



BRAND GUIDELINES



*Together we are the 4/14 brand,
igniting this generation to
change the world.*

A brand is much more than an organization's look and feel, much more than its logo and tagline. It is our relationship with the generation we serve. It is our connection with every church and network partnership.

It's how the world sees us.

Our brand lives in the minds of our church partners, networks, and stakeholders. And it is our responsibility as movement leaders and advocates to take responsibility for committing to and owning the brand.

We are driven by a clear purpose to nurture a child's God awareness in their developmental window between the ages of 4 and 14, and even up to age 18, when their spiritual identity is being formed. This means that across the 4/14 Movement, we are unified and collaborative in our efforts to awaken this generation.

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*brand
identity*

It's who we are, what we do, and why we do it.



*who we
are*

Mission • Vision • Tagline • Core Values

mission & vision

mission (*why we exist*)

We use the mission statement internally and externally to express our resounding purpose, our reason for being.

We are a global movement partnering with the Church to REACH, RESCUE, ROOT, and RELEASE this emerging generation.

vision (*our long term goal*)

Our vision statement is aspirational, a picture of the world as we imagine it when our work is complete.

Every child living the dream of God for their lives.

rally cry (*what gets us out of bed in the morning*)

The rally cry is an internal and external facing statement that expresses the relentless pursuit of our goal.

Seeing the now generation ignited to change the world.

tagline

A tagline is a highlight of the essential values and identity of our organization.

It is not meant to communicate the whole of who we are and what we do, but rather generate an emotional response to the essence of what we are about.

We use this tagline externally with individuals and churches to raise awareness that God is at work in this now generation. We believe He is inviting us to foster this move of His Spirit that could awaken the whole earth.

OUR TAGLINE

awakening a generation

core values

This is what we're all about.

1. God initiated & driven

We seek to partner with God in His dream for this generation. He is already at work and has invited us into His mission.

2. Child-focused

We affirm the original calling given to our founders of the 4/14 movement to reach the 4 to 14 age group of children with the love and power of Jesus through reaching, rescuing, rooting, and releasing them.

3. Inclusive & collaborative

We are better together. Young and old, men and women, expressing our unique differences, we are on one mission to see God's kingdom established on the earth. We work with like minded churches, networks, and movements on behalf of the 2.2 billion children in the world today.

4. Relational

God is a relational God. Everything we do in relation to others in our world - it all matters. No act or interaction is trivial. We are interconnected with our strategic partners, churches, and the generation we serve. In our interactions with others we treat them as we would treat a true friend. We believe the best and value kindness, humility, generosity, honor, and fun.

5. Innovative in our expression

We choose to pursue a fresh expression of God and seek the new, reimagined, and creative ways He wants to reveal Himself now. The deeper our understanding of who God is in this season, the more we will be able to bring the "now" expression of Him to this generation.

6. Strategic impact

We desire to work with our partners on outcome driven global advocacy, projects and events, (such as mental health issues, gender identity, violence, booming population, etc). Each catalytic project or event will have specific measurable outcomes that we will use to determine our success.



brand

promise

Our promise is the commitment we make to our partners. It is what they are assured of receiving as a result of their relationship with us.

brand promise

Our brand promise is our assurance of what our partners can expect when partnering with us. It is comprised of our brand personality and our movement's unique value proposition.

OUR BRAND PROMISE

We form strategic partnerships with like minded movements and networks that will serve the Church as they endeavor to cultivate a child's spiritual development through reaching, rescuing, rooting and releasing every one.

REACH

Awakening a generation to a life with Jesus.

RESCUE

Bringing hope to a generation at risk.

ROOT

Cultivating life changing God moments that last forever.

RELEASE

Empowering a generation to change the world.

brand personality

Our personality is made up of the traits we exhibit in every interaction. It is the basis of our expression and how we want our audience to perceive us.



bottom up

in our energy, fueled by grassroots leadership.



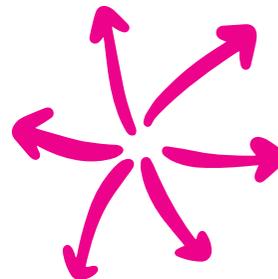
top down

in carrying out the vision from God



upside down

in emphasizing that the least in the world's eyes (children) are the greatest in the Kingdom of Heaven.



inside out

releasing children and youth to go out from our churches and ministries into the world to make disciples.



value proposition

What makes 4/14 unique?

