



Brand Style Guide

AUGUST, 2023



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You will be enriched in every way so that you can be generous on every occasion, and through us your generosity will result in thanksgiving to God.

— 2 CORINTHIANS 9:11 (NIV)

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Welcome

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, inviting millions to discover the love of Jesus Christ.



Our Calling

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.

Winning Aspiration:

Success for Biblica is alleviating Gospel poverty wherever it is found. To do this, we create critical access to God's Word, focusing especially on the world's least-reached places, so that millions of overlooked and underserved people experience an abundant life with Jesus.



Our History

One generation commends your works to another; they tell of your mighty acts.

— PSALM 145:4 (NIV)

In 1809, a group of Christians gathered in New York to address the city's urgent spiritual needs. They began sharing God's Word with city residents as well as immigrants, sailors, and soldiers. More than 200 years later, Biblica continues to bring Gospel hope to the unseen, overlooked, and unreached.

- **1809:** The ministry is founded in Manhattan as the New York Bible Society, later changed to the International Bible Society.
- **1810:** First Bible translation sponsored: William Carey's Bengali Bible translation in India.
- **1834:** Scriptures provided to 25,000 prisoners in New York City.
- **1865:** Nearly 300,000 Bibles provided to Civil War soldiers, including former Confederate prisoners.
- **1892:** Scripture in 65 different languages provided to immigrants at the new Ellis Island.
- **1920:** The ministry publishes the very first Bible in Braille.
- **1952:** Scriptures provided for Billy Graham's New York crusades at Madison Square Garden.
- **1970s:** The ministry sells its building for \$1 million to help pay for the translation of the NIV, released in 1978.
- **1988:** After the fall of the Soviet Union, 4 million Russian Scriptures are distributed in 15 former Soviet Republics.
- **1995:** The NIV Bible is released online as internet outreach begins.
- **2004:** The *Reach4Life* discipleship Bible launches in South Africa in the wake of the HIV/AIDS epidemic.
- **2008:** YouVersion becomes one of the first 100 apps in Apple's App Store. The NIV is freely offered through YouVersion on its very first day.
- **2009:** Biblica becomes the new name of the ministry to reflect the growing diversity of our work.
- **2010:** Every Tribe Every Nation alliance of Bible translation organizations is established with a shared vision of making God's Word accessible to all people by 2033.
- **2019:** The Digital Training Library launches to improve the speed and quality of Bible translation.
- **2019:** Open.Bible launches, unleashing the free release of God's Word globally by sharing hundreds of complete biblical texts under Creative Commons licensing.
- **2022:** Biblica fast-tracks the launch of a contemporary Ukrainian New Testament and app in response to the Russian invasion of Ukraine.

Brand Essence

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 — all so our world will 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.

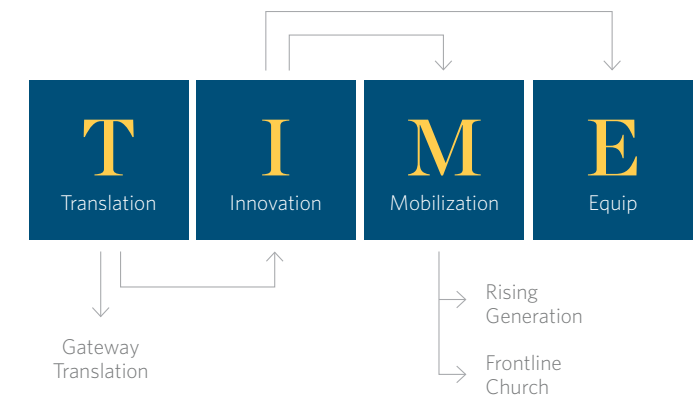
Key Strategies

- **Gateway Translation**
Reaching the millions living without the hope of God's Word.
- **Frontline Church**
Mobilizing Scripture in the world's least-reached communities.
- **Kids in Crisis**
Helping children, youth, and teens meet and walk with Jesus

Tailored Value Chain

T.I.M.E.

Biblica views a completed translation as the starting line, not the finish line of ministry. From there, we innovate each Scripture resource into the formats and delivery channels that people need. We work closely with ministry partners to mobilize the resource throughout the language community. And we equip the Bible ministry sector in building awareness and developing best practices. Each element of the value chain is designed to maximize the conditions for the Bible to do its best work.



