TeachBeyond

Transformational Education Services

BRAND & STYLE GUIDE

The purpose of this guide is to give you the tools you need in order to represent TeachBeyond in an appropriate and consistent manner. Our hope is that you find the content in this booklet helpful and inspiring as you seek to honor the Lord through your partnership with TeachBeyond.

Style and branding guidelines are essential to creating and maintaining a professional and respected presence around the world. With members serving in countries around the world, TeachBeyond is a truly global organization, and we take great care to represent TeachBeyond well.

Whether you are a partnering organization or an educator serving with TeachBeyond, this guide has been designed to serve you. Please refer to it frequently as you design and share any content or materials that pertain to TeachBeyond. By following these guidelines, you will help the TeachBeyond brand remain clearly defined and recognizable.

The guide includes information about TeachBeyond, our values, our tone, our partners, our logo, design elements, language, photography, social media, and much more. We encourage you to read through the guide, become acquainted with TeachBeyond, and join with us in spreading the Good News through transformational education!

OUR
BRAND

Our Name

Vision Prayer

Mission Statement

Values, Personality, & Tone

OUR NAME

The name TeachBeyond best captures in two simple words our understanding of the Great Commission in Matthew 28, in which Jesus says, "Go and make disciples of all nations...teaching them to obey all that I have commanded you."

The word beyond suggests crossing geographic and cultural boundaries. It also indicates our commitment to teaching beyond one-dimensional, utilitarian forms of education to a comprehensive, holistic form that fosters personal, transformational growth, and enduring social benefit.

Our name reflects both our organizational mission as well as our challenge to Christians to **think beyond their current context, to encourage their growth as transformational educators, to inspire them to get involved, and to help them go where God is leading them.**

Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age.

MATTHEW 28:19-20 (ESV)

MISSION STATEMENT

As followers of Jesus, we are a global community providing transformational education services as part of God's ongoing mission to transform individuals and communities into all He intends.

PRAYER

We wholeheartedly desire to serve our Father's world, to love Jesus Christ, and to see individuals and communities transformed by His Spirit through education, grounded on God's Word.

VISION

A world where individuals and communities become all God intends.

VALUES

Humility. Excellence. Love. Partnership.

PERSONALITY

Active. Approachable. Passionate. Enthusiastic.

TONE

Excited and hopeful. Clear and easy to understand. Treating people with dignity in the way we portray them through photos & copy.

LOGO

LOGO

The symbol (circle), the wordmark (TeachBeyond), and the tagline (Transformational Education Services), comprise the TeachBeyond logo. Together, the logo reflects several ideas central to what we believe. The symbol is a stylized open book – symbolic not only of education, but more importantly, the role of God's Word in missional education. The open book is placed in a circle, representative of the globe. The crossing lines evoke a sense of motion outward - **beyond** –

portraying the sharing of education around the world. The pages of the book are depicted by three lines and represent biblical integration, cross-cultural adaptation, and spiritual transformation – three elements we believe are key for missional education to be effective. The hint of a Gothic window emerging at the intersection of the lines recalls the central role that education has played in the growth of the Church, and the Church in the development and spread of education.

COLOR USAGE

You can use a solid black version of the logo on a white or light background, photography, or when aesthetics call for its use.

Use the white logo on any dark colored background, photograph, or when aesthetics call for its use.

CLEAR SPACE

To ensure legibility make sure to leave clear space around the logo that equals 20% of the logo's height. This space isolates the logo from anything that might distract or compete with it, such as graphic elements or text.

COMMON MISTAKES X

To maintain the integrity of the brand, there are a few rules to keep in mind. Rotating, recoloring, or distorting the logo in any way compromises the logo. Please do not add any embellishments to the logo, such as an outline, drop shadow, or other decoration.

DO DOWNLOAD THE LOGO AT TEACHBEYOND.ORG/BRAND

DO SEND AN EMAIL TO COMMUNICATIONS@TEACHBEYOND.ORG IF YOU HAVE ANY QUESTIONS ABOUT USING THE LOGO.

DON'T ROTATE OR CHANGE THE DIRECTION OF THE LOGO.

DON'T STRETCH OR SKEW THE LOGO.

DON'T OBSTRUCT OR REMOVE ANY PART OF THE LOGO.

DON'T CHANGE THE COLOR OF THE LOGO.

DON'T ALTER THE TAGLINE OR ADD ADDITIONAL TEXT TO THE LOGO.

DON'T USE THE GLOBE MARK ON ITS OWN.

LOGO ON A PHOTO BACKGROUND

There are a few ways the logo can be used on images, but should be utilized with care, making sure the logo and type are not obstructed by the background photo.

