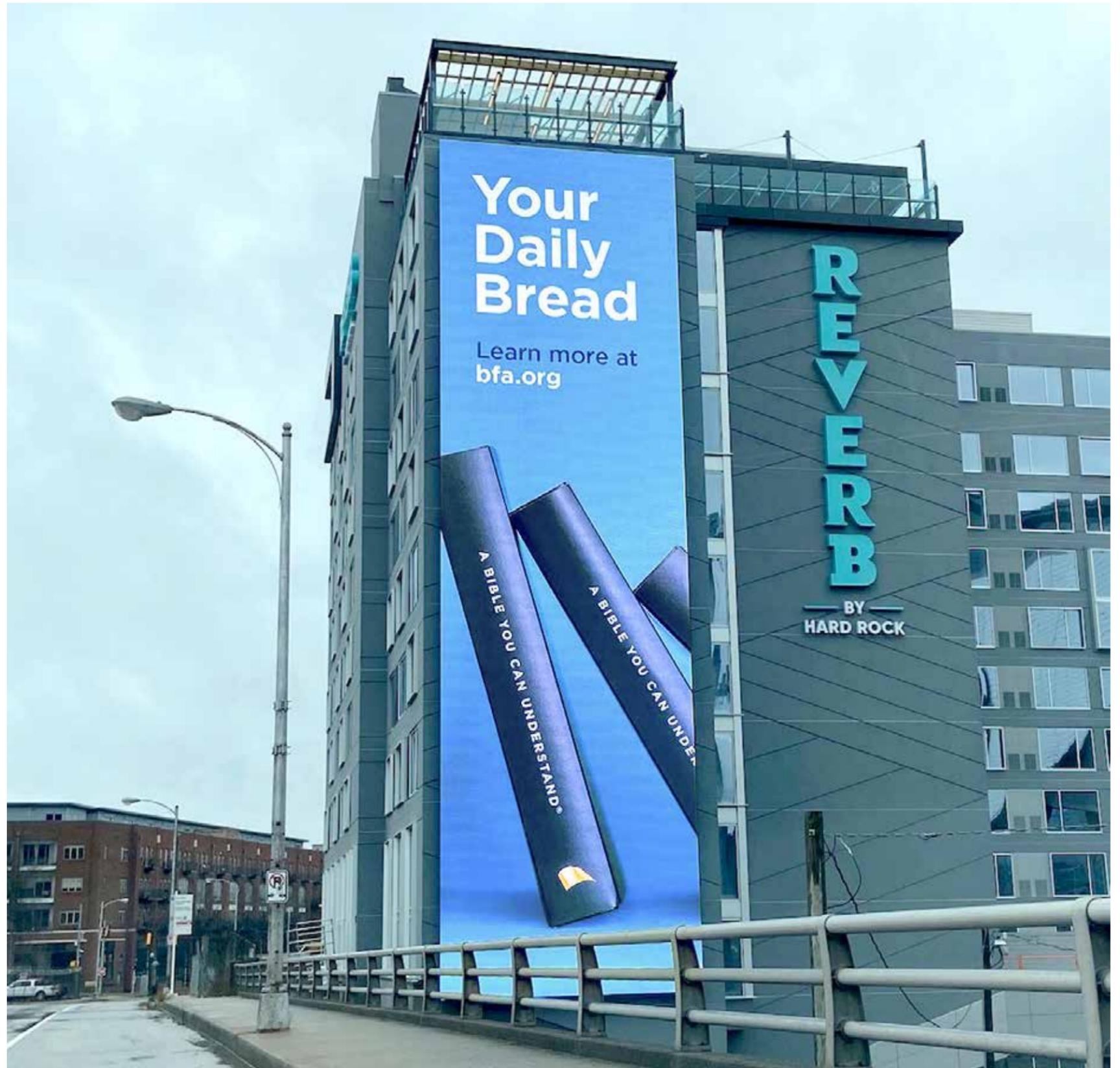
In our writing, we want people to feel as if they're talking to a person and not to an organization. We want people to sense someone who cares is on the other end. We write to people in the same way we speak to them in real life, while maintaining a high standard of grammar and style. We use contractions 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 "cool," "hip," etc.