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.

Whenever and wherever we communicate about our ministry, we maintain a consistent understanding that God is doing the work and we are simply creating within His path. With this in 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 when describing ministry activity.

Hopeful – while there is much darkness in this world, and we do not want to ignore it, we know that the hope we profess has the power to shatter all evil and overcome all difficulties. With this in mind, our voice always points toward the good works of God and His people.

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, and we want our audience to join with us in pursuing God's mission through Biblica.

Style

In all written communications, whether for digital media or print, we follow certain style guidelines to maintain consistency.

Grammar Style & Usage

Biblica follows AP Style unless noted within this guide. The major exception to AP Style within Biblica's house style is our use of the Oxford comma.

- **Oxford Comma**

Place a comma after the penultimate item in a list of three or more items.

Translators recently completed the books of Genesis, Exodus, and Leviticus.

- **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**

In most cases, use the % sign with no space when paired with a numeral. For a range, 12% to 15%, 12%-15%, and between 12% and 15% are all acceptable.

- **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 em 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:// and www. unless doing so makes it inoperable. Keep URLs all lowercase.

biblica.com

Terminology

- **acronyms**

Avoid acronyms and other forms of ministry jargon in external communication. In technical documents and proposals where space is at a premium, it may be helpful to use acronyms but only after introducing the full term or concept: The Digital Training Library (DTL). [A cheat sheet for Biblica abbreviations and acronyms](#) can be found in the Marketing and Communications section of the Knowledge Library on Workplace.

- **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 or portion of the book.

- **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. Avoid donor and donate.

- **God's Word**

Capitalize both words.

- **Good News**

Capitalize as a spiritual term. Lowercase as a common term.

- **Gospel**

Always capitalize.

- **Great Commission**

A reference to Matthew 28:18-20. Capitalize.

- **heaven**

Lowercase.

- **investor**

Can also use financial partner, depending on the circumstances.

- **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.

- **radical generosity**

Do not capitalize. Conveys God's unimaginable provision of kingdom resources and our call to imitate Him through the openhanded stewardship of Biblica's ministry assets.

- **scriptural**

Lowercase.

- **Scripture**

Capitalize.

- **Word**

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

Affiliated Brands

While not an exhaustive list, here is some guidance for treating frequently-used brands and styles.

- **illumiNations**

A collective impact alliance of Bible translation partners and resource partners working together to eradicate Bible poverty in this generation. Always capitalize and italicize *Nations*.



- **12 Verse Challenge**

Through concerts, community events, and online advocacy, the illumiNations 12 Verse Challenge invites mass audiences to invest in the Bible translation movement.



- **Legacy Club**

Biblica's community of ministry investors committed sharing God's Word through their planned giving.



- **Mission Next**

Biblica's current strategic plan (2023-2025). To avoid the appearance of a typo, do not capitalize the x in Next.



- **Reach4Life**

Biblica's comprehensive discipleship program for young people. Avoid acronym R4L in external communication.



NIV Rights & Permissions

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 & permissions 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.

For logos and additional brand information please contact our Creative Marketing Manager at liz.cohen@biblica.com

Visual Elements

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.



Logo

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 always be legible and without obstructions.

NOTE: As of October 2022, Biblica will no longer be using the logos with the “International Bible Society” tagline. Unless absolutely necessary, all references to Biblica by this name, as well as use of logos with the International Bible Society tagline, should be updated to Biblica or Biblica, Inc. and the Biblica branded circle logo.

VISUAL ELEMENTS

Proper 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 the 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.

Minimum Sizing

For clarity and legibility, please observe the minimum width of the logo in all reproductions.

Icon Logo

- Print: 0.5” wide
- Digital: 36 pixels wide

✓ **Dark Blue Logo**
On white or light colored backgrounds



✓ **White Logo**
On dark colors and photo backgrounds



Logo

Trademarks

Biblica's trademark portfolio consists of 55 registered trademarks in various jurisdictions and classes. While trademark law is determined by each individual country, Biblica follows these general guidelines:

- ® *Applied to goods and services in the country where it is registered.*
- ™ *Applied if a trademark is unregistered – or registered in one country but used in another.*

Many countries prohibit the false display of the ® symbol to suggest that a mark is registered in a country when it is not. For this reason, Biblica only uses this symbol in countries where the mark is actually registered for that good or service.

