

Touch the World Social Media Guidelines & Style Guide Summer 2021

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VISUAL BRANDING

Logo

The official Touch the World logo is our wordmark: the name, all lowercase with no spacing, in our three brand colors.

Sizing

- The logo should be big enough to be recognizable without having to squint
- Do not squish or crop the logo in any way

Colors

- The logo can be in a negative (white), as long as it is well-visible
- The logo can be monochrome in a TTW brand color
 - Specifically in Teal or Navy for Event-related content

Placement

- Generally, the logo should be placed at the top left or bottom right of a document. For graphics, it can be placed centered at the top or bottom.
- Make sure the logo has adequate spacing around it — don't crowd it in your design

Logo

touchtheworld

touchtheworld

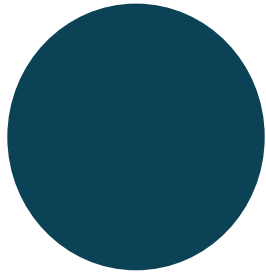
touchtheworld

touchtheworld

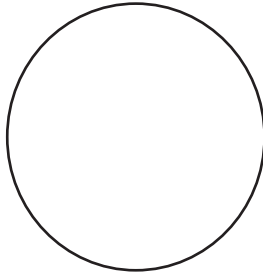
ttw



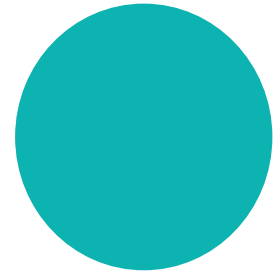
Colors



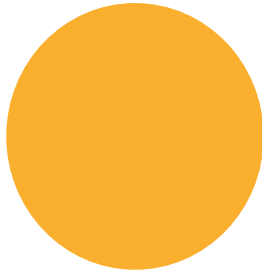
Navy
#034356



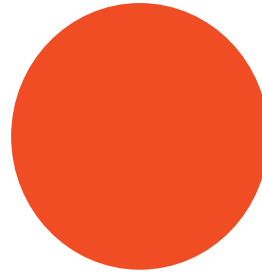
White
#ffffff



Teal
#00b2b0

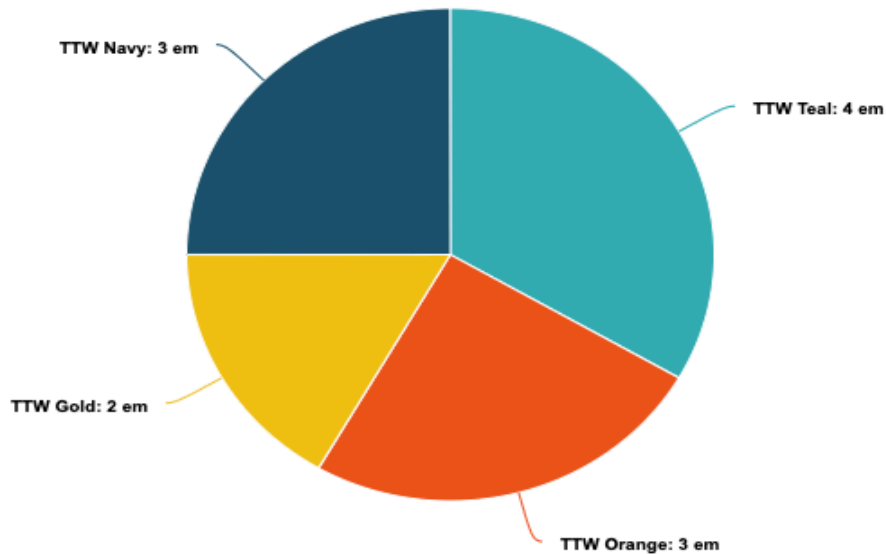


Gold
#ffb12c



Orange
#ef4e24

Distribution of Colors:



Teal: 33% | Navy: 25% | Orange: 25% | Gold: 17%

Colors

Purpose of Our Colors:

- Teal is our core color and is used to establish a sense of trust and dependability
- Navy is used for communication oriented towards sponsors and adults to display professionalism; it is our primary text color and we also use it for accents
- Orange is connected to our resources and is the color for The Missions Academy. It shows boldness and a willingness to venture out into learning.
- Gold is our youth-centric color. It brings a sense of fun!
- White is used for text on dark backgrounds (such as navy or teal) and white space is essential to good design.

