2022

# BRAND BOOK

NATION-2-NATION
N2NMinistries.org

N2NCU NATION-2-NATION
*Christian University*

🌐 N2NCU.ORG

📍 P.O. BOX 530044
HARLINGEN, TX 78553

📞 (956) 507-4109

✉ INFO@N2NCU.ORG

Nation-2-Nation Christian University is a subsidiary of WIN Ministries.
Nation-2-Nation is a registered trademark of WIN Ministries.

September 2022

# 2022
# BRAND BOOK

# BRANDING
## 101

# What is Branding?

According to Oberlo.com,

"*Branding is the process of creating a strong, positive perception of a company, its products, or services in the customer's mind by combining such elements as logo, design, mission statement, and a consistent theme throughout all marketing communications.*

*Effective branding helps companies differentiate themselves from their competitors and build a loyal customer base.*"

# What is a Brand?

A brand is a promise to the customer. It tells them what to expect from the organization's products and services. A strong brand comes from who the organization is, what it wants to be, and what people perceive it to be.

**Brand Image —** The image of the brand is built from the consumer's entire experience with the product and the organization. It's how they see and feel about the brand based on their interactions or associations with it.

**Brand Identity —** The brand identity is composed of every element the consumer sees which differentiates the brand from others such as colors, designs, and logos.

# Why do Brands matter?

A strong brand make an organization stand out from competitors, creates a personal connection with consumers, gives marketing and fundraising a bigger impact, and provides an identity that staff and volunteers can rally behind.

# BRAND
## OVERVIEW

**N2N Ministries and N2NCU are inseparable brands that flow together. But, they are also unique.**

# What's the difference?

**N2NCU** is the product we use to equip Christians worldwide for ministry. Through **N2N Ministries**, we work to raise funds so that we can offer this product at a low cost to those in need.

There are three key factors to look at when differentiating our brands: *approach*, *audience*, and *purpose*.

| | APPROACH | AUDIENCE | PURPOSE |
|---|---|---|---|
| **N2N Ministries** | **Fundraising**<br>A Partnership = Intrinsic Reward<br><br>*"Give toward our mission, and we will change the world together."* | **Donors**<br>**Partners**<br>**Sponsors** | Build relationships with donors and raise money so that we can develop and offer our N2NCU curriculum at little to no cost to those who need it. |
| **N2NCU** | **Marketing**<br>An Exchange = External Reward<br><br>*"Purchase our curriculum, and we will give you our product."* | **Students**<br>**Facilitators**<br>**Alumni** | Connect with those who need discipleship tools and convince them to purchase our N2NCU curriculum and follow our program. |

# Why is it important?

Understanding these vital differences between our brands avoids internal confusion among staff members. It also helps ensure that we are representing what we do accurately to those outside the organization.

# N2N MINISTRIES
# OVERVIEW

## KEY VERSE

**Matthew 28:19-20**

"Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you."

## TAGLINE

Because Jesus said go.

## VISION

To see that every Christian is equipped to go and reach the world for Christ.

## MISSION

To empower Christian leaders through holistic Bible education to discover their purpose in Christ, share the Gospel, and lead their communities out of poverty.

## CORE VALUES

**1 Evangelism**
Creating and empowering a holistic vision within the church for impacting their communities, resulting in open doors for the Gospel and tremendous church growth.

**2 Discipleship**
Developing mature Christians who are prepared to lead in all areas of life.

**3 Practical Education**
Providing education with practical and lasting solutions that meet the most urgent needs in churches and communities.

**4 Strategic Support**
Equipping proven, committed leaders by giving them the tools they need to expand their ministries beyond their expectations.

**Nation-2-Nation Ministries** is a 501c3 nonprofit that was founded in 2005 as World Impact Now. It changed its name in 2022. N2N Ministries works to bring the hope of the Gospel to the world through strategic education.

## SPEAKING ABOUT N2N

Shorthand for Nation-2-Nation Ministries is as follows:

- Nation-2-Nation
- N2N Ministries
- The ministry / N2N (after initial reference)

**!** **N2N Ministries is never referred to as N2NCU, Nations-2-Nations, Nation-to-Nation or the like.**

# N2NCU OVERVIEW

## KEY VERSE

**2 Timothy 2:15**

"Do your best to present yourself to God as one approved, a worker who does not need to be ashamed and who correctly handles the word of truth."

## TAGLINE

Equip. Train. Empower.

## VISION

To see every Christian equipped for ministry, trained up in the Word of God, and empowered to lead their communities out of spiritual and physical poverty.

## MISSION

To provide our students with biblical teaching and life-application training that prepares them for all areas of ministry.

## CORE VALUES

**1 Faith-Driven**

Empowering every Christian to confidently share the Gospel of Jesus and expect God to move supernaturally as they eagerly pursue the baptism and gifts of the Holy Spirit.

**2 Immediate**

Equipping students with practical solutions, skills, and knowledge they can implement right away to improve their lives and communities beyond the classroom.

**3 Comprehensive**

Offering a curriculum based on the ministry model of Jesus which prepares leaders for Christian ministry that meets the spiritual, physical, and emotional needs of those around them.

**4 Accessible**

Bringing Bible education and practical life skills to every Christian regardless of educational, financial, and cultural backgrounds.

**Nation-2-Nation Christian University** is a division of N2N Ministries, a 501c3 nonprofit, and was founded in 2013. N2NCU is a video-based ministerial school offering both Associate and Bachelor's degrees.

## HOW IT WORKS

The N2NCU curriculum is utilized through three structured programs.

### International Extension Program

Overseas, we offer a degree in Biblical Studies and Community Development Outreach that combines Bible education with training in areas such as livestock care, agriculture, and basic hygiene.

### Local Training Program

Within the United States, we offer a degree in Biblical Studies and Ministry that is geared towards personal discipleship.

### N2NCU Online

Students can enroll directly and begin classes immediately through our online program that allows them to study on their own as they progress towards their degree of Biblical Studies and Ministry.

We also offer select courses on the N2NCU Storefront for individual use.

These are useful for those in need of small group materials.

