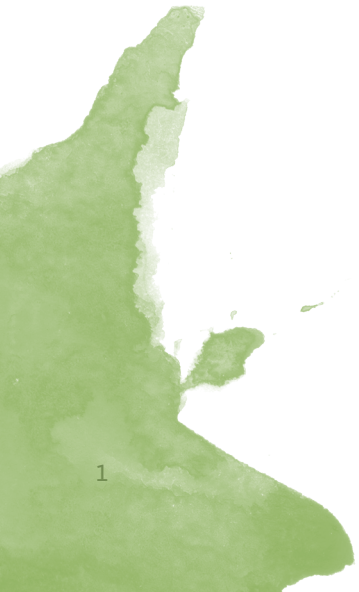


parakaleo  BRAND GUIDE



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LOGO

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ASSETS

gospel rich  
whimsical  
humorous  
irreverent  
honest  
courageous  
current  
beautiful

BRAND VOICE

# parakaleo VOICE

**GOSPEL RICH**- Speak openly of our brokenness with a view towards redemption, focus on rescue, of one for all, of Christ in every narrative.

**WHIMSICAL**- Imaginative, creative, unusual, quirky.

**HUMOROUS**- In light of what Christ has done and will do for us, we don't have to take ourselves so seriously. Proverbs 31 "she can laugh at the days to come" referring to wisdom.

**IRREVERENT**- We are purposefully disrespectful of our own religious traditions and Christian phraseology that focuses on:

- being right and good
- sentimental
- traditions, that if we follow, imply we're more spiritual

The purpose of being irreverent is to call attention to where we really don't believe the gospel and where we place a higher value on being respected than on the truths of JC. This does not mean we purposefully try to offend although we will at times. It does not mean we can disrespect people or other religions.

**HONESTY**- without apology, saying it like it is.

**COURAGEOUS**- Parakaleo is called to and focused on bringing change to current church planting systems with our primary focus being the planter's wife and women in ministry. We want women to engage a robust gospel so that they are freed to accept and live out their true identity. We will be challenged. We will not be believed. Speak truth in what we write and say.

**CURRENT**- Keeping aware of current trends in church planting as well as on the world stage. Knowing our audiences, their vocabulary and how to engage each one.

**BEAUTIFUL** – color, design, the Anthropology look, simplicity, clean.

## this is our PROFESSIONAL VOICE

When you write or represent Parakaleo, consider how you will use the Parakaleo voice without being sentimental or overly formal (as there are times when “Dear Friends” will be appropriate.)

### *Examples*

#### LETTER OPENING

Formal: Dear Friends

Christianize/Sentimental: Dear Sisters in Christ, Dear partners in ministry

parakaleo: Hey guys, Hey girls, Or just begin the letter such as Our promise to you.....

#### LETTER CLOSING

Formal: Sincerely

Christianize/Sentimental: Blessings to you, your friend in Christ, For Christ and his kingdom

parakaleo: Cheers, \_\_\_\_\_ or just end the sentence and put your name.

#### USE OF SCRIPTURE

Formal: Paul to the church at Thessalonica....

Christianize/Sentimental We thank our gracious God...

parakaleo: We are here, alongside you, with the gospel and our lives as well.

### *Examples from Outreach International that have our voice*

- Projects don't permanently end poverty, people do. Won't you join us?
- Pretty in Pink (gift of a pig)
- The More, the Hairier (gifts of animals)
- Give women a voice. Invest in the future by investing in its women.  
Women's leadership Training \$90
- The tools for success. Your gift will equip a child with..... You can be the one who helps them succeed. Classroom supplies and new uniform \$55

### *Examples from Trader Joes that have our voice*

- Still the best thing since sliced brie! Okay, well, it is sliced Brie. Or it will be. Once you slice it.
- Bagels across America are standing up and demanded to be toasted. Now. They want to experience the flavor explosion that is Trader Joe's Honey Walnut Fig Cream Cheese. They're on to something. Who knew Bagels could be so smart?

