



BRAND CREATIVE GUIDE

A Resource for Sharing the ExploreGod Story

SPRING 2026 EDITION



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welcome

This creative guide is designed to help build an authentic and consistent brand for ExploreGod.

In these pages, you will find guidance for appearance and tone, with enough flexibility to address specific audiences, messages and objectives.

You'll also find detailed information on creative standards and logo usage, as well as helpful samples intended to demonstrate how the provided tools and assets can best work together.

Thank you for the work you do every day to leveraging technology to invite all people to know Jesus Christ.



using this guide

This Brand Creative Guide is designed to give you the brand tone and personality that you will need to most effectively communicate ExploreGod's key messages and story.

The work you see in these pages is informed by the research and analysis that forms the foundation of our brand strategy initiative.

creative goal

A singular, powerful
ExploreGod story that
engages hearts, minds,
and financial support.



why is this the new story we need?

While all ExploreGod entities share a common mission and vision, we don't yet share a singular voice that establishes an unmistakable brand presence. And that's exactly what we need—our best, most unified "brand story"—so that we can be better known and better understood by audiences around the world.

Our adoption of this shared creative platform and more unified messaging gives us that story, and this guide is designed to help us create cohesive, consistent, clear, and compelling messages and calls to action.

With ExploreGod staff, volunteers, donors, language teams, and advocates working in concert all over the world, we can become an even more powerful presence, driving deep engagement with our mission among existing and prospective supporters at every level.

Our brand is one of our most valuable assets. By uniting ExploreGod's inviting warmth with our 22-year legacy as the global pioneer in digital evangelism, we aren't just launching a name—we are scaling a proven masterpiece of kingdom impact. Because of our vision, we must do more.



**our
audience**



audience overview

One Name, Two Distinct Messaging Platforms

seekers

*The **Focus** of our Great Commission-Focused Mission*

PRIMARY GOALS of the Brand Experience:

- Encourage curiosity about God in a safe, welcoming, and personalized ecosystem
- Guide people to salvation in Christ and discipleship
- Facilitate curated spiritual journeys that cultivate a personal relationship with Christ across key discipleship markers
- Create deep connections between seekers and the brand through human-centered, personalized interactions

supporters

*The **Fuel** of our Great Commission-Focused Mission*

PRIMARY GOALS of the Brand Experience:

- Drive brand awareness, credibility, and industry leadership around our mission and impact
- Generate thought leadership grounded in proof of impact
- Heighten emotional engagement to capture, diversify, and retain new supporters
- Grow sustainable fundraising, volunteer recruitment, and strategic partnerships
- Nurture lifetime bonds that fuel brand evangelism

what our audience wants to hear

seekers

"You belong here" – messaging that feels safe, judgment-free, and welcoming regardless of background or belief system

"Your questions are valid" – space to explore doubt, curiosity, and spiritual searching without pressure

"This is personal" – that their journey is unique and the experience will meet them where they are

"You're not alone" – that real people (Online Missionaries) are available for genuine, one-on-one connection

"This is for you" – content that feels culturally relevant and available in their own language and context

"There's no rush" – that exploring faith is a journey, not a transaction

supporters

"The importance of the Great Commission" – less than 20% of US Christians understand the Great Commission—not in definition (i.e. the two-part commandment), practice, or urgency. Most don't realize it's not a "suggestion," but a part of being a follower of Christ.

"We're growing and innovating" – that the ministry is expanding reach, adopting new technology, and thinking strategically

"Your investment is working" – concrete proof of impact through data, stories, and measurable results

"We're leading the way" – that ExploreGod is the most effective and credible digital evangelism platform


"Your trust is well-placed" – transparency, accountability, and stewardship of resources



**our
narrative**



who we are



ExploreGod is a global ministry digitally pioneering the large-scale fulfillment of the Great Commission. Built on the 22-year legacy of Global Media Outreach, we cross every geographic, cultural, and spiritual divide to share the message of Jesus with people wherever they are and help them grow in their newfound faith.

key messaging pillars

No one should search for God alone.

Around the world, people are asking life's deepest questions, often in isolation, crisis, or environments where faith conversations are difficult or dangerous.

We find them in those moments and ensure they are met by a real person who responds, listens, and walks with them.