Our mission, vision, values and personality point to a unique value proposition that only 4/14 can claim.

Elements of a Value Proposition

- Unique (our “one thing”)
- Specific benefits
- Action oriented
- Incorporates one or more key brand descriptors

OUR VALUE PROPOSITION

*We want to inspire and catalyze the **Body Of Christ** everywhere, to reach, rescue, root, and release the now generation*



brand
expression

This is how we express our brand, both visually and verbally

Expressing Our Brand Identity

The 4/14 brand identity, including our promise and personality, is the foundation of our brand expression.

Our beliefs and values also guide our decisions when creating deliverables, including visual design and verbal messaging. We apply our brand expression guidelines in order to drive a high standard of quality and consistency for both partners and those whom we serve.

Brand Promise

We form strategic partnerships with like minded movements and networks that will serve the Church as they endeavor to cultivate a child's spiritual development through reaching, rescuing, rooting and releasing every one.



Our Brand Personality

4/14 Brand Personality
bottom up • top down • upside down • inside out



VISUAL EXPRESSION

Essential and supporting elements

VERBAL EXPRESSION

Our voice and tone



PROMOTION

RESOURCES

EVENTS

TRAINING



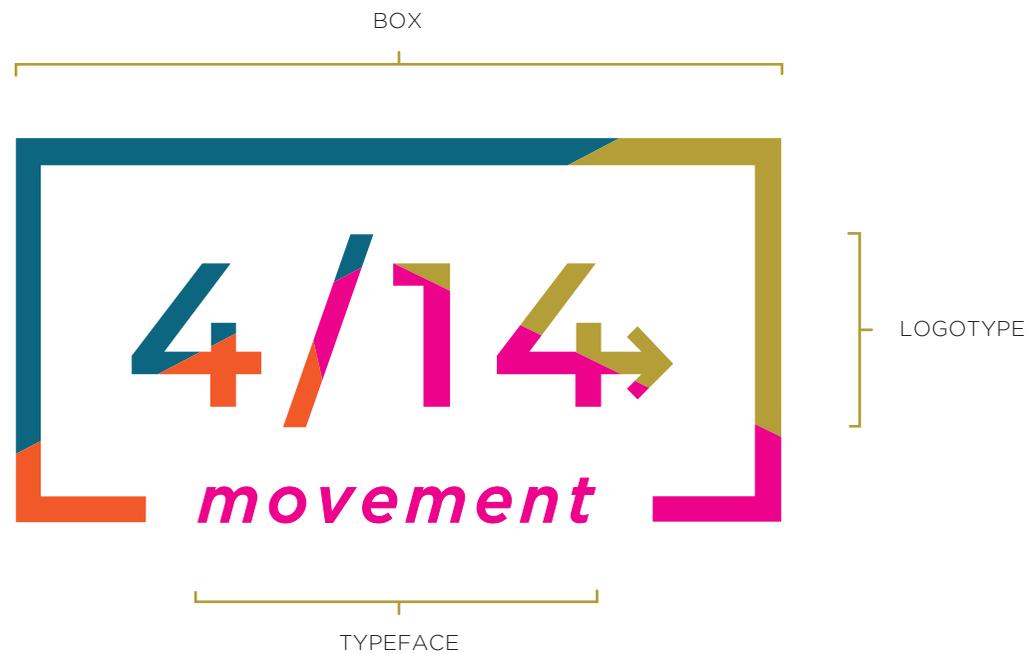
the
Logo

Overview • Variations • Usage Guidelines

the 4/14 logo

As the primary visual expression of the brand, the 4/14 logo should appear as shown in all print and/or electronic applications. The logo consists of three basic elements, the logotype (“4/14”), the box, and the tagline.

For logo usage, these elements should not be separated, rearranged, or altered in any respect. Any allowed variations of the logo can be found on the next page.



logo variations

Primary 4/14 Logo

This is the main logo with which the majority of all communications should be branded. This should be primarily used when communicating to new audiences that may have never heard of 4/14 before.

Never add additional words or phrases to the logo.
Never print geometric/colored version grayscale.



