



Navigators

Visual Identity Style Guide
Version 1.0 August 2016

**WELCOME TO NAVIGATORS
BRAND GUIDELINES.
NAVIGATORS' BRAND IS OUR
MOST VALUABLE ASSET.**

**TOGETHER WITH THE BRAND
ELEMENTS AND THE TONE WE
USE IN WRITTEN, VISUAL AND
VERBAL COMMUNICATIONS, IT
FORMS OUR VISUAL IDENTITY.**

CONTENTS

Message from Navigators	04
About Navigators	05
Our Brand Essence	06
Our Brand Positioning	07
Our Brand Proposition	08
Our Brand Personality	09
Our Logo	10
Logo Variations	11
Size and Space	12
Colours	13
Typography	14
Typesetting Examples	15
Photography	16
Grain Filter	17
The Nav Box	19
APPLICATIONS	20
Print Advertisement	21
Newsletter Cover	23
Business Cards	25
T-Shirt	26
THANK YOU	27

MESSAGE FROM THE NAVIGATORS

The purpose of this guide is to give you an overview of the key elements of our new design and a few examples of how to apply it.

We recommend that you read through this guide before starting any design work. Our aim is to give you all the help we can to produce high quality, consistent design and messaging that really brings our brand to life.

The Navigators brand.

A brand is more than just a logo.

A brand communicates the vision it owns whenever people see the name – whether that name is a charity, an airline or a soft drink.

The Navigators brand, therefore, represents a set of values and principles that define us and should guide the way we present ourselves.

In order to build on our position in people's hearts and minds, it is vital to present the brand consistently. That's why elements like the logo, fonts and colours matter so much as they are the first thing people see.

It is our prayer that this style guide will be an effective tool to help us reflect our brand with even more relevance, so that together, we can see more lives transformed and spiritual generations produced as a result.

ABOUT THE NAVIGATORS

Navigators' model of discipleship not only helps people navigate through life, it trains them to multiply disciples so their impact continues on, leading more than individuals but generations to Jesus.

This biblical principle was impressed significantly on the heart of the ministry's founder, Dawson Trotman. An 'ordinary', young, Californian, lumberyard worker who caught a vision after seeing the benefits of basic discipleship principles in his own life. He wanted to teach these principles to others, hence echoing the call of 2 Timothy 2:2: *"And the things you have heard me say in the presence of many witnesses entrust to reliable men who will also be qualified to teach others."*

In 1931, the Lord led Dawson to undertake six weeks of early morning prayer to ask for people to become labourers for Christ all around the world. This was the beginning of a ministry that began to reflect the attributes of its founder who remained relentless in his leadership to advance the Kingdom.

Globally, the Navigators now operates in over 110 countries, in more than 165 languages and with over 5,000 staff.

BRAND STRATEGY HIGHLIGHTS.

OUR BRAND ESSENCE

This defines an organisation's unique DNA – the core reason why it exists. In three words, the brand's “essence” is reflected (not used literally as a headline), in all internal and external communication to keep its brand representation consistent.

For Navigators, its progressive and innovative quality is relevant for a brand who knows how to navigate... to lead forward and advance the Kingdom so the world will know. Our brand essence is therefore...

RELENTLESS KINGDOM ADVANCEMENT

RELENTLESS

Reflecting its founder, Navigators is a brand that is unrestrained and relentless in its commitment to lead the world to Jesus. Unafraid. Undeniably committed.

KINGDOM

Navigators is a visionary discipleship brand that's committed to seeing lives, generations and, ultimately, nations transformed for Kingdom gain.

ADVANCEMENT

A progressive, global, leader brand, that in everything, represents advancement – to go forward, to navigate towards, to show the way. It's all forward movement to more effectively take the land.

OUR BRAND POSITIONING

The Brand Positioning is one word that's inferred or seeded into messaging to communicate the "space" that the brand is to occupy in the target's mind. The intent is to help set it apart from other like-organisations.

Our goal is for the brand to be a recognised global leader within the category of discipleship... because, as with the meaning of navigator, discipleship leads. It shows the way.

NAVIGATORS = DISCIPLESHIP

The Brand Positioning Statement

This statement is to provide clarity and context to the creative team when writing about the brand's new positioning and differentiation.