Discipleship is a journey, not a moment.

Faith is not a single step; it's a lifelong journey. ExploreGod moves beyond one-time responses to build ongoing relationships that support new spiritual growth.

By pairing seekers with the same Online Missionary over time, we create the opportunity for trust and transformation.

The internet is our mission field.

People in the hardest-to-reach places are now online. ExploreGod uses technology to cross every border - geographic, cultural, and personal - and reach those seeking hope.

Technology enables connection, but people make disciples.

ExploreGod is built on human connection at scale. Technology identifies and connects seekers, but growth happens through personal relationships and Holy Spirit transformation.

brand promise

A guiding principle that identifies what audiences should expect from all interactions with the brand that are unique to core of the organization and embodies the sum of its values and distinctive personality.

seekers

A safe, welcoming experience to explore your questions about God and life that offers you a personalized path toward hope and spiritual growth.

supporters

We exist to ensure that every day, anyone, anywhere, has the opportunity to know Jesus and flourish in their new faith, empowering digital discipleship journeys that fuse scalable technology with the authentic, human touch of global Online Missionaries who help seekers grow across essential spiritual milestones.



**our
creative**



creative approach

The creative pieces that we use to tell the ExploreGod story should always be tangible expressions of our mission and the hope we carry.

The creative platform shared in this guide is built around the truth that no matter who we are, where we live, or what questions we're wrestling with, every person on earth deserves the opportunity to hear the Gospel and encounter the love of Jesus Christ.

Everything in our creative work—our imagery, our color choices, our typography, our visual presentation of stories and information—is chosen to reflect faith, authentic warmth, and clarity.

With a purposeful, inviting, and distraction-free look and feel, our communications can reach as far as our vision: a world where every person has an opportunity to know Jesus.

when choosing visuals

PEOPLE FIRST

Always put people first. Represent diversity naturally and consistently—across cultures, ages, and walks of life.

AUTHENTIC EMOTION

Choose images for how they make you feel, not for what they literally show. Favor authentic over composed. Images don't have to be technically perfect to move an audience—the right moment matters more.

THEMES OF SEEKING, HOPE, AND CONNECTION

Look for quiet reflection, human connection, and moments of breakthrough. These themes should feel earned and honest, never sentimental or forced.

DESIGNED FOR DIGITAL

Our mission lives online. Choose photos with a clear focal point that holds up at small sizes and in cropped formats.

GLOBAL AND CROSS-CULTURAL SENSITIVITY

ExploreGod reaches people across 13+ languages and cultures, including regions of conflict and persecution. Avoid a Western-centric lens, and when in doubt, favor imagery that is universal in its human emotion.

what to avoid

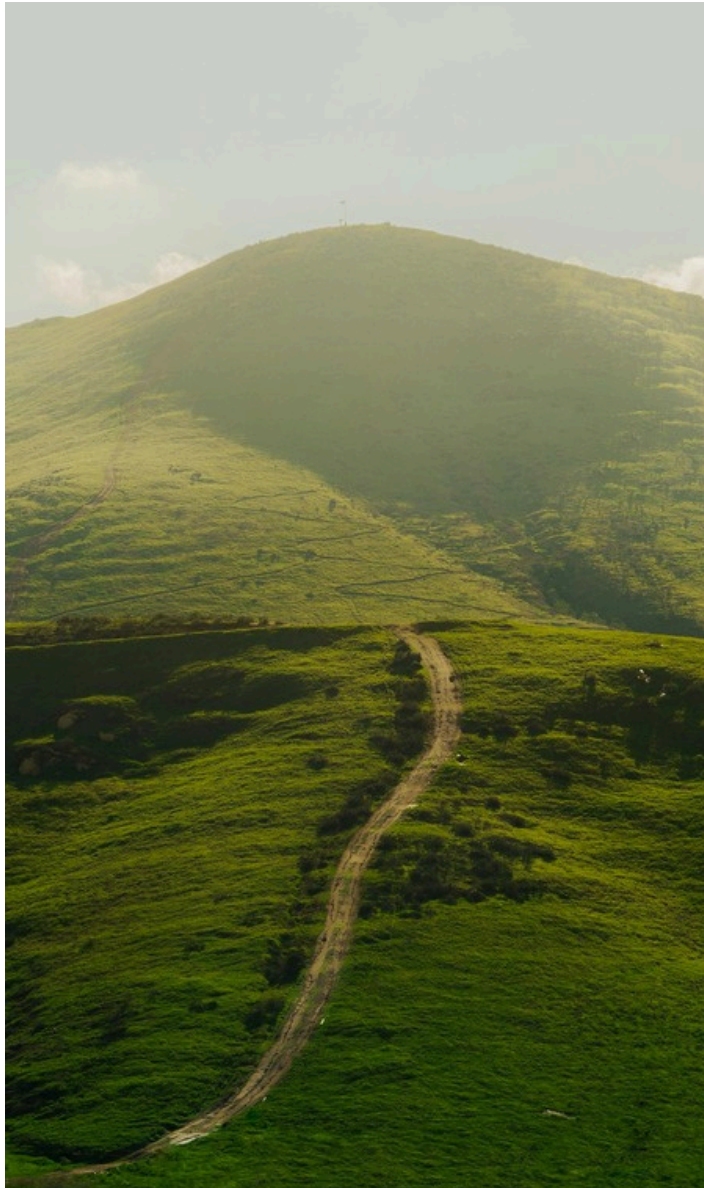
Stock-photo religiosity:
hands folded in perfect light, sunbeams through clouds, or a cliché of faith imagery

