

NATIONAL AFRICAN AMERICA  
MISSIONS COUNCIL  
Brand Guidelines

*est. 2020*



All content created and published  
by The Upper Room Project  
for NAAMC © 2020

# Introduction

# NAAMC is recognized globally as a trailblazer in the world of missions and sets the standard for excellence in mobilizing African Americans and People of Color.

---

Since 2014 NAAMC has worked tirelessly to transform people into effective advocates in establishing a global missions ministry within their local church. We promote short-term experiences in missions that often lead to long-term service.

We equip church influencers and innovators to help revive the African American missions focus and take action towards keeping their church engaged in the Great Commission.

**e q u i p  
r e s o u r c e  
n e t w o r k  
m o b i l i z e**

**Our Vision:** To see African Americans and multi-ethnic churches mobilized for global missions.

**Our Mission:** To give birth to missions' innovations that help fulfill the Great Commission.

# Who is this book for?

**Anyone at NAAMC who communicates on the ministry's behalf should find this book a helpful and inspiring resource.**

**Department leaders can use this guide as a platform to focus their initiatives.**

**Lead communicators can use it to provide examples for the creation of new, impactful stories.**

**Writers can use it to draw inspiration when they create stories about the achievements of their individual departments.**

**Designers can find creative avenues throughout the veins of typography, color palettes, photography and design elements to give life to their creations.**

# What will this book help NAAMC do?

**We all want to tell a compelling, forward-thinking story about the NAAMC experience. While there are many different internal and external audiences, the tools in this book should inspire each of us to take part in the NAAMC story, and to collectively and individually benefit from being part of it.**

# How should this book be used?

## **To clarify**

NAAMC's unique qualities, advantages and capabilities.

## **To ensure**

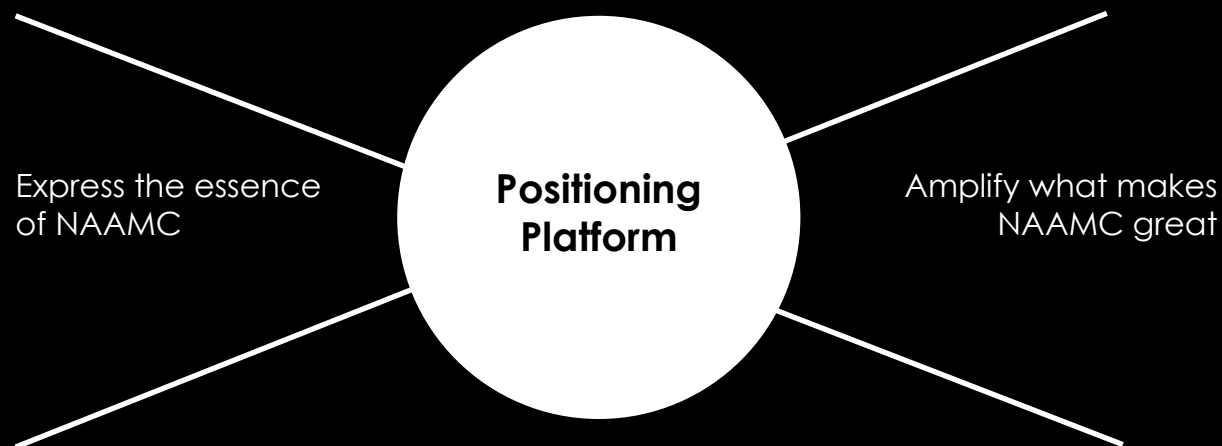
key themes are present in all communications.

## **To encourage**

internal and external advocates for NAAMC

# What went into this book?

**This book is the result of a strategic process that began with a broad perception study among our most important audiences. We analyzed the findings and distilled our insights to discover NAAMC's unique place among missions conferences and African American ministries, and arrived at a clear positioning and messaging platform. Communications inspired by this platform will amplify awareness and understanding, as they all will be woven from a common thread.**





# What is positioning?

Positioning is how we need to be thought of in the minds of our most important audiences in order to be successful.

.....

