



LOVEJUSTICE  
INTERNATIONAL

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**BRAND GUIDE**

**WE SHARE  
THE LOVE OF  
JESUS CHRIST  
BY FIGHTING  
THE WORLD'S  
GREATEST  
INJUSTICES.**

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# VISION

Love Justice International is a Christian organization that desires to follow God's leading and be open to the work He wants to do. We fully realize that it is not us, but God, who is in and above all things, guiding those who love Him towards His will.

And while our work primarily serves the victims of human trafficking and orphaned and abandoned children, we desire to remain open to new areas of work, new ideas, and new people as God leads us. Our three core values summarize our calling as an organization and are unchanging, even as our work evolves.





# CORE VALUES

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## **BE THE KINGDOM**

All our work is done through local churches. We strive to live our faith in Jesus Christ and His gospel by following the directives of the New Testament in how we live, work, and relate to one another.



## **HELP THOSE WHO NEED IT MOST**

Jesus said, "Whatever you do for the least of these, you do for me." In response to this teaching, our goal is to find and help the most desperate and needy people in the world.



## **DO MUCH WITH LITTLE**

We strive to find and implement the strategies that make the greatest possible difference in the lives of as many people as possible with the limited resources we have been entrusted with.

# **BRAND**

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The brand guideline is a tool designed to project the image, values, and aspirations behind the Love Justice International brand.

The brand needs to feel clear, in both message and design. This means, as an organization, we work hard to make sure language is understandable and visuals feel spacious.

## **Simplicity is the key.**

This guide is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation.



# LOGO



Our logo is made up of two elements: the red flag icon and our “Love Justice” wordmark set in Avenir Black at 200 tracking.

Our icon and wordmark should always be set with the flag above the wordmark.

How we express our mission describes why we chose to name our organization Love Justice. The red flag symbolizes action and is closely tied to the unique approach we use with anti-trafficking work.

The word love is always black and the word justice is always white, but depending on the background, they may need to be outlined accordingly in order to show up. The next page will show examples of this.

The Red Flag icon should always be red.

# LOGO



**COLOR**



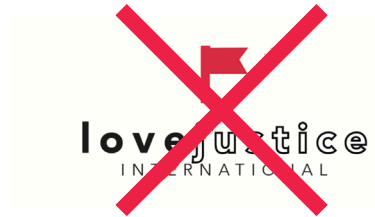
**BLACK**



**WHITE**



# LOGO



## DON'T ALTER THE LOGO

1. DON'T CHANGE THE FONT
2. DON'T CHANGE TO LOWERCASE
3. DON'T ALTER THE COLORS
4. DON'T CHANGE THE SIZE OF THE FLAG
5. DON'T SKEW THE LOGO
6. DON'T PLACE THE LOGO OVER A BACKGROUND THAT WOULD RENDER IT UNREADABLE

# **COLOR**

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**PANTONE 102-15U**  
**CMYK 87, 74, 7, 1**  
**RGB 59, 86, 156**  
**HEX #3b569c**

**PANTONE 116-3 U**  
**CMYK 42, 0, 0, 10**  
**RGB 124, 195, 226**  
**HEX #7cc3e2**

**PANTONE 55-8 U**  
**CMYK 2, 96, 69, 0**  
**RGB 238, 35, 70**  
**HEX #ee2346**

# TYPEFACE

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## AVENIR NEXT

Avenir Next Ultra Light

*Avenir Next Ultra Light Italic*

Avenir Next Regular Book

*Avenir Next Italic*

Avenir Next Medium

*Avenir Next Medium Italic*

Avenir Next Demi Bold

*Avenir Next Demi Bold Italic*

**Avenir Next Bold**

***Avenir Next Bold Italic***

**Avenir Next Heavy**

***Avenir Next Heavy Italic***

# **MESSAGING**

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Whether we're emailing donors, writing website copy, or drafting social media posts, our word choice should reflect our organization's personality and our mission.

Our brand voice should be simple, friendly, but also show that we are experts in our areas. We need to be careful not to come across too wordy, so we don't lose relatability.

The tone and messaging of all content should also reflect our values.

## **TIPS**

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- We are experts in our field, but we don't overcomplicate what we do when we talk to our supporters.
- We are friendly, but also straightforward.
- We are approachable and personable.
- We look for the simplest way to say what we want to say.



# **SAFETY**

A translated copy of this policy should be distributed to all Love Justice sites, including border stations and children's homes accompanied by an explanation of content. A copy should also be given to all Love Justice visitors, including short-term teams, volunteers and vision teams.

## **Photographs, Video and Names in Presentations Media<sup>1</sup> or Print<sup>2</sup>**

- No photographs or video of women potentially being trafficked may be used without consent.<sup>3</sup>
- Consent for use of personal information should not be obtained until Love Justice staff is confident that the individual giving consent is under no coercion, fully understands the implications of their consent, and has expressed a personal desire to participate.
- No photographs or video of minors<sup>4</sup> believed to have been a victim of trafficking or sexual abuse can be used without distortion of faces.
- A minor cannot consent for the use of their personal information.
- No true names of victims or potential victims should be used for any reason. First names alone may be used when not accompanied by other identifiers.<sup>5</sup>
- Verbal permission should be sought prior to taking photographs or video, even if for personal use.
- Visitors must obtain written permission from Love Justice prior to the use of photographs, videos, or stories of Love Justice children or vulnerable women prior to use in any public forum<sup>6</sup> and must abide by policies herein.
- Anyone storing photos, videos or information about children must use every effort to prevent unauthorized access or inappropriate use.

*<sup>1</sup>Minor - anyone under the age of 18, presumed or proven. <sup>2</sup>Consent - written explanation of potential and purposes of consented material, provided in the person's own language and verbally explained. <sup>3</sup>Print - includes mass emails, newsletters, or any Love Justice publications. <sup>4</sup>Media - includes websites, social networking sites, newspaper or television satires, interviews and marketing campaigns. <sup>5</sup>Identifiers - personal information that might be used to identify a person, including one's name, story, photograph, video, location, age, family information, etc. <sup>6</sup>Public forum - includes publications, media, and print as previously defined*



**Love Justice International** is a Christian nonprofit organization compelled by God's love to fight the world's greatest injustices—seeking to change the lives of men, women, and children across the globe.

Currently, we fight injustice in two main ways: through our expanding anti-trafficking work and by caring for orphaned and abandoned children.

At Love Justice, we consider it a privilege to be part of something bigger than ourselves, doing our small part to go to battle for those who desperately need our help. We believe that we can make a difference, but it will take all of us joining together to fight the world's greatest injustices, one life at a time. Because every life is beautiful and worth fighting for.

Love Justice International is a non-profit 501(c)(3) organization. All donations are tax-deductible and non-refundable.

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