Standalone 4/14

The floating 4/14 logo should be used for all printed and electronic communication in which the full primary 4/14 logo is deemed unnecessary. This means that the audience already has a good understanding of 4/14. Additionally, this may be used when the full primary logo does not work well in a design space.

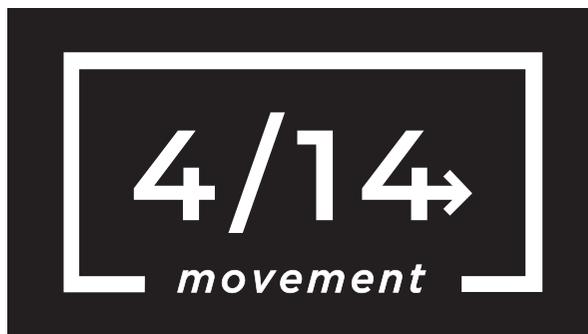
This logo must stand alone. Never add additional words or phrases to the logo. Never print grayscale.



logo variations

Black & White Variations

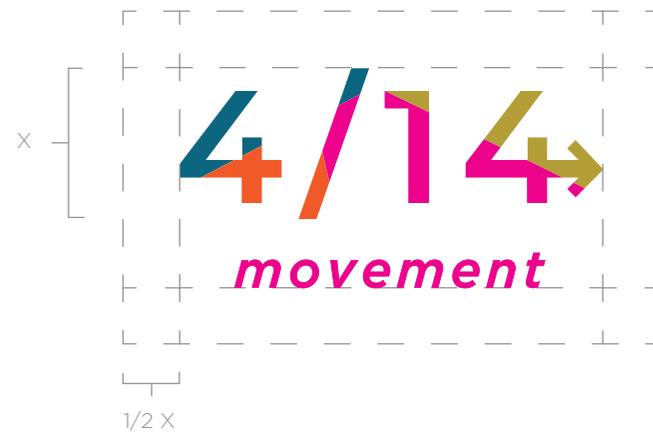
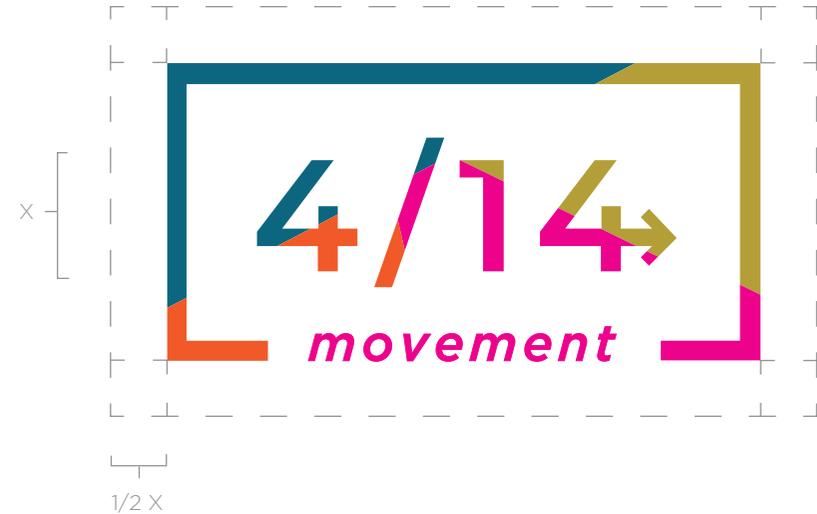
Black and white versions of the logos are allowed, however they should be used as a last resort. Use if printing exclusively in black and white, do not print the full colored version in grayscale. And use if the designed piece is “too busy” with the full-colored logo, but, again, as a last resort.



usage guidelines

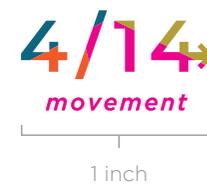
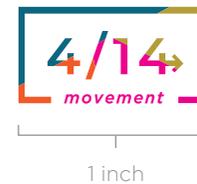
Clear space

Logos are used on a variety of different spaces and among various design elements: patterns, images, graphic elements, or even other logos. For this reason, the space surrounding the logo is essential to properly representing the brand. As a rough rule of thumb, one half of the height of “4/14” should be left on all sides of the logo.