Images that feel posed,
polished to the point of feeling unreal, or emotionally flat

Anything culturally insensitive
or that could be perceived as exploitative of the communities we serve.

Imagery that could identify or endanger individuals in regions where faith expression carries personal risk

photography examples



All photography should feel somewhat natural or candid no matter the subject



Photos should not have significant contrast.

Photos should have a decent amount of white space when incorporated with other design elements



Portraits should feel connective, light, and contemplative. They should not feel forced or overly posed.

photography examples



When we are not using portraits, we want to show people in their everyday life. We want to close the gap between the donor and the seeker from another country/cultural background.

Other general photography rules:

- Pay attention to what's in the background of your shot. If the background looks cluttered or activity behind your subject draws attention away from the main focus of your shot, look for other options.
- Keep the background behind portrait and small group shots simple or out of focus. If you are choosing/taking a group photo, make sure your point of focus is the person nearest the camera. When your closest subject is in focus, even if people in the back of the group are slightly out of focus, the shot will look more natural.
- Make sure the background behind your subject isn't too bright.
- Make sure you have good light on your subject's face. Notice if hard hats or ball caps cause a harsh shadow.
- For social media, photos taken with a smart phone will generally be sufficient. If you plan to use images in print or prominently on your website, you will need high-resolution images. A 10-megapixel DSLR camera will take better pictures than a 10-megapixel compact camera, which will take better pictures than a 10-megapixel smartphone.
- The recommended place to look for stock photos is **pexels.com**. They will have the best selection of photography that feels more natural/artistic rather than forced, posed, or sterile.

primary color palette

Color is an integral part of our brand and with consistent application can provide impact and brand recognition throughout all communications.

PRIMARY COLORS



ExploreGod's color palette is built on clarity, depth, and approachability—reflecting a brand that meets people where they are and invites them into something greater.

The primary blue (#2A85C5) is the brand's heartbeat—open, confident, and welcoming. It conveys trust and curiosity, signaling that questions are not only allowed but encouraged.

Together, these four colors balance the intellectual and the invitational—a palette that is simultaneously trustworthy and warm, bold, and approachable.

					
HEX: 2A85C5	HEX: 142236	HEX: 423E34	HEX: CACBCD	HEX: FFFFFFFF	HEX: 000000
C: 79 M: 39 Y: 1 K: 0	C: 91 M: 78 Y: 51 K: 60	C: 62 M: 58 Y: 69 K: 52	C: 20 M: 16 Y: 14 K: 0	C: 0 M: 0 Y: 0 K: 0	C: 0 M: 0 Y: 0 K: 100
R: 42 G: 133 B: 197	R: 20 G: 34 B: 54	R: 66 G: 62 B: 52	R: 202 G: 203 B: 205	R: 255 G: 255 B: 255	R: 0 G: 0 B: 0

secondary color palette

				
HEX: F5EDD9	HEX: 8DB57F	HEX: F2C040	HEX: 1F4A73	HEX: CEDFEF
C: 3 M: 5 Y: 15 K: 0	C: 48 M: 13 Y: 63 K: 0	C: 5 M: 24 Y: 87 K: 0	C: 95 M: 73 Y: 31 K: 16	C: 18 M: 6 Y: 2 K: 0
R: 245 G: 237 B: 217	R: 141 G: 181 B: 127	R: 242 G: 192 B: 64	R: 31 G: 74 B: 115	R: 206 G: 223 B: 238

