



**Boys & Girls
Missionary Challenge**

BRAND STYLE GUIDELINES | Sept 2017

PERSONALITY PROFILE SUMMARY

We are the only long-standing missions ministry partner in the Assemblies of God that awakens and activates creative compassion in kids within the local church so that the next generation is empowered to pray, give, and go.

We are engaging storytellers, givers, local leaders, and directors who challenge kids to embrace sacrificial living for the sake of the gospel. We see every generation personally responsible for the Mission of the Church.

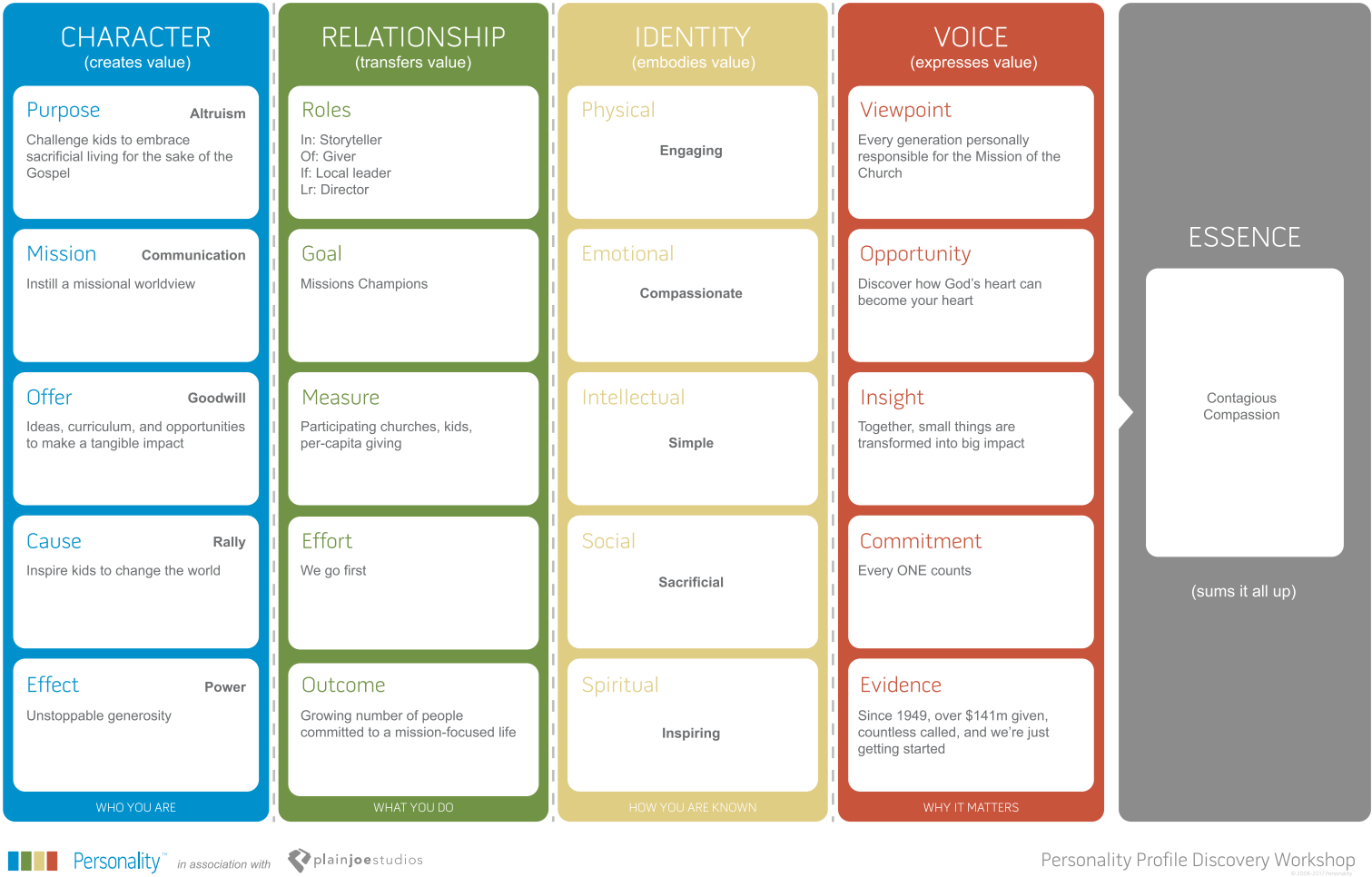
We instill a missional worldview with the goal of compassionate Missions Champions who discover how God’s heart can be their heart.