For Christians who want to move forward in their lives and impact the world for Jesus, Navigators is a discipleship movement that knows the way. Their model of discipleship not only helps people navigate through life, it trains them to multiply disciples so their impact continues on, leading more than individuals but generations to Jesus.

OUR BRAND PROPOSITION

Our brand proposition communicates a singular point of difference that the brand is perceived to own; a rational/emotive statement that provides the rationale for making one brand choice over another.

As Navigators our heart is to make disciples, leading people forward in their walk with Jesus. Disciples that ultimately impact lives and generations to come. And we do it for one reason. So that together, we can be used by God to advance His Kingdom into a world that needs to know.

Navigators. Faithfully following. Whatever He asks. Wherever He leads.

**NAVIGATORS BRAND
PROPOSITION:
'LEAD ON'**

THE BRAND PERSONALITY

Brand personality is human characteristics that we apply to the brand's creative; a tone and manner that the audience will relate to and be inspired by.

**A STRONG VISIONARY
LEADER.
BOLD AND COURAGOUS.
ENTREPRENEURIAL
FAITHFUL.
SERVANT HEARTED.**

The following brand elements from logo to fonts, are intentionally designed to present one picture: a rugged and courageous brand that is committed to fulfilling God's call on the organisation. Whatever He asks. Wherever He leads.

OUR LOGO

Our logo is a symbolic reminder to all our stakeholders that nothing will stop the Navigators from moving forward to reach the world for Christ. Our logo has been designed to honour our valuable heritage as well as embody the brand attributes we value.



NAVIGATORS
— LEAD ON —

VARIATIONS

The full color Navigators logo is our official logo shown in navy blue and orange. In situations where this version isn't possible, the reverse white Navigators logo is suitable for use.

The all black logo is to be used in instances where it is not possible to use the blue logo.

The symbol of the sail in the logo can be used as a decorative asset. This is not to be a main feature but discreet application only i.e., anchoring a page, bottom right. The minimum sizes for reproduction are 5mm (height) for print and 30 pixels (height) for digital.

No other variations of the Navigators logo are permitted.



SIZE & SPACE

To protect the integrity of our mark, a minimum area around our logo should be kept clear of text or graphic devices.

The minimum clear space is defined by the height of the 'N' in the logo.

To maintain the logo's legibility, a minimum width of 25mm has been determined.



PRIMARY COLOURS



PMS 7693

C: 100
M: 71
Y: 29
K: 11

R: 0
G: 80
B: 125

#00507d



PMS 715

C: 0
M: 60
Y: 100
K: 0

R: 245
G: 130
B: 32

#f58220

TYPOGRAPHY

Mail Art Rubber Stamp has a relaxed, no frills, gritty type personality and is used for top level titles, large statements and pull out quotes.

Helvetica is a clean, approachable typeface that complements Mail Art Rubber Stamp. A number of weights are available to create heading hierarchies throughout communications.

Mail Art Rubber Stamp is available to download from:

<http://www.dafont.com/mailart-rubberstamp.font>

Helvetica is available to download from:

<http://www.cufonfonts.com/en/search/HELVETICA%20NEUE>

MAIL ART RUBBER STAMP
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

0123456789!@#%&*★

Helvetica Roman 55
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
0123456789!@#%&*

Helvetica Bold 75
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
0123456789!@#%&*

Helvetica Heavy 95
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
0123456789!@#%&*

TYPE SETTING EXAMPLES

01

STATEMENT STYLE
OMINIS EST QUAM
CULLES PRATET
DERNATE MPOREM AU
QUIS SUNTUM

“QUOTE STYLE ODIAT OMIS
EST QUAM CULLES PRATET
DERNATE MPOREM AU QUIS
SUNTUION”

TOP LEVEL HEADING

Introduction paragraph style
oditat omnis est quam,culles
pratet dernate quis suntum seria.

Body copy style offictur si officiam,
voluptatat eum volup tatat eum
suntur, di omnimusan.

Sub heading style

Body copy style offictur si officiam,
sed et lanist que nduntvoluptium
omnimusan labores tenduciendis
reicto qui.