SECONDARY COLORS

Where the primary palette establishes trust and authority, the secondary palette brings the brand to life—adding warmth, energy, and humanity.

Together, the secondary palette expands ExploreGod’s visual language beyond structure and authority into something more persona—a full-spectrum invitation to explore, question, and grow.

PLEASE NOTE:

Our brand colors should NOT be tinted (lightened). A 100% saturation must be maintained. An exception to this is the color black, which may be tinted in limited, select instances.

For print purposes, use 15% black for a light gray and 85% black for a dark gray.

typography

Consistent use of typography helps build visual familiarity with our brand and ensures that all ExploreGod materials have a cohesive look.

Larken (Header) | 36pt Bold & *Bold Italic*

Larken brings a refined editorial presence to the brand, with its bold weight commanding attention while its bold italic adds expressive emphasis that conveys confidence and distinction.

Epilogue (Sub-Head) | 16pt Bold & Regular Italic

As a subhead, Epilogue bridges the gap between headline drama and body readability, with its bold weight anchoring section titles and its regular italic offering a lighter, conversational contrast for callouts and special designations.

Epilogue (Body Copy) | 11pt Regular

In body copy, Epilogue's clean, geometric structure ensures comfortable long-form reading, giving the brand a modern and approachable voice across all written communications.

This is a Headline About Our Global *Impact*

This is a Subhead Title: *Extra Long Special*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Do not use the ITC Avant Garde Gothic Pro font family.

This typeface family is strictly reserved for the ExploreGod logo and **should not** be used in any other setting.

typography application

Typography treatment is an important component of our brand expression. Larken Bold & Bold Italic work great for callouts. Use Epilogue Bold version for small headlines and subheads, adding emphasis with italics where necessary.

Callout text and display text typography

Callout text and display text should be set flush left.

Proper names or nouns are the exception and can be set with an initial cap.

The overall spacing between letters should be relatively tight with additional kerning between individual letters to ensure a consistent look. The leading (the space between lines) should also be tight, but take care that any ascenders and descenders of the words being set do not significantly overlap.

Callout text and display text application

Callout text and display text can be set in a primary color (bright blue recommended) on a white background or reversed to white out of a primary color or photographic image.



Callout/display text applied over an image in white, and proper kerning and leading applied



Callout/display text applied over an image in black, and proper kerning and leading applied

applications to avoid

Without any kerning applied, this callout/display text set in lowercase shows that the letter spacing is too open.

Real Moments

This callout/display text shows that the leading is too tight.

