



**<< outreachamerica >>**  
boldly advancing kingdom  
boundaries in North America

# **B**randing Guideline

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# Our Goals

OutReach America is a ministry focused on inspiring, equipping and encouraging teams, and individuals to intentionally develop followers of Christ on University campuses and in “gate-way” major population centers of the USA.

We seek to bring all Americans into a relationship with Jesus through targeting our message to major cities and employing the skills and efforts of college students.

Based at Harding University in Searcy, Arkansas, OutReach America strives to build teams of students to take interest in reaching the lost. The two methods that we most encourage for this outreach are team church planting and team church growing.

The number of churches that are closing their doors and selling their buildings is undeniable evidence that many churches are in need of a breath of fresh air.

# Our Mission

To boldly expand **Kingdom** borders.

## **Team Church Growing**

It's sad but true: North America is the only continent on Earth where the Christian Population is decreasing. In fact, Christians in other countries already talk of sending missionaries here!

Teams of willing Christians can be equipped and sent to fading churches to breathe life back into them! Imagine ten men and women with strong faith, courageous spirits, and a devotion to a heavenly mission working with an existing congregation. Most of Harding's graduates will join an established congregation. We believe that they should join with intention. Intention to bless that congregation. Intention to serve that community. Intention to not fill their place in a pew, but to fill the pew with everyone they meet!

## **Our Plan**

Harding University is a private Christian school of roughly 6,000 students. Our first milestone will be to have 10% of them (600 people) committed to serve as vocational missionaries after graduation. To that end, we host various training events throughout the year to equip them. We have regular promotions on campus to make them aware of this great opportunity. And most of all, we pray for them and for the lives that they can touch.



# Contact

## **OutReach America Coordinator**

Contact Marvin Crowson: [mcrowson@harding.edu](mailto:mcrowson@harding.edu)

## **Branding Coordinator**

Contact Laura Paden: [lpaden@harding.edu](mailto:lpaden@harding.edu)

If there is any question about what OutReach America is or what they stand for please contact Marvin Crowson.

For questions regarding the branding, please contact the branding coordinator Laura Paden

# Logo



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OutReach America logo is a simple logo that is just showing the letters of the company. With the dark colored 'O' and the light 'A' cutout. The color is chosen to represent the main color of America.



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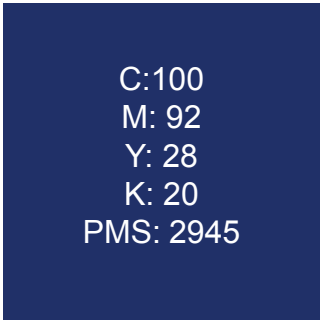
# Color Identity



C:13  
M: 100  
Y: 100  
K: 4  
PMS:187

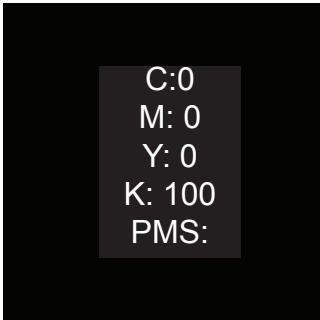
This red is being used as the primary color because it is a bold color and gives the energy that is wanted from this organization.

OutReach America wants people who are bold and want to reach out. It is also the colors of the United States where the organization is focused.



C:100  
M: 92  
Y: 28  
K: 20  
PMS: 2945

This blue is being used as the secondary color because it is an extension of the theme of America. Since it is second color that symbolizes the nation.



C:0  
M: 0  
Y: 0  
K: 100  
PMS:

Black is used for the copy of the branding guideline because of the high contrast it brings from the light background to make all copy easy to read.

# Misuses of the Logo



Do not add a stroke to the logo. |

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Do not add effects to the logo. |

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Do not change the text in logo. |

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**boundaries in North Africa**

# Misuses of the Logo



Do not change colors of the logo.

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Do not skew the logo in anyway.

<< **outreachamerica** >>  
*boldly advancing kingdom  
boundaries in North America*

# Typography

## Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&?%"/":;!

Times New Roman is selected for this project because it shows the formality of the organization. Outreach America is straightforwardly sending people out into the world.

## Birch STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&?%"/":;!

Birch STD is selected because it gives an old style, but it also has an element of having a more creative font. It is not to be used for body copy. It is only to be used for headlines.

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&?%"/":;!

Arial is only to be used in the logo. It is used to give a contrast from the more formal text of the Times New Roman, and the Old Fashioned aspect of the Birch STD.

# Style Sheet

- Outreach America should always be two words.
- Heading colors should always be red and blue, and Birch STD font.
- Copy color should always be black, and Times New Roman font.
- Hyphens should never be used in copy or headlines.
- All caps should never be used in headlines or copy. Correct sentence structure should be used.
- Correct spelling should be used.
- Symbols should never be used as words. Example: “&” for “and”
- Using single leading in all body copy.
- Always keep the headings in one line, even if headings have to be reduced in size.
- The size of the heading should always be at least 40 points different than the copy.
- When possible keep body copy 12 points, sub-headings 30 points and heading 70 points.
- Left sided paged should be justified right.
- Right sided pages should be justified left.

# Internal Collateral



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Harding University  
Outreach America  
Missions Department  
915 E. Market Ave.  
Searcy, Arkansas 72149  
501-555-5555



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Letterhead 8.5 x 11

Harding University  
Outreach America  
Missions Department  
915 E. Market Ave.  
Searcy, Arkansas 72149  
501-555-5555



Business Card (3.5" x 2")



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Large Envelope (9" x 12")  
Scaled to 8.5 by 11