

# BRANDBOOK



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# WELCOME!

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Over 175 years ago a group of people came together to meet needs and share Christ right where they called home.

Over 175 years ago a group of people came together to meet needs and share Christ right where they called home.

Since then we've seen our home grow and change dramatically.

And we've changed too.

That's what the next version of the Mid-Atlantic Baptist Network brand is about.

This document shows the changes in our tone, look and feel and how that affects the way we communicate our rich history and tell the story of amazing things God is doing in the Network.

Think of the content as a set of filters for staying on mission and on purpose in whatever we do.

It's a roadmap for being clear and consistent with our message.

It's a springboard for creating our visual and written communications.

These guidelines will continue to update as we "live and work" with our new brand.

Thanks for reading it through and using it as a starting point for letting the creative juices flow!

## OUR HEART

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For Baptist leaders in the Mid-Atlantic, the Network is meaningful and useful connections that multiply ministry impact.

### **Connect for Mission Multiplication**

The Network exists to connect with Baptist churches in our region and multiply their ministry efforts.

Our **key messages** (below) are the starting points for every interaction we have with partners so that we are consistent and clear about our goal of **Connecting for Mission Multiplication**.

- $E^3 = M^2$  (Equip, Encourage, Engage = Mission Multiplication)
- Adventure, Belief and Connections.
- We can do more and better together.
- Strengthen and start churches.
- You are not alone in ministry.
- Love your neighbor and share Christ.
- Live and lead like Jesus.

## OUR HEART

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Our brand stands for the connections we share. And it's as simple to remember as A, B, C.

### “Always Be Connected”

The **ABC's of Connection** express our shared beliefs, passions and the history of impacting the Mid-Atlantic region.

**A stands for Adventure.** We're connected by our ongoing pioneering mission to the **Mid-Atlantic** region.

**B stands for Belief.** We're connected to Christ, the Bible and the Great Commission as **Baptists**.

**C stands for Connection.** We're connected as a **Network**, a family of churches on mission together.

## OUR HEART

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We're looking for partners who reflect and promote our 9 **We Are** statements.

**We Are:**  
Pioneers  
Planters  
Servants  
Believers  
Sharers  
Pray-ers  
Diverse  
Leaders  
Givers

### **“We Are”**

Our 9 **We Are** statements describe who we are, the work we do and who we want to partner with.

#### **We are PIONEERS**

For over 175 years Network churches have been pioneers in the Mid-Atlantic region. Through innovative methods and ministry firsts we've answered the call to love our neighbors and share Christ.

#### **We are PLANTERS**

Starting over 1000 churches, we're national leaders in both planting and taking part in planting. Network churches in and from the Mid-Atlantic embrace evangelism through multiplication.

#### **We are SERVANTS**

This region is the birthplace of Baptist ministry for men and women. Our Network has a rich history of serving through thriving mission partnerships all over the world.

## OUR HEART

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### **“We Are”**

#### **We are BELIEVERS**

The Mid-Atlantic Baptist Network was formed in the 1800's around the shared belief in the sole authority of Scripture. The Gospel of Jesus Christ defines and directs Network churches.

#### **We are SHARERS**

Sharing Christ with those disconnected from God has always been a priority for Network churches. Here and abroad we keep evangelism at the core of our efforts.

#### **We are PRAY-ERS**

Network churches are Spirit-led and prayer driven. We're connected and directed by the daily conversations we have with God.

## OUR HEART

---

We're looking for partners who reflect and promote our 9 **We Are** statements.

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### **“We Are”**

#### **We are DIVERSE**

The world is at the doorstep of our region and we are a reflection of that. Network churches are made up of many different language and ethnic groups connected by the cause of Christ.

#### **We are LEADERS**

Network churches develop and multiply leaders. We inspire leadership not only in our churches but in our communities as well.

#### **We are GIVERS**

There has always been a strong support for missions giving throughout our Network. We're known for sacrificial giving to local, national and international efforts.

# OUR VOICE

## OUR VOICE

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HARPIF:  
Humble  
Authentic  
Relational  
Personal  
Inspiring  
Friendly

### **Our personality is “HARPIF”**

Just like a person has a voice so does our brand. It’s a unique personality that fits our brand and informs how we communicate with partners.