> **All students, other than online students, are not considered N2NCU students until they apply for a transfer credit upon applying for graduation.**
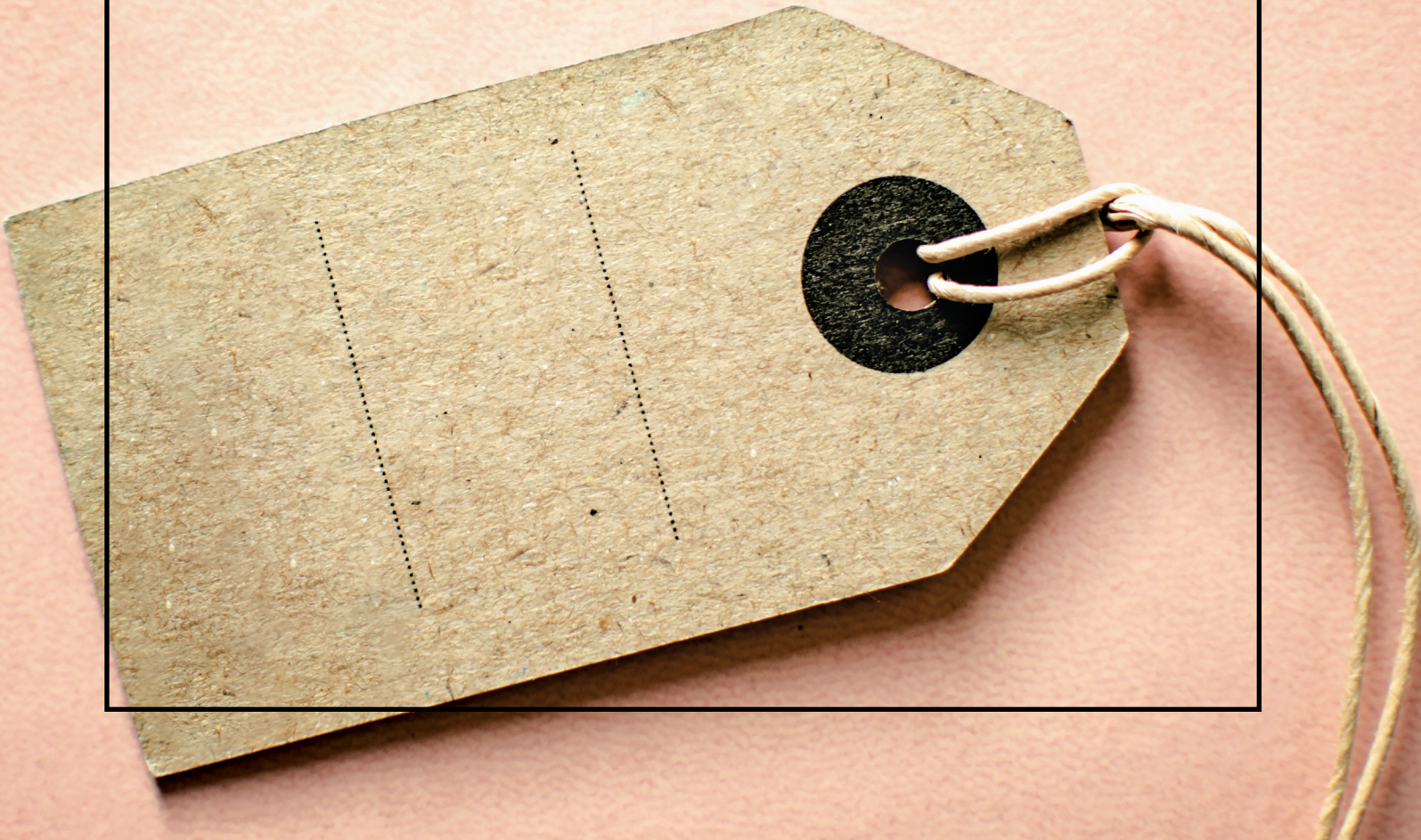
## SPEAKING ABOUT N2NCU

Acceptable shorthand for Nation-2-Nation Christian University is as follows:

- N2NCU
- The university (after initial reference)

**!** **Don't call it Nation-2-Nation or N2N unless speaking to students who use this shorthand frequently.**

# THE BRAND
# EXPERIENCE

# Brand Experience

## N2N Ministries

We want donors to give financially to the ministry and for partners to join us in our mission. With every interaction, supporters should feel like they are part of something big. They are bringing hope to communities all over the world through strategic education.

Three words should come to mind when they encounter this brand:
- **Sincere** (Real)
- **Exciting** (Daring)
- **Competent** (Successful)

## N2NCU

We want students to enroll and facilitators to start schools using the N2NCU programs. Every person who interacts with this brand should feel empowered, important, and provided for. They should feel like they are part of a caring community.

Three words should come to mind when they encounter this brand
- **Sincere** (Down-to-earth)
- **Exciting** (Unique)
- **Competent** (Reliable)

# Our Audience

## N2N Ministries

N2N Ministries focuses on financial donors and non-financial partners.

Target groups to connect with:
- **Churches:** Pastors, church members, people who want to adopt a nation, etc.
- **Businesses:** Conference attendees, people who buy seminar courses, local businesses, etc.
- **Personal Connections:** Friends of the ministry, family of staff, prayer groups, volunteers, board members, etc.

**!** **These are not comprehensive lists. They merely give an idea of whom we gear our communications to.**

## N2NCU

N2NCU focuses on students, alumni, facilitators, and partners.

Key groups to promote our curriculum to:
- **National:** USA churches, church members who want to run community LTP schools, local organizations and missions groups who want to train their leaders, small groups in need of class curriculum, etc.
- **Online:** Retired people who never attended Bible school, young adults who want to know God more, leaders who want to be ministers, etc.
- **International:** Missionaries, organization leaders, humanitarian groups, local churches abroad, small missions groups, etc.

# OUR
# PLATFORMS

## N2N Ministries

🌐 n2nministries.org

✉ info@n2nministries.org

f N2NMinistries

◉ N2NMinistries

▶ N2NStudios

## N2NCU

🌐 n2ncu.org

✉ info@n2ncu.org

f N2NCU

◉ N2NCU

▶ N2NStudios

# Our Voice

"Voice" is the way your personality comes through in your writing.
Our goal is to present ourselves as friendly and competent in all of our written content.

**Formal**

When writing official documents, such as grants, write in a third-person point-of-view. Strive for a professional tone that impresses.
  • "Nation-2-Nation equips pastors worldwide to go and make disciples."
  • "The ministry exceeded its translation goal this year."

**Informal**

When writing for less formal platforms, such as social media, posters, flyers, and blogs, write from a first-person point-of-view. Create a comfortable atmosphere as if you were talking to a friend.
  • "We are impacting the lives of people everywhere!"
  • "Join us in praying for our trip to Benin today."

**For social media code of conduct reference the Social Media Policy:**

**winministries.org/resources/social_media_policy.pdf**

# PHOTOGRAPHY
## GUIDE

*The trick to getting usable photos is not just in the camera itself but in knowing how that camera works.*

## Get to know your camera

It doesn't matter how nice your camera is—if you don't know how to use it, you will struggle to get good results.

Most cameras have a lot of settings hidden away in their menus, so look through the settings to see what you can do.

> Can you change the light sensitivity?
> Can you manually change the exposure?

If you can't find, or don't understand the settings, look up that phone camera on the internet. There are many websites that give walk-throughs on how to use it.

## Look for the light

Cameras work by opening and closing a shutter, allowing light to hit the camera's sensor for a determined amount of time and strength. The longer and wider the camera shutter is open, the more detail is able to be captured.

The process works much like the pupil of an eye. If there's a lot of light, the pupils shrink to reduce the amount of light let in. If there's not a lot of light, the pupils expand to increase the amount of light let in.

All cameras have a hard time taking photos in low light—if the camera can't see it, it can't capture it. Whenever possible, take pictures in well-lit areas.

*Tips for taking usable low-light pictures:*

- **Use a tripod.**
  If you don't have an actual tripod, get creative. You can use someone's back or shoulder, a tree limb, ledges, or walls to steady yourself.

- **Ask people to remain still.**
  As mentioned before, in low-light situations the camera will keep it's shutter open to allow more light to hit the sensor. Any sort of movement during this process will create a blurry "after-image" around the subject. It's important to keep your camera and your subject as still as possible until the camera is done capturing the image.

- **Take advantage of software.**
  For example, the iPhone 11 can sense when there is insufficient light and tell you how long to hold still while the picture is being taken. This goes back to knowing your camera options. Make the most of what you have.

**The best way to take good low-light pictures is to keep your camera as still as possible.**

# Use good composition

## Rule of Thirds



Divide your frame into 9 equal rectangles, 3 across and 3 down. Position the subject where the lines intersect. This often creates a more visually interesting image.