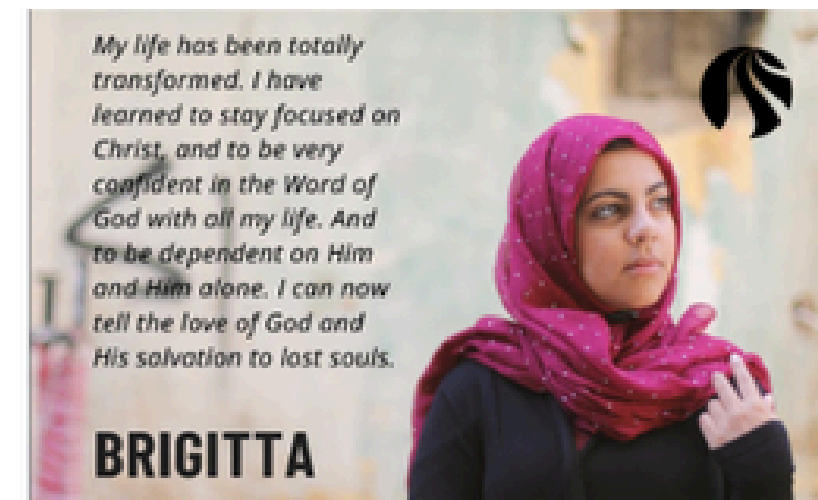
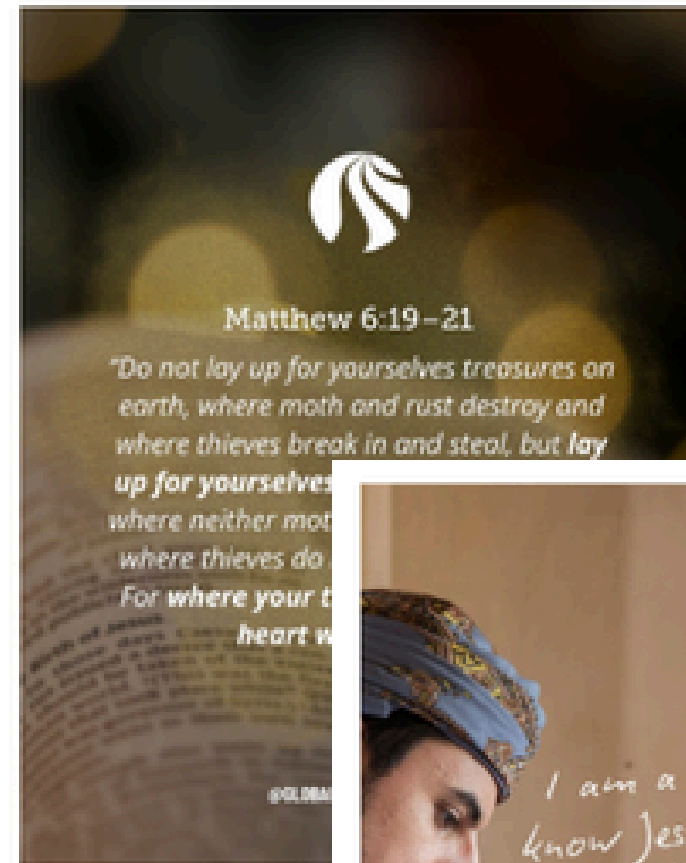
welcome curiosity

The secondary line is spaced too far below the primary text.

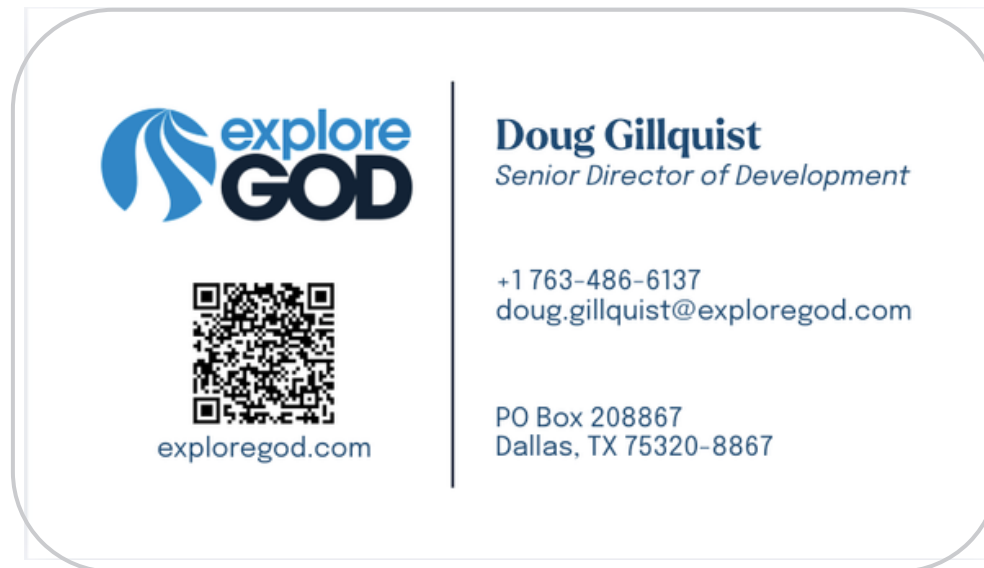
you've never

seen our ads

examples: marketing materials



examples: marketing materials



Business card for Doug Gillquist, Senior Director of Development. The card features the explore GOD logo, a QR code, and contact information: phone number +1 763-486-6137, email doug.gillquist@exploregod.com, and address PO Box 208867, Dallas, TX 75320-8867. The website exploregod.com is also listed.



