



FAITHFUL WITNESS
IN FORGOTTEN COMMUNITIES



DESIGN GUIDE

HOW TO USE THIS GUIDE

Faithful Witness in Forgotten Communities is an initiative of SIM. We have developed some key guidelines to assist you in how to share about this initiative within your context. The intent is to develop consistency without restricting your creativity and discernment in how to appropriately contextualize communications.

Design guidelines come from a variety of sources from basic common sense to understanding user experience. This design guide is intended to create helpful parameters so that the brand can be easily recognizable across multiple platforms and in multiple languages.

This guide includes:

- Name
- SIM Mission and Purpose
- Faithful Witness Tagline
- Key Verses
- Logo Variations
- Logo Colours
- Logo Translation
- Banners
- Co-branding with SIM Logo
- Color Pallet
- Fonts

NAME

The name for this initiative comes from Revelation 1:4-6. The name can be translated into any language using the Bible translation. While there are ministry teams the program as a whole is referred to as an initiative. Faithful Witness teams are responsible to their country and regional leadership. More information on this can be found on Port in the Principles and Strategies documents. Examples of how the name can be used:

English

- Faithful Witness in Forgotten Communities
- Faithful Witness Initiative
- Faithful Witness

French

- Témoin Fidèle Au Cœur Des Communautés Oubliées
- L'Initiative Témoin Fidèle
- Témoin Fidèle

Spanish

- Testigo Fiel en Comunidades Olvidadas
- Testigo Fiel Iniciativa
- Testigo Fiel

MISSION AND PURPOSE (SIM)

Convinced that no one should live and die without hearing God's good news, we believe that He has called us to make disciples of the Lord Jesus Christ in communities where He is least known.

Therefore, compelled by God's great love and empowered by the Holy Spirit...

- We cross barriers to proclaim the crucified and risen Christ, expressing His love and compassion among those who live and die without Him
- We make disciples who will trust and obey Jesus and become part of Christ-centred churches
- We work together with churches to fulfill God's mission across cultures locally and globally
- We facilitate the participation in cross-cultural ministry of those whom God is calling

COMMUNICATIONS P&P

All communications should comply with SIM Principles & Practices.

The communications P & P can be found on SIM's sharepoint site.

TAGLINE (FAITHFUL WITNESS)

Pioneering mission to share the good news of Jesus with those who have never heard it.

KEY VERSES

"Grace and peace to you from him who is, and was, and who is to come, and from the seven spirits before his throne, and from Jesus Christ, who is the faithful witness, the firstborn from the dead, and the ruler of the kings of the earth." - Revelation 1:4-6

"But you will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth." - Acts 1:8



LOGO

The Faithful Witness logo is designed to be used either on its own or with the SIM logo (or another organization logo). Variations of the logo include:



FAITHFUL WITNESS
IN FORGOTTEN COMMUNITIES

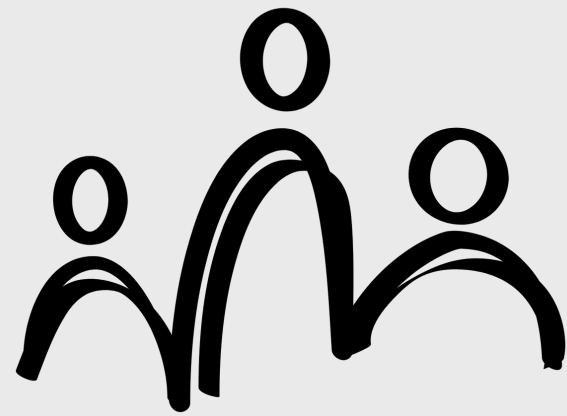


FAITHFUL WITNESS
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LOGO (COLOURS)



FAITHFUL WITNESS
IN FORGOTTEN COMMUNITIES



FAITHFUL WITNESS
IN FORGOTTEN COMMUNITIES



FAITHFUL WITNESS
IN FORGOTTEN COMMUNITIES

LOGO (TRANSLATIONS)



TESTIGO FIEL

EN COMUNIDADES
OLVIDADAS



TESTIGO FIEL



TÉMOIN FIDÈLE

AU COEUR DE
COMMUNAUTÉS OUBLIÉES



TÉMOIN FIDÈLE

LOGO (BANNERS)