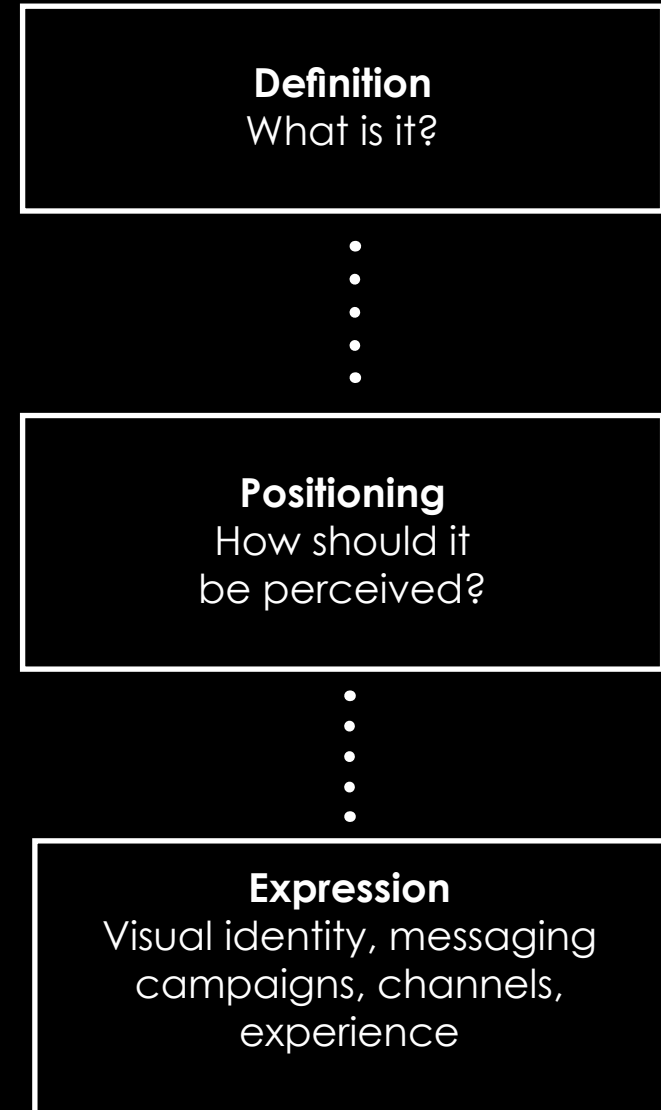
Positioning should be a differentiated, motivational and sustainable thought. It is not just our definition (an annual conference) or how we express it (taglines, messages, etc.), but it should serve as the conceptual core for all that we say and do.

.....

It's about what we want people to feel when they experience NAAMC, and remember when they walk away.

.....

NAAMC's positioning is built upon the attributes and themes on the following pages.



NAAMC re-conceptualizes the world through challenging the status quo and recalling the rich historical presence of the African American Christian, to reshape the future of missions.

---

### **SUPPORT FOR OUR STATEMENT**

The existence of NAAMC fuels a perpetual renaissance, generating an unmatched spiritual, intellectual, and social value. We integrate research with teaching, the arts with the biblical, and the up-and-comer with the elite.

Our diverse and kinetic community of believers draw inspiration from the Evangelical tradition, sparks dynamic interactions and produce revelations for African Americans and multi-ethnic congregations seeking to equip and mobilize African Americans for global and local missions.

We are boldly redefining the conventional image of the American missionary and the role of the African American in a changing world which desperately needs their presence.

# How positioning applies to NAAMC

**If every message comes from the same conceptual core and connects to its intended audience in relevant ways, it will reflect a ministry whose whole is greater than the sum of its parts.**

# Guidance for individual departments

1. Demonstrate through communications how your department re-conceptualizes the world.
2. Demonstrate how you challenge conventional thinking to shape the future.
3. Be bold and unapologetic.
4. Consider the key themes that best connect with your key audiences.
5. Support your messages with facts rather than leading with facts.

6.

# NAAMC's creative platform

**The creative platform is an emotional translation of the positioning—condensing all of its important points into a phrase with personality. This is not a tagline or a headline, but a starting point to inspire the look, feel and tone of communications.**

# “Go Beyond”

---

## SUPPORT FOR OUR STATEMENT

“Go Beyond” is comparative. Many ministries “go beyond.” Only NAAMC has the depth of talent, diversity of skills and deep-seated drive to do things that continually change the world of missions. We go beyond. When we “go beyond” others, we must constantly re-imagine what’s possible for African Americans and People of Color—and go beyond what anyone else has done before. That means we have to have attitude: impatience that comes with a willingness to challenge convention. The combination of those two qualities is how we shape the future.