A dark blue rectangular graphic featuring the explore GOD logo in white. The logo consists of a stylized flame icon followed by the text "explore GOD" and the tagline "Igniting Faith. Transforming Lives." below it.



A large white rectangular graphic with a thin border. It features the explore GOD logo in the top left corner, followed by the address "PO Box 208867, Dallas, TX 75320". At the bottom, there is a footer containing the website "exploregod.com", the address "PO Box 208867 Dallas, TX 75320-8867", and the phone number "+1 972-975-9444".



our logo





the brand mark

Validated by Global Insight

The selection of our new brand mark was not merely a design choice, but a data-driven decision rooted in extensive global market testing. We faced the significant challenge of creating a visual identity that resonates with two ends of a spectrum: the **Supporter** (*who seeks theological depth and Great Commission impact*) and the **Seeker** (*who seeks a safe, welcoming space to explore the unknown*).

Testing confirmed that this circular, three-path converging icon was the only mark that universally signaled “hospitality” to the seeker and “discipleship” to the supporter. It is a warm, deeply meaningful wordmark that perfectly suits the unique “Art and Science” DNA of this ministry.

By utilizing the feedback from our global market testing, we have found the “unicorn” of icons: it is specific enough to satisfy the theological depth required by our supporters, yet open and “frictionless” enough to welcome a seeker in a restricted nation.

the soul of the mark: symbolism & story



I. **Spiritual Meaning:** The Journey to the Triune God

- **The Unbordered Invitation:** Open hospitality; a welcome for every seeker to begin exactly as they are.
- **The Triune Rhythm:** Three paths mirroring the Father, Son, and Spirit—the movement of living water and holy fire.
- **Converging Stories:** Unique individual journeys finding their ultimate unity and oneness in Jesus Christ.
- **The Infinite Pursuit:** An upward trajectory from an open invitation to the eternal exploration of God's glory.

II. **Brand Distinctiveness:** Where Technology Meets the Human Touch

- **Proprietary Pathways:** A visual tribute to our PATH technology—the digital engine scaling the Gospel globally.
- **The Discipleship Intersection:** Where innovative technology facilitates a life-changing, human-to-human connection.
- **The Full Commission:** Moving beyond the "click" of evangelism into the depth of measurable discipleship.

III. **Strategic Impact:** A Global Beacon of Hope

- **A Borderless Safe Harbor:** A culturally sensitive, frictionless beacon for seekers in even the most restricted regions.
- **Global Scalability:** A standalone mark transcending alphabets to remain recognizable in every language.
- **Universal Wholeness:** A geometric circle of hope bridging digital innovation with authentic human flourishing.

logo usage

The ExploreGod logo is one of our most important assets. Consistent use builds a clear, recognizable identity—the kind where anyone, from any audience, sees it and immediately thinks, "*That's ExploreGod.*" Keep it visible, uncluttered, and given room to breathe.

Logo Elements

The logo is made up of two elements: the symbol and the wordmark.

Logo Formats

The horizontal format is the preferred layout and should be used in nearly all cases. Consistent use of this format strengthens our visual identity.

The vertical format is an acceptable alternative only when the horizontal format isn't practical—typically in space-constrained applications.

primary logo format

HORIZONTAL



alternative logo format

VERTICAL



tagline

Designed specifically for supporters, the tagline answers the most critical question organizations face—*"What do you do?"*—in just four words.

"Igniting Faith. Transforming Lives." distills the organization's entire mission into a two-part cause-and-effect statement that is rhythmic, punchy, and immediately memorable, giving donors and partners instant clarity on the impact of their support.

By pairing the spark of spiritual curiosity with the promise of lasting transformation, it communicates the full lifecycle of the brand's impact, building trust with both seekers and supporters by proving ExploreGod doesn't just introduce people to faith—it walks with them through it.



logo colors

COLOR LOGOS

To maximize the warmth of the logo, we offer a small batch of color logo options to use on visuals. The full-color logo should primarily be placed on a white background, and is also acceptable on lighter colored backgrounds and photographs.

