So that from the rising of the sun to the place of its setting people may know there is none besides me. I am the Lord, and there is no other.

*Isaiah 45:6, NIV*
The Biblica brand is one marked by a spirit of radical generosity and determination to follow God’s lead in ensuring the Word of God is made accessible throughout the world. The following pages of this guide outline how we approach the look, feel, and tone of our ministry. This guide will help you communicate the essence of Biblica consistently across multiple channels, including print and digital.
Biblica is a global Bible ministry, releasing the world’s most widely read Scriptures for maximum Gospel impact. Now in its third century of mission, Biblica continues to produce relevant and reliable Scripture translations and innovative resources that power the Bible ministry of hundreds of global mission organizations and invite millions to discover the love of Jesus Christ.

**Vision**

To see the Bible be used by God to redeem the lost, restore the broken, and inspire the body of Christ to be a community of hope for the world.

**Mission**

To provide the Bible in accurate, contemporary translations and formats so that more people around the world will have the opportunity to be transformed by Jesus Christ.
We believe God has called Biblica to work intentionally and relentlessly to provide unrestricted access to God’s Word for millions of unengaged and unreached people so that our world might be transformed by the love of Jesus Christ. We do this by adhering to our core values and implementing our key strategies.

**Core Values**

- **Generous**: We give all we can to achieve all God wants.
- **Impact-Driven**: We passionately pursue what matters most.
- **Faithful**: We relentlessly follow Christ.
- **Trailblazing**: We break down barriers to the Bible.

**Key Strategies**

- **Gateway**: Translating the Bible into the 100 most-spoken languages.
- **Translation**: Providing resources and programs to serve children and youth.
- **Rising Generations**: Serving those on the frontlines of the gospel.
Voice & Tone

At the heart of Biblica’s ministry is the Bible. All that we do aims to spread God’s Word and deliver it into the hands of those that do not know Him and those that need to know Him more. In the spirit of collaborating with God and being used by Him to spread His Word, our voice and tone should reflect a humble and honored spirit.

When we communicate our ministry in print, digital, or audio resources, during gatherings with investors or partners, or at conferences, we maintain a consistent understanding that God is doing the work and we are simply creating within His path. With this mind, all brand copy and communications should possess this voice in its tone and feeling.

The voice of Biblica is hope-filled and generous in noting the roles of our partners and investors in the mission God has entrusted to us. In this spirit, we give credit where credit is due, are intentional with showing God’s hand in the work we do, and make sure to balance the desperate needs our constituents have with the eternal hope we have in Christ. Our message is never desperate, always hope-filled and full of purpose.

Our voice is generous, hopeful, dignified, and inviting.

Generous – first, we are only capable of the work we do because of God’s hand. Second, we are intentional with recognizing that our work is done in partnership with other organizations and investors. We want to make it clear that we are a part of the body of Christ working with and serving alongside other members of the body to do the work of God. We use the word ‘together’ as often as appropriate in our communications. For example, instead of “Biblica is making…” We say, “Together, with God, we are making…”

Dignified – we always ensure that those who are recipients of the ministry we offer are treated with the utmost dignity and respect in all our communications materials—written pieces, photography, video, etc. Each human being on this earth was created in the image of our God and must be treated as such.

Inviting – our voice should be one that invites the listener to join with us in the mission God has set before us. Our work is part of a much greater work that God is orchestrating together and we want our audience to join in with us.

Our voice is generous, hopeful, dignified, and inviting.
**Grammar Style & Usage**

Biblica follows AP Style unless noted within this guide.

**Headlines**

In headlines, capitalize the first letter of each principal word, including prepositions and conjunctions of four or more letters. Do not end with a period. In subheadings, capitalize as a sentence.

**Numbers**

In headlines use numerals, in copy 0-9 are written out, 10+ should be numerals, unless at the start of a sentence then they need to be written out.

**Percentages**

Write out the word percent unless in a headline or sub-head where % is more effective.