## HOW TO USE IT

### Check the voice

Does the tone of what you’re writing capture the spirit of “Going Beyond?”  
Does it sound like the personality of someone who embodies the idea?

### Stay on Message

Move beyond facts whenever possible. By addressing the motivation behind our successes, we can create a deeper emotional tie with the audience.

### Visual Choices

“Go Beyond” isn’t just a copy point. The idea can come through in visual executions as well.

# Content crafting

**Every brand has a personality. The voice is how that personality is conveyed verbally. Sentence structure, word choice and tone all create a distinct character that can only be *NAAMC*. Here's how to do it consistently.**

## Our Key Strengths

---

# E Q U I P / R E S O U R C E N E T W O R K / M O B I L I Z E

These are four key strengths that separate NAAMC from other ministries.

If each communication message we develop leverages one or more of these strengths, our creative platform will come to life with depth, breadth and most importantly...longevity.

### **IMPORTANT**

You must remember that “Go Beyond” is not a tag line; it’s the theme to build your stories on.

## How to Utilize Them

**You can “Go Beyond” with equipping.** Connect your message to an unwavering belief, cause, or higher calling to equip.

**You can “Go Beyond” with resourcing.** Share stories about individual or collective achievements that have helped place African American missionaries in the field.

**You can “Go Beyond” with networking.** Demonstrate the impact of NAAMC’s unique ability to connect individual from all over the globe.

**You can “Go Beyond” with mobilizing.** Show the unique ways in which NAAMC mobilizes African Americans transform the world.



## Our Tone

---

**B o l d / P a s s i o n a t e / I n f o r m a t i v e /  
C r e a t i v e / I n c l u s i v e / M o d e r n / F u n**

## How to Utilize Them

---

While our strengths help to guide content choices, our tone creates consistency in how that content is delivered. Keep these words in mind when creating communications to maintain a distinct tone of voice and ensure the NAAMC personality comes through.

# The NAAMC Voice is Not

---

## **INEXPERIENCED**

We're the experts. It's important to always show it.

## **SLICK**

We are authentic.

## **BORING**

We are exciting.

## **CORPORATE**

We always use words that are simple and direct. Rarely if ever do we utilize church "jargon" to attract an audience new to missions.

---

## Crafting Content

---

Below are four approaches and resulting examples to help guide you as content is created.

# What to Adopt

---

### APPROACH 1:

## TALK ABOUT THE PROCESS

### Sample blog intro:

“The process of raising support, as an African American, can seem daunting. But with the collective years of experience and expertise found within the network of NAAMC professionals you are never alone.

### APPROACH 2:

## ISSUE CHALLENGES

### Sample headline:

“Why settle for improving your community when you could have global impact?”

### APPROACH 3:

## MAKE A BOLD STATEMENT

### Sample opening line:

“As an African American Christian, you were meant for so much more.”

### APPROACH 4:

## DESCRIBE A COMMON MINDSET

### Sample membership paragraph:

“From day one you have overcome every obstacle thrown your way. You’ve pushed the limits and expanded the boundaries set for you as an African American. And as you look back at all you have accomplished with God’s grace, there is one question that lingers in the back of your mind daily...by the hour...by the minute. What will you do next?”

At NAAMC, African Americans are being awakened to our rich history in Christian missions and their a greater calling within God’s Kingdom.”