Our tone may shift a bit depending on the context of the conversation (think formal letter versus tweet versus blog post) but it will still be true to our personality.

A short acronym to remember our personality traits is **HARPIF**...

### **HARPIF**

Humble, Authentic, Relational, Personal, Inspiring, Friendly

### **This But Not That**

So when you’re writing something for the Network or talking with someone representing the Network do your best to be...

Humble but not undervaluing.  
Authentic but not matter-of-fact.  
Relational but not assuming.  
Personal but not inappropriate.  
Inspiring but not inflated.  
Friendly but not silly.

## OUR VOICE

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In general, follow the *The Yahoo! Style Guide: The Ultimate Sourcebook for Writing, Editing, and Creating Content for the Digital World* (2010)

### **Watch Your Language When Writing**

Look for the simplest way to say what you mean.

- Use plain language and simple messages.
- Don't forget that some oh-so-obvious things aren't oh-so-obvious for everyone.
- Easily remembered is better than showing how much you know.
- Avoid fluffy corporate terms.
- Edit bloated hard-to-read sentences- try using <http://www.hemingwayapp.com>

Balance emotional appeal with real benefits and solutions. Don't be heavy-handed with emotional appeal.

- It risks exaggeration and overstating the problem.
- It can cause emotional fatigue and disconnect.
- It can leave people feeling manipulated, like a sales pitch.

Talk more about them instead of you.

Make your writing fit the format and the audience.

Be direct and get to the point.

Write like you speak to your friends.

In general, follow the *The Yahoo! Style Guide: The Ultimate Sourcebook for Writing, Editing, and Creating Content for the Digital World (2010)*

### Grammar Suggestions & Goofs

Don't be afraid to break some rules...but in moderation.

- Start with a conjunction sometimes (and, but, however)
- Use contractions.
- Use exclamation points for high fives but use them sparingly.
- Use one-word sentences more.
- For clarity and readability, sometimes it's okay to end with a preposition.
- Sometimes splitting infinitives just sounds better.

#### Adjectives

- Avoid using adjectives that don't have real meaning (cutting-edge, best-in-class).
- Replace adjectives that are boring with emotional or sensory words (delightful vs. nice; gritty vs. rough).
- Get rid of adjectives that don't change the meaning of your sentence.

#### Punctuation

Periods and commas always come before closing quotation marks. Except when it's a direct scripture quotation (see below).

#### Scripture References

When quoting Scripture, place the period after the parentheses containing the reference. ex: "Finally, my brother, rejoice in the Lord" (Phil. 3:1).

If the quotation ends in a question or exclamation point, place it with the text and place a period after the last parenthesis. ex: "If I want him to remain until I come," Jesus answered, 'what is that to you?' (John 21:21).

In general, follow the *The Yahoo! Style Guide: The Ultimate Sourcebook for Writing, Editing, and Creating Content for the Digital World* (2010)

### Grammar Suggestions & Goofs (cont.)

#### Always Capitalized

- God (and names referring to one supreme God, such as Abba, Jehovah, etc.)
- Scripture (when referring to the Bible)
- the Bible, but not biblical
- the Southern Baptist Convention
- the Mid-Atlantic Baptist Network (shortened: the Network)

#### State Abbreviations

States should not be abbreviated when standing alone. In running text, use abbreviations, not postal codes.

Ala. Fla. La. N.C. Ohio Texas  
Alaska Ga. Maine N.D. Okla. Utah  
Ariz. Hawaii Mass. Neb. Ore. Va.  
Ark. Idaho Md. Nev. Pa. Vt.  
Calif. Ill. Mich. N.H. R.I. Wash.  
Colo. Ind. Minn. N.J. S.C. W. Va.  
Conn. Iowa Miss. N. M. S.D. Wis.  
D.C. Kan. Mo. N.Y. Tenn. Wyo.  
Del. Ky. Mont.

#### “Mid-Atlantic Baptist Network”

Avoid using “MABN,” as that sounds too corporate and less friendly. When shortening, use “the Network.”