**Strategies**

Both words in our strategies are capitalized and Rising Generations is always plural.

**Scripture References**

Use quotation marks for Bible verses in running text. Put the reference in parentheses:

“For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life.” (John 3:16, NIV).

Although a period always goes after the Bible reference in running text, other punctuation stays inside the quote. Add a or b to the reference to indicate a shortened verse:

“For God so loved the world” (John 3:16a, NIV).

Avoid omissions that distort meaning.

Quotation marks are not needed for verses that stand alone in sidebars, headers, or are indented as a blockquote. Instead, end the quote with appropriate punctuation, a single space and an en dash (—). Then add another space, the reference, and the version in parentheses:

For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life. — John 1:1 (NIV)

**Titles of Programs**

Always capitalize and italicize Biblica’s ministry programs. For example, Reach4Life.

**Website Rules**

When sharing a URL, omit the http:// unless doing so makes it inoperable. However, do include the www. as this is important for hyperlinks to function automatically. Also, keep all URLs in lowercase.

www.biblica.com

Exception; when the website is being placed under a Biblica circle logo with no tagline.
### Terminology

**Bible**
Always capitalize when referring to Scripture. Bible and Scripture may be used synonymously. Some writers make a distinction between Bible as the physical or entire book and Scripture as the content of the book.

**Bible poverty**
Use sparingly. Instead, use those without the Word of God.

**biblical**
Do not capitalize unless the word begins a sentence.

**body of Christ**
Do not capitalize body when referring to the church unless the phrase begins a sentence.

**church**
Never capitalize unless the word is part of an official name of an organized group or a building. Do not capitalize to mean the global body of Christ.

**Give or Invest**
Use this as call to action word when asking for financial donations.

**God’s Word**
Capitalize.

**Good News**
Capitalize as a spiritual term. Lowercase as a common term.

**Gospel**
Capitalize.

**Great Commission**

**heaven**
Lowercase.

**Investor**
Can also use financial partner, depending on the circumstance.

**kingdom of God; kingdom of heaven**
Lowercase kingdom.

**Pronouns for God**
Capitalize all pronouns for God (He, Him, Your, etc.) unless quoting from a published text where they are not capitalized, such as the New International Version. Note that many additional English translations do not capitalize deity pronouns, so it is important to check carefully when quoting from them.

**scriptural**
Lowercase.

**Scripture**
Capitalize.

**Tribe**
Only use in reference to Scripture passages such as Revelation 7:9. As a descriptive term, use language community or people group.

**Word**
Capitalize when referring to the Bible, whether standing alone or in the case of God’s Word.

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**Do not use:**
- *Bibleless* - instead use people who do not have the Bible or a similar descriptive phrase.
- *Donor or Donate*
- *Heart language* - as multilingualism becomes more common, not everyone has a single heart language. Instead, use a language in which they dream.
- *Mother tongue* - see heart language.
To maintain the strength of the Biblica brand we must protect its integrity. Therefore, these guidelines define and explain how to use Biblica’s core visual identity elements—including logos, color and typography.

By adhering to these guidelines, everyone who touches the brand—internally and externally—will maintain its integrity.
The Biblica logo is the signature of the brand. Its purpose is to clearly represent our organization to our staff, partners, and external audiences.

To develop brand equity, the Biblica logo must be used correctly and consistently across all platforms. The Biblica logo must at all times be legible and without obstructions.

**Usage**
We recommend using our one-color logo alone in most situations. The wordmark version, in either the stacked or horizontal version, is also acceptable.

Altering Biblica logo is not allowed. Black or white logo versions are to be used when the Biblica deep blue has poor visibility or color can’t be used.

**Clearspace**
To ensure readability, the logo should have a minimum area around it that is free from other images or typography elements. This space is equal to the height of the “B” on the top and bottom: Including the height of the “B” on the left and right sides.