We offer simple ideas, curriculum, and opportunities to make a tangible impact through participating churches, kids, giving, etc. Together, small things are transformed into big impact.

We inspire kids to change the world because we sacrificially go first. Every ONE counts.

A growing number of people committed to a mission-focused life is inspiring and brings unstoppable generosity. Since 1949, over \$141 million dollars has been given, countless people have heard the gospel.

BGMC
Contagious compassion.





We've designed the BGMC brand identity to not only communicate consistency but also to maximize creative imagination and flexibility.

Our identity is a reflection of our engaging, compassionate, simple, sacrificial, and exciting attributes.

Our logo supports clear name recognition. The color distinction between BG and MC help us remember that our reason for existing is both about boys and girls and inviting them into the challenge of world missions.

The G and C within the logo are both turned up slightly to communicate an open-handed generosity, optimism for the future and a desire to go!



LETTERMARK + NAME DESCRIPTOR



LETTERMARK ONLY

LOGO APPLICATION

The BGMC logo may be utilized in any of the following configurations:

TWO COLOR



BLACK



LETTERMARK

The lettermark can also be used on its own without the full name descriptor. It follows the same two-color, black and reversed application used with the full logo.





COLOR APPLICATION

The primary logo color is Yellow and Charcoal, but the logo can be used with any of the graphic colors both as a two-color option paired with charcoal and as a reversed two-color and fully reversed to white.

Our brand identity was built to leverage our full brand color palette to increase flexibility. That means the BGM logo can be reversed in 2 color or white with any of the graphic colors in our palette.





USAGE GUILDLINE

CLEAR SPACE

In normal placement make sure there is "Clear Space" equivalent to 1/4th the size of the lettermark.



MINIMUM SPACE

Reproduction of the logo may not be smaller than 1.5 inches to negate the possibility of a poor visual representation and to ensure the image is visually dynamic





1.5" wide





1.5" wide

RESTRICTIONS

- 

Do not put the logo in a tight box. Give the logo room to "breathe." Placing the logo in a box is acceptable as long as the clear space rules apply.
- 

Do not distort or skew the logo.
- 

Do not add an outline / stroke to the logo.
- 

Don't change the size relationship between the logo and the type.
- 

Do not stretch the logo taller or wider. Keep it proportional.



COLOR

PRIMARY LOGO COLORS

Our color palette was created to support brand flexibility. The mixture of slightly muted warm and cool colors helps to create a modern backdrop for multiple communications.



YELLOW
C2 / M2 / Y81 / K0
R255 / G235 / B88
#FFEB58



CHARCOAL
C0/ M0 / Y0 / K95
R65 / G65 / B65
#414041

GRAPHIC COLORS



RED
C0 / M100 / Y73 / K0
R249 / G15 / B74
#F19A26



ORANGE
C1 / M29 / Y100 / K0
R253 / G188 / B22
#FDBC16



BLUE
C73/ M33 / Y41 / K5
R85 / G140 / B145
#548C91



GREEN
C40 / M9 / Y76 / K0
R165 / G194 / B110
#A5C26E

10% Black added to darken color in texture applications





PRIMARY TYPEFACE

Our typeface was selected to be both readable and approachable. It is modern and kid friendly—not too serious, not too decorative.

Roboto Regular

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*

Roboto Bold

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*

Roboto Italic

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*1234567890!@#%&**

TYPE HEIRARCHY

The hierachy refers to the order of importance of the fonts. The font can be used in all caps or sentence case for Headers or Subheads.

1. HEADER

ROBOTO BOLD
ABCDEFG123\$

2. SUB HEADER

Roboto Bold
ABCDEFG123\$

3. BODY COPY

Roboto Regular
ABCDEFG123\$

4. ITALICS

Roboto Italic
ABCDEFG123\$



GRAPHIC STYLE

GRAPHIC TEXTURES

Our brand supports flexibility through interchangeable color and graphic textures. These textures are subtle patterns that can be used to create visual interest.

We currently have two textures to choose from. Over time, we anticipate creating and adding to these options to create a dynamic and changing library of options.

Textures should only be applied mono-chromatically. Never to be reversed or in a contrasting color.

OPTION 1: This graphic texture is inspired by a compass.



