



GTM Ministries Identity Brand

Why Brand GTM Ministries?

WHAT IS A BRAND?

- A brand is used to show the shared beliefs about who GTM is, how we are different from other ministries and how we stand out from the rest. This brand is to be used to show union across all platforms we use for marketing and communication.

A STRONG BRAND WILL:

- Demonstrate our common purpose and identity
- Enhance Gospel Through Music Ministries reputation, sets us apart from other ministries, creates awareness and establishes a reputation with our audiences.
- Create a strong public image including clarity and consistency
- When our communications are visually coherent, they present GTM ministries as a well-organized, singularly focused whole.
- It is not just what we say about the GTM ministries, it is also what other people say, feel, and believe about the ministry.

Why Brand GTM Ministries?

BRAND UNITY

- Branding is a process of using marketing and communications to influence attitudes toward and perceptions of our brand. This material will impact the following: business cards, correspondence, brochures, admissions materials, reports, magazines, websites, presentations, event invitations, posters, forms and applications.

HOW DOES THIS PROTECT THE GTM MINISTRY BRAND?

- A brand forms the basis of people's long-lasting attitudes and opinions about the ministry.
- A strong brand identifies our communications and helps them create positive attitudes and opinions.
- The consistent application of our brand, visual identity, and style differentiates GTM ministries from similar organizations.

Why Brand GTM Ministries?

WHY GOSPEL THROUGH MUSIC MINISITIRY NEEDS AN IDENTITY BRAND GUIDE

- All of the marketing and communications materials the ministry generates the same information across platforms.
- Each piece projects an overall image of the ministry.
- Visual identity guidelines unify our communications and help make this image clear, consistent and intentional.
- These standards also increase the overall quality of printed pieces and make the production of marketing items easier, faster, and less costly.

THEN



NOW



MOBILIZING SHORT-TERM MUSIC MISSION TEAMS TO SHARE
THE GOSPEL OF JESUS CHRIST AROUND THE WORLD.

The Circle: The world. Our mission field.

Purple/ Violate: The color violate represents royalty, a symbol to our kingdom work.

The Music Notes: Our tool to reach places where the gospel is not welcomed.

The Cross: Found in the treble clef is the cross, showing our message we carry through all of the music we bring with us.

GTM: An abbreviation of Gospel Through Music, making it easy to say and easier to promote on fields where the gospel is not welcomed.

Ministries: A clear statement of who and what we are.

The Slogan: Our hope is that we mobilize many short-term music mission teams to share the gospel of Jesus Christ around the world. While using the power of music we connect with more people and help connect them with people where they live to continue on their journey with Christ.

Ministry Official Logo



Stacked Logo – Preferred Version

This version is used as the primary GTM ministry logo and for internal and external administration business communications. It is easily recognized at a variety of sizes for both print and digital communications.



Stacked Logo – Special Subjects

These versions are for outside audiences where the full name adds additional information, and the color represents our ministry department.

Blue – Home front

Green – World Wide

Beige - Administration

Ministry Official Logos



Short logo – Secondary Logo

This version is used as the secondary GTM ministry logo, for internal and external administration business communications, only when there is no need for more details. It is easily recognized at a variety of sizes for both print and digital communications. These logos are intended for social media and GTM presentations.



Ministry Icon



Each Icon will still stand for their intended subject and occasionally when none of the colors are appropriate there is an all white icon that can be used.

Blue – Home front | Green – World Wide | Beige - Administration

ICON: The Icon cannot be altered in any manner. No other style of the icon is permitted. It must stay at an upright position and can not be tilted in any way, unless used in a moving element.



On colored backgrounds, if it does not work with the primary icon please use the inverse white icon.

Ministry Fonts

- Primary Font:

Adlanta Light and Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
9 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
9 2 3 4 5 6 7 8 9 0

- Secondary Font:

KIONA REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

GTM Colors

Primary and Secondary Colors

#63578A

#A099BD

#323643

#000000

#DBDAD7

#A69277

#D4C5AC

#9AA570

#CBD4AD

#63797e

#acc3d5



Usage

Please follow these guidelines when working with the GTM ministries logo.

Do not use any logo as a watermark.

Do not place text over any part of the logo including the icon.

Do not place a white box around the logo.

Do not change the colors of the logo.

Do not distort the shape of any of the logos.

Do not crop logo or add additional font type to the logo.

Do not recreate the logo.

MARKETING AND COMMUNICATIONS

gtmministries.com/tools