For your convenience, Biblica logos downloaded from www.biblica.com/brand have the required clearspace built in to the image and should not be cropped.
Incorrect Logo Usage
The Biblica logo must at all times be legible and without obstructions. Maintaining the logo parameters laid out by these brand standards will maximize the Biblica brand impact.

The following are all incorrect uses of the Biblica logo:

- Do not stretch, distort or rotate the logo.
- Do not use the one-color logo on black.
- Do not add any effects to the logo.
- Do not change the color of the logo.
- Do not alter the logo size or arrangement.
- Do not place the logo on a busy background.
Biblica’s colors are one of the core anchor of our visual identity. Therefore, it is crucial that color specifications remain consistent whenever used.

### Color Palette

**Primary Palette**

Biblica’s core color is meant to be used as the primary color in all communications. This color will be strengthened and enhanced by the supporting secondary color palette.

**Secondary Palette**

In addition to our primary color, we also have a supporting secondary palette. The secondary color palette should be used to support the primary color and add visual dimension to projects.

**Tertiary Palette**

These tertiary colors should be used sparingly and only when necessary.

### Primary Brand Color

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>Hex</th>
<th>Ci</th>
<th>Ri</th>
<th>Mi</th>
<th>Yi</th>
<th>Ki</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deep</td>
<td>PMS 7693</td>
<td>#04417a</td>
<td>99</td>
<td>0</td>
<td>71</td>
<td>79</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>13</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Secondary Brand Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>Hex</th>
<th>Ci</th>
<th>Ri</th>
<th>Mi</th>
<th>Yi</th>
<th>Ki</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sky</td>
<td>PMS 292</td>
<td>#3a4ff</td>
<td>63</td>
<td>91</td>
<td>28</td>
<td>156</td>
<td>212</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td>108</td>
<td>74</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Tertiary Brand Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>Hex</th>
<th>Ci</th>
<th>Ri</th>
<th>Mi</th>
<th>Yi</th>
<th>Ki</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scarlet</td>
<td>PMS 179</td>
<td>#e43d2f</td>
<td>5</td>
<td>228</td>
<td>91</td>
<td>61</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td>91</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Brand Standards Part II
For all communications, our typography is one of the visual expressions of our brand. Our written communications should be consistent, simple and visually clean. Legibility is never compromised for visual esthetics, instead they always support how well the piece communicates to the reader.

**Primary Typeface**

Biblica’s primary typeface is Whitney. It should be used across all Biblica communications. The Whitney font family is strong and versatile making it ideal for headlines, sub-headlines, as well as body copy. It is acceptable to use it alone without the addition of the approved secondary typefaces. All Whitney weights are acceptable to use when appropriate. Typically the Biblica brand uses these three in most situations.

**Whitney Light Character Set**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

**Whitney Book Character Set**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

**Whitney Semibold Character Set**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
**Typography**

**Secondary Typeface**

The Chronicle Display family is the secondary typeface for Biblica. This font family is most ideal for headlines but also acceptable for subheads and body copy. The Chronicle Display family is meant to compliment the primary typeface and should not be used alone. The font family is very diverse and can create drama and beauty within the text. Additionally, it works well for call-outs or other situations that need emphasis (i.e., pull quotes, campaign logos, etc.). See examples on page 16.

**Chronicle Display Light Character Set**

AaBbCdDeEfFgHhIiJjKkLmMmNnOoPpQqRrStTuUvVwXxYyZz
1234567890

**Chronicle Display Light Italic Character Set**

AaBbCcDdEeFfGgHhIiJjKkLmMmNnOoPpQqRrStTuUvVwXxYyZz
1234567890

**Chronicle Display Roman Character Set**

AaBbCcDdEeFfGgHhIiJjKkLmMmNnOoPpQqRrStTuUvVwXxYyZz
1234567890

**Chronicle Display Italic Character Set**

AaBbCcDdEeFfGgHhIiJjKkLmMmNnOoPpQqRrStTuUvVwXxYyZz
1234567890

**Chronicle Display Semibold Character Set**

AaBbCcDdEeFfGgHhIiJjKkLmMmNnOoPpQqRrStTuUvVwXxYyZz
1234567890

**Chronicle Display Semibold Italic Character Set**

AaBbCcDdEeFfGgHhIiJjKkLmMmNnOoPpQqRrStTuUvVwXxYyZz
1234567890

All fonts should be downloadable within Adobe fonts. If you have any issues please feel free to reach out to our Marketing department.
Typography

