



BRAND KIT

For creativity and consistency

Sowing Seeds of Joy





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INTRODUCTION

ABOUT US

VISION

To see Black, People of Color communities, and African American Kingdom Builders serve the diverse Kingdom of God with a spirit of excellence, empowering the Church to plant and water the hope of Jesus Christ on every continent.

PARTNERSHIP

The fulfillment of the Great Commission requires that the Church explicitly collaborates with one another in use of time, treasure, and talent to share the Gospel with the unreached peoples of the world.

MISSION

As a bridge to the nations, Sowing Seeds of Joy engages Black, African American, and People of Color communities through cross-cultural missions training, discipleship, and spiritual formation for the work of advancing God's Kingdom.

VALUES

Integrity
Collaboration
Spirit of Excellence
Global Awareness
Professionalism
Service
God Dependence
Vision
Lifelong Learning
Relational Community

WHO IS THIS BOOK FOR?

Anyone at Sowing Seeds of Joy 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 SOWING SEEDS OF JOY DO?

All leaders, staff, missionaries, and volunteers want to tell a compelling, forward-thinking story about the Sowing Seeds of Joy experience. While there are many different internal and external audiences, the tools in this book should inspire everyone to take part in the Sowing Seeds of Joy story, and to collectively and individually benefit from being part of it.



Positioning Statement

“Connecting the Hearts of the People to the Heart of God.”

Sowing Seeds of Joy strives for global reach, excellence, and collaboration in all its events, experiences, strategies, and operations. We are committed to being Relational, Intentional, Strategic, and Evangelistic in our global reach.



How Positioning Applies to Sowing Seeds of Joy

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.

Sowing Seeds of Joy'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.

Creative Platform

HOW TO USE IT

“Amplify the Spirit Within”

“**Amplify the Spirit Within**” is comparative. Many ministries “**Amplify the Spirit Within.**” Only Sowing Seeds of Joy has the depth of talent, diversity of skills and deep-seeded drive to do things that continually challenge and reshape the world of missions through individual discipleship of the minority. When we “**Amplify the Spirit Within**” others, we help them to re-imagine what’s possible for Blacks, African Americans, and People of Color – and enable them to see themselves as active players in the Great Commission.

Check the Voice.

Does the tone of what you’re writing capture the spirit of “**Amplify the Spirit Within?**” 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 Sowing Seeds of Joy successes, you can create a deeper emotional tie with the audience.

Visual Choices

“**Amplify the Spirit Within**” isn’t just a copy point. The idea can come through in visual executions as well.

Crafting Content

Our Key Strengths

DISCIPLESHIP / SPIRITUAL FORMATION / MOBILIZE / EQUIPPING

These are four key strengths that separate Sowing Seeds of Joy 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 “Amplify the Spirit Within” is not a tag line; it’s the theme to build your stories on.

HOW TO USE IT

You can “Amplify the Spirit Within” with discipleship. Connect your message to an unwavering belief, cause, or higher calling to disciple.

You can “Amplify the Spirit Within” with spiritual formation. Share stories about individual or collective growth that have helped advance African American missionaries in the field.

You can “Amplify the Spirit Within” with mobilization. Demonstrate the impact of Sowing Seeds of Joy’s unique ability to send individuals from all over the globe.

You can “Amplify the Spirit Within” with equipping. Show the unique ways in which Sowing Seeds of Joy trains African Americans to transform the kingdom.

Crafting Content

Our Tone

Strong/ Passionate / Informative / Restorative / Inclusive / Nurturing

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 that the Sowing Seeds of Joy personality comes through.

Crafting Content

Sowing Seed of Joy is Not...

Exclusive

Though we seek to mobilize the minority, our knowledge is for all who seek to partake in the great commission.

Confusing

We always use words that are simple and direct. stay away from church “jargon” in order to attract an audience “new to missions”.

Boring

We are exciting.

Corporate

We speak to the individual and meet them where they are. Therefor our messaging is personable and engaging.

Crafting Content

To the right are three 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 at Sowing Seeds of Joy, you are never alone.

Approach 2:

Issue Challenges

Sample headline:

“You Don’t Have to Travel Halfway Around the World to Have a Global Impact!”

Approach 3:

Make a bold Statement

Sample opening line:

“As an African American Christian, you are a part of a much bigger world. You just don’t know it yet.”

LOGO

Main Logo Features

The Sowing Seeds of Joy 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 Sowing Seeds of Joy internal and external communications.

The following guidelines should be strictly followed.

The primary color option for our logo is Sowing Seeds of Joy
Brown - HEX #5c3d27 |
RGB 92/61/39 |
CMYK 00/34/58/64).

Yellow - HEX #febe10 |
RGB 254/190/16 |
CMYK 00/25/94/00).

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



The Logo Mark

LOGO

SOWING SEEDS OF JOY
a bridge to the nations

Word Mark

sowing **seeds**
of **joy**
International



International Mark

Logo Variation



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).

SPIRIT MARKS

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 or ministry within Sowing Seeds of Joy, but is available for use across the entire organization to reflect spirit, pride, and the SSOJ family experience.

#missionstrong Blog



Mission
& Vision



Training
Institute



Women on
Missions



Mission
Trips



Consultation



Partnership

COLOR PALETTE

These colors reflect our brand's identity and personality.

Brown -

HEX #5c3d27

RGB 92/61/39

CMYK 00/34/58/64

Yellow -

HEX #febe10

RGB 254/190/16

CMYK 00/25/94/00

Burnt Orange -

HEX #C45C29

RGB 0/196/92

CMYK 100/0/53/23

Soft White -

HEX #fdf8ee

RGB 0/223/142

CMYK 100/0/36/13

FONT

Font Overview

For Headers

Source Serif Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZab

cdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

For Subheaders and Paragraphs

Glacial Indifference

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Font Hierarchy

Mission Trip Equipment

Kayaking

Explore the bay in a whole new way. Rental for kayaks and kayaking gear is now available at our front desk.

Company Name here

Product Name Here

Write details here, such as product specifications, price, event duration, and promotions.

Type Application

Paradise

is here

Leave the
stress

behind

