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.
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
- 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.

Black Logo
Use only in situations where color printing is not possible.

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

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.”

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.
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 Regular
Open Sans Semibold
Open Sans Bold
Open Sans Extra Bold

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 Bold

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