



BRAND GUIDELINES

Brand: Missio Nexus

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ABOUT

Missio Nexus

Many mission agency leaders often work in isolation in their efforts to bring the Gospel to the nations. This can cause them to be less effective or duplicate efforts in ministry, missing out on connections and growth opportunities.

Missio Nexus is the intersection that activates mission agency leaders to connect, learn, collaborate, and partner with each other around a united purpose of discipling nations so they don't have to do their work in isolation, but can maximize global impact. It is a united network that gives leaders a sense of belonging and connection and facilitates collaboration in evangelism, discipleship, and church planting.



TARGET AUDIENCE

Identifying your target audience allows your organization to focus on the groups that are most likely to engage with you. This helps guide your marketing, strategy, and the visual brand.

Mark, 'The Adventurous Disciple-Maker'

Mark is a North American mission agency leader who desires to engage in learning, meeting, and collaboration with other missions leaders. He lives a busy life with travel and leadership responsibilities and is seeking ways to maximize global Kingdom impact. He has a passion for reaching the unreached, but many mission agency leaders have a variety of approaches and they end up working in isolation, being less effective.



Mission

Missio Nexus aims to create a united network of Great Commission churches and organizations in North America that catalyzes relationships, ideas, and collaboration for the purpose of reaching unreached people groups across the globe.

Mission statement: Catalyzing relationships, ideas, and collaboration within the Great Commission community.

Vision

No ministry can accomplish the Great Commission on their own. Each member of the **Missio Nexus** network has something to offer to others. We believe all nations will be reached with the hope of Jesus through unified focus and active collaboration.

Vision statement: We believe all nations will be reached with the hope of Jesus through unified focus and active collaboration.

Purpose

Together, **Missio Nexus** members can do so much more than they can do alone. We desire that each member learn, meet, and engage with other members among the tens of thousands of global partners who are working toward a similar goal—advancing the Great Commission!

1. RELATIONSHIPS — finding your people

2. IDEAS — challenge old paradigms

3. COLLABORATION — working together

PERSONALITY

Missio Nexus is the place mission leaders go to connect, learn, and remember they don't have to walk this journey alone. What happens here fuels everything that happens out there, which can help maximize their global impact and help them navigate common challenges wisely. It is not formal or rigid, but acts as the force that sustains and sparks new ideas, creates collaboration, and builds partnerships.

Global

Collaborative

Friendly

Trustworthy

VOICE

Your brand voice is a reflection of your personality—confident, forward-thinking, and relatable. Because it is a network of like-minded, missions-focused peers, it speaks with a trustworthy and friendly tone, like that of a coach paving the way in the mission field. It equips and educates mission agency leaders on new and effective ideas for global discipleship, creating new conversations, and collaboration.

Innovative

Inspiring

Informative

Conversational

LOGO SUITE & CLEAR SPACE

A logo is a symbol, emblem, typographic representation, or a combination of all used by businesses to mark their brand’s identity. Having a unique logo helps your customers identify & remember your organization and the quality of your brand.

It’s important that your logo is responsive and can be used in a variety of different spaces and proportions. That’s why variations have been designed.



LOGO STORY



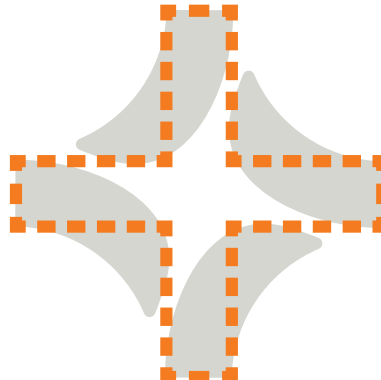
*Isolated mission leaders
don't always realize
they need each other.*



*Varying perspectives and
experiences make mission
leaders stronger together.*



*Missio Nexus is the spark
that connects and brings
mission leaders together.*



*The Great Commission is
accomplished when
leaders collaborate.*

PRIMARY LOGO

Usage: The primary logo is the signature of your brand. This should be used most frequently when space allows for it. It can be used on elements like websites, event signage, email headers, marketing collateral, social media, etc.

Breakdown: For ease of legibility, the stacked version of the logo is chosen as the primary logo. It highlights the connection members achieve when they come together and collaborate.