In the digital space, the cohesiveness of the brand continues and it is important to use Biblica’s primary and secondary typefaces for all artwork created. Our chosen Web fonts are for those situations where the Biblica licensed fonts are unavailable.

Web Primary Typefaces
The following san-serif and serif typefaces are recommended for optimized web-text used in HTML. They are best for supporting the chosen Biblica visual look in copy.

Both the Roboto and Georgia font families are the preferred primary typefaces to use when our licensed fonts can’t be (i.e., PowerPoint, HTML, etc).

Web Secondary Typefaces
When the preferred primary web fonts are unavailable, or when alts are required in coding, use these secondary font families.

Roboto Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Georgia Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Arial Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Minion Pro Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
The Biblica brand can be flexible to the situation but its crucial that new elements or fonts are not introduced. Otherwise it will water down our message of being stable and consistent.

**Typography**

The typographic structure guides the reader to enter and exit the text, plus it quickly communicates areas of importance. This is especially crucial for long-form text (i.e., web pages or multi-page pieces).

**Alignment**
Left alignment is preferred for easier reading. Center text when the design requires it.

**Size**
Body copy should never be smaller than 10 pt.

**Tracking**
Body copy should be tracked at -5. Headlines using Chronicle Display should be tracked at -10. Whitney is also tracked at -10 for sentence and initial caps. When Whitney is in *all caps* use +50.

**Leading**
Body copy leading should be 25-40% of the text point size (i.e., 10pt type, 13pt leading would be 30%).

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**This is Chronicle Display recommended for most Headlines**

Whitney Medium is used for this Subhead.
To support headlines and subheads, use Whitney Book for body copy. Here it is in 10pt with a 14pt leading. To support headlines and subheads, use Whitney Book for body copy. Here it is in 10pt with a 14pt leading.

**THIS IS WHITNEY LIGHT IN CAPS FOR AN ALTERNATE HEADLINE**

Chronicle Display Light Italic is used for this Subhead.
Whitney Light also works very well for body copy. Here it is in 10pt with a 14pt leading. Whitney Light also works very well for body copy. Here it is in 10pt with a 14pt leading.
The Biblica brand in action is the unique collaboration of the voice and visual style created from photography and graphic elements. Although versatile and flexible, consistency builds the essential brand awareness.
Photography plays a vital role in conveying the great work God is doing around the world and the hope-filled message of Biblica.

Photography is one of our most powerful tools. Its ability to tell a story in a single image strengthens our brand communication more than any other way. Use our photo images purposefully to express messages of hope, urgency, and drama—cultivating both positive and negative emotions. Photos help a viewer enter into a story and understand the work God has called Biblica to do at a deeper level.

Photography should align with the message in the copy—conveying hope when the message is hope, and despair without forgoing the dignity of the individual or exploiting the need when necessary.

**Note:** sometimes professional photography is not available and a project requires the use of stock images or photos taken by someone using their phone in the field. It is acceptable to adjust, soften background and color correct to achieve optimal results.

**Ideal Photography Situations:**
- Choose photos that tell a story.
- People are the point, so photos need to have at least one person.
- Both looking at camera and off screen are acceptable point of views.
- Photography always shows God's people in their own environment.
- Action shots (i.e., reading a Bible or in the streets) can strengthen the message.
- Main point of photo should be crisp, clear, and in focus.