# Our Logo, Seal, & Spirit Mark

# Our logo

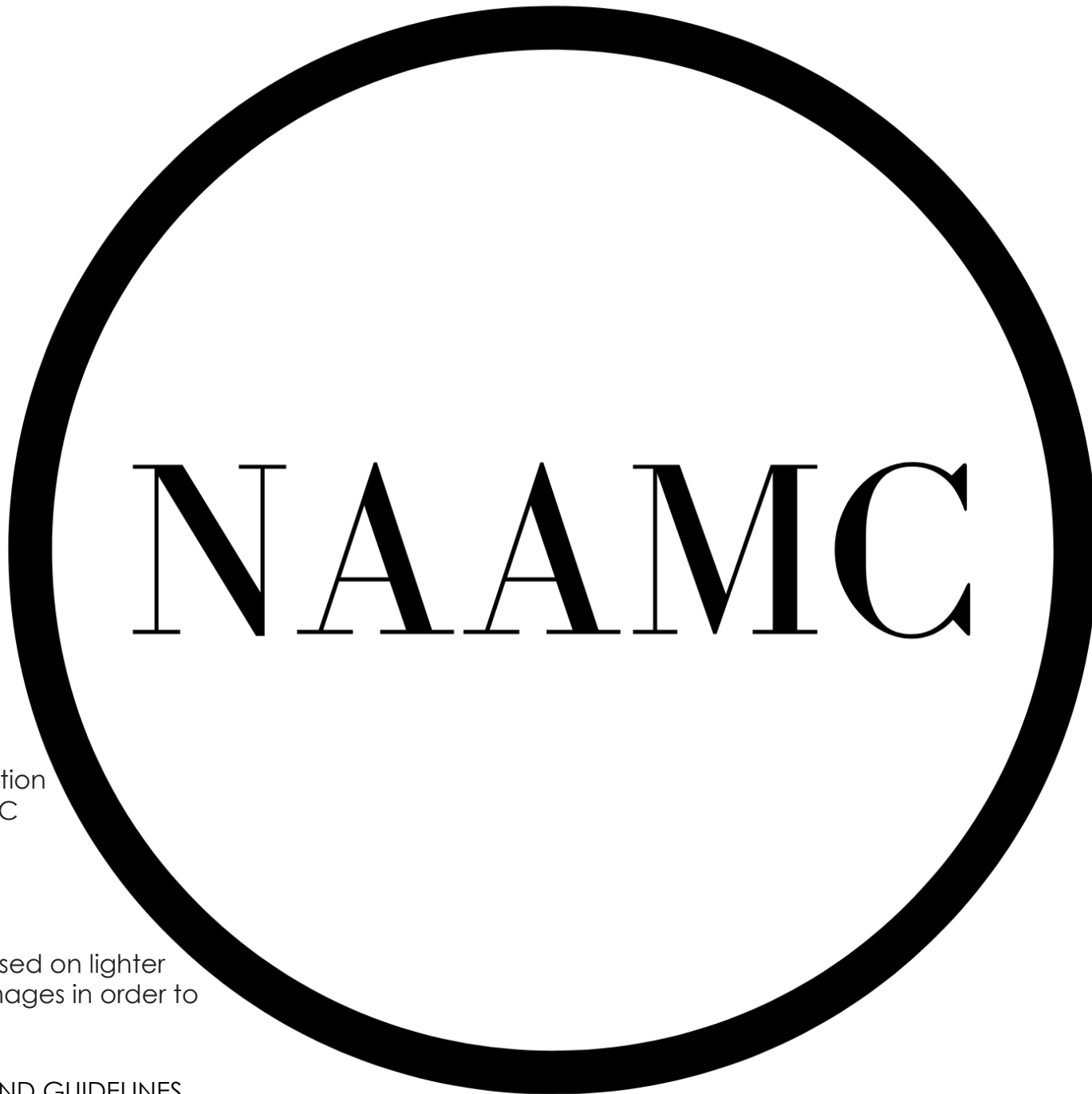
**The NAAMC logo represents us at the very highest level and is vitally important to our brand. It works as a signature, an source of identity, and our stamp of high quality. It will always be the most consistent component in all NAAMC internal and external communications.**

**The following guidelines should be strictly followed.**

## **\*NOTE**

The NAAMC logo should never be recreated or typeset. Only official logo files should be used in internal and external communications. Official logo files can be downloaded from the NAAMC Marketing Director or The Upper Room Project.

The NAAMC logo as shown below will serve as the organization's primary logo and trademark. Other organization trademarks may appear on merchandise produced by vendors specifically licensed to reproduce these trademarks.



The primary color option  
for our logo is NAAMC  
(Pantone "419 C" |  
HEX #212322 | RGB  
33/35/34 |  
CMYK 76/65/66/90).

It is intended to be used on lighter  
backgrounds and images in order to  
maintain legibility.





