



Pioneer Bible Translators®

Brand Guide

Contents

Branding

Style

Logo

Color

Typography

Introduction

The information in this manual has been developed by the Media Arts and Communications Team to define the best practices of communication for Pioneer Bible Translators®. By following these guidelines, you can help Pioneer Bible Translators build trust and credibility with our audiences by creating communications that are unified and consistent with our brand message.

These styles have evolved over a period of several years, and you can expect that they will continue to change and improve. Please email mac@pbti.org with any questions or feedback about these guidelines.

Branding

These board-approved statements are available for use when communicating about our mission and vision.

About Pioneer Bible Translators

Pioneer Bible Translators® bridges the gap between the Church and the Bibleless people groups around the world. Our team is composed of Bible translators, literacy specialists, church planters and a variety of other personnel working together toward our vision of transformed lives through God's Word in every language.

Our Mission

Pioneer Bible Translators exists to disciple the Bibleless, mobilizing God's people to provide enduring access to God's Word.

Our Vision

Transformed Lives Through God's Word in Every Language

Our Primary Strategy

Prayer is Our Strategy

Common Branding Statements

Transformed Lives Through God's Word in Every Language

Planting Churches Through Bible Translation

Providing Enduring Access to God's Word

Discipling the Bibleless

Prayer is Our Strategy

Churches Using Scripture to Grow, Mature and Multiply

Using Our Mission and Vision Statements

It is important to label and use our Mission and Vision statements correctly.

- ✓ Our vision is transformed lives through God's Word in every language.
- ✗ ~~Our mission is transformed lives through God's Word in every language.~~
- ✗ ~~Our vision is transformed lives.~~

It is also important not to change these statements.

- ✓ Transformed Lives Through God's Word in Every Language
- ✗ ~~Transforming lives through God's Word in every language~~
- ✗ ~~Transforms lives through God's Word in every language~~

Important: Avoid saying that "Pioneer Bible Translators transforms lives through God's Word in every language." It's God who does the transforming, not Pioneer Bible Translators.

Abbreviation

Each word in our name has significance, so use the organization's full name when possible. If a block of text repeats "Pioneer Bible Translators" often enough to sound awkward, rewrite it rather than abbreviating.

Shorten only if absolutely necessary—and only in contexts where you have already used our full name—by saying "Pioneer Bible." Never abbreviate: "PBT."

- ✓ Pioneer Bible Translators
- ✓ Pioneer Bible
- ✗ PBT

Using only the letters is too exclusive—your audience may not be familiar with the organization, and they will not be able to find Pioneer Bible Translators by searching for "PBT" online.

Style

Pioneer Bible Translators uses the *Associated Press Stylebook*, the most common style used for mass communication. We have adopted the following guidelines for topics not included in the *AP Stylebook*:

- » Do not hyphenate *Bibleless*, *churchless*, or *Scriptureless*.
- » Capitalize pronouns for God, such as *He* or *His*—even if quoting a Bible translation that does not—because some regard a lack of capitalization as a lack of reverence.
- » Capitalize *Gospel* or *Good News*.
- » Capitalize words referring to the Bible, such as *Scripture*, *Holy Book*, *God's Word*, *the Book of John*.
- » Capitalize *Church* only when using it as part of a proper noun or when referring to the Church universal. "*Christ is building His Church.*"
- » Do not capitalize *biblical* or *portion*, as in *Scripture portion*.
- » Do not capitalize *translation*, *translator*, or other roles or job titles unless there is a specific reason to do so. "*She is a Bible translator.*" "*He serves in language survey.*"
- » Avoid militaristic terms such as *target*, *crusade* or *front lines*.
- » Avoid words with derogatory tone, such as *tribe* and *native*. Also avoid using words or tones that cast others, particularly nationals and host locations, in a negative light.
- » Capitalize *Deaf* when referring to people who cannot hear: *Deaf people*, *least-reached Deaf communities*, *the Deaf*, *Deaf churches*.

Formatting URLs

Our URL should be written as **PioneerBible.org**, capitalizing Pioneer and Bible and omitting *http://www*. For ease of reading, use capital letters to indicate separate words in links to specific pages when the words are not separated by a special character.

- ✓ PioneerBible.org
- ✗ ~~www.PioneerBible.org~~
- ✓ PioneerBible.org/FindYourPlace
- ✓ PioneerBible.org/find-your-place
- ✗ ~~PioneerBible.org/findyourplace~~

Registered Trademark

The name Pioneer Bible Translators® is a registered trademark.

- » In official corporate communications: The ® symbol should be used the first time the name Pioneer Bible Translators® occurs in the main body text.
- » In non-corporate communications: The ® symbol is not required. *Examples: prayer cards, ministry newsletters*

Images

Since heart-language Scripture is our ministry distinctive, ministry communications should include nationals with Scripture when possible and appropriate.

