

BRANDING STANDARDS GUIDE

MISSION OF HOPE



HISTORY:

In 1972, Sharon Johnson went to Haiti to direct a choir that was traveling around the country. As she looked into the faces in the crowds, she fell in love with the people of Haiti. She returned each year to help the people of Haiti with her husband, Bob Johnson. Over time, they began to feel the need to have an ongoing work in country, one that would help every day of the year and not just once or twice a year. In 1983 they formed what is today Mission of Hope. In 1989 they acquired a piece of barren land just north of Port-au-Prince.

In 1997, Brad Johnson, Bob and Sharon's son, and his wife Vanessa went to Haiti on a week-long trip to serve the people there. While serving, they watched an 18-month-old baby die as her father held her on their way to a clinic. They learned the baby had starved to death from the parents not having any food. This moment was etched in their minds forever, and they could not escape the image of the grieving parents as they mourned the loss of their daughter. A year later, Brad and Vanessa moved full time to Haiti to begin work on the Mission of Hope property.

Officially founded in 1998, Mission of Hope has now grown from a small mission located on a barren piece of land in Haiti to a multi-country organization that focuses on partnering with local churches to help people in their communities see, feel, and hear the gospel.

VISION, MISSION, AND CORE VALUES:

VISION:

As an organization following Jesus Christ, Mission of Hope exists to bring life transformation to every man, woman, and child.

MISSION:

Our Mission is to fulfill our Vision in every endeavor we undertake by successfully executing on our five Core Values.

CORE VALUES:

Relational Proclamation: Intentionally modeling Christ's love through relationships

Evangelistic Saturation: Repeatedly sharing the Gospel message in targeted geographies

Indigenous Mobilization: Strategically developing national leaders to carry the vision to the nation

Holistic Transformation: Continuously pursuing God's physical, mental, social, and spiritual destiny for every man, woman, and child

Excellent Implementation: Responsibly utilizing all resources and talents to their fullest potential for God's glory



MISSION OF HOPE LOGO INTRODUCTION:

The Mission of Hope logo is the most immediate representation of the brand. It is a valuable organizational asset and must be used consistently across all channels.

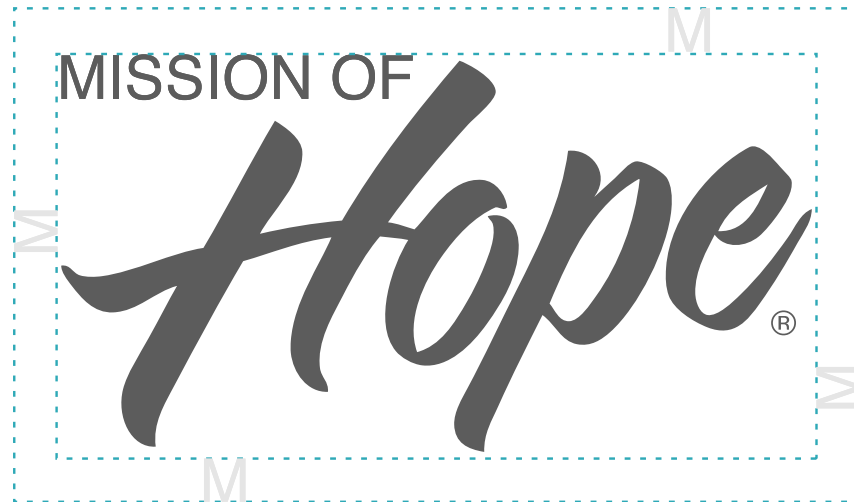
The Mission of Hope logo consists of the logotype, brandmark, and trademark. The positioning, size, and color should not be altered unless explicitly stated. When possible, the logo should be used in charcoal. If charcoal does not work on the collateral, white or blue (Pelorous) are acceptable. The logo must always have the trademark included.



