



BURCHFIELD
MINISTRIES INTERNATIONAL

Burchfield Ministries International

OUTREACH BRAND STYLE GUIDE

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BMI STYLE GUIDE - VERSION 2.0

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This style guide was compiled to ensure that all media produced for the BMI Brands are of unified quality and message, resulting in a cohesive style image that acts as a promise of consistent experience to all designers.



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SECTION 1

MINISTRY: Burchfield Ministries International

STYLE OVERVIEW

This guide has been produced to assist in the proper and consistent use of the logo.

The Burchfield Ministries International logo was created to convey a sense of heritage and enduring classic style. These values should be kept in mind by any agency entrusted with its use. This guide showcases acceptable examples of the logo's use and supporting graphics.

Building People by
Blessing Churches





**BURCHFIELD
MINISTRIES INTERNATIONAL**



FORMAT

The BMI Logo is an arrangement of 3 basic elements:

1. The BMI Monogram
2. The world symbol
3. The Burchfield Ministries International namestyle

Although the three elements of the logo should generally remain as a whole, the following conditions apply to allow flexibility:

- The BMI monogram should never be used without the world symbol
- The BMI and world symbol may be used without the Burchfield Ministries International namestyle in limited circumstances
- The BMI namestyle may be used on its own in limited circumstances
- The world symbol (which includes the arc) is designed to be used as a separate graphic device. Versions with and without a white background to the world are available.

BMI Letter Head



Typography

Fonts used in the creation of the logo are **Didot** for the BMI monogram and **Engravers Gothic** for the namestyle. Although there may be circumstances to warrant their use with careful control, they are not recommended for general use to support the logo.

The following complimentary group of fonts has been selected for use with the logo:

Serif - **Adobe Garamond** family.

Sans Serif - **Meta Correspondence** family.

Where these fonts aren't available, the **Times** family may substitute for the **Adobe Garamond** family and the **Arial** family may substitute for the **Meta Correspondence** family.

Support fonts include **Din Condensed Bold** and **Freeland**.

The font files available at the contact information on the front of this guide.

Didot
ABCDE
abcde

Adobe Garamond
ABCDE
abcde

Arial
ABCDE
abcde

Freeland
ABCDE
abcde

ENGRAVERS GOTHIC
ABCDE
ABCDE

Times
ABCDE
abcde

Din Condensed Bold
ABCDE
abcde

Meta Correspondence
ABCDE
abcde

COLORS

The color palette for the BMI brand is a mixture of with blue accents. This combination was chosen for its modern look and ability to stand out in the marketplace. In addition to the single colours, the Dark Blue and Light Blue can be used together as a gradient overlay for images or backgrounds.



BMI Monogram Blue

CMYK - 80,58,31,9
RGB - 68,100,132
PMS - 653 C
HEX - #446484



BMI World Gold

CMYK - 38,50,69,15
RGB - 147,117,88
PMS - 874 C
HEX - #8c704f



BMI Namestyle Black

CMYK - 0,0,0,100
RGB - 0,0,0
PMS - Process Black C
HEX - #000000



**BMI World Dark Gray
for Gray Logo**

CMYK - 0,0,0,100
RGB - 99,100,102
HEX - #636466



**BMI World Gray for
Gray Logo**

CMYK - 0,0,0,65
RGB - 119,120,123
HEX - #77787b

COMPLEMENTARY COLORS

The color palette for the BMI brand is a mixture of with blue accents. This combination was chosen for its modern look and ability to stand out. In addition to the single colours, the Dark Blue and Light Blue can be used together as a gradient overlay for images or backgrounds.



BMI Blue

CMYK - 89,80,53,70
RGB - 11,21,43
HEX - #0b152b



BMI Gold

CMYK - 37,38,71,7
RGB - 159,141,95
HEX - #9f8d5f

LOGO CLEAR SPACE (applies to all brands)

In general, a clear space must be maintained around the logo which is no less than the height of the "X" in the diagram. However, in some instances the use of controlled lighter or contrasting backgrounds is permitted.

Additionally, no elements should ever run into the logos. The clear space for both the logo and the stamp is the space between the letterforms and the surrounding box.



Unacceptable Usage of Logo (applies to all brands)

The following examples should never be used to represent the BMI brand:



Stretched horizontally



Effects applied



Unreadable
namestyle



Stretched vertically



Incorrect choice of logo with
white world background



Busy & non-contrasting backgrounds



Replacing colors



Insufficient clear space
with co-branding



SECTION 2

OUTREACHES: Believers World Outreach Church

STYLE OVERVIEW

Believers World Outreach Church is an outreach of Burchfield Ministries International.