In general, follow the The Yahoo! Style Guide: The Ultimate Sourcebook for Writing, Editing, and Creating Content for the Digital World (2010)

### Grammar Suggestions & Goofs (cont.)

#### Common Mistakes

- Your & You're
- It's & Its
- There, Their & They're
- Affect & Effect
- Then & Than
- Loose & Lose
- Me, Myself & I
- Misuse of Apostrophe
- Could of, Would of & Should of
- Complement & Compliment
- Fewer & Less
- Historic & Historical
- Principal & Principle
- Literally
- Dangling Participles

*(from Copyblogger's "15 Grammar Goofs That Make You Look Silly," visit [copyblogger.com/grammar-goofs/](http://copyblogger.com/grammar-goofs/) to download a quick reference infographic)*

# OUR LOOK

# OUR LOOK

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A moodboard is a collection of images, text and textures that visually expresses the overall “feel” for the style.

## Moodboard



## OUR LOOK

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The colors have a clean and organic feel that expresses healthy growth through strengthening and starting churches.

### Open, Fresh and Modern

The Network brandmark is open, fresh and modern. The logotype uses a unique and “friendly” sans serif.

The three shapes of of the symbol represents the Network’s three main focuses, the three connection points as well as the cord of three strands from Ecclesiastes 4:12.

The colors have a clean and organic feel that expresses healthy growth through strengthening and starting churches.



symbol

logotype

logo or brandmark

## OUR LOOK

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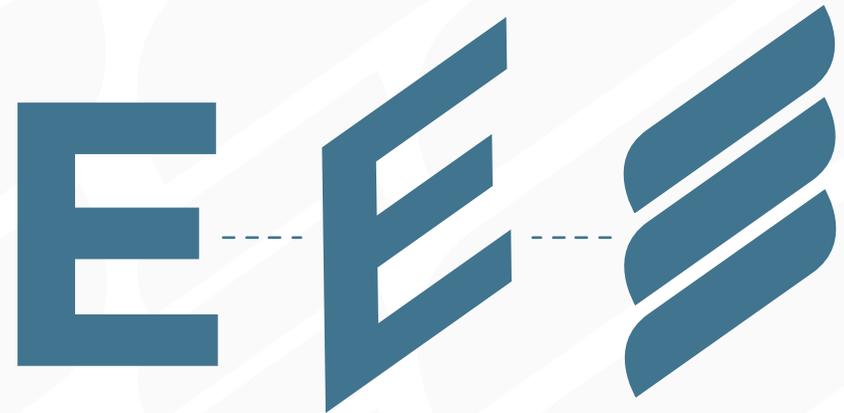
*“Though one may be over-powered, two can defend themselves. A cord of three strands is not quickly broken” (Ecclesiastes 4:12).*

### The Symbol



“Though one may be over-powered, two can defend themselves. A cord of three strands is not quickly broken” (Ecclesiastes 4:12).

Our colors remind us of the necessity of healthy growth through strengthening and starting churches by Equipping (yellow), Encouraging (blue) and Engaging (green).



Our three main strategies for strengthening and starting churches are all E words: EQUIP, ENCOURAGE and ENGAGE.

# OUR LOOK

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Note: For visual balance, the right side of the logo requires additional spacing.

## Clear Space

Make sure to give the logo room to breathe. Leave clear space- free of type and graphics- to avoid visual clutter and so the logo will stand out.

For visual balance, the right side of the logo requires additional spacing.

Whenever possible a clear space of 50/65% of the icon should be used. In special circumstances 25/40% is okay.



Note: for visual balance, the right side of the logo requires additional spacing.

Optimal: 50/65 clear space



Special: 25/40 clear space



# OUR LOOK

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Use .png for screen-based work (video, PowerPoint, web) and .eps for print work.

There are folders for Primary and Secondary for Print and Screen.

## File Formats

### File Naming Key

MABN	Mid-Atlantic Baptist Network
Primary Symbol	Main logo Symbol only
RGB	color for screen
CMYK	color for print
Pantone_C	for coated papers
Pantone_U	for uncoated papers
1ColorK	all black logo
1ColorBI	all blue logo
Rev	all white logo

### Filename Examples

MABN\_Primary\_RGB\_1ColorBI.png  
This would be the main logo, for screen use, all blue.

MABN\_Symbol\_CMYK\_Rev\_.eps  
This would be just the symbol, for print use, all white.



## OUR LOOK

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The Reverse logo location:  
MABN\_  
LOGOS > Print  
> Primary

Filename:  
“MABN\_  
Primary\_  
CMYK\_Rev.  
eps”

### Logo Dos and Don'ts

If you need to use the logo on a color or photo then use the Reverse version.