DO POSITION THE LOGO IN A CORNER, ALLOWING FOR THE PROPER SPACING.

DO NOT USE THE PRIMARY (COLORED) LOGO ON AN IMAGE.

DO NOT PLACE THE LOGO OVER IMPORTANT FEATURES IN THE PHOTOGRAPH, E.G. A PERSON'S FACE.

TEACHBEYOND BRAND BOOK

OTHER LOGO TIPS

When using the TeachBeyond logo alongside another logo, make sure the logos are scaled to have equal visual weight.

Make sure to leave appropriate spacing between the logos and align the logos through the vertical or horizontal centers. A good measuring tool is using the width of the TeachBeyond Globe.

VERTICAL CENTER ALIGNED

HORIZONTAL CENTER ALIGNED

SPACING BETWEEN LOGOS

ADDITIONAL LOGOS & TAGLINES

When representing a TeachBeyond sub-brand, national entity, or department, please use the proper logo and its guidelines.

Some departments can utitlize our "Ministry Tagline" in conjuction with their own logo. Using the tagline removes the need to use the full TeachBeyond logo on materials.

A MINISTRY OF TeachBeyond
Transformational Education Services

NATIONAL ENTITY LOGO EXAMPLE

MINISTRY TAGLINE EXAMPLE

COLORS

COLOR PALETTE

Our palette reflects the spirit of TeachBeyond. Utilizing bold and modern colors that are found around the world. Color names were chosen to playfully honor foods from different cultures.

PMS 343
RGB 10 86 64
CMYK 89 41 78 38
HEX 0a5640

PMS 1625
RGB 255 164 137
CMYK 0 44 42 0
HEX ffa489

PMS 7700
RGB 163 200 277
CMYK 92 62 32 12
HEX 185a7d

PMS 7759
RGB 197 178 0
CMYK 26 22 100 1
HEX c5b200

PMS 174
RGB 153 57 33
CMYK 27 87 99 23
HEX 993921

SPIRULINA

PEACH

BLUE CORN

CURRY

SUMAC

TYPOGRAPHY

OUR TYPEFACES

Typography is a great tool when used consistently. The typefaces for both headlines and body copy best represent the approachable, clear, and global feel of our organization. These font families should be used across all print & web. **If Sofia Pro is unavailable, Century Gothic is the preferred alternative, which comes pre-installed on both Windows and Apple computers.**

You are allowed to change the font size based on the need of the piece, but please keep the size and leading relationship intact along with the font size relationship between the header, subheader, and body fonts.

SOFIA PRO

Sofia Pro Light
Sofia Pro Light Italic
Sofia Pro Regular
Sofia Pro Regular
Sofia Pro Medium
Sofia Pro Medium Italic
Sofia Pro Semi Bold
Sofia Pro Semi Bold Italic

Where to use Sofia Pro: headlines, subheads, and in the body of documents

How to use Sofia Pro: UPPERCASE, Sentence case

RIFT

RIFT REGULAR
RIFT MEDIUM
RIFT DEMI
RIFT BOLD

Where to use Rift: headlines and subheads

How to use Rift: UPPERCASE

ACTIVE

Active Regular

Where to use Active: headlines, subheads, and call-outs/quotes

How to use Sofia Pro: UPPERCASE, Sentence case, lowercase

GRAPHIC ELEMENTS

Color blocks to create balance, draw the eye to a specfic area, and add color.

HAITI HUNGARY INDONESIA JAPAN KAZAKHSTAN MAURITIUS MEXICO NIGER PALESTINE PAPUA NEW GUINEA PARAGUAY PHILIPPINES ROMANIA RUSSIAN FEDERATION RWANDA SPAIN SWITZERLAND TANZANIA THAILAND TURKEY UNITED STATES OF

Country Ticker – this is a list of some of the countries where we serve, and is meant to be used both as an informational element and graphic element.
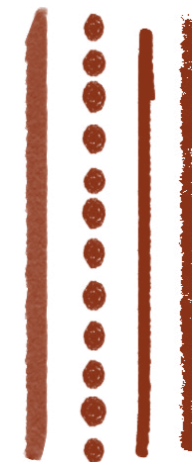
Off-white textures, to create softer blocks of color, backgrounds, or visual interest to photographs or blank pages.

ACHIEVING THE LOOK

Working alongside color and type, graphic elements help to achieve the look and feel of TeachBeyond. These elements are intended to be used with intention to highlight and support other elements, and add visual interest to materials.