**BELONG
BELIEVE
BECOME**

 **BELIEVERS**
WORLD OUTREACH
CHURCH



FORMAT

The BWOC Logo is an arrangement of 2 basic elements:

1. The Believers "B"
2. The Believers World Outreach Church namestyle

Although the two elements of the logo should generally remain as a whole, the following conditions apply to allow flexibility:

- The BWOC namestyle may be used on its own in limited circumstances.
- The Believers "B" is designed to be used as a separate graphic device.
- Handouts that will leave the BWOC Campus need the full BWOC logo.

Typography

Fonts used in the creation of the logo are **Optima Regular** for the BWOC namestyle and **Trajan Regular** for the Believers "B".

The following complementary group of fonts has been selected for use with the logo:

Gotham family.

The font files available at the contact information on the front of this guide.

TRAJAN REGULAR
A B C D E
ABCDE

Optima Regular
ABCDE
abcde

Gotham
ABCDE
abcde

COLORS

The color palette for the BWOC brand is a mixture of blue accents. In addition to the single colours, the Dark Blue and Light Blue can be used together as a gradient overlay for images or backgrounds.



BWOC Blue
CMYK - 87,70,25,8
RGB - 55,86,131
HEX - #375683



BWOC Gold
CMYK - 32,38,62,4
RGB - 147,117,88
HEX - #ac926c



BMI Namestyle Black
CMYK - 0,0,0,100
RGB - 0,0,0
PMS - Process Black C
HEX - #000000



**BMI World Dark Gray
for Gray Logo**
CMYK - 0,0,0,87
RGB - 71,71,73
HEX - #474749



BWOC Gray
CMYK - 0,0,0,60
RGB - 128,230,132
PMS - 424 C
HEX - #808284



SECTION 2

OUTREACHES: Country Camp

STYLE OVERVIEW **A FRIEND TO THE LOCAL CHURCH**

Country Camp is an outreach of
Burchfield Ministries International.



FORMAT

The Country Camp Logo is an arrangement of 3 basic elements:

1. The Country Camp namestyle
2. The Oak Tree
3. "A Friend To The Local Church" tag line

Although the three elements of the logo should generally remain as a whole, the following conditions apply to allow flexibility:

- The Country Camp namestyle should never be used without the Oak Tree
- The Oak Tree may be used without the Country Camp namestyle only when accompanied by the Country Camp "CC".

Typography

Fonts used in the creation of the logo are **Futura Bold** for the Country Camp namestyle and **Helvetica Bold Condensed** for the tagline 'A Friend to the Local Church.'

The following complementary group of fonts has been selected for use with the logo:

Ralway family.

Futura Bold
ABCDE
abcde

Ralway
ABCDE
abcde

Ralway
ABCDE
abcde

Ralway
ABCDE
abcde

Ralway
ABCDE
abcde

Helvetica Bold Condensed
ABCDE
abcde

COLORS

The color palette for the Country Camp brand is a green gradient.



CC Green
CMYK - 81,27,100,14
RGB - 54,127,61
HEX - #367F3D



CC Light green
CMYK - 66,0,100,0
RGB - 95,187,70
HEX - #5FBB46



BMI Namestyle Black
CMYK - 0,0,0,100
RGB - 0,0,0
PMS - Process Black C
HEX - #000000



BMI World Dark Gray
for Gray Logo
CMYK - 0,0,0,80
RGB - 88,89,91
HEX - #58595B



BMI World Gray for
Gray Logo
CMYK - 0,0,0,40
RGB - 167,169,172
HEX - #A7A9AC



SECTION 2

OUTREACHES: Discovery Camp

STYLE OVERVIEW

Discovery Camp is an outreach of
Burchfield Ministries International.

DISCOVERYCAMP
DISCOVER THE DIFFERENCE



DISCOVERYCAMP
DISCOVER THE DIFFERENCE



FORMAT

The Discovery Camp Logo is an arrangement of 3 basic elements:

1. The DC Stamp
2. The DC Namestyle
3. The DC "Discover the Difference" Tagline

Typography

Raleway
ABCDE
abcde

Gotham Black
ABCDE
abcde

COLORS

The color palette for the DC brand is a mixture of Discovery Camp's iconic orange.



DC Orange

CMYK - 2,73,91,0

RGB - 237,105,49

HEX - #ed6931



DC Light Orange

CMYK - 0,54,77,0

RGB - 244,141,76

HEX - #f48d4c



SECTION 2

OUTREACHES: DC Explorers

STYLE OVERVIEW

DC Explorers is an outreach of
Burchfield Ministries International.

EXPLORE THE
DIFFERENCE
JESUS MAKES



FORMAT

The DC Explorers Logo is an arrangement of 3 basic elements:

1. The DC Stamp
2. The Explorers namestyle
3. The DCX "X"

Typography

OSTRICH SANS

ABCDE

ABCDE

Open Sans

ABCDE

abcde

Poppins

ABCDE

abcde

COLORS

The color palette for the DCX brand is a mixture of orange with gray accents.