parakaleo



LOGO



## LOGO SOLO

- parakaleo - always in black
- letterspace tracking 85
- always lowercase

flower appears in black/green and black/gray

logo minimum - half inch

parakaleo } .5"



parakaleo 

o parakaleo o

o

LOGO  
SOLO

parakaleo - always in black  
- letterspace tracking 85  
- always lowercase

allow one "o" white space around logo

flower appears in black/green

logo minimum - half inch

parakaleo  } .5"

parakaleo  
COMING ALONGSIDE 

o parakaleo o  
COMING ALONGSIDE   
o

LOGO  
TAGLINE

parakaleo - always in black  
- letterspace tracking 85  
- always lowercase

Tagline - in green  
- all caps  
- height same is  
main cap height


allow one "o" white space around logo

flower appears in black/green

logo minimum - 3/4 inch

parakaleo  } .75"  
COMING ALONGSIDE

parakaleo  AU

o parakaleo  AU o

## LOGO + COUNTRY

parakaleo - always in black  
- letterspace tracking 85  
- always lowercase

country code - in green  
- all caps

allow one "o" white space around logo

flower appears in black/green

logo minimum - half inch

parakaleo  AU } .5"

① parakaleo  AU

② parakaleo  MX

③ parakaleo  SG

LOGO +  
COUNTRY

1. parakaleo AUSTRALIA

2. parakaleo MEXICO

3. parakaleo SINGAPORE

parakaleo  AU } .5"

parakaleo  info@parakaleo.us | parakaleo.us

parakaleo  info@parakaleo.us  
parakaleo.us

parakaleo   
info@parakaleo.us | parakaleo.us

parakaleo  AU  
info@parakaleo.us  
parakaleo.us

parakaleo  AU  
info@parakaleo.us  
parakaleo.us

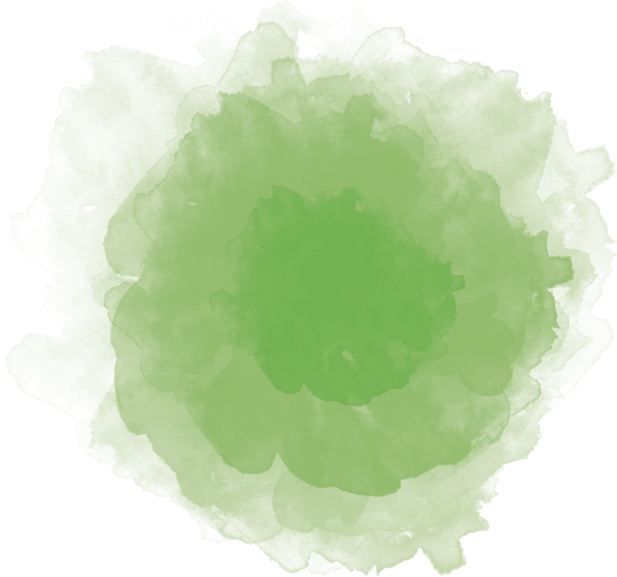
LOGO +  
LOCK UP

Lockups for logo with contact information. Lockup may be in a single line to the right, stacked to the right of the logo, aligned underneath the logo. It should always be in gray or green contrasting the black of the logo.



## LOGO SPECIAL

Parakaleo 10 YEARS logo should be displayed with the 10 years stacked and aligned to the right of the logo in Green. "YEARS" should align with the tagline.



## COLORS



main



70%



50%



20%

accent



main



70%



50%



30%

accent

## BRAND COLORS

### 1. BLACK

C-0 M-0 Y-0 K-100 R-0 G-0 B-0

HEX: #00 00 00

### 2. GREEN

C-59 M-18 Y-100 K-2 R-120 G-162 B-64

HEX: #78 A2 3F

PMS: 7490 C



HEADLINE

subhead

Body copy minimum 8 pt  
70% black

FONTS

“ Quotes in standard format.  
Colaborate Thin ”

NAME

Archer Rev .....