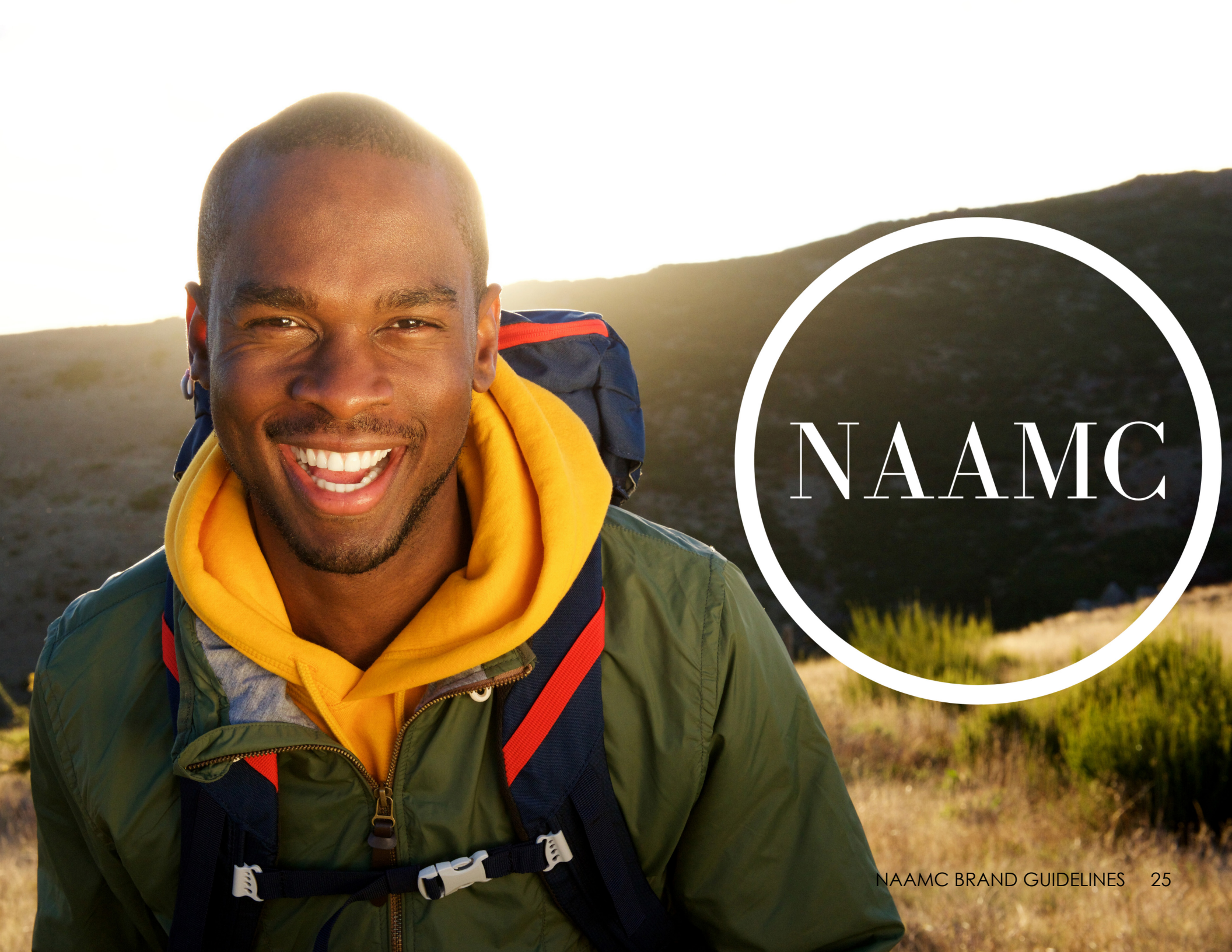
Another acceptable color option is to reverse the logo out to White on darker backgrounds and images.

HEX #FFFFFF |

RGB 255/255/255 |

CMYK 0.00/0.00/0.00/0.00).