## Leading Lines



This method can be tricky, but it often leads to very interesting images. Look for things that "lead to" or point to the subject. This helps guide the eye where to look.

## Centered Composition and Symmetry
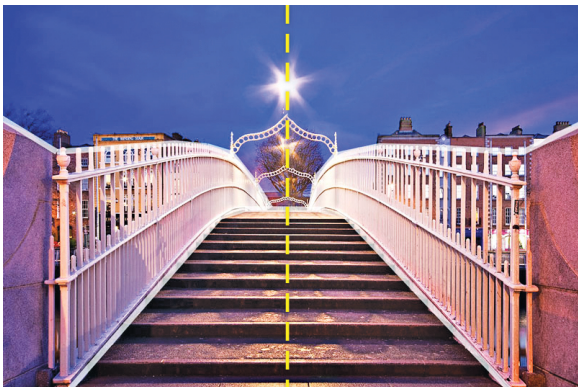


Place the subject in the middle of the frame. This is effective when the right and left sides are symmetrical or balanced.

## Frame Within the Frame
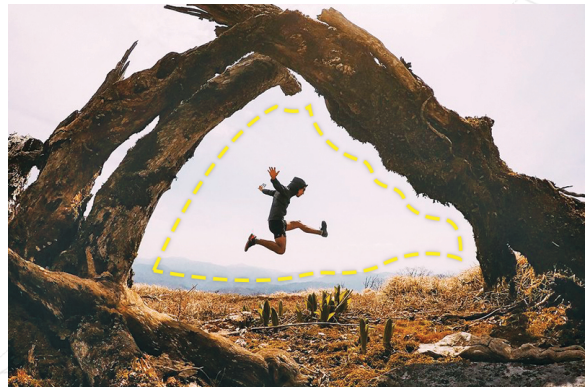


Look for things that "frame" your subject. For example: doorways, windows, basket handles, a hole in the wall, etc. Get creative!

**!** **If possible, arrange the setting before taking the photo. If this isn't possible, position yourself and the camera to get everything important in the frame.**

# Think about it

## Avoid a Distracting Background



Often, nothing can be done about a background. However, train yourself to look at the background before you take the picture. There may be things you can remove beforehand.

## Avoid a Boring Composition



Lining everyone up in front of a wall is often the only choice, but it can lead to a rather boring image. Don't be afraid to get creative and arrange people in a more interesting manner.

## ↙ Posed vs. Candid ↘



Posed photos are easier to control and usually allow you to get a usable shot every time. However, they can come across as stiff and awkward if the subject is obviously uncomfortable.

**Try to interact with your subject to help them relax. Joke around, smile, laugh, and chat with them. Don't be afraid to make a fool of yourself to make them comfortable.**



Candid shots are wild and uncontrolled, making it harder to get a usable shot. However, they tend to feel more authentic, evoking emotion more readily than staged photos.

**The key to getting good candid photos is to pay attention and take a lot of pictures. You'll eventually get a good shot.**

# 2022 STYLE GUIDES

# GENERAL
# STYLE GUIDE

# **LOGO** FORMATS

All of our logos come in **PNG** and **JPEG** formats.

## **PNG**
*Transparent background*

## **JPEG**
*White background*

*Always* use the PNG versions when you're placing the logo on top of a colored background. Having an unsightly white box behind the logo looks very unprofessional.

As a rule of thumb, it's best to just use the PNG version. It's the best quality, and you don't risk having a white box behind the logo.

If PNG is not supported, use JPEG. Just make sure that the background of your file is white.

**!** **If you can't find something, *contact the office.***

✓ **PNG** OVER COLORED BACKGROUND

✗ **JPEG** OVER COLORED BACKGROUND

**NATION-2-NATION**
N2NMinistries.org

**NATION-2-NATION**
N2NMinistries.org

The transparent background gives the logo a very clean and professional look.

Don't do it. We will find out.
We will not be pleased.

# **LOGO** PLACEMENT

## LOGOS ON TOP OF OTHER GRAPHIC ELEMENTS

### LOGO WATERMARKS

Use a logo watermark for a subtler effect.

Place the logo in an area that has a low amount of detail and the most uniformity in tone or color. Lower the opacity until you can see through it. 50% opacity is usually best. A subtle drop shadow may be necessary to keep it from blending in.

### LOGO TAGS

Use a logo tag for a bolder effect.

Place the logo tag wherever it fits, making sure to balance it with the rest of the graphic elements of the image.

**!** **There are various other instances of the logo being used on top of a physical object. These instances will usually fall into one of the other categories discussed in this guide, so please refer to those sections.**

**EXAMPLES**

*Icon placed in darkest, blurriest corner.*

*Tag placed in balance with quote.*

# LOGOS IN HEADERS & FOOTERS

**← Abbreviated logo / icon + info (if any) = Left**　　　　**Doc. Name (if any) = Right →**

N2N

N2NMinistries.org

🌐 N2NMinistries.org

📞 956.507.4108

✉ PO Box 530044
Harlingen, TX 78553

# TITLE OF DOCUMENT
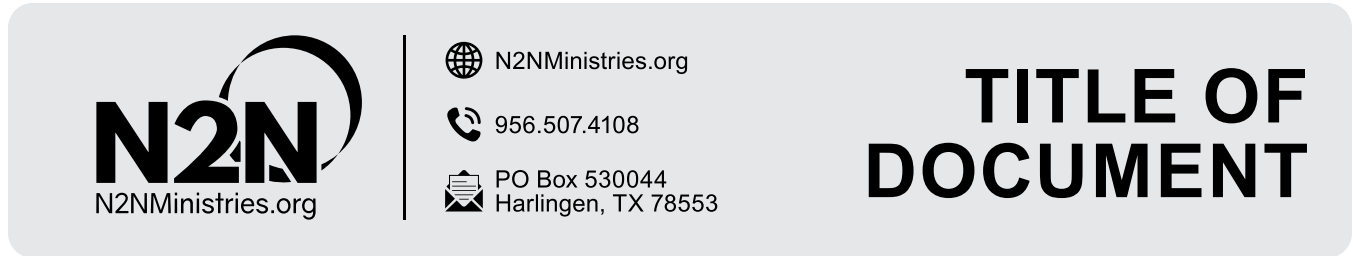
When using the icon logo, left align (with or without contact info).

**→ Inline / Abbreviated + Info = Center ←**

NATION-2-NATION
N2NMinistries.org

🌐 N2NMinistries.org

📞 956.507.4108

✉ PO Box 530044
Harlingen, TX 78553

When using the abbreviated or full logo with contact info, center align.

**→ Inline / Abbreviated = Center ←**

NATION-2-NATION
N2NMinistries.org

**→ Info in Footer = Center ←**

🌐 N2NMinistries.org　　📞 956.507.4108　　✉ PO Box 530044
Harlingen, TX 78553
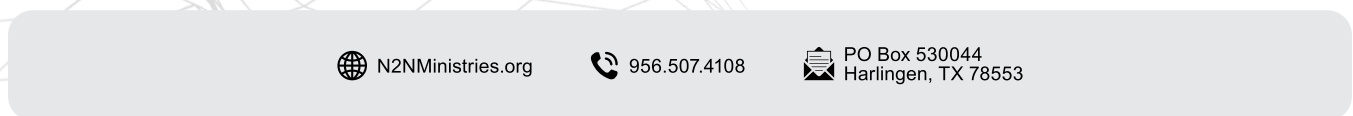
When using the abbreviated or full logo alone, center align. Include the contact info in the footer.