Minimum size for print/web

To protect legibility and impact, the 4/14 logo must be reproduced no smaller than one inch in width. When reproduced in sizes smaller than this minimum, the logo loses its readability and significance.



usage guidelines

Misuse examples

To establish and reinforce awareness of the 4/14 brand, consistent use and reproduction of the logo is essential. Never alter the color or typeface of the logo. Always use the approved logo art provided by 4/14. The 4/14 logo must never be typeset. Use only the approved digital files that accompany these guidelines.



Don't stretch or distort the logo



Don't cover any part of the logo



Don't change the logo's colors



Don't embellish the logo; don't add shadows or gradients

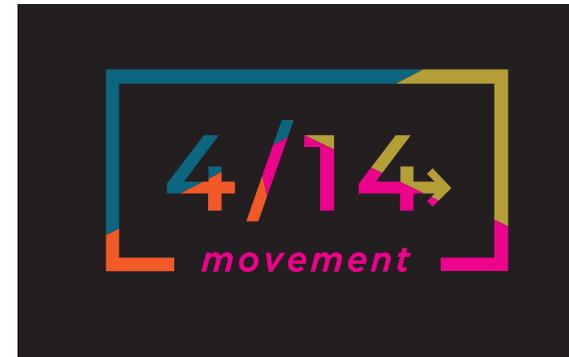
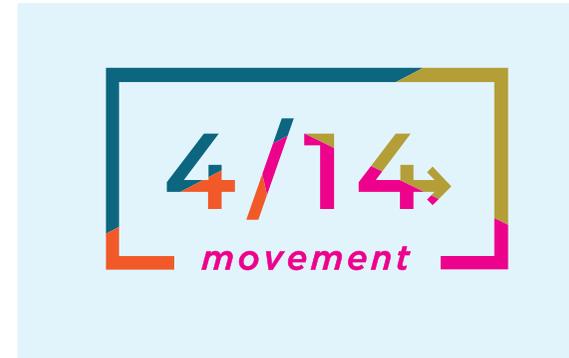
usage guidelines

Backgrounds

To ensure maximum readability and brand recognition, different 4/14 logo variations should be used on certain backgrounds. When using colored backgrounds, use the appropriate logo variation to keep brand colors represented.

On background colors that are the brand's primary colors, use the black or white versions of the logo. On background colors that are neither of the brand's primary colors, use the full color version (or the black or white versions if there isn't enough contrast).

On photography, the black or white versions of the logo can be used as long as the background is "empty" or dark enough to not interfere with the logo's legibility.





*visual
elements*

Color • Typography • Illustration • Photography

color

Primary Color Palette

When using the primary colored logo, only use these colors.

LOGO COLOR PALETTE

These are the only colors allowed to be used in the 4/14 logo. These colors should also be used as the primary color in 4/14 assets.



#f15a29
C0 M80 Y95 K0
R241 G90 B41



#b59e36
C31 M32 Y96 K3
R181 G158 B54



#006780
C95 M49 Y37 K12
R0 G103 B128



#ec008c
C0 M100 Y0 K0
R236 G0 B140

color

Secondary Color Palettes

Every good primary color palette is backed up by supporting secondary colors, which should be used to accent and support the primary palette. As a result, they typically make up a lesser majority of the visual weight in any given application.

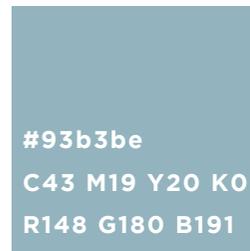
NEUTRALS PALETTE

These are the primary colors that should be paired with the logo color palette to establish enough contrast.



HALF TINT PALETTE

Use these colors when creating graphics that need to be easily recognizable as 4/14.



FOUR R's PALETTE

Use these colors when illustrating the Four R's.



Use of other color is permitted, just keep in mind that this is an international organization. Make sure you know the cultural contexts of the colors you use for the audiences you're reaching.

typography

Primary Typefaces

These are the primary typefaces to be used with the 4/14 brand. Make sure you retrieve the correct Gotham file from our Google Drive, and Input Serif is available in Adobe Fonts. If you do not have access or these files are unavailable, use (sans serif) Montserrat or Raleway and (serif) Courier or Courier New.

GOTHAM

The primary typeface for the majority of all 4/14 communications.

Gotham Bold

Gotham Medium

Gotham Medium Italic

Gotham Light

Gotham Light Italic

INPUT SERIF

Used to accent Gotham, use sparingly — for headlines, statements of impact, etc.