Marketing

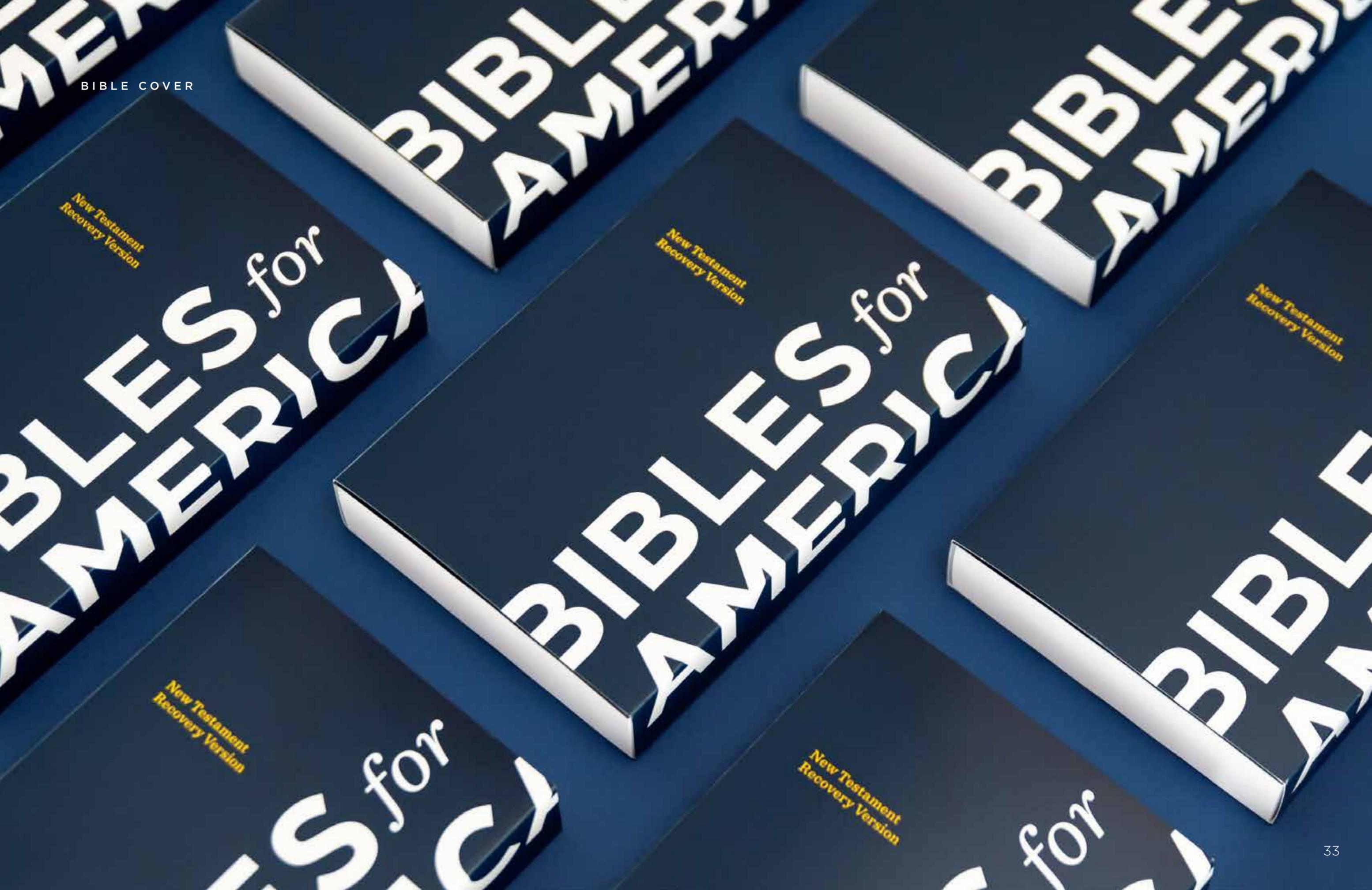
The goal of our marketing is to be as effective as possible in motivating people to take a certain action (order a Bible and books, subscribe to the blog, respond to special invitations, etc.) without compromising our integrity as a spiritual organization. Content should be produced in such a way that people do not feel they're being marketed to. 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.

BfA promotes its products and services through local churches, distribution tours, direct follow-up with recipients, and social media channels such as Facebook and Instagram. BfA is also active in reaching out to people through paid advertising, including Google ads, YouTube ads, radio ads, subway ads, and billboard ads.