Because some goods, like Bibles, might travel across national borders, we also include a trademark statement on our Bibles to confirm exactly where the mark is registered.

Applying these principles to mobile apps with global reach is tricky. Biblica's legal team considers the trademark notices for these on a case-by-case basis. If the app is predominantly marketed in the U.S., we suggest an ® symbol for registered marks. If it is a truly global application, it's safer to go with the TM symbol. Either way, it's a good idea to include the TM statement to confirm where exactly the mark is registered.

With TM



Without TM



Logo

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 always be legible and without obstructions.

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:

X Do not use the blue logo on any dark colors or backgrounds.



X Do not add any effects to the logo.



X Do not alter the logo or add to its properties.



X Do not stretch, distort, or rotate the logo.



X Do not change the color of the logo.



X Do not place the logo on a busy background.



Color Palette

Biblica's colors are one of the anchors of our visual identity. Therefore, it is crucial that color specifications remain consistent whenever used.

Primary Palette

Biblica's core colors are meant to be used as the primary colors in all communications.

Deep

PMS: 7693
HEX: 044f7a

C: 99 R: 0
M: 71 G: 79
Y: 30 B: 121
K: 13

Sky

PMS: 292
HEX: 57b7d3

C: 61 R: 87
M: 9 G: 183
Y: 12 B: 211
K: 0

Light

PMS: 122
HEX: ffcc4e

C: 0 R: 255
M: 20 G: 204
Y: 80 B: 78
K: 0

Gray Palette

These warm gray tones are used for some copy color, divider lines, shapes, and side bar boxes.

Dusk

PMS: Cool Gray 9
HEX: 77797a

C: 54 R: 137
M: 88 G: 67
Y: 0 B: 154
K: 0

Fog

PMS: Cool Gray 5
HEX: b4b6b7

C: 30 R: 181
M: 23 G: 182
Y: 23 B: 183
K: 0

Fade

HEX: ebeced

C: 0 R: 235
M: 0 G: 236
Y: 0 B: 237
K: 8

Typography

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 is communicates to the reader.

Typeface 1

The Chronical Display font family is one of the two primary typefaces for Biblica. It is strong and versatile, making it ideal for headlines, sub-headlines, and body copy.

All Chronical Display weights are acceptable to use alone or with the other approved primary typeface.

Chronicle Display Light Character Set

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Chronicle Display Light Italic Character Set

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890*

Chronicle Display Roman Character Set

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Chronicle Display Italic Character Set

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890*

Chronicle Display Semibold Character Set

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Chronicle Display Semibold Italic Character Set

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890*

Typography

All fonts should be downloadable within Adobe fonts. If you have any issues please feel free to reach out to our Creative Marketing Manager at liz.cohen@biblica.com.

Typeface 2

The Whitney family is the other primary typeface for Biblica.

This font family is also ideal for headlines, subheads, and body copy.

The Whitney family 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.).

Whitney Light Character Set

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Whitney Book Character Set

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Whitney Semibold Character Set

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Typography

In the digital space, the cohesiveness of the brand continues and it's 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 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).

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

Typography

The Biblica brand can be flexible to the situation but it's crucial that new elements or fonts are not introduced.

Hierarchy

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%).

Chronicle Display is recommended for most Headlines

Whitney Light 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.