Clear Space: This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of the “weave icon” horizontally and vertically as shown to the right.



MISSIO NEXUS

Use this color combination as the primary expression of the “Missio Nexus” logo, especially against a white background, like in letterhead.



MISSIO NEXUS



SECONDARY LOGO

Usage: The secondary logo/alternative logo uses components from your main logo but in a variation (in this case, horizontal and not stacked). This is to be used when the space the logo is placed in is proportionally horizontal.

Breakdown: The elements of the logo remain the same, however, they accommodate for horizontal spaces, making the proportion more appropriate for that space.

Clear Space: This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of the “weave icon” horizontally and vertically as shown to the right.



SUBMARK LOGO

Usage: The Submark Logo is another variation of your logo with another layout giving you versatility. This is to be used when your other variations don't fit in the required space or you just need a slight variation from the primary logo.

Breakdown: This logo brings the “weave icon” to the left, while keeping the wordmark stacked for better legibility.

Clear Space: This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of the “weave icon” horizontally and vertically as shown to the right.



LOGO MARK

Usage: Logo Marks are a simplified version of your primary logo. This consists of an icon/symbol that can be used in confined spaces like social media profile pictures, stamps, favicon, etc. It's best to use this when your other variations simply won't fit. This can be used on its own or inside the circle.

Breakdown: This logo emphasizes the “weave icon” that represents collaboration as the main and most essential logo element.

Clear Space: This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of the “weave icon” horizontally and vertically as shown to the right.



INCORRECT USAGE

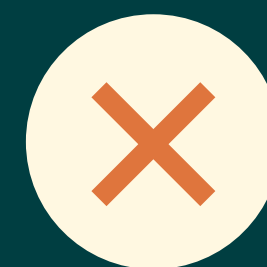
Your logo should not be altered in any way, including extending, condensing, outlining, adding strokes or drop shadows. When you start to nip and tweak your logo, you're actually deviating away from the strength of the brand identity.

The following examples present incorrect usage and alterations of the established logotypes.

I know you might be tempted, but make sure you leave the logo alone.



MISSION
NEXUS





Don't skew and stretch the logo.



Don't add a stroke to your logo.



Don't change the color of your logo (unless it's approved brand color combinations).



Don't use the same color/tone in all four sections of the weave icon, making it flat.



Don't change the layout of your logo.



Don't add graphics behind the logo.

COLOR PALETTE

Creating a distinct and complementary color palette is a significantly important part of expressing your brand identity.

Your color palette will be continuously used across your event signage, marketing materials, website, socials, and so much more. This palette was chosen intentionally to stand out in the global missions space and communicate strength and passion, while embracing a collaborative and friendly personality.



CMYK:

Stands for ‘Cyan, Magenta, Yellow & Key’ colors. They are the colors used in printed materials.

RGB:

Stands for Red, Green & Blue colors. This is used on-screen and for web design.

HEX Code:

Used on-screen and web design.

Primary Color:

These are the dominating colors and take up around 60% of the design space.

Secondary Color:

These should use half as much as the primary color (30%).

Accent Color:

These make a statement within the design and use up around 10% of the design space.

Global Green

Primary Color

CMYK C: 93 M: 57 Y: 60 K: 48
RGB R: 0 G: 62 B: 65
HEX #003e41

Alabaster

Secondary Color

CMYK C: 2 M: 6 Y: 18 K: 0
RGB R: 249 G: 235 B: 209
HEX #f9ebd1

Gravel Road

Secondary Color

CMYK C: 62 M: 55 Y: 56 K: 30
RGB R: 89 G: 87 B: 85
HEX #595755

Sunset Harvest

Accent Color

CMYK C: 0 M: 64 Y: 100 K: 0
RGB R: 255 G: 123 B: 1
HEX #ff7b01

Vibrant Fire

Accent Color

CMYK C: 0 M: 79 Y: 100 K: 0
RGB R: 255 G: 91 B: 2
HEX #ff5b02

Foggy Runway

Accent Color

CMYK C: 16 M: 11 Y: 16 K: 0
RGB R: 213 G: 214 B: 208
HEX #d5d6d0

LOGO COLOR USAGE

Global Green

When you use a Global Green background, use the following colors:



Alabaster

When you use an Alabaster background, use the following colors:



Sunset Harvest

Vibrant Fire

When you use a Sunset Harvest or Vibrant Fire background, use the following colors:



Gravel Road

Grayscale

When you use a Gravel Road background, use the following colors:



Foggy Runway

When you use a Foggy Runway background, use the following colors:



BODY COPY COLOR ACCESSIBILITY

Global Green

When you use a Global Green background, use the following colors:

Sunset Harvest

Alabaster

White

Alabaster

When you use an Alabaster background, use the following colors:

Global Green

Sunset Harvest

Gravel Road

Sunset Harvest

When you use a Sunset Harvest background, use the following colors:

Alabaster

Global Green

White

Gravel Road

When you use a Gravel Road background, use the following colors:

Alabaster

White

Foggy Runway

Vibrant Fire

Foggy Runway

When you use a Vibrant Fire or Foggy Runway background, use the following colors:

Alabaster

White

Global Green

Gravel Road

BRAND FONTS

Using a set of consistent fonts for your business is crucial as it sets the overall tone and helps your target audience instantly recognize your brand in a sea of brands they engage with daily.

Your fonts have been chosen to pair perfectly with each other as well as your brand identity. For this brand, clean, legible, and bold fonts have been chosen that can span across global audiences. Having different sets of fonts allows for the design to not be repetitive, while keeping it in line with your branding.



Primary Font

POPPINS EXTRABOLD

(Google font - free)

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

The primary font is your default typeface
& should be used within headers & titles.

It can be used in ALL CAPS with tight
kerning (-40) or sentence case.

Secondary Font

POPPINS BOLD

(Google font - free)

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

The secondary typeface complements your
primary font with its lighter body weight
while keeping consistency within the same
font family & will be used on subheadings.

It can be used in ALL CAPS with tight
kerning (-40) or sentence case.

Supporting Font

Inter Medium

(Google font - free)

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

Your supporting typeface fits with both the primary and secondary fonts and is a no-frills, highly legible font. This should be used within **body copy**.

This can be used in ALL CAPS or lowercase.

Accent Font

POPPINS EXTRA BOLD OUTLINE

(Google font - free)

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

Your accent typeface is designed to be used as a 1-2 word accent in short, vertical callouts. This should be used to highlight key words.

This should only be used in ALL CAPS.

Primary Font

This is a heading.

Poppins ExtraBold is an attention-grabbing font with strong presence that translates across cultures. Use with -40 kerning.

Supporting Font

This is body copy.

Inter Medium is a simple, casual font with high readability for long text.

Secondary Font

This is a subheader.

Poppins Bold complements Poppins ExtraBold, while keeping within the same font family.

[About Us](#)[Membership](#)[Resources](#)[Events](#)[Community](#)[SIGN IN](#)[SIGN UP](#)

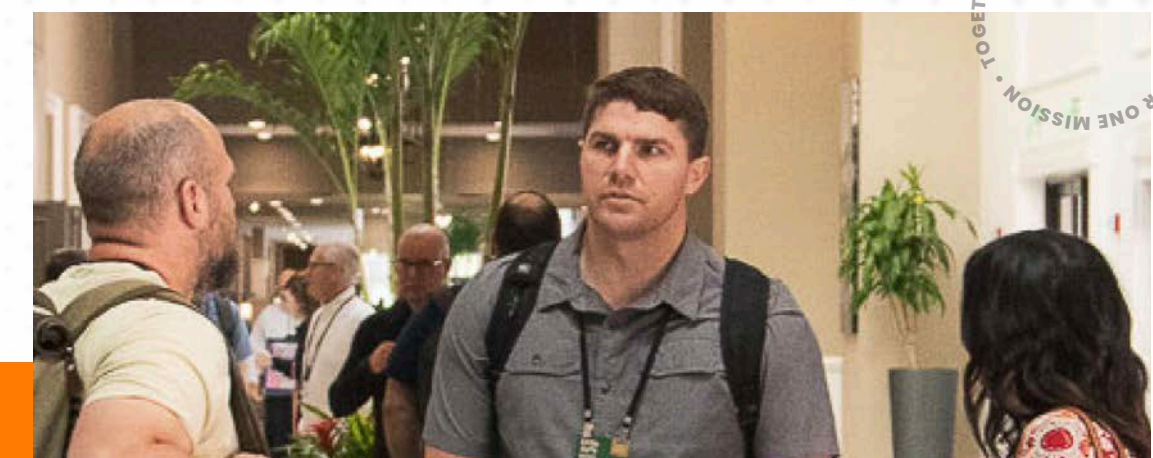
YOU WERE CALLED TO THE MISSION. NOT TO FIGURE IT OUT ALONE. KINGDOM IMPACT MULTIPLIES WHEN MISSION LEADERS COME TOGETHER.