Brand Examples

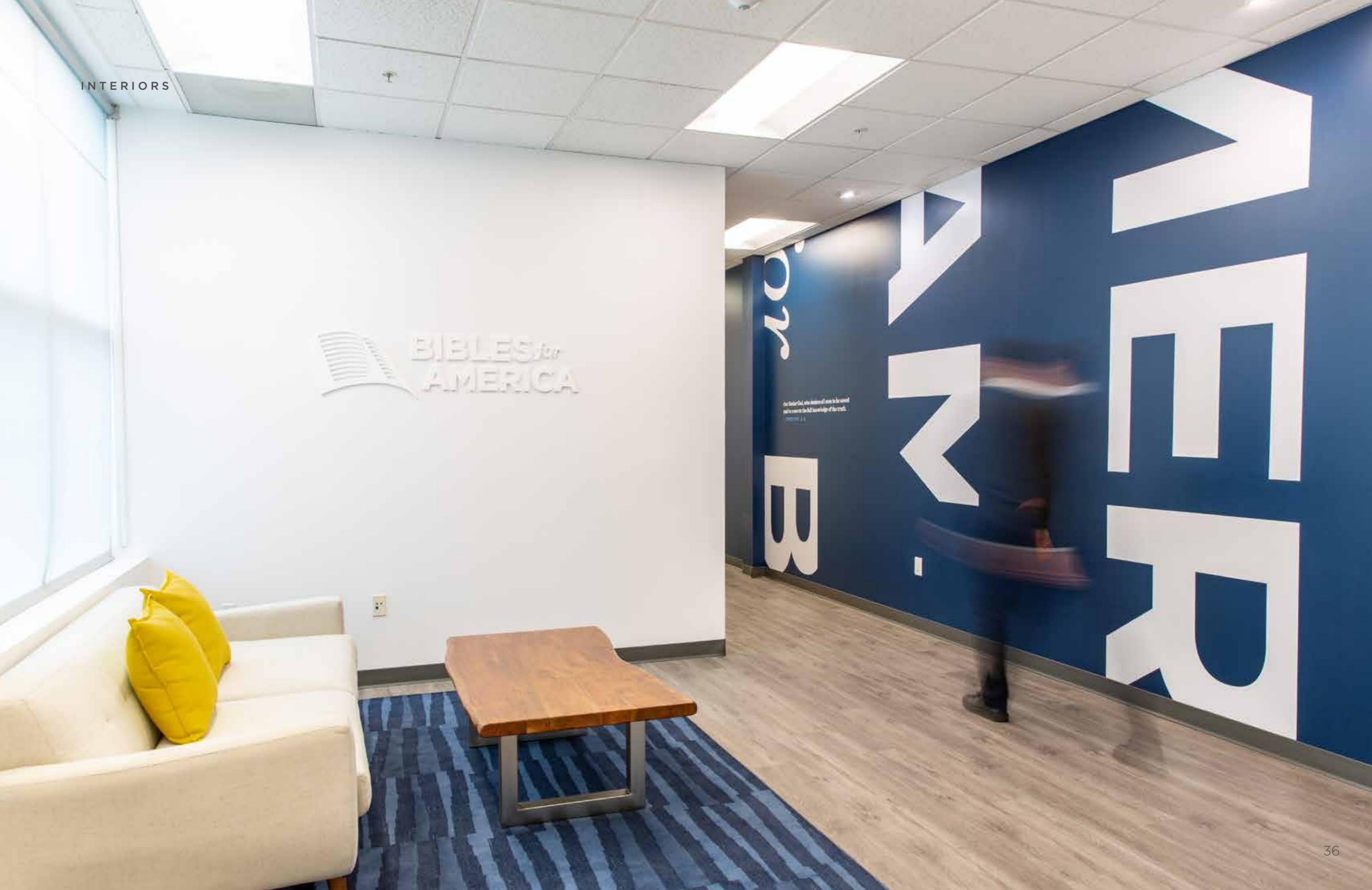






SIGNAGE



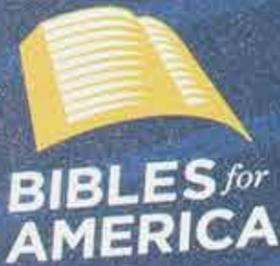






PROMOTION

Free Study Bible



BFA.ORG



2019
**Annual
Update**

Our Savior God desires all men to be saved and
to come to the full knowledge of the truth.

1 TIMOTHY 2:3-4

- ▶ Giving Away Bibles & Books
- ▶ Online Resources
- ▶ New Distribution Center
- ▶ How to Order BFA Materials



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

Eric Axelson
eric.axelson@bfa.org

IT Department

John Peng
john.peng@bfa.org

Marketing Department

Phoebe Wang
phoebe.wang@bfa.org

Donor Relations

Belen Cox
belen.cox@bfa.org

Communications

Joanna Bruso
joanna.bruso@bfa.org

Video Department

Samuel Vinson
samuel.vinson@bfa.org

Spanish Section

Ileana Pagán
ileana.pagan@bfa.org

Management

Tony Barba
tony.barba@bfa.org