When placing the logo on dark backgrounds or photographic images, the text should be reversed to white while retaining the blue icon, ensuring legibility and contrast. Make certain the image area the logo is positioned over or reversed from isn't too busy to properly display the logo.

BLACK-AND-WHITE LOGOS

The black logo should primarily be placed on a white background, although it is acceptable for the black logo to appear on lighter colored backgrounds and photographs.

The logo also can be reversed to white from brand-colored backgrounds or photographic images that are dark enough to legibly display the logo. Make certain the image area the logo is positioned over or reversed from isn't too busy to properly display the logo.



clear space and size

CLEAR SPACE

To maintain the logo's visual integrity, the area around the entire logo should be clear of other graphic elements such as typography, icons, and other graphic devices.

The ideal clear space for the ExploreGod logo identifier is equal to 1G, or a space equal to the height of the "G" in "God."

SIZE

To retain the visual integrity of any ExploreGod logo, never reproduce the logo smaller than the measurements listed on this page.

The minimum size requirement for the primary horizontal logo is 1.125 inches.

The minimum size requirement for the primary vertical logo is 0.625 inches.

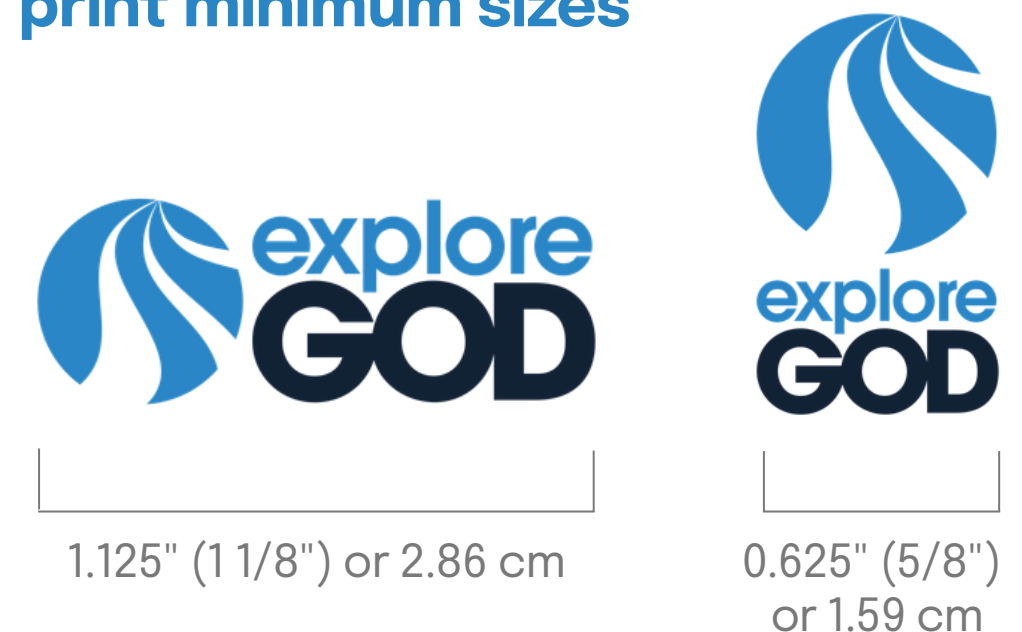
When using the logo at minimum size, please allow a minimum of "1G" clear space around the logo.

minimum clear space



Minimum clear space shown on logo with no tagline

print minimum sizes



logo application rules

Scale & Proportion

- ✓ DO use uniform scaling
- ✗ DON'T stretch the logo width
- ✗ DON'T squish the logo height
- ✗ DON'T use logo at illegible sizes

Color & Contrast

- ✓ DO use the approved palette
- ✗ DON'T recolor the logo
- ✗ DON'T use with high-contrast backgrounds
- ✗ DON'T use with low-contrast backgrounds

Clear Space & Backgrounds

- ✓ DO use proper clear space
- ✗ DON'T crowd the logo
- ✗ DON'T place on busy/patterned backgrounds
- ✗ DON'T add drop shadows/effects