Join a community where mission and church leaders learn from one another, tackle shared challenges, and discover new opportunities to advance the Gospel. Missio Nexus creates trusted environments where global mission leaders exchange wisdom, build lasting relationships, and turn connection into collaboration.

[Explore the Benefits](#)

CONNECT



**This is a header,
so it should not be
used in sentence
case.**



Avoid using sentence case for headers as it can make the text appear weaker and not as confident.

**DO NOT ADD
SPACING TO
YOUR TEXT**



Avoid having loose kerning in your text as it makes text harder to read and makes it tough to understand quickly.

THIS IS A HEADER

SUBHEADING HERE
Body copy goes here.
Body copy goes here.



Avoid using too much or too little line spacing between types of text as it can make the text hard to read and disrupt the visual flow.

THIS IS A HEADER
SUBHEADING HERE

Body copy goes here. Body
copy goes here.



Avoid inconsistent alignment within the same document.

THIS IS A HEADER
SUBHEADING HERE
Body copy goes here.



Avoid using the same font size for headings, subheadings and body text as it makes it difficult to distinguish between different levels of information.

THIS IS A HEADER
Body copy goes here. Body copy goes here.
SUBHEADING HERE
CALLOUT

100%
25%
90%
150%



As a general rule, try to stay close to this font size proportion for proper type hierarchy and balance.

BRAND ASSETS

Illustrations & patterns add texture and visual interest to your brand. They add a creative flair that makes your brand distinctive, brings out your brand personality, and creates a memorable brand experience.

It's also an effective way to build brand recognition that carries through your business' physical presence, at every touch point, and helps you maintain cohesive branding.





About:

In order to preserve the credibility of **Missio Nexus**, illustration will be bold but mature, including linework and textures that add interest while keeping a formal look. Bold shapes, words and numbers, word and map outlines, geometric lines and circles are all part of this brand.

Cleanliness, breathability, and simplicity make this brand strong and confident, avoiding visual clutter. However, subtle halftone patterns on shapes or as soft textured backgrounds can add visual richness.



Your assets consist of outlines, shapes, and carefully placed photography that serve as complementary elements that emphasize key messages in the marketing communication. These can be used individually or as a subtle background to add personality.

Outlined Words/Geometric Shapes – Scatter these throughout your design or integrate them within your headlines to bring attention to key areas.

Halftone Patterns – Use subtle halftone textures as patterns, incorporated as intersecting shapes, or in backgrounds to break the monotony of solid color, especially with white.

Social Media Posts

Website

Merch & Swag

Printed Material

Event Signage

Slides



PHOTOGRAPHY & SOCIAL MEDIA

Social media is the key platform where your brand engagement and awareness will occur. In many cases, it will be the first impression your target audience will have of the Missio Nexus network. Therefore, viewing it with the proposed branding will help you see how to create a consistent brand online.

This allows you to visualize how the branding elements such as color palettes, fonts, accents, and photography should complement each other. For social media, posts that have a 4:5 (portrait) or 1:1 (square) ratio are preferred so they fit appropriately on your feed.



Your Photography Style Is:

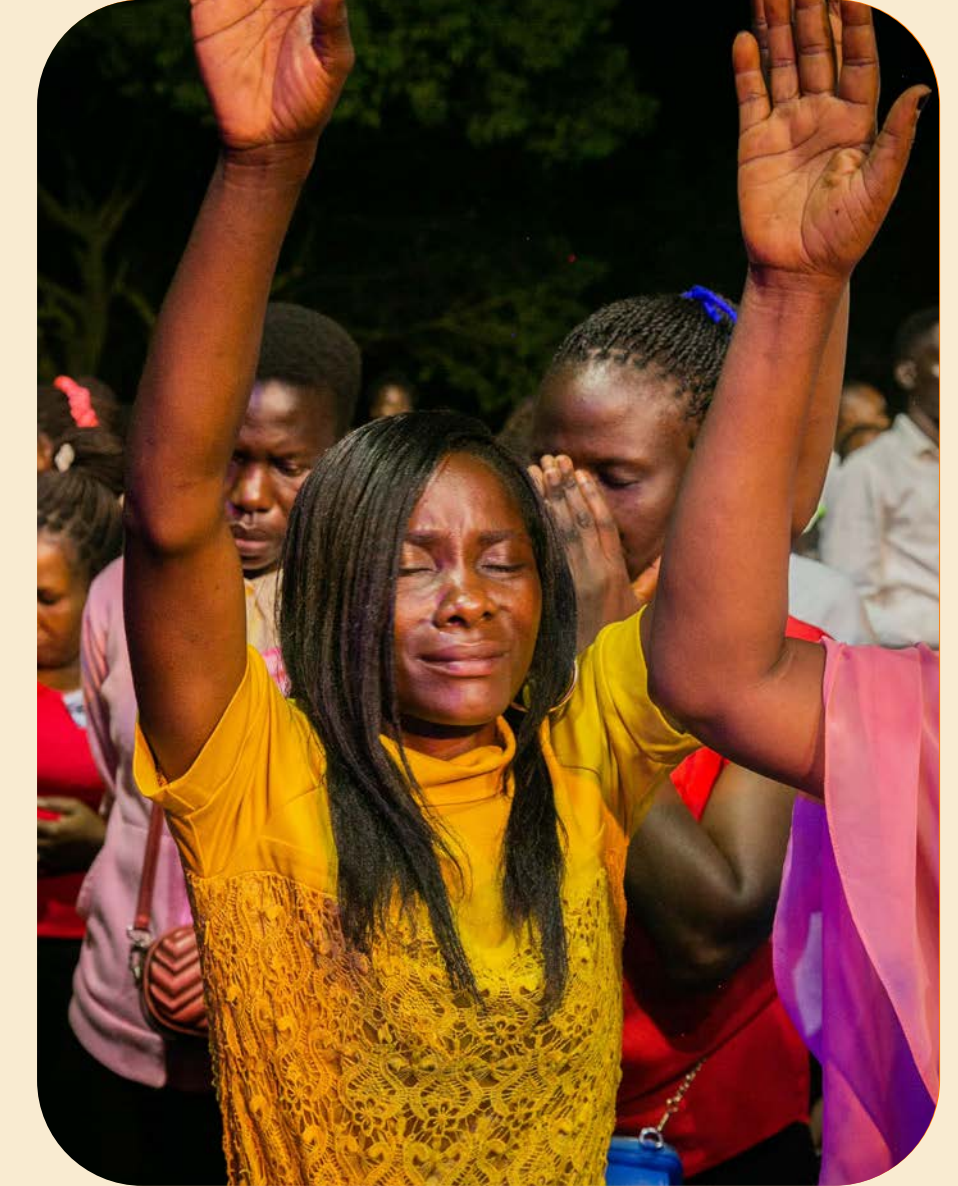
- Mixture of professional event photos and real & authentic hope-filled global scenes
- High quality, but not overly edited
- In-the-moment, unscripted, strong emotion