For colors use white or a neutral color. Avoid yucky colors and colors that don't show enough contrast.

Choose backgrounds that aren't too cluttered or light.



# OUR LOOK

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Maintain integrity and consistency of the logo- use it the right way.

Altering, redrawing or distorting the logo hurts the overall brand.

These are examples of misusing the logo...avoid them!

## Logo Dos and Don'ts



Don't rearrange the logo elements



Don't stretch the logo



Don't reset the type



Don't use on colors with no contrast



Don't create a gradient logo



Don't outline the logo



Don't recolor the logo



Don't add a drop shadow



Don't change the proportions



Don't rotate the logo

# OUR LOOK

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The primary color is Network Dark Blue.

The secondary color palette consists of Network Yellow, Network Light Blue and Network Teal.

## Color

**PMS**  
For vendors that use the Pantone Matching System (PMS) use the PMS colors indicated. "C" is for coated and "U" is for uncoated.

**CMYK**  
For typical full color printing use the CMYK colors. Vendors print using the mix of Cyan, Magenta, Yellow and Black.

**RGB & HEX**  
For screen use (videos, web, etc.) you can use the RGB or HEX values.

### PRIMARY



PMS 7698 C  
PMS 7698 U  
CMYK: 78/47/32/6  
RGB: 65/115/140  
HEX: 41738C

### SECONDARY



PMS 7548 C  
PMS 7548 U  
CMYK: 0/23/100/0  
RGB: 255/198/0  
HEX: FFC600



PMS 306 C  
PMS 306 U  
CMYK: 81/3/5/0  
RGB: 0/178/226  
HEX: 00B2E2



PMS 3262 C  
PMS 3262 U  
CMYK: 88/0/40/0  
RGB: 0/187/179  
HEX: 00BBB3

### TERTIARY



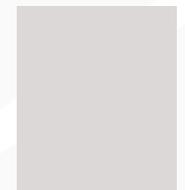
PMS WARM RED C  
PMS WARM RED U  
CMYK: 0/87/80/0  
RGB: 255/67/55  
HEX: FF4337



PMS 137 C  
PMS 157 U  
CMYK: 3/43/76/0  
RGB: 241/159/83  
HEX: F19F53



PMS 2582 C  
PMS 265 U  
CMYK: 52/68/0/0  
RGB: 147/99/204  
HEX: 9363CC



PMS COOL GRAY1 C  
PMS COOL GRAY1 U  
CMYK: 13/11/12/0  
RGB: 218/216/214  
HEX: DAD8D6



# GRAPHIC ELEMENTS

# GRAPHIC ELEMENTS

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A supergraphic is an expanded, cropped version of the cord shapes.

## SUPERGRAPHIC

There are three configurations of the supergraphic: full color, reverse and watermark. Use only the templates provided (MABN\_GRAPHICS > Supergraphic).



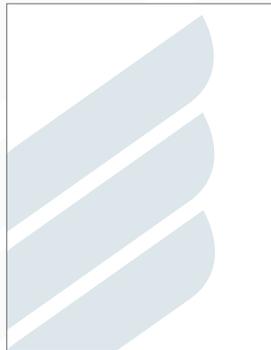
18% opacity of white on solid color background



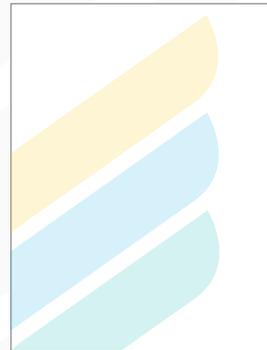
100% white on solid color background



100% solid with 10-15% extra black on solid color background



18% opacity of one color on white background



18% opacity of full color on white background



100% opacity of full color on white background

# GRAPHIC ELEMENTS

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The cord shapes can be used as a design element.

Use the templates provided.

## LAYOUTS & CORDS

The cord shapes can be used as a design element. The shapes give a unified look and feel to design.

An end of the cord should always be recognizable...not offset too much, sized, skewed incorrectly or rotated.

The visible end(s) should go to type safe margin of the page (typically .5).



They can be filled with an appropriate color, set with type or filled with an appropriate image.



Use only the cord templates provided (MABN\_GRAPHICS > Layouts).