PHOTOGRAPHY

An image can speak volumes and create powerful impressions, therefore choice of images for use in any Navigators communication will be important as we consistently build the new brand.

Whether commissioning photographers or using stock photos, it is mandatory that we select images that reflect and evoke the tone and feel of the work of the Navigators.

The following image characteristics are suggested so that photography is consistent.

Full Bleed: Navigators images should be full bleed to subliminally reinforce a brand that has no limitations to reaching lives for Jesus. We also want to capture the essence of the word “navigation” that speaks of unlimited scope.

People Brand: We are a “people brand,” therefore we need to communicate a culture of camaraderie and common purpose towards the fulfilling the great commission.

Grain Filter (note opposite page): Hero images only should be in full colour and have a grainy film-like treatment applied to give a raw and courageous feel that compliments our brand’s personality.

Before and after examples can be seen on page 18.

GRAIN FILTER

Step 1: In Photoshop Add A New Layer Filled With 50% Gray And Set To Overlay

Step 2: Convert The New Layer Into A Smart Object

Step 3: Apply The Add Noise Filter

An Amount value of around 10% usually works well, but it's always a good idea to keep an eye on your document window as you drag the slider to determine the value that works best for your image. Make sure the Gaussian and Monochromatic options are selected at the bottom of the dialog box.

Step 4: Apply The Gaussian Blur Filter if nessessary

The noise can sometimes look a bit too harsh for our grain effect, so you can soften it by blurring it slightly.

In the Filter menu choose Blur, then choose Gaussian Blur. Set the Radius value at the bottom of the dialog box to around 0.5 pixels. That should be enough to soften the noise without making it too blurry.

Fine-Tuning The Results

If you find that the grain filter is too intense, one way to fine-tune the effect is by lowering the opacity of the grain layer. You'll find the Opacity option in the top right corner of the Layers panel. The further you lower the opacity, the more the original image below it will show through.

Another way to make the grain appear more subtle, is by changing the blend mode of the grain layer from Overlay to Soft Light, which is a lower contrast version of the Overlay blend mode.



BEFORE: Digital images on the left have been left raw and untreated.

AFTER: Images on the right have been treated to achieve an authentic gritty film look by applying a grain effect.

GRAPHIC BOX

Navigators' corporate design elements feature a rugged rectangular box in either a horizontal or vertical perspective.

With consistent use, this bold, yet flexible graphic element will be recognised as part of Navigators' brand identity.



USE & DESIGN GUIDANCE

- The box is used as a framing and highlighting device for copy content. (It can also be used to house the logo where relevant as shown on page 11).
- The box may be used with transparent or solid background colours.
- Smaller, secondary boxes may be used to house subtitles.
- Always use the box in the Navigators brand colors and paired with Navigators' typefaces.
- Copy: Translucency may be used if it does not interfere with text legibility, usually between 80-95% of any color from the palette you select, depending on background image.