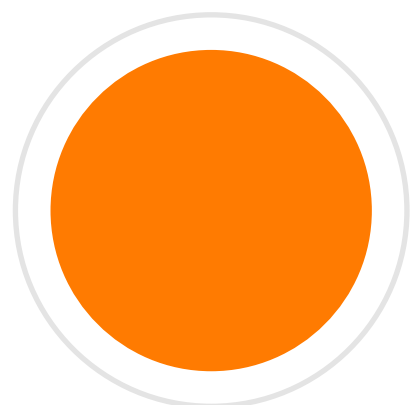
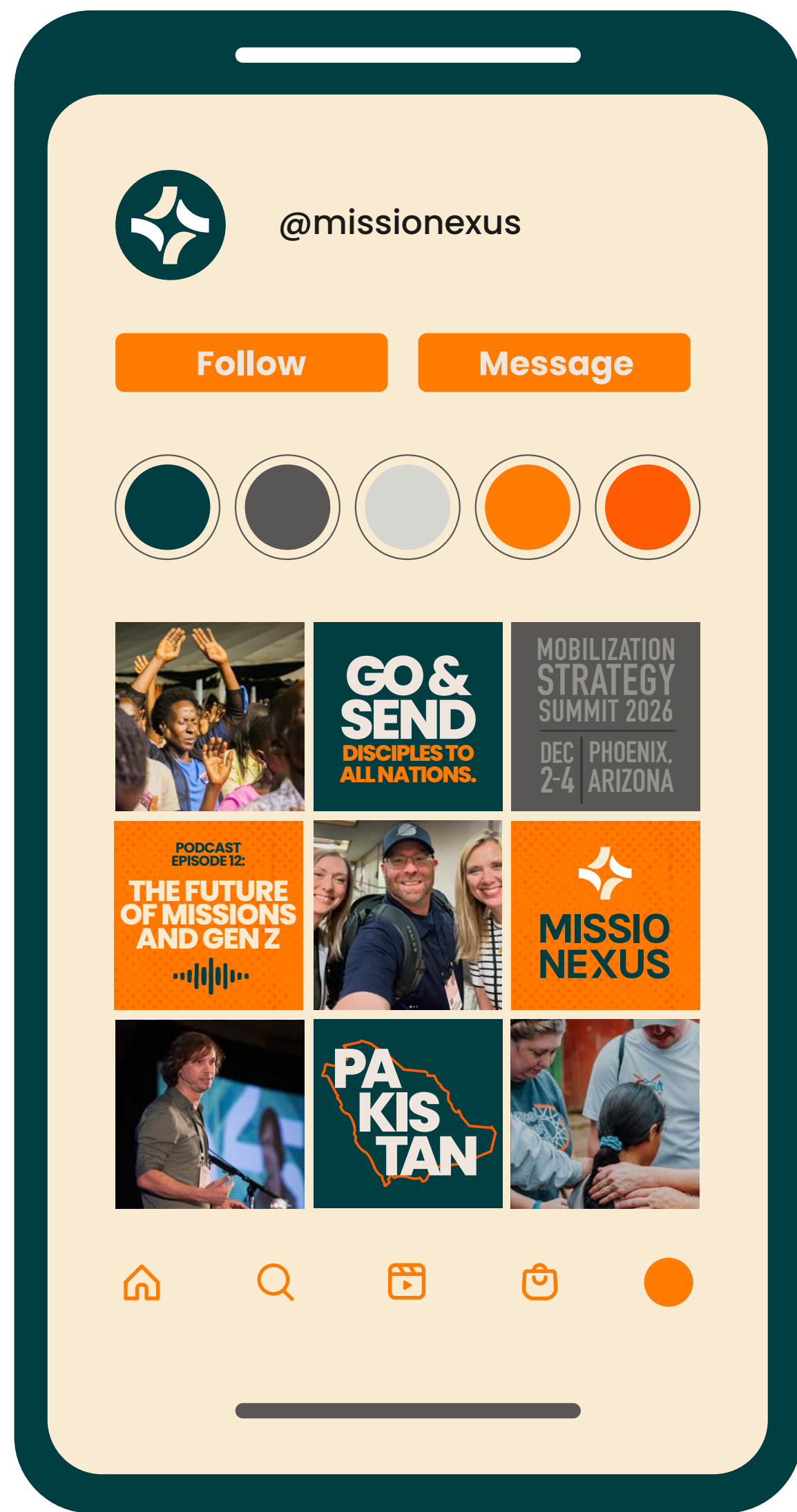
Do's:

- Keep quality of photography professional, real, and positive, not dark or muted.
- Capture in-the-moment moments that feel natural and not staged.
- Showcase a variety of ages, ethnicities, emotional expressions, and cultures.

Don'ts:

- Avoid overly retouching or using stock photos. Field images should feel unedited and real, not ultra processed or AI-generated.
- Avoid showing grim or desperate conditions (places or people) that would seem exploitative.





KEEP ME SAFE!

Your brand guidelines document is an in-depth guide on how to successfully use your brand identity and assets. This can be used by you, other designers, web developers and employees. Following this guide will allow for consistency across all marketing materials.

If you ever feel like you're straying away from your brand identity, take a breather, put that mouse down and open me up!