# GRAPHIC ELEMENTS

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Use a resized cord shape to position your text outside and inside.

Text runs parallel with angle of the cord shape.

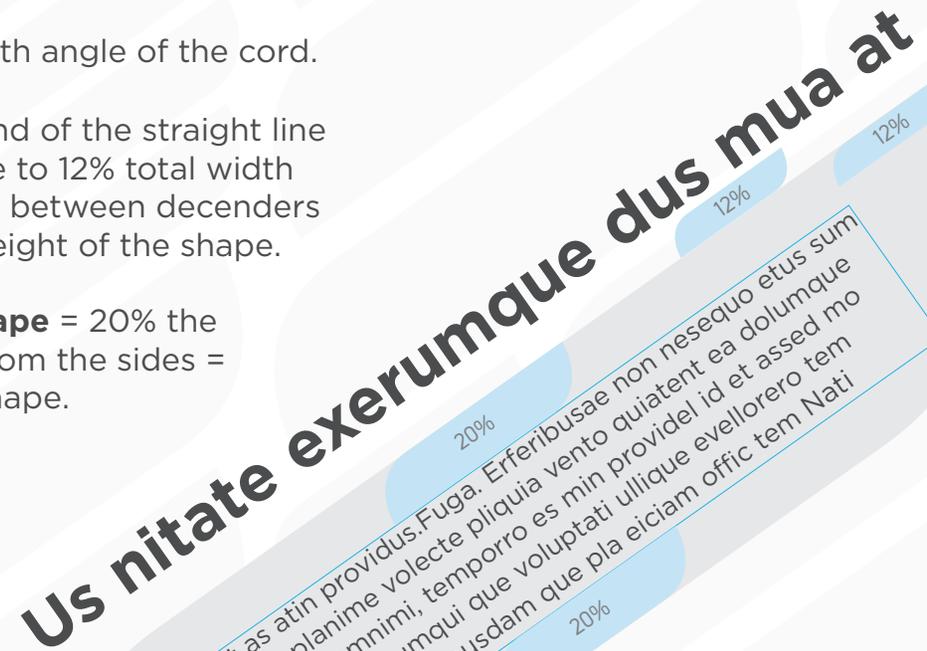
## TYPE & CORDS

Text can be set around or within the individual cords of the Network's symbol. Use a resized cord shape to position your text.

All text runs parallel with angle of the cord.

**Text outside** runs to end of the straight line of the cord on one side to 12% total width of a cord shape. Space between descenders and cord = 12% total height of the shape.

**Textbox within the shape** = 20% the height of the shape. From the sides = 12% the width of the shape.



# GRAPHIC ELEMENTS

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Don't crop out important parts of the image (like faces).

Photos should be engaging, personal and natural.

Crop with unique angles for interest.

Use templates provided (MABN\_GRAPHICS > Layouts).

## PHOTOS & CORDS

Images can be placed within the cord shapes or behind reversed versions of the cords. Pay attention to composition when placing images within the cords. Don't crop out important parts of the image (like faces).

Also choose images that are not cluttered to make sure the cord edges are clear.

Images shouldn't be posed, they should capture the Network in action, a slice of life.

They should be engaging, personal and natural.

Look for trends in current media for influence. Crop and position images with unique angles for greater interest and storytelling opportunities.



## GRAPHIC ELEMENTS

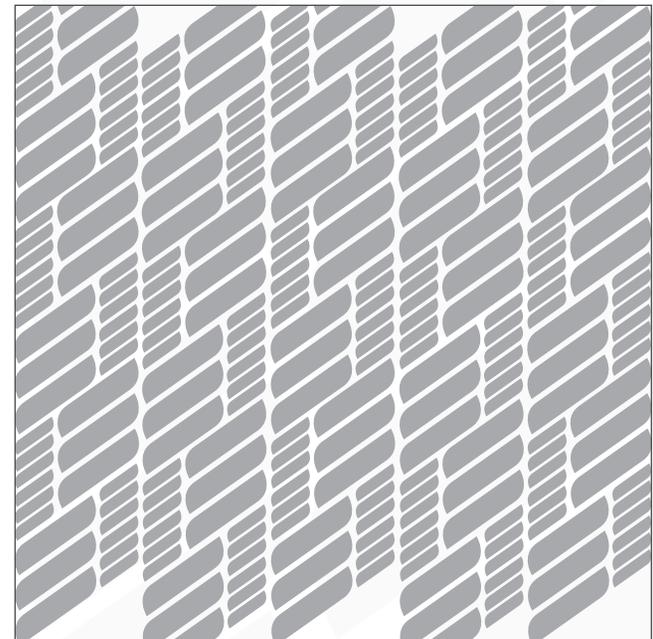
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Use the cord pattern as a watermark or a texture.