⚠ **Use any of the logos (inline, abbreviated, icon) to suit the need.**

# LOGOS IN A LAYOUT OR SURROUNDING TEXT

When the logo is on a cover page, flyer, or other primary element, it should be prominently sized and positioned. The logo should usually be positioned at the top of the page or in the middle of the top half, depending on whether there is other content in the layout. It should be large enough to easily catch the eye before any other element on the page.

Leave a margin around the logo equal to the height of the text of the smallest text element in the logo. Ensure that there is a margin of at least that height on all sides—including from the top of the logo to the top of the page.

Margin equal to smallest text element in logo

N2N
N2NMinistries.org

Smallest text element in logo

**These are general tips and rules of thumb. There are many instances where "breaking" the rules and placing the logos differently is better. Use your best judgment, or ask the design team if you need help.**

# **BASIC** DESIGN RULES

**1** Establish a strong typographic hierarchy.

**2** Point size between 10 and 12. 11 point body text is preferred.

**3** Line spacing should be 115% to 150% of the point size.

**4** Page margins should be no less than one inch.

**5** Use the appropriate fonts.

**6** Use bold or italic lettering sparingly, and rarely together.

**7** Use first-line indents or space between paragraphs, never both.

**8** Use all caps sparingly, and no more than one line in length.

**9** Use centered text sparingly.

**10** Use only one space after a period.

# FONT BASICS

Fonts, also called typefaces, are classified based on anatomy, spacing, and purpose.

## ANATOMY (serif vs. sans serif)

A serif is a small line or stroke attached to the end of a broader stroke. For example, **Times New Roman** is a serif font while **Arial** is a sans-serif font (a font without serifs).

Serif fonts are somewhat easier to read in print and are considered to have a classic look. Sans-serif fonts are slightly easier to read on a screen and can be regarded as more modern when used appropriately.

## SPACING (monospace / proportional)

*Monospace fonts* were created to suit the mechanical requirements of typewriters. Each character, be it a capital "W" or a lowercase "i," all occupy the same amount of horizontal space on a line. There are common monospaced fonts like **Courier**. There is usually no reason to use a monospaced font, as they are rather specialized.

*Proportional fonts* vary in how much space they occupy on a line by their characters' visual width. Most fonts used today are proportional.

## PURPOSE (display, body, etc.)

Some fonts are specifically designed to be used at a large size in a heading, title, or other prominent space. These typefaces may not look good as more than a short line. A display font is usually more eccentric or variable than a font used for body text. **OSWALD** and **LEAGUE SPARTAN** are examples of a display font.

### EXAMPLE

## HEADER LOOKS LIKE THIS
### *Subheader looks like this*

Body looks like this. Equi odi ut amusam la quam renis et ulparum quidist, cusam, test maxime voluptatem fugit earum aut arum harcill accate sit utem quassin reperum hil maio voloriti ne a prehenduci de venda.

Or like this. Equi odi ut amusam la quam renis et ulparum quidist, cusam, test maxime voluptatem fugit earum aut arum harcill accate sit utem quassin reperum hil maio voloriti ne.

# BODY TEXT BASICS

## FONT

### ARIAL

Arial is a more modern font, and it tends to be clean and easy to read in all sizes. Arial is a good choice for a more professional, clean, "sharp" feeling.

*Arial can be hard to read in some print situations, so make sure you test print your document.*

### CAMBRIA

Cambria has a classic look, and it is a good choice when you want your document to have a more relaxed, decorative feeling.

*Cambria can come across as sloppy or hard to read in some situations, especially at smaller sizes. Make sure you test print your document.*

## ALIGNMENT

"Alignment" refers to how the text lines up within the given space.

There are several options for text alignment:

**Left Aligned** ← Preferred
Center Aligned
Right Aligned
**Left Justified** ← Preferred
Center Justified
Right Justified
Fully Justified

## SIZE

Most word processors default to 12 point font size. However, it's not necessary to size text at 12 points for it to be comfortable to read, even in low-lighting or with bad eyesight.

Other formatting can make a much more significant difference than one or two points in font-sizing, such as line height and margins.

## EXAMPLES

| | |
|---|---|
| Arial 10 pt | Cambria 10pt |
| Arial 11pt | Cambria 11pt |
| Arial 12pt | Cambria 12pt |

**Left Aligned** text will often look "jagged" on the right side, as you can see in this paragraph. The letters are only lined up on the left side, not the right.

**Left Justified** text will look even on both sides, as you can see in this paragraph. The words and letters are automatically spaced out so they line up on both sides.

If you use Left Justification, keep in mind that it can create strange formatting issues, such as large gaps between words or letters.

# LINE SPACING BASICS

Line spacing is the vertical distance between lines of text. In the recent past, most people would either single or double space lines. This is a holdover from the typewriter era.

Single-spaced text is dense and hard to read. Double spaced text is easy enough to read, but it's spaced farther apart than is necessary to improve readability. Fortunately, modern word processors are starting to default to something other than single-spaced lines.

For body text, line spacing should be between 115% and 150% of line-height. In some word processors, this is expressed as a multiple: 1.15 and 1.5, respectively.

### Here's the "equation":
- 150% ÷ 100% = 1.5
- 10pt font x 1.5 = 15pt leading
- 11pt font x 1.5 = 16.5 (17)pt leading
- 12pt font x 1.5 = 18pt leading

Remember that different fonts set at the same point size will not appear to be the same height. A side effect of this difference is fonts that appear small may require less line spacing than those that are larger.

## EXAMPLES

### 10PT FONT + 15PT LEADING

This is 10pt font with 15pt leading (the space between lines). This is a good combination when you are really tight on space. However, it is on the smaller side and can be a little tight to read. Use this sparingly.

### 11PT FONT + 17PT LEADING

This is 11pt font with 17pt leading (the space between lines). This combination is usually the "sweet spot" for space and legibility.

### 12PT FONT + 18PT LEADING

This is 12pt font with 18pt leading (the space between lines). This combination is a little bit large, but it is really easy to read.

## RULE OF THUMB:
### Leave "breathing room" between lines of text.

The closer the lines are, the more they start to bleed together and negatively affect legibility.

# HIERARCHY BASICS

**An essential aspect of effective text layout is establishing a strong hierarchy.** A well-established hierarchy will make large bodies of text easier to read and navigate. It will help the writer visually draw attention to passages to communicate essential information.

A hierarchy can be established using a combination of fonts, weights, and occasionally, positioning and spacing. These different combinations of formats may be applied differently to headers, subheaders, body text, and inserted text.

The eye is generally drawn first to the more visually distinctive elements on a page than the less visually distinct elements. If you have a page of 10pt text and a 16pt header using a heavy or bolded font, the eye will naturally go to the header first. However, if the whole page consists of 16pt heavy text, there are no distinctive elements to draw the eye. This is a basic example of a hierarchy.

For body text of 10–12pts, headers of 16–22pts, and subheaders of 15–17pts, all work well. Headers and subheaders should use a heavier typeface wherever possible. Also, consider using a display font.

**Ask yourself:**
*"What will be seen first, second, third?"*
*"What do I want people to remember?"*

## EXAMPLE

## ATTENTION-GRABBING HEADER
*Maybe an explanatory subheader*

This is the body text that has something to do with whatever the header introduced. Everything contained in the body text is the "story" that you're telling.