NAAMC

---

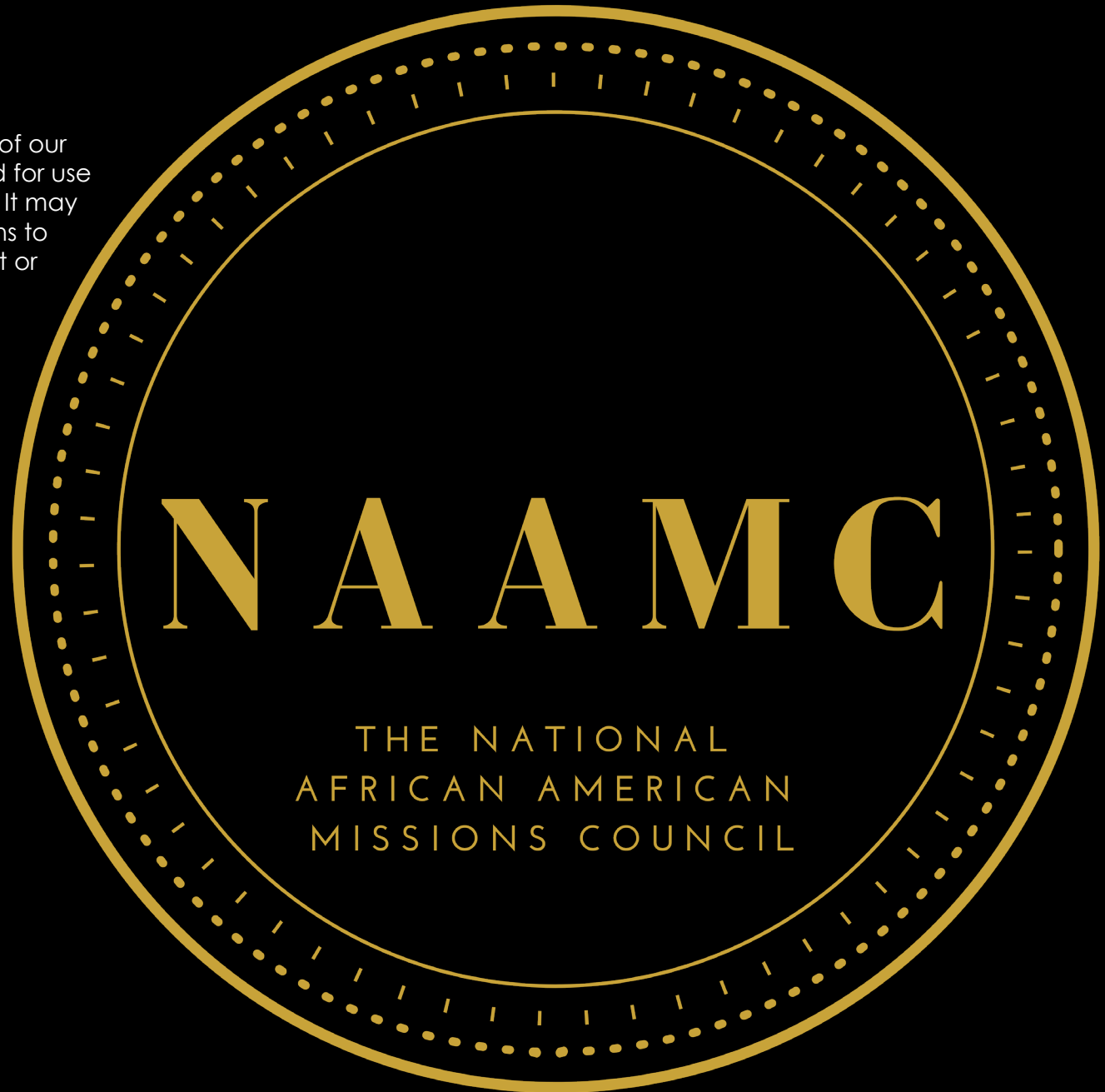
## Our Seal

---

The NAAMC seal is an important part of our ministry's heritage. Our seal is reserved for use on our most official communications. It may also be used on other communications to formally designate that the document or digital message is an official NAAMC communication. It may be used for other purposes only with the permission of the NAAMC Marketing and Communications Department.