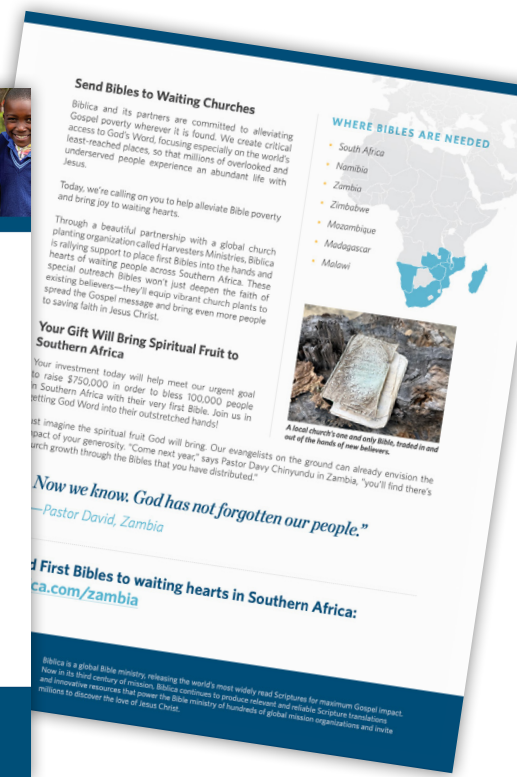
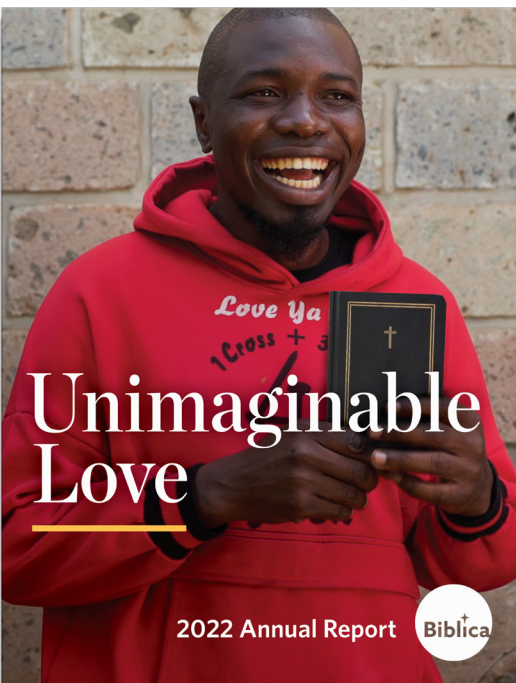
Whitney Light is an Alternate Headline

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.

Brand in Action

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.



Brand in Action



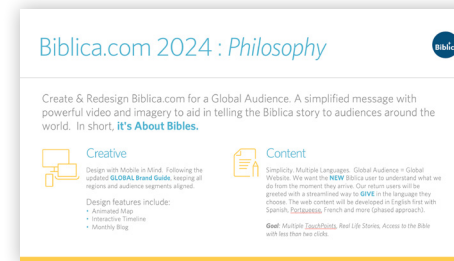
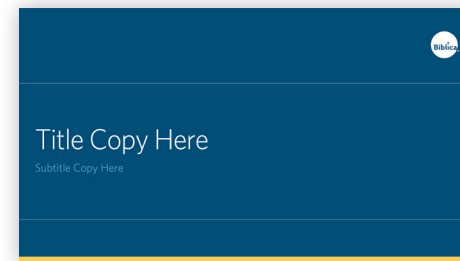
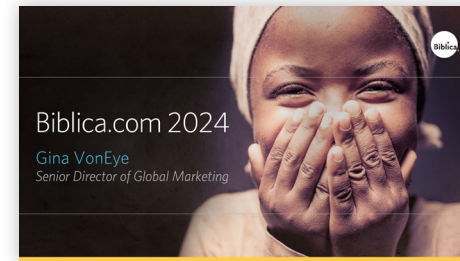
VISUAL ELEMENTS

Branded Materials Kit

To maintain Biblica's brand integrity in your corporate communications, **a full suite of branded print and digital assets** — including PowerPoint template, letterhead, envelopes, and email signature — can be found in the Marketing and Communications section of the [Knowledge Library on Workplace](#). You can also request personalized business cards at biblica.com/marketing-request.

VISUAL ELEMENTS

PPT Template



Letterhead, Envelope, & Business Card



Email Signature



Jane Doe
Director of Global Awesomeness
Mobile: 555-123-4567
See Biblica's latest Ministry Update [here](#)

Hello John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Blessings,



Jane Doe
Director of Global Awesomeness
Mobile: 555-123-4567
See Biblica's latest Ministry Update [here](#)

Photography

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.

Example photos of ideal photography:



Contact

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.

Global Marketing Team

marketingcommunications@biblica.com

Gina VonEye

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Director of Design

caleb.komorowski@biblica.com

Jack Newman

Stewardship Communications Manager

jack.newman@biblica.com

Liz Cohen

Creative Marketing Manager

liz.cohen@biblica.com

Request a Marketing Project

biblica.com/marketing-request

And don't forget to check out our library of Biblica ministry story assets in the Global Story Hub, which is a freely accessible Workplace and Board within Biblica's monday.com account.

Biblica's mission is 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.

biblica.com

300 GENERAL PALMER DRIVE #4
PALMER LAKE, CO 80133