**THIS IS A SUBSECTION** | This style works if you have limited space. **I want you to notice this part, so it's bolded.** The story continues on.

**THIS IS ALSO A SUBSECTION**
This style takes up a whole separate line of space but looks cleaner and less crowded.

*"Maybe have a quote here."*
— Someone who said words

The story continues. Notice how your eye travels across the page. Keep this in mind when laying out your content.

*"Maybe have an ending quote."*
— Someone who said words

# **MARGIN** BASICS

For all correspondence using a single column layout, page margins should be no less than 1" from its edge. This is important for two very different reasons.

**First, pages that are full of text that run close to the page's edge will feel very crowded.** Regardless of how closely you follow the rest of these rules, if your text is running to a half-inch from the page's edge, it will look constrained, crowded, and sloppy. The reader will most likely be overwhelmed and not even attempt it.

**Second, a 1" margin creates a 6.5" line width.** That's a long line of text, especially for smaller font sizes. Any longer and it becomes easy for the reader to become lost, especially for smaller font sizes.

While increasing the margins will reduce the content on a single page, it does make the page more readable. No professional typographer would lay out a single column of text with 6.5" long lines. You can examine any book or other publication for proof. Usually, a line of text is considerably under 6.5". If the margins are less than 1", the page will usually use multiple text columns or inset imagery to shrink the line length.

*Just look at the example below and tell me how excited you were to read it?*

↓

**EXAMPLE**

In typography, a margin is the area between the main content of a page and the page edges.[1] The margin helps to define where a line of text begins and ends. When a page is justified the text is spread out to be flush with the left and right margins. When two pages of content are combined next to each other (known as a two-page spread), the space between the two pages is known as the gutter.[2] (Any space between columns of text is a gutter.) The top and bottom margins of a page are also called "head" and "foot", respectively. The term "margin" can also be used to describe the edge of internal content, such as the right or left edge of a column of text.[3] Marks made in the margins are called marginalia.  With the invention of the printing press, books began to be manufactured in large numbers.[18] As paper began to be produced in bulk, page size and shape were increasingly determined by the size and shape of mould which was most practical for producers.[19] As pages became more standardized, so did the size and shape of margins.[20] In general, margins in books have grown smaller over time. The wide margins common during the Renaissance have given way to much narrower proportions.[21] However, there is still much variation depending on the size and purpose of the book.[22][23] — Source: https://en.wikipedia.org/wiki/Margin_(typography)

# **TEMPLATES** FOLDER

We have a Templates folder on the server that contains all the basics for making high quality graphics.

There are also many other resources scattered throughout the server. If you can't find something, contact the office. We can either find it or make it for you.

*Keep in mind that resources are constantly being added or updated. The file you have may not be the most current, so check before you use it.*

The Templates folder contains:

- **Backgrounds**
- **Fonts**
- **Headers & Footers**
- **Letterheads & Stationary**
- **Logos**
- **Logos + Contact Info**
- **Magnets**
- **Office Files**
- **Slogans**
- **WIN forms**
- **Word Templates**

*........and much more!*

*Path to the Templates folder on the server:*

## **SERVER > WIN Graphics > Files > Templates**

**!** **If you can't find something, contact the office. We can find and / or make it.**

# **GENERAL** DESIGN TIPS

## BALANCE

The biggest thing to keep in mind when designing is balance. You want all of the elements on the page to feel proportional and harmonious.

## WHITE SPACE

This refers to the amount of paper, which is usually white, that you can see around the elements on your page. Don't feel compelled to fill up all of the available space. You want your design to "breathe," not feeling cramped or crowded.

## PURPOSE

Make sure every element on the page is there "on purpose." You don't want anything to feel like an accident, as this comes across as unprofessional. Pointless design feels tense and awkward.

## HIERARCHY

Arrange your design elements in such a way that the eye can flow from point to point, easily and logically. The goal is to communicate clearly, concisely, and memorably.

This can be accomplished through varied font, size, color, and placement choices.

## DETAILS

As annoying as it is, a simple mistake can ruin a good reputation. Typos and other errors can make people question our professionalism and ability to provide the services we claim to offer.

There are several ways to check your grammar, many of which are free:

- Microsoft Office Word
- LibreOffice Writer
- Grammarly.com

## CENTERED TEXT

Centered text should be used exclusively for short headings (e.g., "TABLE OF CONTENTS"). Blocks of text, and sentence-length headings, should not be centered. Use left-aligned text for all page-width body content, and consider left-justified text for multi-column body content.

## FIRST-LINE INDENTS

First-line indents used to be the most common way to signal the start of a new paragraph. First-line indents are also the standard for APA and MLA formatting. Modern typography, and certainly web-based type, has preferred to use a space between paragraphs instead. Both are perfectly acceptable, but not together. Use one or the other.

## 1 SPACE AFTER A PERIOD

Use exactly one space after a period. The rule about using two spaces between sentences comes from the typewriter era when many typewriters typed mono-spaced characters. The extra space would help the period stand out better. Since 25 to 30 years ago, when our typefaces became intelligently kerned, the extra space has only served to disrupt the text's visual continuity and white space balance on the page. Because modern typefaces are well designed, your double-spacing will actually make your writing harder to read.

## BOLD & ITALIC

Think of bold and italic as mutually exclusive. Except in some heading situations, don't mix them.

Also, use them as little as possible. Bold and Italic are tools that can be used for emphasis. If everything is shouting for attention, nothing will get attention.

## UNDERLINING

Do not use underlining. You will never see it in books, magazines, newspapers, or professional correspondence outside of shouty political circulars that immediately get thrown in the trash. It should be reserved for mark-up purposes or versioning for intra-office use only. Think of it as a black and white version of a pink highlighter. If you wouldn't send a letter to a professional contact smeared in pink highlighter, you shouldn't send one with underlining.

## ALL CAPS TEXT

It is best to use all caps text sparingly. All caps gives the appearance of shouting and can be harder to read than normal text.

Don't capitalize whole lines and certainly not whole paragraphs. If you need to draw the reader's attention to a section, capitalizing the entire section will work against you. Because it is harder to read, readers will likely skim over it. Instead, consider using headings or graphical elements like rules or borders.

Now, this doesn't mean that you shouldn't use all caps. All caps are excellent for headings and subheadings shorter than one full line (e.g. "TABLE OF CONTENTS"), especially in situations where you do not plan on increasing point size. A center-justified all caps subheading, at the same point size as the body text is a great way to segment large bodies of text.

Some fonts also have a lot of vertical variation (l, d, and h ascend higher than an s or a)., and capitalization can even out the characters.

## NON-LINING NUMERALS

Some fonts have non-lining numerlas, which can look extremely awkward in body text.