Use the cord pattern provided (MABN\_GRAPHICS > MABN\_CordPattern.eps).

### CORD PATTERN

The cord shape pattern can be used as a watermark (as in this book) or as a texture to a solid color. To use it as a texture just make a tad bit darker than the background color (see examples below).



# Examples

# Examples

The following are mock-ups and actual designs to show best practices with the Network brand.

## Facts & Stats

### Network Facts & Stats

An infographic explainer of the Mid-Atlantic Baptist Network story

So you're thinking about joining the **Mid-Atlantic Baptist Network**. But you're wondering what's our story, what we're all about...

We can do more & better together

When we connect for mission multiplication, we'll see more:

- new believers
- disciple making leaders
- engaging people without Christ
- new churches & mission outposts
- restored lives, families, churches & communities

WE ARE

ABC

The **ABC's of Connection** remind us of our shared beliefs, passions and history.

**A** stands for **Adventure**: We're connected in our ongoing pioneering mission in the **Mid-Atlantic** region.

**B** stands for **Belief**: We're connected to Christ, the Bible and the Great Commission as **Baptists**.

**C** stands for **Connection**: We're connected as a **Network** of churches on mission together and caring for one another.

Mid-Atlantic Baptist Network is only the fourth name in the organization's 178 years... Maryland Baptist Union Association (1836), Baptist Convention of Maryland (1960), Baptist Convention of Maryland/Delaware (1984).

I ♥

Historically our name has always changed to better describe the region we serve. Today "Mid-Atlantic" is more accurate. Network churches minister in Maryland, Delaware, Pennsylvania, Virginia, Washington, D.C., and West Virginia.

Our colors remind us of the necessity of healthy growth through strengthening and starting churches by Equipping (yellow), Encouraging (blue) and Engaging (green).

E-E-E

Our three main strategies for strengthening and starting churches are all E words: **EQUIP, ENCOURAGE** and **ENGAGE**.

The word "Network" is a noun and a verb. We are a gathering on a shared mission. We also actively connect and partner in that mission. We are more than a large meeting.

M<sup>2</sup>

"Connect for Mission Multiplication" is not just a tagline...it's our passion. When we connect as a network we increase each of our capacities for ministry. Churches helping churches equals more efficient work and greater Kingdom impact.

4

Ready to be a part of the Network?

Call us and learn how you can get engaged by Affirming, Giving, Serving and Multiplying. You are not alone in ministry— **with the Network you'll always be connected.**

(800) 466-5290 • connect@bcmd.org

2

There are 2 ways to invest in our cooperative mission.

Gofwd Mid-Atlantic reinvests 100% into Mid-Atlantic churches like yours for local and global missions.

The Cooperative Program invests a percentage locally and a percentage distributed globally to seminaries, mission boards and more.

Mid-Atlantic Baptist Network

# Examples

The following are mock-ups and actual designs to show best practices with the Network brand.

## E<sup>3</sup>=M<sup>2</sup> Booklet

**E<sup>3</sup>=M<sup>2</sup>**  
**Our Three Strategies**  
*to Connect for*  
**Mission**  
**Multiplication**

Explore Network ministries and resources available to you for  
*Strengthening &*  
*Starting Churches*

**Mid-Atlantic Baptist Network**

**ENCOURAGE 5**

**ENGAGE 8**

**EQUIP 2**

**EQUIPPING continued...**

*\* Key emphasis in 2015*

**Evangelism and Missions**  
 See Engage section for ways to Equip your church for Evangelism and Missions

**Intentional Interim Pastors**  
 Our Church-Minister Relation services include connecting trained transitional/intentional interim pastors to churches, and continued education for transitional interim pastors

**Lead Like Jesus 'Leadership Encounter' Events**

## Examples

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The following are mock-ups and actual designs to show best practices with the Network brand.