MINIMUM SIZE AND CLEAR SPACE:

The Mission of Hope logo needs room to breathe and enough space so it can stand out. The clear space for the logo is measured by the Height of the “M” in “Mission.”

To make sure that our logo is always visible, the minimum display size for both print and digital applications is listed below. Clear space and minimum size rules also apply to the brandmark.



THE MARK:

The brandmark for Mission of Hope is the word “Hope” from the logo. This word and its associated mark represent Mission of Hope’s commitment to bring life transformation to every man, woman, and child. The mark can be used alone in reference to the brand.

When used as part of the logo, the color of the brandmark should match the rest of the logo. If the brandmark is used on its own, it can be used in charcoal, jade green, or white.

Hope

Hope



LOGO VARIATIONS:

There are several variations of the Mission of Hope logo and different ways to showcase them.

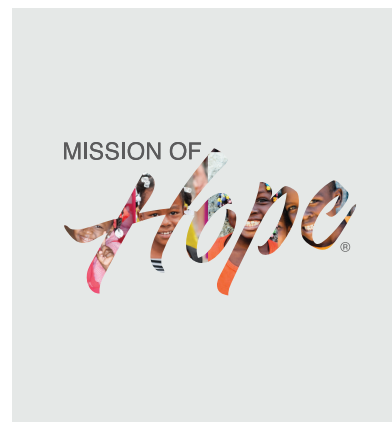
The charcoal logo should be used on a white or *light colored* background.

The pelorous blue logo should be used on a white or *light colored* background.

The white version of the logo is to be used on colored backgrounds within Mission of Hope's color palette or on a colored background outside of the color palette if needed.

The logo with photos making up the word "Hope" is used exclusively for social media.

Team Hope may be used on hope.market swag items as well as any swag items associated with the Team Hope program.



INCORRECT LOGO USAGE:

The Mission of Hope, logo must be used correctly across all channels. Here are examples of incorrect usage of the logo.

Do not rotate, stretch, or skew the logo.

Do not add any strokes or gradients to the logo.

Do not move or change the positioning of the mark. The logo and brandmark when used together should be treated as one entity.

X

MISSION OF
Hope®

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ADDITIONAL LOGOS:

These are the only acceptable versions of the logos associated with Mission of Hope.

Do not skew, stretch, add drop shadows, or manipulate the design of these logos.

If you have questions, the Marketing team is always happy to help provide clarity or help problem solve if you need variants.





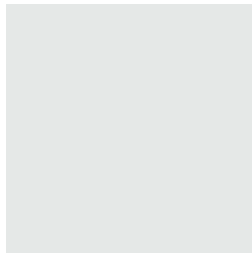
COLOR

BRAND COLOR SYSTEM:

The blend of colors chosen for Mission of Hope allow for flexibility in design while also keeping a consistent brand presence through all applications. **When used correctly, the color palette complements visually compelling designs and keeps brand unity. White is used often for the background of marketing materials and complemented with the colore palette below**

PRIMARY COLORS:

The following colors should be dominant in all materials created:



PLATINUM GRAY:

CMYK: 9 6 7 0

RGB: 229 229 229

Hex: #E5E5E5



CHARCOAL GRAY:

CMYK: 62 54 53 27

RGB: 92 92 92

Hex#: #5C5C5C



PELOROUS:

CMYK: 72 13 27 0

RGB: 51 170 184

Hex#: #33AAB8

SECONDARY COLORS:

These colors are to be used as accent colors and should not dominate any material:



DE YORK:

CMYK: 56 0 66 0

RGB: 116 195 129

Hex: #74C381

TYPOGRAPHY

PRINT BRAND TYPOGRAPHY:

All Printed advertising related to Mission of Hope should use Montserrat as the primary font. If there are large bodies of text in print form, you may use “Minion Pro” as a serif font for easy reading.

Montserrat Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*() [] ?

Montserrat Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*() [] ?