①

HEADLINE ALL CAPS ..... Optima

subhead

②

headlines lower case ..... Optima

subhead

Body copy minimum 8 pt 70% black ..... Optima

Our three curriculum tracks, born out of research and a decade of experience, apply a gospel paradigm to the stresses women in ministry face. Our unique design invites women to see their own stories in light of God's bigger story of redemption; understand how the gospel applies to all aspects of life; unmask chosen idolatries; embrace their truest identity and calling; and live this out in community.

③

Headlines intial case ..... Optima

subhead

call out *call out* ..... Archer / Italic

Body copy minimum 8 pt 70% black

Our three curriculum tracks, born out of research and a decade of experience, apply a gospel paradigm to the stresses women in ministry face. Our unique design invites women to see their own stories in light of God's bigger story of redemption; understand how the gospel applies to all aspects of life; unmask chosen idolatries; embrace their truest identity and calling; and live this out in community. .... Alegreya

## FONTS

- 1. Headlines may be ALL CAPS, Initial case, and lower case
  - Headline should be at least 4 pts larger than the subhead or body copy
- 2. SUBHEAD should be an alternating color [gray or green]
- 3. Body Copy may be OPTIMA or ALEGREYA
- 4. Call Out - Archer Italic or Archer Regular [Gray or Green color]
- 5. Numbers
  - Archer Rev
  - Optima

Roboto Slab .....

1. HEADLINE ALL CAPS ..... Lucida Sans

subhead

2. headlines lower case ..... Lucida Sans

subhead

Body copy minimum 8 pt 70% black ..... Alegreya Sans

Our three curriculum tracks, born out of research and a decade of experience, apply a gospel paradigm to the stresses women in ministry face. Our unique design invites women to see their own stories in light of God's bigger story of redemption; understand how the gospel applies to all aspects of life; unmask chosen idolatries; embrace their truest identity and calling; and live this out in community. qui ducia dem hilibus atur?

3. Headlines intial case .... Lucida Sans

subhead ..... Roboto

call out call out ..... Roboto Slab

Body copy minimum 8 pt 70% black ..... Roboto

Our three curriculum tracks, born out of research and a decade of experience, apply a gospel paradigm to the stresses women in ministry face. Our unique design invites women to see their own stories in light of God's bigger story of redemption; understand how the gospel applies to all aspects of life; unmask chosen idolatries; embrace their truest identity and calling; and live this out

FONTS  
WEB

1. Headlines may be ALL CAPS, Initial case, and lower case - Headline should be at least 4 pts larger than the subhead or body copy

4. Call Out - Archer Italic or Archer Regular [Gray or Green color]

5. Numbers -Roboto Slab, Roboto, Alegreya Sans

2. SUBHEAD should be an alternating color [gray or green]

3. Body Copy may be ROBOTO or ALEGREYA SANS

“ Quotes look like this ”

Name

“ Quotes looks like this ”

NAME

“ *Quotes look like this* ”

NAME

“ Quotes looks like this ”

Name

## FONTS

### 1. QUOTES

- Initial case, and lower case
- Collaborate Thin, Archer, Alegreya Sans
- Attribution - Collaborate thin or med, [Alternate Color -green or gray]

### 2. QUOTE MARKS

- Archer Book
- 4x the size of the quote size  
(ie quote = 20 pt, quote marks = 80pt)

TRAINING

+

NETWORKS

+

COACHING

+

LEADERSHIP

DESIGN  
EXAMPLES

1



parakaleo  
COMING ALONGSIDE



saving lives    supporting marriages    sustaining ministry



TAMI RESCH  
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tami@parakaleo.us  
parakaleo.us

2



parakaleo STRATEGY



Parakaleo’s vision is to come alongside church-planting spouses domestically and globally.

In order to achieve this vision we have created a comprehensive fundraising strategy\* to scale the organization.

*This strategy includes:*

**INCREASING TIME EFFICIENCY:**

Greater focus will be taken on assessing the meetings in which senior staff’s presence will be most effective. The rest of their time will be focused on increasing program efficacy and quality.