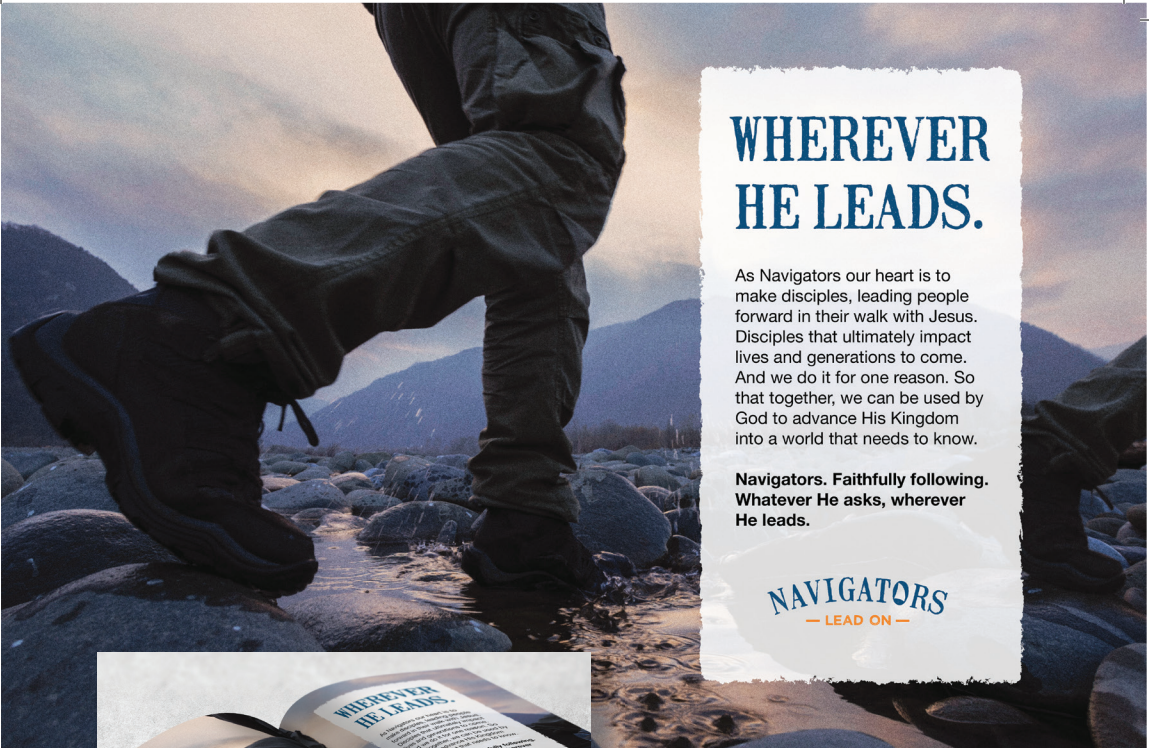
APPLICATIONS

Navigators' look and feel is one of clarity and confidence so that it continues to remind people of the widespread and unhampered impact of Navigators' mission.

The use of design decoration and ornamentation in core Navigators materials is, therefore, strongly discouraged, so there are no distractions from the message.

On the following pages you will see examples of how our brand identity communicates this in various applications.





WHEREVER HE LEADS.

As Navigators our heart is to make disciples, leading people forward in their walk with Jesus. Disciples that ultimately impact lives and generations to come. And we do it for one reason. So that together, we can be used by God to advance His Kingdom into a world that needs to know.

**Navigators. Faithfully following.
Whatever He asks, wherever
He leads.**

NAVIGATORS
— LEAD ON —





WHATEVER HE ASKS.

STUDENT MINISTRY

As Navigators our heart is to make disciples, leading people forward in their walk with Jesus. Disciples that ultimately impact lives and generations to come. And we do it for one reason. So that together, we can be used by God to advance His Kingdom into a world that needs to know.

Navigators. Faithfully following. Whatever He asks, wherever He leads.

NAVIGATORS
— LEAD ON —





INSIDE
YOUR
WINTER
EDITION

New tools to
lead you
forward
P2

They gave their
lives
P3

Thank you
for leading
others through
your gifts and
passion
P3

Upcoming
events
P4

Q&A with Luke
& Kate Wilson
- Navigators in
Cameroon
P5

From Grant
to you
P6

LEADING OUR NATION CLOSER TO JESUS

WHATEVER
HE ASKS.

WHEREVER
HE LEADS.

NAVIGATORS

— LEAD ON —

YOUR COMMUNITY

Student

Campus communities are being used by God to lead students to faith in Christ, and to train students to disciple their friends and classmates.

International Student

International student communities are seeing young people from overseas become followers of Jesus, placing Him at the centre of their everyday world.

Workplace

These communities gather regularly over breakfast or lunch to discuss challenges and to engage one another in conversations about Christ.

Military

Defence communities are composed of men and women from all ranks as well as partners of Defence personnel. Whether at home or deployed on operations, we aim to encourage and spur one another on in Christ.

Local

Local communities are seeing generations of disciples influencing people for Jesus through families, friendship groups, neighbourhoods and social groups.

Church

In addition to personal participation in the local church, Navigators partner with various churches across Australia to resource them for effective evangelism and discipleship.

Missions

World mission has been a hallmark of Navigators since inception. We are part of a worldwide movement whose missionaries are at work in over 100 countries.





For more information regarding
Navigators' brand identity
please contact: **(02) 8814 5006**
or email **info@navigators.org.au**

THANK YOU