



Mission

Our Mission

To reach, disciple, and empower the next generation

The Big Idea

What if every child in every community had someone to reach, disciple and empower them to become an influential, Kingdom champion?

Messaging

Tagline

Reach, disciple, and empower the next generation

Boiler Plate

What if every child in every community had someone to reach, disciple and empower them to become a Kingdom champion? 1for50 is a global grassroots movement that connects, equips, and mobilizes local leaders around the world to impact the next generation for Christ. Our goal is to reach, disciple, and empower children through trained leaders. Each leader is equipped with relevant tools and ideas not only to introduce children to Jesus, but to empower them to be Kingdom influencers in their own communities and beyond.

1for50 is training leaders on a global platform, building a community of regional champions, and creating a digital library of resources. Currently, the initiative is propelled by individuals, churches, Christian organizations, and children's ministry networks in more than 100 nations. By equipping one leader for every 50 children, reaching, discipling and empowering the world's 2.3 billion children becomes possible.

Elevator Pitch

1for50 is a global grassroots movement that connects, equips, and mobilizes local leaders around the world to impact the next generation for Christ. Our goal is to reach, disciple, and empower children through trained leaders. Each leader is equipped with relevant tools and ideas not only to introduce children to Jesus, but to empower them to be Kingdom influencers in their own communities and beyond. By equipping one leader for every 50 children, reaching, discipling and empowering the world's 2.3 billion children becomes possible.

Design Elements & Instruction

Logo Standards

The primary logo presentation is maintained by ensuring a clear area, void of all imagery surrounding the logo. This ensures the brand will have a maximum contrast against the surrounding elements in a design.



Logo Variations

The primary logo should be used in every possible application. The secondary logo should be used only when the background on which the logo is required causes a low contrast between the two.



Secondary: solid indigo



Secondary: solid white

Minimum Scaling

To ensure optimal readability, the logo should never be reduced to a size smaller than 1.5".



Aspect Ratio

Maintain appropriate aspect ratio when resizing the logo. Logos that are inconsistently adjusted appear misshapen and distorted.



Incorrect aspect ratios

Design Elements & Instruction

Written in Text

Maintain consistency when writing 1for50. Avoid putting spaces between the characters (1 for 50). 1for50 should always be written as a single word.

Fonts

It is recommended to use the Avenir Font family whenever possible when writing the 1for50 tagline and other 1for50 documents.

Primary color standards

Primary Colors: The brand colors taken from the logo.

Used for: Headers/titles, shapes for icons, or icon color. Use grey PMS 424 for body copy/text.



PRIMARY
INDIGO

CMYK:
100/95/38/49

RGB:
20/23/67

HTML:
141743



PRIMARY
BLUE

CMYK:
79/30/2/0

RGB:
17/145/205

HTML:
1191CD



PRIMARY
TEAL

CMYK:
67/0/24/0

RGB:
53/192/200

HTML:
35C0C8

Accent color Standards

Accent Colors: Colors that are complementary to the primary color palette.

Used for: design elements, rules, highlight certain words/phrases, links, etc.



ACCENT
GRAY

CMYK:
30/22/19/53

RGB:
108/111/112

HTML:
6C6F70



ACCENT
YELLOW

CMYK:
4/3/99/0

RGB:
253/2310

HTML:
FCE600