.....

**INCREASING AWARENESS:**

Effort will be made to reach out to organizations that will provide platforms to tell our story and increase awareness and, ideally, support.

.....

**MAKING TARGETED ASKS AND IDENTIFYING ADDITIONAL DONOR POOLS:**

We will aim to identify individual donors who are not the direct beneficiaries but who can relate with the problem Parakaleo is looking to solve and have resources capable of being gospel patrons for spouses of church planters.

\*full strategy available upon request

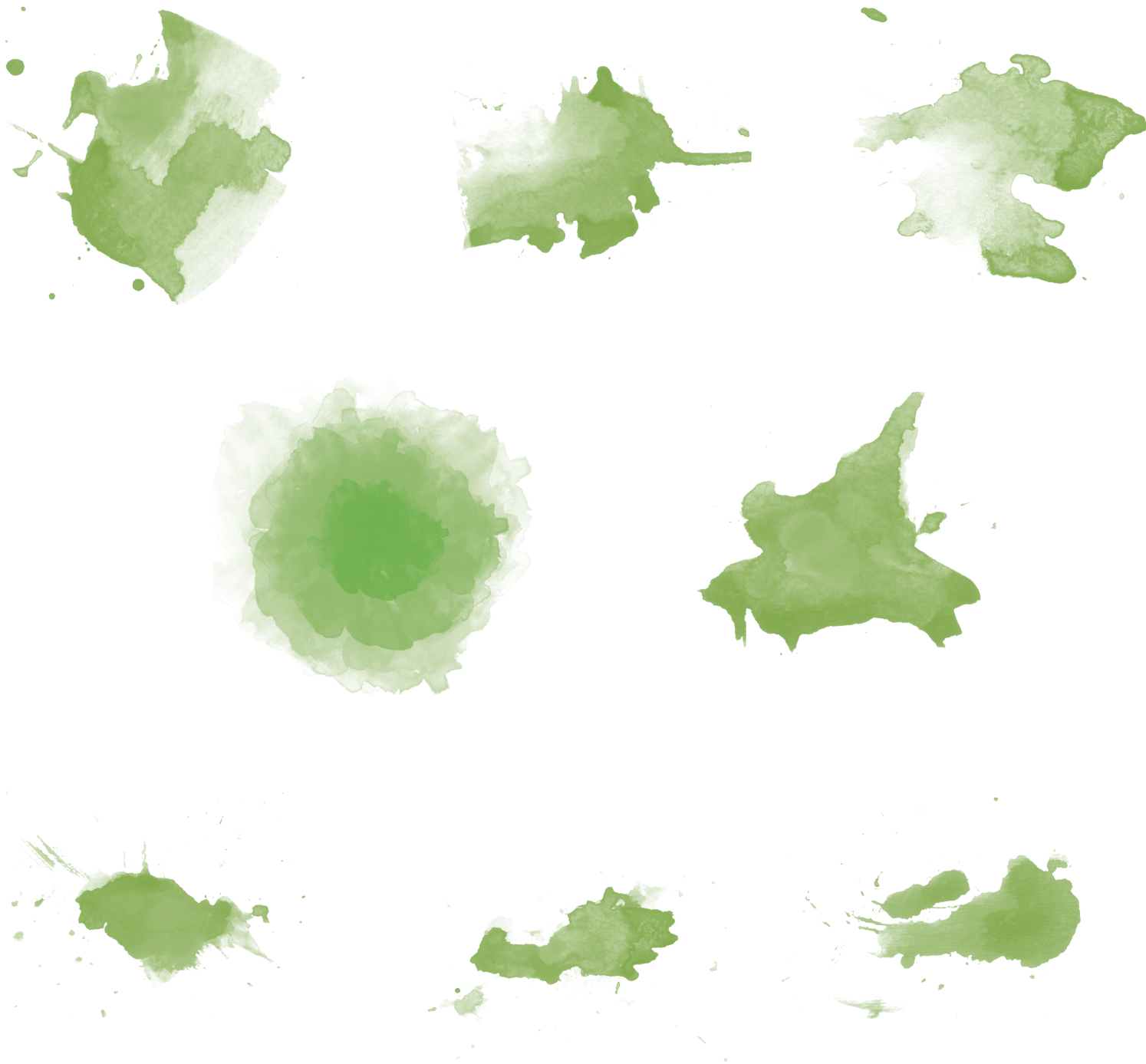
## DESIGN EXAMPLES

1. Business Card Layout
2. Collateral Example using multiple fonts, colors and sizes.



ASSETS

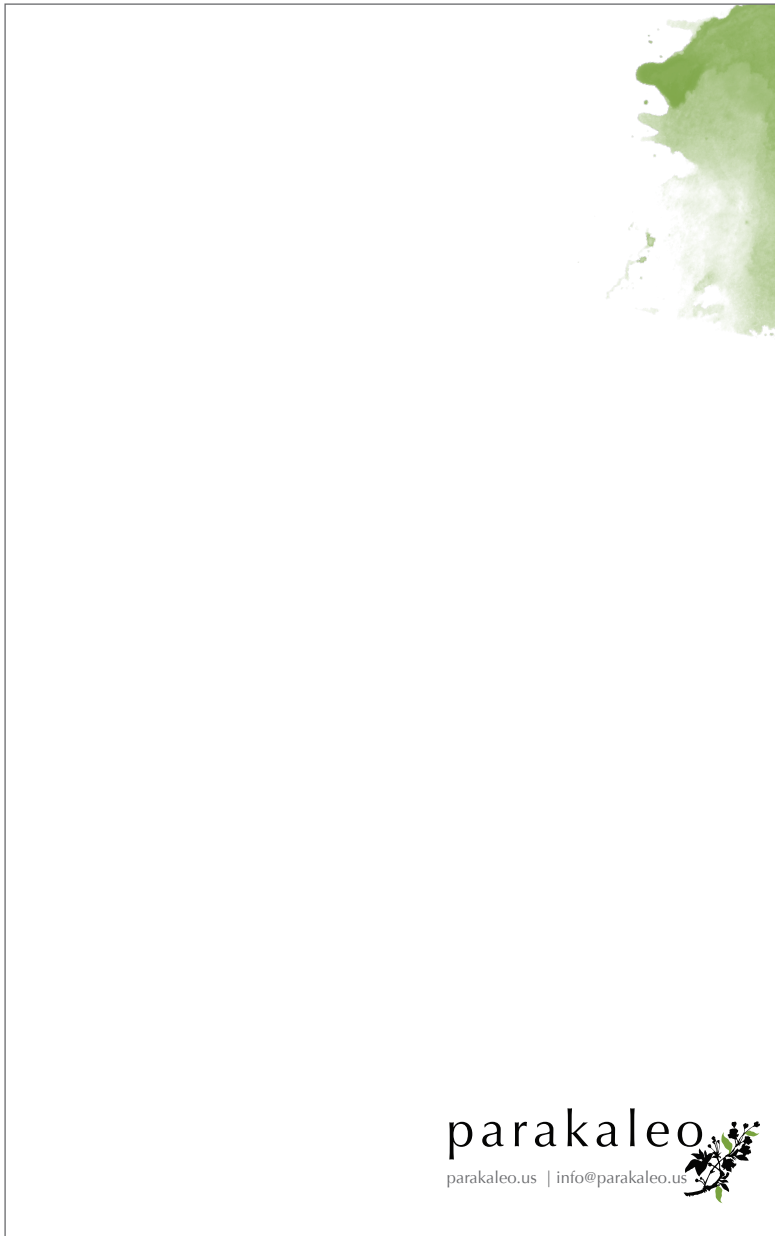




## WATER COLOR SWATCHES

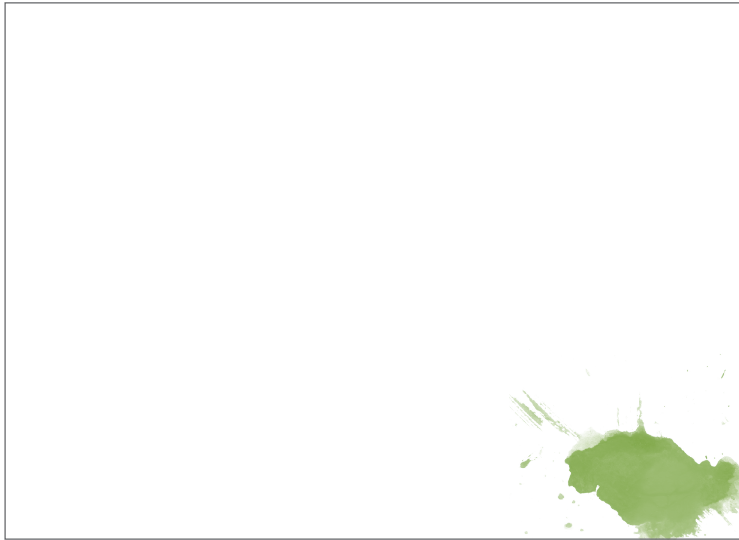