**Non-lining #: 0123456789**
**Lining #: 0123456789**

← *Important thing to consider*

## MORE INFO

- https://practicaltypography.com/
- https://typographyforlawyers.com/

# **DESIGN** EXAMPLES

## INFO KIT

**N2NCU**

**1** | **PROMOTIONAL DVD**
Promotional materials provide insight on
what N2NCU is and how the school operates.

**2** | **FLYERS**
An overview of N2NCU created to
be handed out to potential students.

**3** | **N2NCU COURSE LIST**
A list of courses offered in the
Local Training Program.

**4** | **"HOW TO START A SCHOOL"**
Steps on how to start a
Local Training Program.

### FLYERS
*Since this type of material
is intended for use as
part of packet, the icon is
enough. There will be other
elements to establish the
organization's full name.*

**NATION-2-NATION**
N2NMinistries.org

### LETTERHEADS
*This type of material is meant to
be very official and may be sent
as a single sheet. Thus, the use of
the full logo is needed. Include the
correspding information in the footer.*

N2NCU.ORG    956.507.4108    PO BOX 530044
HARLINGEN, TX 78553

## CALENDARS

*The full name is established on the front cover.* →

| | SUN | MON | TUE | WE |
|---|---|---|---|---|
| | 29 | 30 | 31 | 1 New Year's |
| | 5 | 6 | 7 | 8 |
| | 12 | 13 | 14 | 15 |
| | 19 | 20 Martin Luther King, Jr. Day | 21 | 22 |
| | 26 | 27 | 28 | 29 | 30 | 31 | 1 |

JANUARY | 2020

**NATION-2-NATION** *Christian University*

**2020** *Monthly Calendar*

↑ *The icon can be used once the full name is established.*

## INSERTS

*The limited horizontal space necessitates the use of the abbreviated logo.*

↓

**N2NCU**
Nation-2-Nation Christian University

## ONLINE SCHOOL

"You will be tomorrow **what you are** preparing for today."

*Rev. Andy Zack*

## POSTCARDS

*Icon Tag* ↘

"For **GOD** HAS NOT GIVEN US A SPIRIT OF FEAR *but of* **POWER, LOVE,** *and a* **SOUND MIND.**"
• 2 Timothy 1:7 •

*Dear «Letter»,*
We are so thankful for you! Your prayers and generosity are transforming lives - we are left in awe at what God is doing! **We want to share a story from an N2NCU student in Burundi:**

*Because of the courses on Marriage and Family, people in my community say I have the most peaceful home and disciplined children. All of our students have become lights in our community! When people pass by their farms, and see the healthy crops and animals, they know immediately that this must be the home of an N2NCU student. Our students are regularly helping the non-Christians and many are being won to Christ.*

*Love in Christ,*
*Brick + Beth Cliff*
World Impact Now Ministries + Nation-2-Nation Christian University

NONPROFIT ORG
U.S. POSTAGE
PAID .00
PERMIT NO. 77

*Circle Icon* ↙

«FIRST» «LAST»
«CHURCH»
«Street»
«City», «State» «Zip»
«Country»

**Lesson Requirements**
To unlock each lesson in the course you must:

REVIEW STUDENT NOTES | COMPLETE THE VIDEO LESSON

COURSE SYLLABUS | n-ti WORD DEFINITIONS

**Lesson One**
*Fulfilling Your Destiny*

STUDENT NOTES | LESSON

# N2N TL;DR (*Too Long; Didn't Read*)

### ▶ KEY VERSE  **Matthew 28:19-20** "Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you."

### ▶ TAGLINE  Because Jesus said go.

### ▶ VISION  To see that every Christian is equipped to go and reach the world for Christ.

### ▶ MISSION  To empower Christian leaders through holistic Bible education to discover their purpose in Christ, share the Gospel, and lead their communities out of poverty.

### ▶ CORE VALUES

**1. Evangelism**
Creating and empowering a holistic vision within the church for impacting their communities, resulting in open doors for the Gospel and tremendous church growth.

**2. Discipleship**
Developing mature Christians who are prepared to lead in all areas of life.

**3. Practical Education**
Providing education with practical and lasting solutions that meet the most urgent needs in churches and communities.

**4. Strategic Support**
Equipping proven, committed leaders by giving them the tools they need to expand their ministries beyond their expectations.

### ▶ HEADER TEXT
**LEAGUE SPARTAN**

### ▶ SUBHEADER TEXT
*Ask first*

*Gravity Italic*　　　*Merriweather Italic*
**Gravity Bold Italic**　　　***Merriweather Bold Italic***
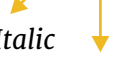
### ▶ BODY TEXT
Arial Regular　　　Cambria Regular
*Arial Italic*　　　*Cambria Italic*

### ▶ COLORS
**Dark Blue:**　#3560ad
**Light Blue:**　#79a3d6
**Gold:**　#efba21
**Dark Gray:**　#595757
**Light Gray:**　#807a79

### ▶ SPEAKING ABOUT N2N
Shorthand for Nation-2-Nation Ministries:
- Nation-2-Nation
- N2N Ministries
- The ministry / N2N (after initial reference)

**!**  **N2N Ministries is never referred to as N2NCU, Nations-2-Nations, Nation-to-Nation or the like.**

### ▶ PREFERRED LOGOS

**NATION-2-NATION**
N2NMinistries.org

**N2N**
N2NMinistries.org

**N2N**

**N2N**

# N2NCU TL;DR (*Too Long; Didn't Read*)

➤ **KEY VERSE**  **2 Timothy 2:15** "Do your best to present yourself to God as one approved, a worker who does not need to be ashamed and who correctly handles the word of truth."

➤ **TAGLINE**  Equip. Train. Empower.

➤ **VISION**  To see every Christian equipped for ministry, trained up in the Word of God, and empowered to lead their communities out of spiritual and physical poverty.

➤ **MISSION**  To provide our students with biblical teaching and life-application training that prepares them for all areas of ministry.

➤ **CORE VALUES**

**1. Faith-Driven**
Empowering every Christian to confidently share the Gospel of Jesus and expect God to move supernaturally as they eagerly pursue the baptism and gifts of the Holy Spirit.

**2. Immediate**
Equipping students with practical solutions, skills, and knowledge they can implement right away to improve their lives and communities beyond the classroom.

**3. Comprehensive**
Offering a curriculum based on the ministry model of Jesus which prepares leaders for Christian ministry that meets the spiritual, physical, and emotional needs of those around them.

**4. Accessible**
Bringing Bible education and practical life skills to every Christian regardless of educational, financial, and cultural backgrounds.

➤ **HEADER TEXT**
**OSWALD MEDIUM**

➤ **SUBHEADER TEXT**
*Merriweather Italic*
***Merriweather Bold Italic***

➤ **BODY TEXT**

| Arial Regular | Cambria Regular |
|---|---|
| *Arial Italic* | *Cambria Italic* |

➤ **COLORS**

| **Red:** | #700000 |
|---|---|
| **Gold:** | #efba21 |
| **Dark Gray:** | #595757 |
| **Light Gray:** | #807a79 |

➤ **SPEAKING ABOUT N2NCU**
Shorthand for Nation-2-Nation Christian University:
- N2NCU
- The university (after initial reference)

**!** **Don't call it Nation-2-Nation or N2N unless speaking to students who use this shorthand frequently.**

➤ **PREFERRED LOGOS**

# N2N MINISTRIES STYLE GUIDE

610

# **LOGO** TYPES & USAGE

## INLINE LOGO
*(Preferred format)*

**Purpose:**
- Layouts with limited vertical space
- When full name has not yet been established

**Uses:**
- Headers, footers, titles, etc.

*General use*

**NATION-2-NATION**
N2NMinistries.org

*Specific marketing use*

**NATION-2-NATION**
Because Jesus Said Go

## ABBREVIATED LOGO

**Purpose:**
- Layouts with limited horizontal space
- When full name has not yet been established
- In small applications that need better legibility

**Uses:**
- Headers and footers with limited horizontal space, titles, letterheads, envelopes, etc.

**N2N**
N2NMinistries.org

**N2N**
N2NMinistries.org

## ICON

**Purpose:**
- When full name has already been established
- When being sent as part of a packet
- For inner office files

**Uses:**
- Headers of subsequent pages, footers where the name has already been established, watermarks, book and DVD case spines, etc.