These elements are to be utilized at the user's discretion, and should always be used with an artistic eye. The Communications team will make use of these elements most often, but is also available to help others implement them when needed.

Handdrawn lines to highlight and direct the viewer.

"Stamped" borders to add visual interest and acknowledge meangingful textiles found around the globe.

PHOTOGRAPHY AND VIDEOGRAPHY

Approach

Examples

OUR APPROACH

As a distictive style has been developed based on our personality and tone, and is an important part of the TeachBeyond brand.

We aim to be dignifying, respectful, considerate, and gracious of those we are portraying – keeping in mind our brand tone: active, approachable, passionate, enthusiastic, excited, hopeful.

Smiling faces, movement, color, educational spaces, and global locations are all aspects of photography & videography that we hope to see!

We love the look of natural light, photojournalistic style, shallow depth of fields, belivable situations, and high quality photographs and videos. Often we will make use of duotone photographs making use of our brand colors, allowing the photo to be used as a background or color block.

Video

The videos that we produce should be authentic, engaging, and entertaining, keeping in mind our brand tone and style.

Effects and transitions should follow the look of TeachBeyond, utilizing simple and natural elements. As needed, introductory or closing screens should be an approved graphic or animation.

Voiceovers and interview should be high quality and clear when possible. Background music should be instrumental and fitting to the mood, content and style of the video.

LANGUAGE AND TONE

Approach

Social Media & Newsletters

Translation

THE SPELLING OF TEACHBEYOND

When referring to TeachBeyond in writing, spell it as one word, with the "T" and "B" capitalized. Never refer to TeachBeyond as Teach Beyond, Teachbeyond, teachbeyond, teachBeyond, or TB.

TEACHBEYOND USES THE CHICAGO MANUAL OF STYLE IN ORDER TO MAINTAIN CONSISTENCY ACROSS THE ORGANIZATION.

TONE

Be approachable: TeachBeyond is all about "friend-raising", so write as though you are talking to a friend. Don't fill your sentences with jargon your readers might not understand.

Be uncomplicated: One or two clauses in a sentence is sufficient. If your sentences are too complicated, your readers will get confused.

Be accurate: Ensure that any numbers and statistics you include are up to date.

Be respectful: Do not portray other organizations, cultures, governments, or individuals in a negative way.

WRITING TIPS

TeachBeyond prefers stories to be told in first person.

Please include only one space after a period.

As an organization, TeachBeyond uses the American spelling. When an article or story comes from a specific person we will use the specific spelling style that they use.

SOCIAL MEDIA & NEWSLETTERS

The goal of these guidelines is to provide guidance for TeachBeyond members in their use of social media, including but not limited to: electronic newsletters, blogs, forums, social networking accounts, videos, and other sites and services that permit users to share information with others.

We want to provide simple and clear guidelines to help you feel comfortable and confident sharing your life and stories, impacting your own spheres of influence!

You are, first and foremost, a representative of God, and secondly a representative of TeachBeyond and your associated projects and countries. We know that is a lot, therefore we have created these guidelines and advise you to:

Things shared digitally can be seen by everyone. Show humility, courtesy, and respect for your host country and its people in your writing and visual representation. Remember the people you write about can see what you have written about them or their area.

Follow the laws, policies, and guidelines of the projects where you are serving, particularly in regards to sharing information about students and colleagues.

Be ethical, respectful and responsible when taking and using photos of children or vulnerable adults in your newsletters. **Ask for permission before sharing the photo in your newsletter.**

Avoid sharing sensitive information about other TeachBeyond members, projects, or partner organizations. You don't need to share a person's real name for the story to have an impact.

Take care to protect yourself and other's safety by making wise choices about sharing your location and interactions.

Keep in mind while you are sharing photos from your life, that maintaining professionalism and appropriateness is important. Captions do not always accompany photos or are able to tell the whole story, so if a photo exists on its own, consider what the photo might communicate to someone viewing it out of context.

Make sure you are following **TeachBeyond's Safeguarding Policy and Code of Conduct that you have signed.** You can find this policy at teachbeyond.org/safeguarding/policy.

Remember that while you are a representative of TeachBeyond, your personal comments, photos, or videos do not directly speak for our organization.

Maintain awareness that anything you share is permanent, forever and ever, amen.

TRANSLATION

As a global organization, we have the opportunity to provide materials to people in multiple languages. Most materials are unique, and will be specifically translated into the desired language.

Names of schools, camps, and programs should follow the guidance of the group being represented. However, there are a few words and names that should always appear this way:

TeachBeyond

Beyond Borders

LinGo

TeachBeyond

Transformational Education Services