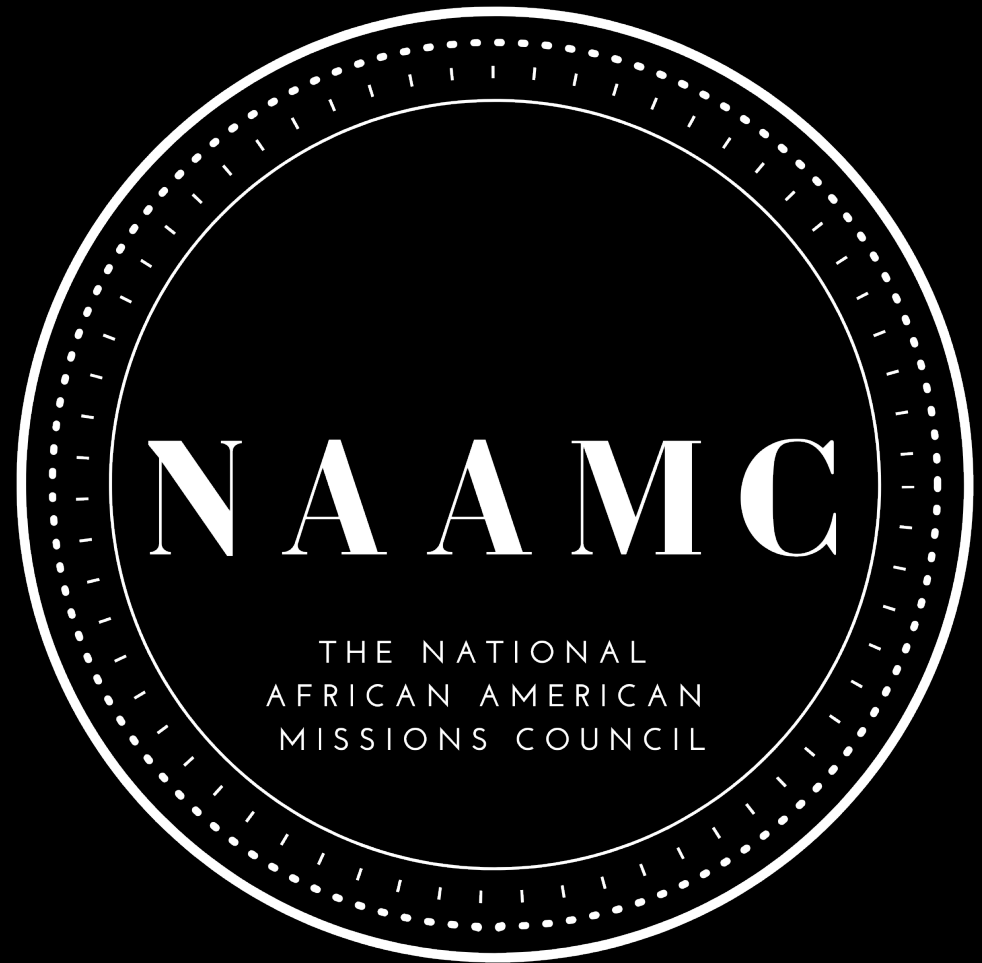
The NAAMC seal should never be locked up with the NAAMC logo, and should not be modified in any way. The versions of the NAAMC seal shown at right are the only versions permitted for future use.

(Pantone "7563 C" |  
HEX #D69A2D | RGB 214/154/45 |  
CMYK 2/34/88/8).





**Black**  
for black  
and white only.



**White**  
for any majority color  
print or digital piece.

---

**Spirit Mark**

---



THE NATIONAL AFRICAN AMERICAN MISSIONS COUNCIL

Our spirit mark is the most informal of our brand assets, created to evoke a sense of energy, pride, drive and action. It's ideally suited to represent the hard-driving, competitive nature of Each department within the NAAMC ministry, but is available for use across the entire organization to reflect spirit, pride and the NAAMC family experience.

# EXAMPLES



THE NATIONAL AFRICAN AMERICAN MISSIONS COUNCIL



THE NATIONAL AFRICAN AMERICAN MISSIONS COUNCIL



THE NATIONAL AFRICAN AMERICAN MISSIONS COUNCIL

# Typography

# Our typographic palette

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. NAAMC's typography communicates clearly and cleanly, and is flexible in a wide range of situations. Flexibility comes from using one type family that contains all necessary styles. Our ministry typeface, Aileron, features Sans, Text and Micro fonts. The Aileron family was selected because it is warm, open and legible at all sizes.

---

## Aileron Family

Aileron is an Open Type font family made up of nine (9) styles, each with different weights and an extensive character set. Each style includes small capitals, fractions, standard ligature, lining and old style figures, and more. The Aileron family supports over 90 languages.

---

## Aileron Sans

The National African American Missions Council

Aa Aa Aa Aa Aa Aa Aa Aa Aa Aa Aa Aa Aa Aa Aa Aa

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 !