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LOGOS (CO-BRANDING)

The FW logo is intended to be co-branded with the SIM logo. Options for cobranding can include the following:

SIM



FAITHFUL WITNESS
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SIM



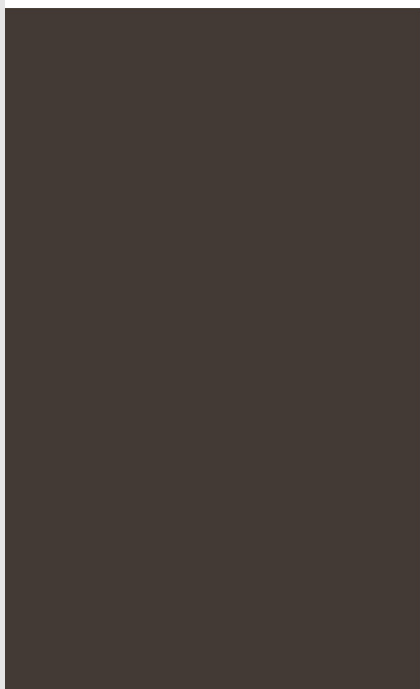
FAITHFUL WITNESS
IN FORGOTTEN COMMUNITIES

SIM
By Prayer

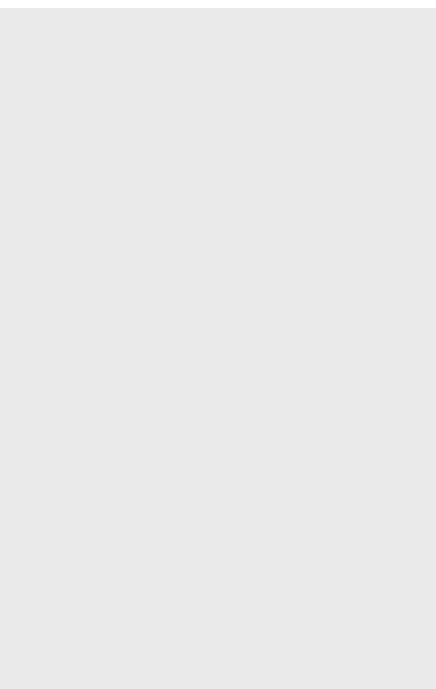


COLORS

#433A35



#EAEAEA



#FFFFFF



#E09D10



SIM RED

#BD2919



FONTS

ON YELLOW

HEADINGS: GILROY

BOLD, ALL CAPS

SUBHEADINGS:

GILROY, ALL CAPS

Body: Glacial Indifference

MALI

The Hassaniya people are open to receiving workers who will live among them and learn the language and culture, There are no more than four known believers among millions of Hassaniya.

FONTS

ON WHITE

HEADINGS: GILROY

BOLD, ALL CAPS

SUBHEADINGS:

GILROY, ALL CAPS

Body: Glacial Indifference

MALI

The Hassaniya people are open to receiving workers who will live among them and learn the language and culture, There are no more than four known believers among millions of Hassaniya.

SECURITY

SIM countries set their security practices and use of names, images, and specific locations. These guidelines may change at any moment and Faithful Witness chooses to take the most secure approach in order to not put any information out that may compromise workers. We almost always use pseudonyms for workers, we never name children of workers, and we use pseudonyms for people in communities. We also generally refer to regions (i.e., Northern Nigeria, Western Mali), larger regions (North Africa, Middle East), or continents (i.e. Asia). The exception is Ayutthaya, Thailand.

As a best practice, we pass any external communication by either the team leader or director. If there is a specific individual that is mentioned, the item of communication may also need to be approved by that individual (items taken directly from a newsletter or a direct quote).

Workers may have a different level of comfort in the communication they share and in some cases, we may need to bring security issues to the attention of the director or global director if there is a concern. Our goal is to keep our workers and local Christians safe.

IMAGES

We obtain images from a variety of different sources. Images for use in media come from workers and free license use image sites. As a practice, we will avoid using images that include children (discuss with Tim Allan if you have questions about this).

Here is a list of sites that provide license-free images:

- Unsplash
- Pexels
- Canva's photo library