OPTION 2: This line pattern is an abstract world map



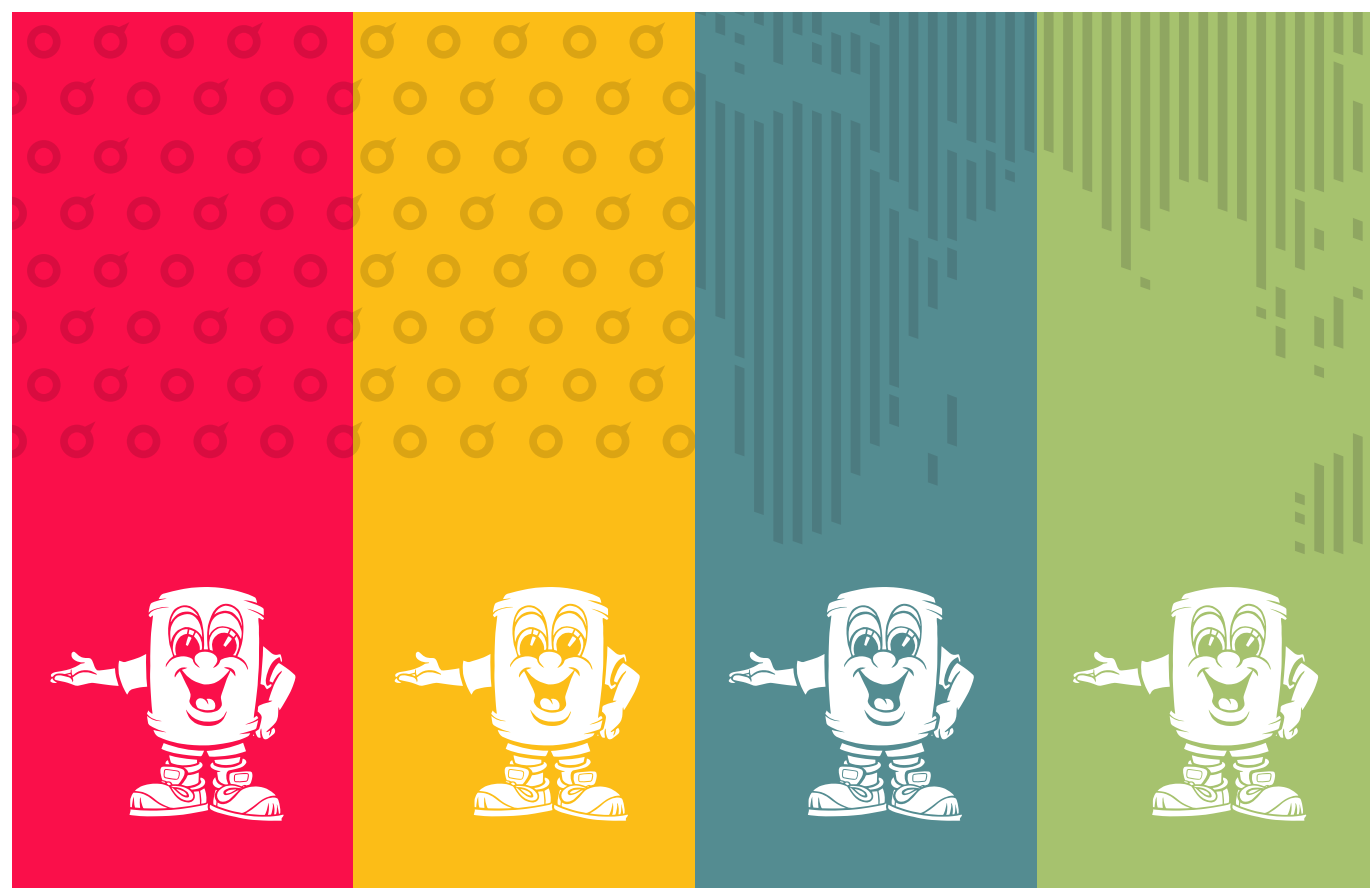


GRAPHIC STYLE

BUDDY BARREL

Our long-time mascot has not gone away. We have designed a system that allows Buddy to remain present.

The new color palette works exceptionally well with reversed illustrations. There will be a time and place for Buddy to be used in his full-color form, but when paired with our new logo, Buddy should typically appear in white, reversed on one of the graphic colors.



TRADEMARK & SEAL

Our official trademark and seal.



BGMC's official trademark continues to be our circle featuring Buddy, the national flags and our name. We are not retiring this trademark, however we are moving it into a more official and corporate position.

The official trademark should only appear as necessary and in a secondary position near contact or legal information.

QUICKLINKS

[ABOUT BGMC](#)
[FAQ](#)
[FUND RAISING IDEAS](#)
[LEADERSHIP HELPS](#)
[NATIONAL BGMC EVENTS](#)
[VIDEOS](#)

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SAMPLE APPLICATIONS