@ # \$ % ^ & \* ~ ( { [ " -

+ = . , : ; " ] } )



# The National African American Missions Council & NAAMC

**The National African American Missions Council is the academic expression of our brand and is used by all departments in official communications. NAAMC is the social expression and pet name for the National African American Missions Council. It is used by social settings, social media, informal and formal gatherings, and any licensed products we develop.**

# Bringing our work to life

---

The NAAMC visual look and feel is a collection of elements that create a cohesive package. Our colors, typography, photography, graphic elements and voice all combine to create a strong, unique image for NAAMC. We tailor these elements for each piece we create and, by using these tools consistently, each piece we design will combine to create a larger whole.

## NOTE

The following examples were created to show how existing pieces can be re-imagined using the new NAAMC tools. A thumbnail of the original layout provides a source of inspiration for the revised design. In addition, a short creative brief is given to provide context to the situation, as well as a list of the new elements used in the new design. The photographs used in the following samples are for demonstration only and may not feature approved images for NAAMC.



NAAMC



NAAMC





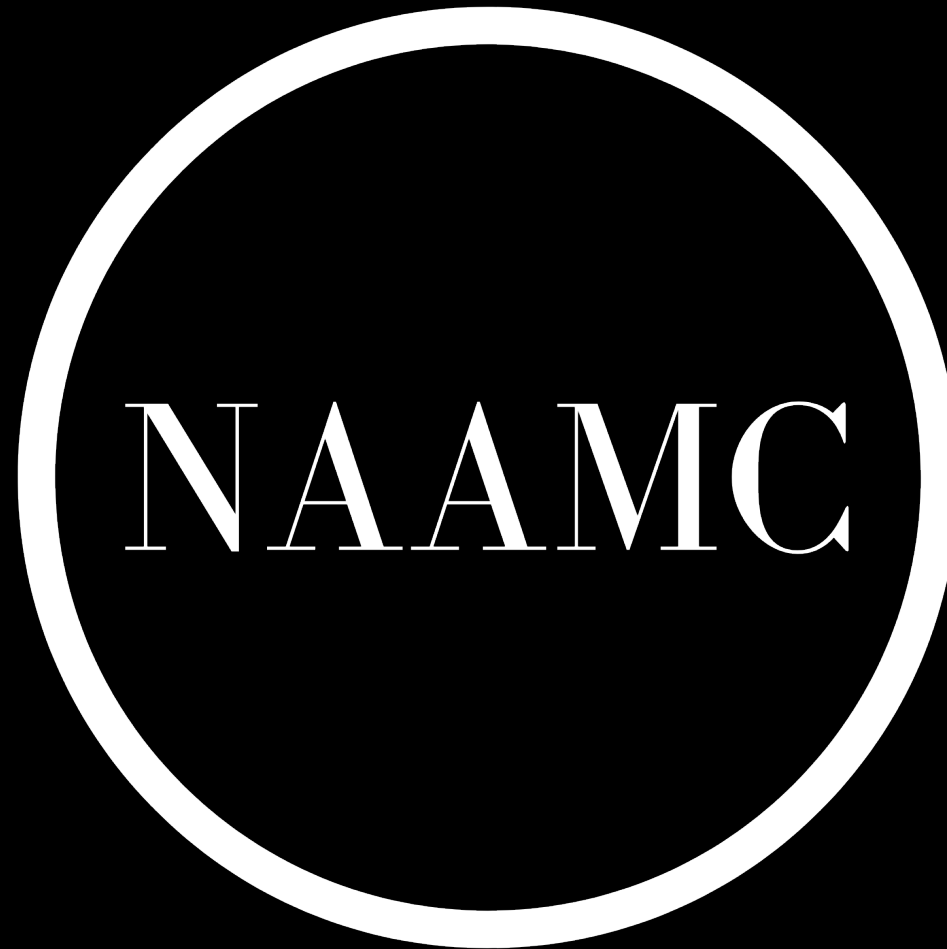
NAAMC

NAAMC  
is recognized  
globally as a  
trailblazer in the  
world of missions and  
sets the standard for  
excellence in  
mobilizing African  
Americans and  
People of Color.



NAAMC  
re-conceptualizes  
the world through  
challenging the  
status quo and  
recalling the rich  
historical presence  
of the African  
American Christian,  
to reshape the  
future of missions.





The National African American  
Missions Council

6809 District Heights Parkway,  
District Heights, MD 20746  
240-767-4351  
[info@thenaamc.org](mailto:info@thenaamc.org)