



BRAND GUIDE

2025

SHARING 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



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

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.



PRIMARY LOGO



Primary logo

Our circular logo is our primary logo. It is made up of two elements: the red flag icon and our “Love Justice International” wordmark. **Our primary logo is to be used whenever possible.**

Example uses of main logo:



SECONDARY LOGOS

There are two secondary logos. The first is a new "LJI" format which can function in applications where the URL is needed as well as a more concise and shorter horizontal scale. The LJI version serves a dual role that prominently informs of our flag and brand as well as pointing people to the website immediately.

The second is our original horizontal logo which still functions in certain applications. Both are acceptable, however, when using a secondary logo, the URL version is preferred as it points directly to the website.

Secondary logos are only to be used in special use-case scenarios or when deemed necessary. Our primary logo is still the first choice.



Example uses of secondary logos:



FLAG USAGE



The red flag may be used on its own as a symbol within design or for any other purpose deemed necessary. However, any time the words "LOVE JUSTICE INTERNATIONAL" are used in conjunction with the Flag symbol, (with the exception of body copy) one of the logos is required. *PLEASE SEE INCORRECT LOGO USAGES FOR REFERENCE - Pages 12-13.* Again, the Primary logo is the first choice if possible.

The red flag symbolizes action and is closely tied to the unique approach we use with anti-trafficking work.
The Red Flag icon should always be red.



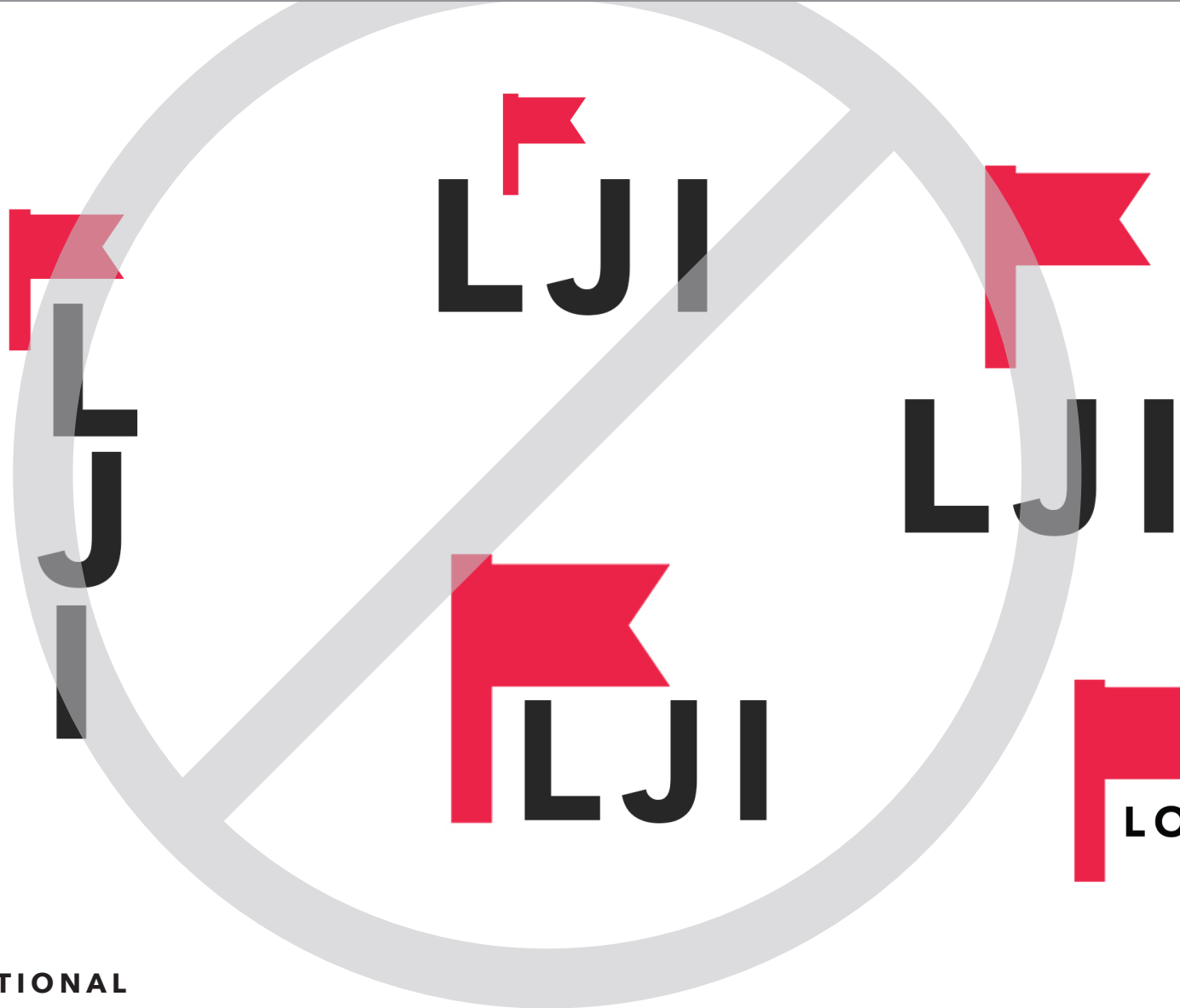
How we express our mission describes why we chose to name our organization Love Justice. The red flag symbolizes action and is closely tied to the unique approach we use with anti-trafficking work.

LOGO MISUSAGE

DO NOT 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

ADDITIONAL INCORRECT USAGE EXAMPLES



COLOR

PRIMARY COLORS

PANTONE 2347 C	CMYK 0, 100, 95, 5	RGB 225, 26, 39	HEX #e21a28
PANTONE	CMYK 0, 0, 0, 100	RGB 0, 0, 0	HEX #000000
PANTONE 445 C	CMYK 0, 0, 0, 80	RGB 88, 89, 91	HEX #58595b
PANTONE 116-3 U	CMYK 45, 14, 0, 11	RGB 124, 195, 226	HEX #7cc3e2

SECONDARY COLOR **NOT TO BE USED WITH LOGO*

PANTONE 7455 C	CMYK 62, 45, 0, 39	RGB 59, 86, 156	HEX #3b569c
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TYPEFACE

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

As starting points, aim to use
"Avenir Next Bold" for titles

and

"Avenir Next Regular" for
body or copy font.

MESSAGING

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

- 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 transit monitoring stations and family 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, Videos, and Names in Presentations, Media¹, or Print²

- No photographs or videos of women potentially being trafficked may be used without consent³.
- 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 videos of minors⁴ believed to have been victims of trafficking or sexual abuse can be used without editing the images to conceal their identity.
- 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 identifiers⁵.
- 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 forum⁶ 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.

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

FUNDRAISING & MERCH

Any and all NEW merch design needs are requested to run through the Marketing Department of LJI. This includes but is not limited to:

- T-shirts
- Posters
- Hats
- Apparel, etc.

Unique campaign or messaging-specific designs will always be part of the LJI brand and experience, but design-specific requests (any graphic design or printed needs) need to be submitted to the Marketing Department of LJI.

Please note: No one is to create their own materials or print designs offline if they will be public-facing. If a specific visual item, logo, printed piece, etc., is going to be public-facing, all design requests need to be submitted through LJI Marketing. This ensures we maintain consistency within our brand to ultimately achieve the broadest control over mission, vision, and values of Love Justice.



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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LOVE JUSTICE INTERNATIONAL

P.O. Box 67195
Lincoln, NE 68506

402-601-4816
info@lovejustice.ngo

lovejustice.ngo



@lovejusticeintl