Input Serif Thin

Input Serif Thin Italic

Input Serif Extra Light

Input Serif Extra Light Italic

Input Serif Light

Input Serif Light Italic

Input Serif Regular

Input Serif Italic

Input Serif Medium

Input Serif Medium Italic

Input Serif Bold

Input Serif Bold Italic

Input Serif Black

Input Serif Black Italic

typography

Handwritten Typography

Handwritten typography adds a level of fun and humanity that emphasizes the age range we are trying to reach. Handwritten typography should be used sparingly and reserved for headlines and statements of impact.

This should be hand-written, either on paper and digitized or via iPad or other tablet. Don't use a generic script font as these are easily recognizable as "cookie cutter." Have fun with it, it's supposed to be imperfect.

the
FUTURE
is here

THIS IS THE
NOW GENERATION

photography

We want to be story-centric

We want to bring the real-life stories of what God is doing through 4/14 to our audiences around the world. Photography is a big part of that. We want to show people real, honest, and uplifting images of what their involvement with 4/14 is doing to impact kids ages 4 to 14, even up to 18. Colors should not be desaturated or over-filtered.

DO

- + Use photos that dignify their subjects.
- + Show children and mentor figures.
- + Use action shots.
- + Use images that convey emotion and tell a story.

DON'T

- + Use demeaning or undignifying photos.
- + Avoid photos depicting unnecessary violence, poor behaviors, or overly graphic images unless explicitly approved and accompanied by a contextual explanation.



These are example images from Unsplash. As a general rule of thumb, use as much original photography as possible.

photography

Different Types

Use these different categories of photography for different purposes and audiences.



PROFESSIONAL

These photos are high resolution, artistically appealing, and taken by professional 4/14-appointed photographers. Use these photos for general 4/14 branding, marketing, digital and print materials.

Again, avoid stock photography. It is impersonal and doesn't show authentically what 4/14 is doing.



4/14 IN ACTION

These photos are taken by those involved with 4/14, whether staff, volunteers, or associated groups. They show the things 4/14 is doing on a day-to-day basis. They are usually low resolution, probably taken on a phone. These should only be used to share updates from the field, stories, and to illustrate the impact 4/14 is having on kids' everyday lives.



PARTNERSHIPS

These photos depict those who are partnering with 4/14 and are usually taken at stakeholder events or fundraisers. Use these photos to celebrate partner efforts and show how people can get involved.



our

voice

What we say and how we say it.

our voice

**Our voice is what we say and our tone is how we say it.
Our voice makes us unique and our tone makes us human.**

4/14's voice embodies our beliefs, values and brand personality in the words and phrases we use. We demonstrate this by using a voice that is hopeful, passionate, and visionary. This unites our messaging and imagery to ensure an all-around consistent experience.

HOPEFUL

Our voice is

- + Positive and honest with credible data
- + Faith-filled, trusting that God is in control of all things
- + Believes in the potential for change

Our voice is not

- + Panicked or doomsday focused
- + Negative or guilt driven

PASSIONATE

Our voice is

- + Heartfelt and compelling
- + Energetic and genuine
- + Expressing the heart of God

Our voice is not

- + Fanatical, dramatic, or intense
- + Exaggerated – painting a false picture of reality

VISIONARY

Our voice is

- + God-breathed and Jesus centered
- + Purposeful, focused, and future-oriented.
- + Clear, creative and current.

Our voice is not

- + Tired, unimaginative, stale
- + Trite: lacking originality or freshness
- + Cliche bible terms

our tone

Voice and tone speak to the way a brand presents its content.

The brand voice is a consistent, unified persona that should be recognizable in every piece of content. The brand tone is more variable and responsive, within the range of the brand voice. Think of a brand like a person: people have the same personality, yet we adapt our tone depending on the subject and situation.

THE STANDARD 4/14 TONE

We use a fresh and supportive tone with an underlying sense of urgency that conveys our passion for the now generation.

Examples

- + “The future is here.”
- + “There is no place we’d rather be than in the middle of His dream for a generation.”
- + “If children can come into an authentic relationship with Jesus, not only will lives be changed, but they transform their community and the world around them.”

awakening a generation

4/14→
movement