“Where” we use colors:

- Events/Fundraisers: Navy and Teal, Gold accents
- TMA/Resources: Orange, Gold, with Navy text
- Missions Training: Teal, Gold, and Orange with Navy text
- Fun/Youth-Oriented: Gold

Fonts

Central Fonts:

- Montserrat (Headings & subheadings)*
 - *Use montserrat if doing all capitals

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
The quick brown fox jumps over the lazy dog.

- Satisfy (script accent)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

- Lato: sans serif body font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

- Lora: serif body font (use rarely)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz

- Oswald: sans serif condensed font (Headings & subheadings)
 - Looks great with letters spaced out

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz

Secondary Fonts

- Bayshore (script): Events (adobe font)
- Bebas Neue (Tall, skinny print)
 - Used mostly for LEAD & related student programs

Font Sizes for Instagram:

- Montserrat:
- Lato:
- Lora:
- Satisfy

TTW'S VOICE

We want to establish our voice as:
relatable, aware, humble, curious,
passionate.

Content Guidelines (Do's)

General “Do's”:

- Update bio for major upcoming events — Linktree
- Use different captions for each platform (instagram, facebook, etc)
- Vary adjectives
- Monitor for comments

Hashtags

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">• Always Use:<ul style="list-style-type: none">• #livesent• #liveonmission• #gottw | <ul style="list-style-type: none">• Sometimes Use:<ul style="list-style-type: none">• #youth• #youthministry• #missions |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|

TTW Jargon:

- On Mission
- Live Sent

Key Words to Use

- Mission
- Partner
- Serve
- Humility
- Sent
- Equip
- Empower
- Train
- Story

Phrases to Avoid & Use With Caution (Don'ts)

Christian-ese

- “The Kingdom”
- “The body”
- “Love on”
- “Pour into”
- Fellowship
- Testimony
- Witness
- Born again
- Salvation

“Savior Mentality”

* If you are going to use one of the below words, think critically about how you are using it and how it reflects who you are speaking about. We want to speak of ourselves with humility and each and every person with dignity.

- Saved
- Rescued
- Poor
- Have not's/ lacking
- Needy
- #Blessed
- They/them/those people
- Others
- Making a difference

Phrases to Avoid & Use With Caution (Don'ts)

Cliches:

- More than ever
- Take it to the next level
- Make/Have an Impact or Make a difference
 - Be specific about what the impact or difference is
 - Ex: replace “make an impact on students’ lives” with “connect students to resources that will help them to become resilient disciples of Christ,” “Help students to understand their role in God’s mission for the world,” etc.
- Opportunity
- Behind the scenes

All posts and communication from Touch the World must be in line with Touch the World’s values, principles, and expectations of behavior and conduct for employees.

Mission vs. Missions

Mission (*singular*): in essence, the singular mission of God or a specific action/occurrence of a missional act

- Mission Trip(s)
- Live on Mission Every Day and Everywhere
- Short-Term Mission Trip(s)
- The Mission Center
- Mission is a Lifestyle
- The Mission of God
- Mission-centered lifestyle
- Mission mindset
- Prepare for the mission field
- Mission participants

Missions (*plural*): in essence, the bigger picture of the multifaceted mission field, including local and international, the collective carrying out of God's mission

- Short Term Missions (Movement, Field of, etc)
- Missions Training
- 5-Day Missions Experience
- Leadership and Missions Program (LEAD)
- The Missions Academy
- Missions Director Tim Dedrick
- TTW is a Youth Missions Organization

How TTW Uses Social

The goal of our social media is to create a sense of familiarity with our partners and to build trust in our expertise.

Social Media Use

We are Seeking To

- Establish the voice of TTW
- Share our expertise to create further interest in our programs
- Highlight events
- Show how we carry out our vision

We are Not

- Focusing on donation asks
- Directly recruiting new donors or partners

Our Accounts

- Instagram
 - @socialttw
 - @rise.youth.conference
- Facebook
 - Touch the World (page)
- Vimeo
 - socialttw

Our Audience

- Instagram: Youth & Students, Church Partnerships
- Facebook: Donors, Alumni, (Older audience)
- Vimeo: Currently used for sending videos in emails