### Ephemera



## Examples

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The following are mock-ups and actual designs to show best practices with the Network brand.

### Mock-ups

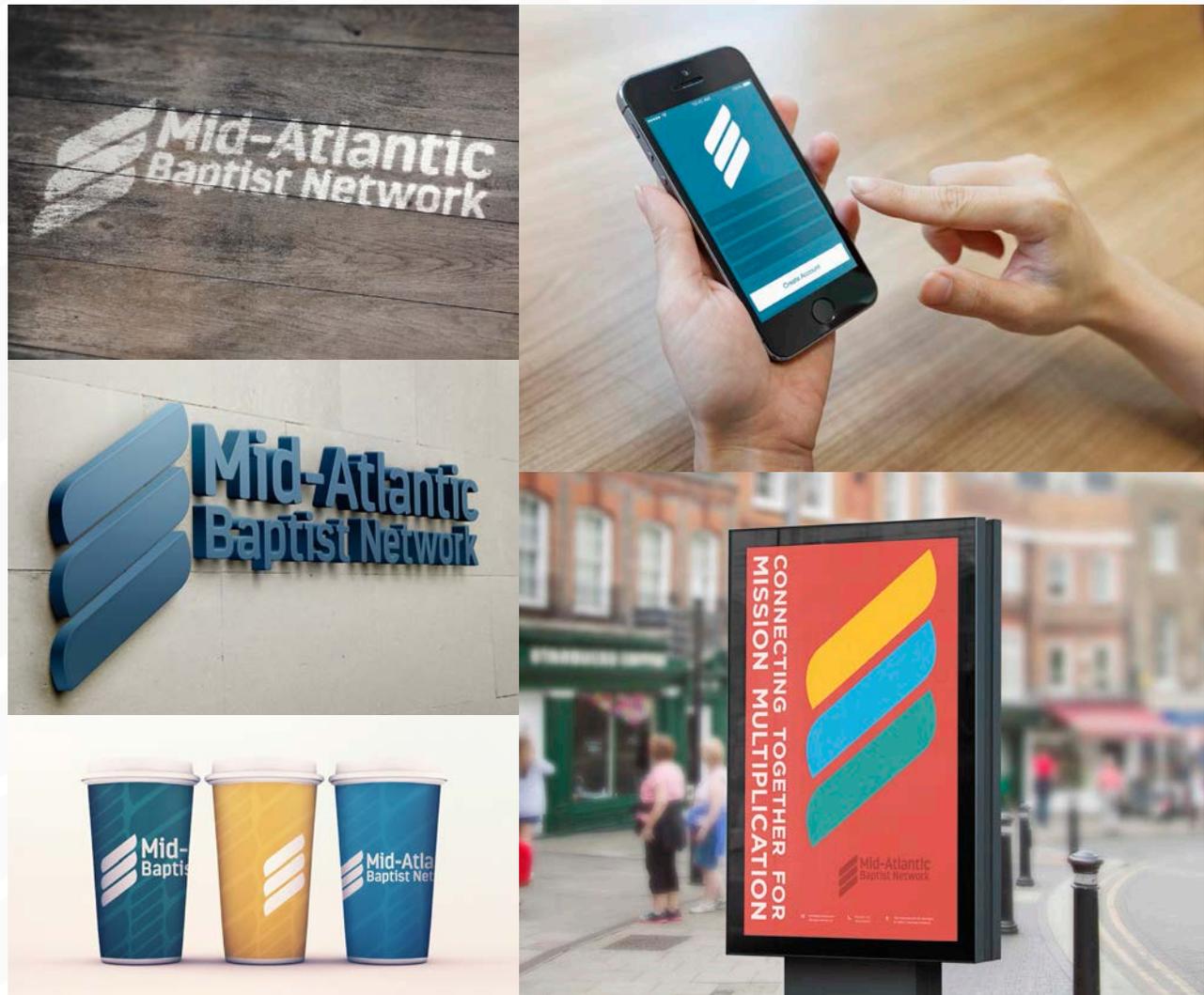


## Examples

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The following are mock-ups and actual designs to show best practices with the Network brand.

### Mock-ups





**The Mid-Atlantic Baptist Network**  
(800) 466-5290 • [bcmd.org](http://bcmd.org)  
10255 Old Columbia Rd,  
Columbia, MD 21046