Montserrat Bold:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*() [] ?**

Minion Pro Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*() [] ?

Minion Pro Italic:

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*() [] ?*

Minion Pro Bold:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*() [] ?**

WEBSITE BRAND TYPOGRAPHY:

All Mission of Hope website typography should use Poppins as the primary font. The variations of the font used are bold, regular, and light. The website is the only place where Poppins should be used, all other marketing should follow the print brand typography guidelines.

Poppins Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*() [] ?

Poppins Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*() [] ?

Poppins Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*() [] ?



PHOTOGRAPHY

PHOTO STANDARDS:

Photography plays a vital role in conveying the experience and feel of Mission of Hope. Images give people the opportunity to connect (or reconnect) with who they met and what they experienced while in-country. Mission of Hope partners with local churches to transform lives through church advancement, nutrition, education, and medical care. The hope and vitality in each of these areas can best be conveyed through high quality photography.

No pixelated or grainy images. A minimum resolution of 1024 x 768 is recommended.

Photos should display hope, strength, resilience, joy, and community.

No “flies in the eyes” approach—represent people with dignity and respect. No nudity.

Candid photos convey authenticity and energy.

Use photos that are diverse with gender, age, and ethnicity.

Use photos of Haitians and North Americans working, praying, and serving together. This connects people directly to their experience in Haiti.



The background features several overlapping, light gray outlines of speech bubbles and rounded rectangular shapes. These shapes are scattered across the white background, with some partially cut off by the edges of the frame. The central focus is a large, white speech bubble with a thick gray border.

SOCIAL MEDIA

SOCIAL MEDIA STANDARDS:

Our presence on Social Media is just as important as all of our other collateral. How we use Social Media will determine how people see Haiti, the Dominican Republic, Mission of Hope, and furthermore how people view Jesus.

tone of voice:

Mission of Hope is an organization who unashamedly follows Jesus, believes in life transformation, and wants to connect people to how they can use their time, talents, and resources to advance the Kingdom of God. On Social Media, it is important to stay away from “Christianese” language and make sure to communicate with **hope** and clear calls to action. Check grammar and spelling before posting anything and remain authentic throughout Social Media whether that is in posts, comments, photos, etc.

WHAT NOT TO SAY:

“We enjoyed a great time of
fellowshipping together in Haiti.”

Serving the poor/least of these.
Spirit-led/Spirit-filled.
Loving on.

WHAT TO SAY:

“We had a great time hanging
out together in Haiti.”

Serving together/alongside of.
Building relationships. Getting to
know people. Investing in the one.

“ WRITING STYLE ”

WRITING STYLE STANDARDS:

Mission of Hope uses the AP Style of writing, plus the Oxford Comma. The AP Style is accurate, clear, tight, and neutral.

TONE OF VOICE:

Mission of Hope's tone of voice is inspirational over journalistic. People fall in love with the idea of being used by God to do good. The goal is to get Mission of Hope out of the way in communication and directly connect the reader to the Haitian, and Dominican Republic experience and people, allowing donors to see they are not spectators but active participants.

EMAIL EXAMPLE:

Can't you just hear it—the sound of hundreds of kids rolling in on buses, singing, cheering, and crazy excited for the best week of summer?!

These camps are full of games, laughter, friendship, food, and fun, but most importantly, they have the opportunity to hear the good news of the Gospel.

Almost 7,000 kids attended last summer, and 735 kids accepted Christ through these camps.

This is what it's all about and why we need you!

Would you help send a kid, or five or ten, to camp this summer—a camp that could literally change their lives? Your donation to the Hope Fund helps cover the costs associated with Vacation Bible School and Sports Camps.

SOCIAL MEDIA EXAMPLE:

At the Grace House you will find the brightest smiles, intense games of dominoes, and conversations filled with wisdom. Any amount of time spent with the residents is sweet! Have you had the chance to visit the Grace House? #thisishaiti



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Hope®