Styles Regarding Security

- » Do not use the names or pictures of teammates in any public communication without their explicit permission.
- » Do not use the names or pictures of any nationals in any public communication without the explicit permission of the teammate serving them on the field.
- » Do not use the actual names of places, people or languages. Instead of country names, use the geographic designations specified in our Information Security Protocols. Instead of other names, use generic references (*the capital, the evangelist, their heart language*) or create natural-sounding pseudonyms.
Exceptions: *It is all right to name Papua New Guinea and Vanuatu as well as the languages spoken there. It is also all right to name the countries where we have Global Partnerships (such as Ukraine and Brazil).*
- » Avoid using single-letter abbreviations (such as *P. said* or *the M. people*) because they call attention to omitted information.
- » Do not use names associated with specific religions, such as *Islam, Muslim, Quran* or *Hindu*. Instead, use generic terms such as *local religion, predominant religion* and *books their religion regards as holy*.

Please refer to the Pioneer Bible Translators Information Security Protocols document for a complete list of security guidelines and geographic designations.

Logo



Primary Logo

The logo illustrates an open Bible with a turning page. This is the primary version of the logo and should be used whenever possible. Please be intentional about using it with care.



Reverse Logo

Use on dark backgrounds when the orange Bible will not clash with the background.



White Logo

Use on backgrounds where the orange Bible would not be clearly visible and on dark backgrounds when color printing is not possible.

Note: The orange square is not part of the logo.



Black Logo

Use only in situations where color printing is not possible.

Using the Logo



Maintain Clear Space

The clear space all around the logo should be at least the same as the height of the letter "B" in "Bible Translators."



2017 (CURRENT)



2008 (OLD)

Use the Newest Version

Current versions of the logo have straight edges rather than curved ones as in older versions.

Please Avoid:



Low Quality

This logo is low-resolution and appears pixelated.



Recreated or Modified

Do not add, remove or change any elements. This uses the wrong font.



Poor Contrast

This reverse logo is not clearly visible on the background.



Distorted or Stretched

The first logo is too narrow and the second is too wide. You can usually avoid distortions like these by holding down the Shift key while resizing the logo.

Color

Our Palette

Our color palette was carefully developed using shades of orange and warm gray combined with white. The palette is flexible and can be used to create a wide variety of designs while maintaining a cohesive brand image.

The monochromatic shades of orange support the boldness of the orange in our logo, yet they can be used alongside nearly any color photograph. The warm gray and white palette complements the orange and provides an updated take on earth tones.

Important: To avoid looking like Halloween, don't mix color blocks of orange and black, and never use black text on top of orange.

Primary Colors

The most utilized colors in the palette are:

 Logo Orange

 White

 Milk Tea

 Portobello

Always Use Logo Orange

Every Pioneer Bible Translators design should use Logo Orange (sparingly). In addition to appearing in the logo itself, it can be used in headings or as a background for text.

Terracotta

HEX f6895a
RGB 246-137-90
CMYK 0-57-69-0

Spanish Tile

HEX f37443
RGB 243-116-67
CMYK 0-68-80-0

Logo Orange

HEX f15d22
RGB 241-93-34
CMYK 0-79-100-0

Chili Pepper

HEX da5425
RGB 218-84-36
CMYK 7-81-100-3

Paprika

HEX c94e25
RGB 201-78-38
CMYK 13-82-100-7

Red Clay

HEX b84826
RGB 184-72-38
CMYK 20-84-100-10

Rice Paper

HEX f7f3f1
RGB 247-243-241
CMYK 2-3-3-0

Milk Tea

HEX eeeae5
RGB 239-233-228
CMYK 5-6-8-0

Khaki Pants

HEX d1c7bd
RGB 209-199-189
CMYK 18-18-23-0

White

HEX FFFFFF
RGB 0-0-0
CMYK 0-0-0-0

Portobello

HEX 888079
RGB 138-128-121
CMYK 47-44-48-8

Porto Mink

HEX 615e57
RGB 97-94-87
CMYK 56-50-56-31

Mink

HEX 403a37
RGB 64-58-55
CMYK 64-62-64-53

Typography

Primary Typeface

Open Sans is our primary typeface in corporate communications. It is distributed free by Google and you may download Open Sans for use in your corporate or ministry communications.

The Open Sans font family is optimized for legibility across print, web, and mobile interfaces. It features multiple weights, a true italic, and wide letterforms with a high x-height that give it a friendly, legible appearance.

Download Open Sans at <https://fonts.google.com/specimen/Open+Sans>. Contact the IT department if you need help downloading and installing fonts onto your computer.

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Regular Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Extra Bold

Open Sans Extra Bold Italic

Secondary Typeface

Verdana should be used only when it is not possible to use our primary typeface. Similar to Open Sans, Verdana is readable at smaller sizes, but is only available in four weights.

Verdana Regular

Verdana Regular Italic

Verdana Bold

Verdana Bold Italic

Example Text Styles

Heading 1

Open Sans Bold 42 Point Logo Orange

Heading 2

Open Sans Bold 30 Point Logo Orange

Heading 3

Open Sans Bold 24 Point Logo Orange

Heading 4

Open Sans Semibold 18 Point Logo Orange

Heading 5

Open Sans Semibold 15 Point Logo Orange

Heading 6

Open Sans Semibold 12 Point Logo Orange

Heading 7

Open Sans Semibold 11 Point Logo Orange

Subheadline

Open Sans Semibold 24 Point Portobello

Body

Open Sans Regular 11 Point Black

Caption

Open Sans Semibold 8 Point Paprika

Footnote

Open Sans Regular 8 Point Portobello