**Non-ideal Photography:**
- Blurry point-of-focus.
- Photography with busy backgrounds.
- Copy layered over a busy photograph that renders it unreadable.
- Lack of real-world diversity shown for any region of the world.
- Photography showing books that aren't Biblica produced material.
Photo examples with the message of hope and fulfillment of the Great Commission
Photography

Photo examples reflecting the reality of life circumstances
The New International Version (NIV) delivers the very best combination of accuracy and readability. It’s true to God’s Word and true to the reader. The NIV is the most widely read Bible translation in contemporary English.
Biblica is proud to be the official copyright holder of the NIV, NVI, NIrV, and NVIs. This section of the brand guide is designed to provide you with the basic rights & purposes of the New International Version brand.

**NIV Rights & Permissions**

Each Biblica Bible text may be quoted in any form (written, visual, electronic, or audio) without requiring written permission, providing that each use is within the following parameters:

- Five hundred (500) verses or less are used, and
- The verses used do not amount to a complete book of the Bible (even a small one), and
- The verses used make up less than twenty-five percent (25%) of the total text of the product or service in which they are quoted, and
- Each use and copy includes the appropriate copyright acknowledgment.

If any use of a Bible text falls outside any one of the above criteria, then written permission is required. If that is the case, please contact our Rights and Permissions department to discuss written permission. They can be reached via email at rightspermissions@biblica.com.
**NIV Logos**

Usage rights for the New International Version Bibles and New Testaments are owned and directed by Biblica. The logos are unique to itself and are not tied to Biblica logos or other Biblica ministry brands. It is used only to represent the NIV products and related marketing initiatives. Brand standards apply to all NIV versions (NIV, NVI, NIrV, and NVIs).

**Usage**
Altering NIV logos is not allowed. We recommend using the one-color logo. The black and white logo versions are also acceptable.

**Color Exceptions:**
- Grey version (60% K) is acceptable for the title or copyright page printed on transparent paper.
- Gold or silver foil are acceptable on a leather-like material.

**Clearspace**
To ensure readability the logo should have a minimum area around it that is free from other images or typography. This space should be equal to .25” on all sides, approximately the size of the cross within the logo.

**Minimum Sizing**
For clarity and legibility, please observe the sizes of the NIV logo in all reproductions.
- Non-compact Bible or New Testament: 1.5” wide
- Compact Bibles, New Testaments, or Scripture portions: .75” wide
- Printed materials other than Bibles, New Testaments and Scripture portions: 1.5” or .75” wide
- Spines of Bibles, New Testaments and Scripture portions: .197” high
NIV Placement

The logo family of the NIV (NVI, NIrV and NVIs) have the exact same placement and size requirements for all Bibles and New Testaments. There are no exceptions on logo size, color or placement.

Front Cover
- “New International Version” should be spelled out across the top. In all caps is optional.
- Font can be determined by the licensee, but should be compatible with the other fonts used on the cover.
- “NIV” should be included as part of the title on the cover.

Back Cover
The NIV logo(s) appear on all back covers of Biblica Bibles and New Testaments.
- The logo should be placed preferably in the bottom center between the Publisher logo (left side) and barcode (right side).
- Preferably keep the social media icons and information above the barcode.

Spine
- “NIV” should be included as part of the title on the spine.
- The NIV logo should appear centered horizontally on the spine and be spaced so the bottom of the logo is a minimum of .5” from the top of the Publisher logo.

Due to technical limitations on press, and to maintain quality publications, the foil emboss NIV logo is the only NIV logo permitted for use without the registered mark.

For a full list of NIV placement requirements please contact our Marketing department directly at marketingcommunications@biblica.com to request the NIV Brand Standards.
Thank you for reading these guidelines and joining us in the journey of communicating the Biblica brand worldwide. Please reach out if you need further assistance.

Biblica Headquarters
1820 Jet Stream Drive
Colorado Springs, CO 80921
Main: 719-488-9200
Customer Service: 800-497-1121

Brand Development Contact
marketingcommunications@biblica.com
Thank you.