Orientation & Modification

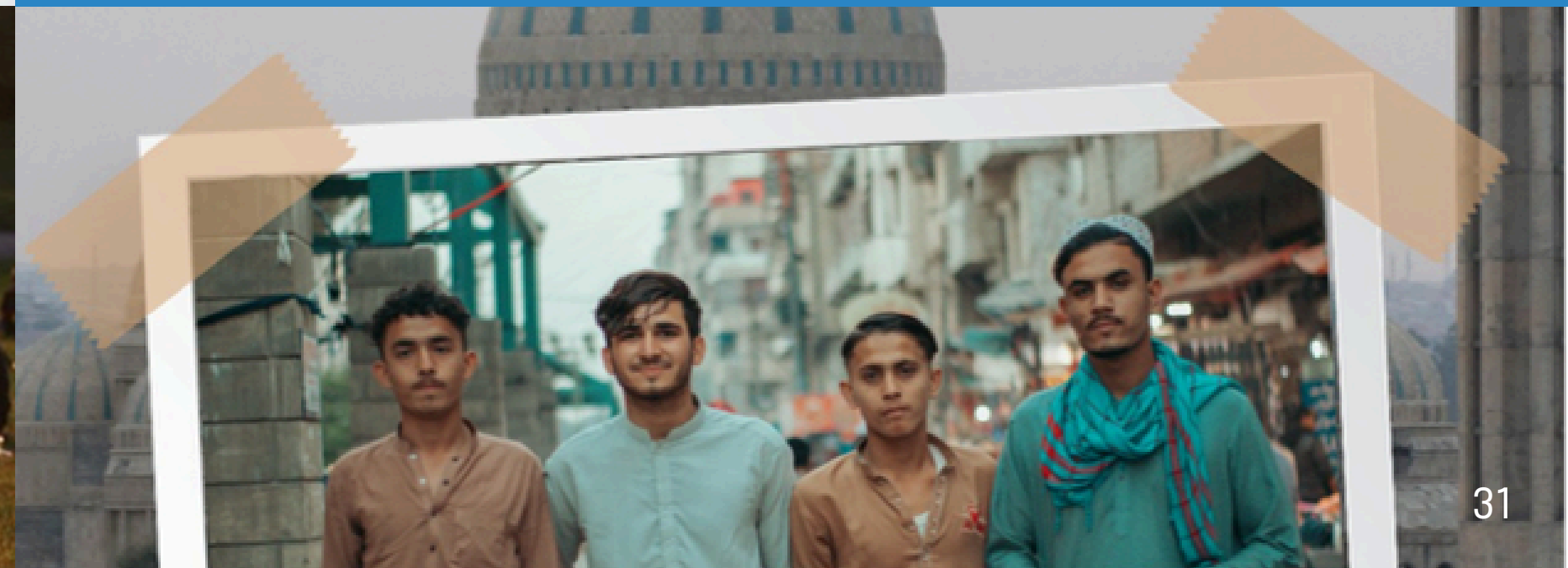
- ✗ DON'T rotate the logo
- ✗ DON'T recreate it in type
- ✗ DON'T separate the icon from wordmark
- ✗ DON'T make outline/ghost versions



I am a Muslim, but wish to know Jesus more and become a Christian. - Khalifa, Egypt

social media

visual & messaging standards for social platforms



logo colors

These are general rules. There will always be times in art/design where the rules must be broken, but to keep a consistent & recognizable look, we should keep to the guidelines as MUCH as possible.

Typography:

Text should be preferably in black or white. Type is a design element, but if the end-user has a hard time reading the design, the type has ultimately failed at its job. The only exception to color would be a large headline or title that is stylized to bring life to a design.

If you have to darken or lighten an image to make the text visible then do so (or pick a different image). Keeping type these uniform colors frees you to be really creative & playful with all other elements of design.

Please only use the fonts listed for ExploreGod under the typography section earlier in this guide.

Logo Use:

Every post needs to have the ExploreGod logo somewhere on it. The full logo or the stacked logo should be used to increase brand recognition and brand awareness. The icon should not appear apart from the words "ExploreGod" for the first two years.

The EG logo should never appear in any form of decreased transparency. Whatever form the mark takes, it should always appear fully opaque.



Yes



No



For questions about this brand creative guide, please contact the Global Media Outreach Team.