**N2N**

**N2N**
Ministries

# **LOGO** COLORS

## BLUE & BLACK LOGO

Use when the background is all white or very light.
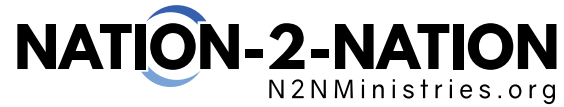
**NATION-2-NATION**
N2NMinistries.org

## ALL BLACK LOGO

Use when the background is white, very light, or for black and white documents.

**NATION-2-NATION**
N2NMinistries.org

## BLUE & WHITE LOGO

Use when the background is very dark. If used on a lighter background, include a subtle drop shadow.

**NATION-2-NATION**
N2NMinistries.org

## ALL WHITE LOGO

Use when the background is very dark, somewhat blue, or dark blue. If used on a lighter background, use a subtle drop shadow.

**NATION-2-NATION**
N2NMinistries.org

# **HEADER** TEXT

## FONT

**LEAGUE SPARTAN** ← **All caps preferred**
**League Spartan**

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

1 2 3 4 5 6 7 8 9 0

! @ # $ % ^ & * ( ) , . < >
? / \ = + [ ] { } ; : ' " ~ ` |

## SIZE

Between 2 and 3 times the body text size. You want the header to be big enough to separate it from the rest of the text but not so big that it overpowers everything else. Balance is key.

*Recommended size: Between 40pt–60pt*

**!** **We've had some font issues when converting a Photoshop document into a PDF. If this happens, contact the office.**

## POSITION

If the header takes up more than 1/2 the page, align it in the middle of the page.

If the header takes up less than 1/2 the page, align it to the left or right of the page.

*The header position may vary depending on the layout requirements. Use your best judgment as to what looks and functions best.*

More than 1/2 of the page

**TITLE OF DOCUMENT**

=

**TITLE OF DOCUMENT**

Less than 1/2 of the page

**TITLE HERE**

=

**TITLE HERE**

or

**TITLE HERE**

# **SUBHEADER** TEXT

## FONT

Gravity Regular
*Gravity Italic*    ← **Preferred**
**Gravity Bold**
***Gravity Bold Italic***    ← **Preferred**

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

1 2 3 4 5 6 7 8 9 0

! @ # $ % ^ & * ( ) , . < >
? / \ = + [ ] { } ; : ' " ~ ` |

## SIZE

Any size, but no wider than the Header.

*Recommended size: Between 30pt–40pt*

**!**   **We've had some font issues when converting a Photoshop document into a PDF. If this happens, contact the office.**

## POSITION

Under the Header — **Left**
Above the Header — **Center**

*Some layouts may require a different alignment.*

**Under the Header** ↓

**HEADER GOES HERE**
*Subheader usually goes here*

**HEADER GOES HERE**
*Subheader can go here*

**HEADER GOES HERE**
*Subheader can go here*

**Above the Header** ↓

*Subheader usually goes here*
**HEADER GOES HERE**

*Subheader can go here*
**HEADER GOES HERE**

*Subheader can go here*
**HEADER GOES HERE**

# BODY TEXT

## FONT

Arial Regular   ← **Preferred**
*Arial Italic*   ← **Preferred**
**Arial Bold**
***Arial Bold Italic***

*— OR —*

Cambria Regular
*Cambria Italic*
**Cambria Bold**
***Cambria Bold Italic***

## SIZE

No bigger than 11pt–15pt.
No smaller than 9pt–10pt.

*Use your best judgment as to what looks and functions best.*

## ALIGNMENT

"Alignment" refers to how the text lines up within the given space.

There are several options for text alignment:
   **Left Aligned**   ← **Preferred**
   Center Aligned
   Right Aligned
   **Left Justified**   ← **Preferred**
   Center Justified
   Right Justified
   Fully Justified

## EXAMPLES

| | |
|---|---|
| Arial 9pt | Cambria 9pt |
| Arial 10pt | Cambria 10pt |
| Arial 11pt | Cambria 11pt |
| Arial 12pt | Cambria 12pt |
| Arial 13pt | Cambria 13pt |
| Arial 14pt | Cambria 14pt |
| Arial 15pt | Cambria 15pt |

**Left Aligned** text will often look "jagged" on the right side, as you can see in this paragraph. The letters are only lined up on the left side, not the right.

**Left Justified** text will look even on both sides, as you can see in this paragraph. The words and letters are automatically spaced out so they line up on both sides.

*If you use Left Justification keep in mind that it can create strange formatting issues, such as large gaps between words or letters.*

# **N2N** COLORS

## PRIMARY

### DARK BLUE

**HEX:** #3560ad

**R:** 53   **G:** 96   **B:** 173

**C:** 86   **M:** 67   **Y:** 0   **K:** 0

### LIGHT BLUE

**HEX:** #79a3d6

**R:** 121   **G:** 163   **B:** 214

**C:** 52   **M:** 27   **Y:** 0   **K:** 0

## SECONDARY

### GOLD

**HEX:** #efba21

**R:** 239   **G:** 186   **B:** 33

**C:** 6   **M:** 27   **Y:** 98   **K:** 0

### DARK GRAY

**HEX:** #595757

**R:** 89   **G:** 87   **B:** 87

**C:** 72   **M:** 66   **Y:** 65   **K:** 15

### LIGHT GRAY

**HEX:** #807a79

**R:** 128   **G:** 122   **B:** 121

**C:** 51   **M:** 46   **Y:** 46   **K:** 10

# SOCIAL MEDIA

## N2N PLATFORMS

**f** **N2NMinistries**          ⬡ **N2NMinistries**

## TYPES OF POSTS

**Education -** Teach our audience about what we do and the difference we are making by sharing information they would not know otherwise. *(Core values, student testimonies, current events, research studies, etc.)*

**Encouragement:** Seek to uplift the reader. *(Bible scriptures, empowering quotes, etc.)*

**Fundraiser:** Pertain to money being raised for a specific campaign. *(Progress updates, calls to action, donor impact stories, etc.)*

**Promotion:** Geared toward raising awareness. *(Mailing subscription opportunities, giveaways, general giving options, etc.)*

## VOICE

**Casual, professional, friendly**

In writing, personality will come through. Our goal is to present the ministry as professional and relational in all our messages. Think of how you talk to your pastor or a friend you want to impress. Use "you" and "we" language to create an inclusive, warm environment.

## PURPOSE

To raise awareness for the ministry, to build relationships with donors and potential donors, and to promote fundraising campaigns.