The Watercolor effect is used as a design and branding element. The watercolor swatch symbolizes, new life, peace and freedom. We are all God's masterpiece and the watercolor uniquely symbolizes the work of the water of God's spirit to remake and renew our lives. This is an important branding element that should be used sparingly and with care.





Notepad

## DESIGN EXAMPLES



Stationery

## DESIGN EXAMPLES

Stationery is A2 card size. 5.5 x 4.125 "  
120# Cardstock  
Mohawk Superfine Eggshell

# parakaleo

COMING ALONGSIDE

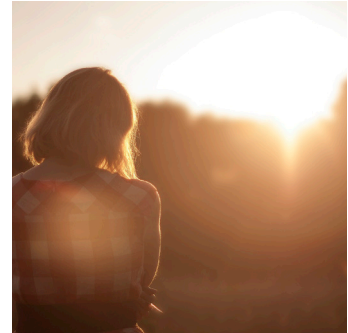
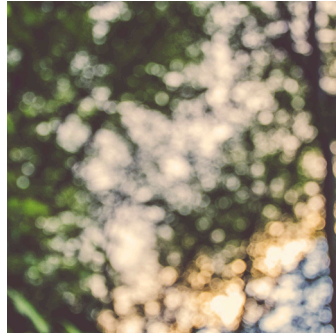
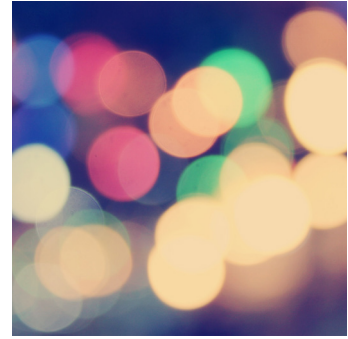


SAVING LIVES / STRENGTHENING MARRIAGES / SUSTAINING MINISTRY

Brochure Cover

## DESIGN EXAMPLES

Brochure  
7.5 x 7.5 " square  
120# Mohawk Superfine Eggshell Cover  
100# Mohawk Superfine Eggshell Cover (interior pages)



## IMAGERY

Imagery should be clean, simple, and elegant. Our hope is to create a space of safety, and peace and imagery can elicit powerful emotions. Avoid, cartoony images or images that are brash or

1



Flower Pattern

2



World Map

## GRAPHICS

1. Flower Pattern
  - should be used as a graphic element
  - communication collateral
  - pattern for templates, stationery, bags etc
2. Map
  - used as a background screen/transparency

parakaleo 

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## EMAIL SIGNATURE

Logo:  
Name : optima 12 pt | Lucida Sans 12 pt  
Color: parakaleo green  
Title: optima 10 pt | Lucida Sans 10 pt  
lowercase

Contact: optima 10 pt | Lucida Sans 10 pt

parakaleo

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parakaleo.us

Design by: Future Perfect

Faith McCormick | Creative Director