DC Orange

CMYK - 2,73,91,0

RGB - 237,105,49

HEX - #ed6931



DC Light Orange

CMYK - 0,54,77,0

RGB - 244,141,76

HEX - #f48d4c



BMI Namestyle Black

CMYK - 0,0,0,100

RGB - 0,0,0

PMS - Process Black C

HEX - #000000



BMI World Dark Gray for Gray Logo

CMYK - 0,0,0,100

RGB - 99,100,102

HEX - #636466



SECTION 2

OUTREACHES: Texas Bible Institute

STYLE OVERVIEW

Texas Bible Institute is an outreach of Burchfield Ministries International.



FORMAT

The Texas Bible Institute Logo is an arrangement of 3 basic elements:

1. The TBI Stamp
2. The TBI Namestyle

Typography

Gotham Black
ABCDE
abcde

Noto Sans Regular
ABCDE
abcde

TBI Local Native



COLORS

The color palette for the TBI brand is a mixture of red and blue with gray accents.



TBI Red

CMYK - 20,98,67,7

RGB - 187,38,72

HEX - #bf0a30



TBI Blue

CMYK - 100,61,0,59

RGB - 0, 40, 104

HEX - #002868



SECTION 2

OUTREACHES: Texas Bible Institute World Alumni Association

STYLE OVERVIEW

Texas Bible Institute World Alumni Association
is an outreach of
Burchfield Ministries International.



WORLD ALUMNI
ASSOCIATION

FORMAT

The TBI World Alumni Association Logo is an arrangement of 1 element:

1. The TBI WAA Namestyle

Typography

TRAJAN REGULAR

A B C D E

ABCDE

COLORS

The color palette for the TBI WAA brand is a mixture of gold and blue with gray accents.



TBI Red

CMYK - 20,98,67,7

RGB - 187,38,72

HEX - #bf0a30



TBI WAA Gold

CMYK - 39,49,67,14

RGB - 147,117,88

HEX - #937558



BMI Namestyle Black

CMYK - 100,0,0,0

RGB - 0,0,0

PMS - Process Black C

HEX - #000000



**BMI World Dark Gray
for Gray Logo**

CMYK - 0,0,0,100

RGB - 99,100,102

HEX - #636466



**BMI World Gray for
Gray Logo**

CMYK - 0,0,0,65

RGB - 119,120,123

HEX - #77787b



SECTION 2

OUTREACHES: Young Believer's Broadcast

STYLE OVERVIEW

Young Believer's Broadcast is an outreach of Burchfield Ministries International.

A SHOW FOR
YOUNG BELIEVERS
MADE BY
YOUNG BELIEVERS



FORMAT

The Young Believer's Broadcast Logo is an arrangement of 2 basic elements:

1. The YBB Monogram
2. The YBBtv namestyle

Typography

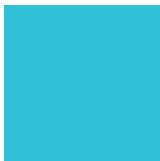
U.S 101

ABCDE

ABCDE

COLORS

The color palette for the YBBtv brand is a mixture of turquoise gradients with orange and gray accents



YBBtv Top Green
CMYK - 66,0,14,0
RGB - 48,192,216
HEX - #30c0d8



YBBtv Bottom green
CMYK - 82,28,30,1
RGB - 8,143,165
HEX - #088fa5



YBBtv Orange
CMYK - 5,48,92,0
RGB - 236,149,51
HEX - #ec9533



**BMI World Dark Gray
for Gray Logo**
CMYK - 0,0,0,100
RGB - 99,100,102
HEX - #636466



**BMI World Gray for
Gray Logo**
CMYK - 0,0,0,65
RGB - 119,120,123
HEX - #77787b



SECTION 2

OUTREACHES: New Creation Network

STYLE OVERVIEW

New Creation Network is a media agency that partners with your purpose. We're here to make your communications and digital production simple and professional.

We help the church create and communicate effective media

new
CREATION.
NETWORK



new **CREATION.**
NETWORK

FORMAT

The New Creation Network Logo is an arrangement of 3 basic elements:

1. The NCN namestyle
2. The NCN monogram
3. The NCN horizontal namestyle

Typography

Gotham Black
ABCDE
abcde

NCN Vision Guide



NCN Color Palette



COLORS

The color palette for the NCN brand is a mixture of turquoise gradients with teal and gray accents



NCN Gray

CMYK - 0,0,0,65

RGB - 119,120,123

HEX - #77787b



NCN Teal

CMYK - 76,5,41,0

RGB - 6,176,167

HEX - #06b0a7



NCN New Watermelon

CMYK - 0,43,43,4

RGB - 244,140,140

HEX - #f48c8c