## HASHTAGS

**General**
- #Nation2Nation
- #N2NMinistries

**Seasonal**
- #SeasonofHope
- #GivingTuesday

⚠ **DO NOT use #n2n. It's associated with a questionable music group.**

## BEFORE-YOU-POST CHECKLIST

☑ **Make sure you post to the right page**

☑ Check for grammar mistakes

☑ Make sure your wording is understandable, as best you can, and your tone is uplifting to our followers from different cultures

☑ Use correct hashtags

☑ If posting a photo, make sure everyone is dressed decently

☑ When necessary, give credit to the person whose photo it is

☑ When done posting, return to your own page so that you are no longer interacting as the ministry

# N2NCU
# STYLE GUIDE

# **LOGO** TYPES & USAGE

## INLINE LOGO
*(Preferred format)*

**Purpose:**
- Layouts with limited vertical space
- When full name has not yet been established

**Uses:**
- Headers, footers, titles, etc.

*General use*

**NATION-2-NATION**
*Christian University*
N2NCU

*Specific marketing use*

**NATION-2-NATION**
*Purpose Driven Education*

## ABBREVIATED LOGO

**Purpose:**
- Layouts with limited horizontal space
- When full name has not yet been established
- In small applications that need better legibility

**Uses:**
- Headers and footers with limited horizontal space, titles, letterheads, envelopes, etc.

**N2NCU**
*Nation-2-Nation Christian University*

## ICON

**Purpose:**
- When full name has already been established
- When being sent as part of a packet
- For inner office files

**Uses:**
- Headers of subsequent pages, footers where the name has already been established, watermarks, book and DVD case spines, etc.

N2NCU

N2NCU

# LOGO COLORS

## RED & BLACK LOGO

Use when the background is all white or very light.

## ALL BLACK LOGO

Use when the background is white, very light, or for black and white documents.

## RED & WHITE LOGO

Use when the background is very dark. If used on a lighter background, include a subtle drop shadow.

## ALL WHITE LOGO

Use when the background is very dark, somewhat red, or dark red. If used on a lighter background, use a subtle drop shadow.

# **HEADER** TEXT

## FONT

**OSWALD MEDIUM** ← *All caps preferred*
**Oswald Medium**
OSWALD LIGHT
Oswald Light

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

1 2 3 4 5 6 7 8 9 0

! @ # $ % ^ & * ( ) , . < >
? / \ = + [ ] { } ; : ' " ~ ` |

## SIZE

Between 2 and 3 times the body text size. You want the header to be big enough to separate it from the rest of the text but not so big that it overpowers everything else. Balance is key.

*Recommended size: Between 40pt–60pt*

**!** **We've had some font issues when converting a Photoshop document into a PDF. If this happens, contact the office.**

## POSITION

If the header takes up more than 1/2 the page, align it in the middle of the page.

If the header takes up less than 1/2 the page, align it to the left or right of the page.

*The header position may vary depending on the layout requirements. Use your best judgment as to what looks and functions best.*

More than 1/2 of the page

**TITLE OF DOCUMENT**

=

**TITLE OF DOCUMENT**

Less than 1/2 of the page

**TITLE HERE**

=

**TITLE HERE**

or

**TITLE HERE**

# SUBHEADER TEXT

## FONT

Merriweather Regular
*Merriweather Italic*  ← **Preferred**
**Merriweather Bold**
***Merriweather Bold Italic***  ← **Preferred**

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

1 2 3 4 5 6 7 8 9 0

! @ # $ % ^ & * ( ) , . < >
? / \ = + [ ] { } ; : ' " ~ ` |

## SIZE

Any size but no wider than the Header.

*Recommended size: Between 30pt–40pt*

**!**   **We've had some font issues when converting a Photoshop document into a PDF. If this happens, contact the office.**

## POSITION

Under the Header — **Left**
Above the Header — **Center**

*Some layouts may require a different alignment.*

**Under the Header** ↓

# HEADER GOES HERE
*Subheader usually goes here*

# HEADER GOES HERE
*Subheader can go here*

# HEADER GOES HERE
*Subheader can go here*

**Above the Header** ↓

*Subheader usually goes here*
# HEADER GOES HERE

*Subheader can go here here*
# HEADER GOES HERE

*Subheader can go here here*
# HEADER GOES HERE

# BODY TEXT

## FONT

Arial Regular  ←— **Preferred**
*Arial Italic*  ←— **Preferred**
**Arial Bold**
***Arial Bold Italic***

— *OR* —

Cambria Regular
*Cambria Italic*
**Cambria Bold**
***Cambria Bold Italic***

## SIZE

No bigger than 11pt–15pt.
No smaller than 9pt–10pt.

*Use your best judgment as to what looks and functions best.*

## ALIGNMENT

"Alignment" refers to how the text lines up within the given space.

There are several options for text alignment:
    **Left Aligned**  ←— **Preferred**
    Center Aligned
    Right Aligned
    **Left Justified**  ←— **Preferred**
    Center Justified
    Right Justified
    Fully Justified

## EXAMPLES

| | |
|---|---|
| Arial 9pt | Cambria 9pt |
| Arial 10pt | Cambria 10pt |
| Arial 11pt | Cambria 11pt |
| Arial 12pt | Cambria 12pt |
| Arial 13pt | Cambria 13pt |
| Arial 14pt | Cambria 14pt |
| Arial 15pt | Cambria 15pt |

**Left Aligned** text will often look "jagged" on the right side, as you can see in this paragraph. The letters are only lined up on the left side, not the right.

**Left Justified** text will look even on both sides, as you can see in this paragraph. The words and letters are automatically spaced out so they line up on both sides.

*If you use Left Justification keep in mind that it can create strange formatting issues, such as large gaps between words or letters.*

# N2NCU COLORS

## PRIMARY

### RED

**HEX:** #700000

**R:** 112  **G:** 0  **B:** 0

**C:** 32  **M:** 100  **Y:** 100  **K:** 46

## SECONDARY

### GOLD

**HEX:** #efba21

**R:** 239  **G:** 186  **B:** 33

**C:**6  **M:** 27  **Y:** 98  **K:** 0

### DARK GRAY

**HEX:** #595757

**R:** 89  **G:** 87  **B:** 87

**C:** 72  **M:** 66  **Y:** 65  **K:** 15

### LIGHT GRAY

**HEX:** #807a79

**R:** 128  **G:** 122  **B:** 121

**C:** 51  **M:** 46  **Y:** 46  **K:** 10

# SOCIAL MEDIA

## N2N PLATFORMS

**f N2NMinistries**          **⊙ N2NMinistries**

## TYPES OF POSTS

**Education -** Teach our audience about what we do and the difference we are making by sharing information they would not know otherwise. *(Core values, student testimonies, current events, research studies, etc.)*

**Encouragement:** Seek to uplift the reader. *(Bible scriptures, empowering quotes, etc.)*

**Fundraiser:** Pertain to money being raised for a specific campaign. *(Progress updates, calls to action, donor impact stories, etc.)*

**Promotion:** Geared toward raising awareness. *(Mailing subscription opportunities, giveaways, general giving options, etc.)*

## VOICE

**Casual, professional, friendly**

In writing, personality will come through. Our goal is to present the ministry as professional and relational in all our messages. Think of how you talk to your pastor or a friend you want to impress. Use "you" and "we" language to create an inclusive, warm environment.

## PURPOSE

To raise awareness for the university, to engage with students, facilitators, and alumni, and to market our products.

## HASHTAGS

**General**
- #N2NCU
- #NationChanger
- #NationChanger
- #[insert country]

- #EquipTrainEmpower
- #Equip
- #Train
- #Empower

**Seasonal**
- #SeasonofHope
- #GivingTuesday

## BEFORE-YOU-POST CHECKLIST

☑ **Make sure you post to the right page**

☑ Check for grammar mistakes

☑ Make sure your wording is understandable, as best you can, and your tone is uplifting to our followers from different cultures

☑ Use correct hashtags

☑ If posting a photo, make sure everyone is dressed decently

☑ When necessary, give credit to the person whose photo it is

☑ When done posting, return to your own page so that you are no longer interacting as the ministry