

TODAY IN THE WORD

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Lock-up

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Look & Feel

This section provides the brand tools necessary to use the Today in the Word identity.

The Today in the Word look and feel is applied to both the Today in the Word print and email devotionals. Our logos and branded materials are our strongest visual assets and must be used consistently to build effective brand awareness.

HORIZONTAL

Preferred Format - Print and Email Devotional Masthead


VERTICAL

Optional Format - Devotional


Logo System Overview

HORIZONTAL LOCKUP

The Today in the Word Horizontal Lockup is the preferred logo lockup for usage in the print and email devotional in a "masthead" treatment.

VERTICAL LOCKUP

While the horizontal lockup is the primary logo for the print and email devotional, the vertical lockup can be used in devotional collateral and promotional materials if the proportions are more suitable.

Logo Color Formats & Basic Usage

Using consistent logo color formats is essential to maintaining the strength of our brand. Dark Blue PANTONE 302 (●) and Medium Blue PANTONE 633 (●) are the primary color signals for the Today in the Word brand.

The chart to the right shows the approved logo color formats available for use. Always use approved logo files to ensure correct color reproduction.

PREFERRED

The 2-Color logos are the preferred color formats and should be used whenever possible, as they are the most impactful and brand-reinforcing. Select the color format that will ensure appropriate contrast within the specific usage.

OPTIONAL AND LIMITED USE

In addition to the preferred logo formats, a handful of other logo color formats are available to offer flexibility of use, as certain applications have printing restrictions.

*SPECIALTY PROMOTIONAL

For situations where non-brand color materials are selected, please use the 1-Color Tint Dark Blue PANTONE 302 (●) or Black versions or the 1-Color White version.

PREFERRED LOGO USE	2-COLOR ● PMS 633 ● PMS 401		Acceptable background / material colors*:
	2-COLOR ● PMS 302 ● PMS 401		Acceptable background / material colors*:
	2-COLOR ○ WHITE ● PMS 401		Acceptable background / material colors*:
OPTIONAL LOGO USE	1-COLOR TINT ● PMS 633 ● 50% TINT		Acceptable background / material colors*:
	1-COLOR TINT ● PMS 302 ● 55% TINT		Acceptable background / material colors*:
LIMITED LOGO USE	1-COLOR ● BLACK		Acceptable background / material colors*:
	1-COLOR ○ WHITE		Acceptable background / material colors*:



Application Example: Print Devotional Cover



Application Example: Email Devotional Footer

Moody Endorsement & Modifier Lock-up

The Moody Endorsement and Modifier Lockup combines the Moody Global Ministries logo with the modifier language “A devotional from” to bring clarity to the offering and provide strong Moody endorsement overall. It should be used whenever possible and appropriate, but not in close proximity to the logo itself.

The following provides guidelines on how to use the lock-up consistently across all materials:

- When the Moody Global Ministries logo is used on Dark Blue backgrounds, use the 1-Color White Reverse Logo with the Dark Blue “Moody M” (as shown here).
- “A devotional from” must always appear in Proxima Nova Regular Italic, typeset in upper / lower case.
- The endorsement language appears in white unless it appears on a white background.
- The lock-up can be placed on a solid Dark Blue (● PMS 302) color bar or color flood.

Please note: The 3-Color Positive Gradient logo is the preferred logo color format on white or light color fields.

ENDORSEMENT LOGO MISUSE



DO NOT use the Moody Endorsement and Modifier Lock-up on any color other than Moody Dark Blue or White (brand-reinforcing or otherwise).



DO NOT change the font of the endorsement language.



DO NOT change the color of the endorsement language.

X is always equal to the cap-height of the dominant name in each of the logos (e.g., “M” in “MOODY” for the Moody Global Ministries identity).

Logo Usage Specs

CLEAR SPACE

Clear space refers to the minimum amount of "white space" around the logo that should always be free from copy, page edges, graphics, or other distracting elements.

While these measurements are simply the minimum amount, using a larger clear space around the logo is always beneficial.

Clear space is determined by the value of "X." It is defined by the height of the "T" in "TODAY."

CLEAR SPACE



Horizontal: X = Height of "T" in "TODAY"



Vertical: X = Height of "T" in "TODAY"

MINIMUM SIZING

Minimum logo sizing is a simple way to ensure that the Today in the Word logos always retain their visual integrity and ensure legibility, therefore building and maintaining equity in the brand.

The logo sizes shown here are only showing the minimum size at which the logos can be used. Larger sizes are recommended.

All of the Moody logos are measured by the height of the logo.

MINIMUM SIZING

HORIZONTAL

Height = 0.15"

The logo should never be reproduced smaller than this size.

0.15"

TODAY IN THE **WORD**

VERTICAL

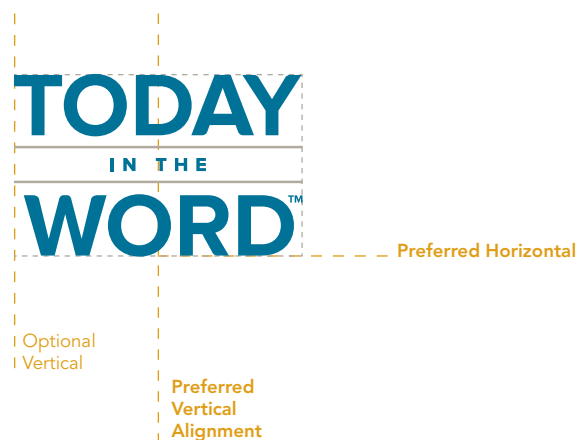
Height = 0.5"

The logo should never be reproduced smaller than this size.

0.5"

TODAY
IN THE
WORD

ALIGNMENTS



ALIGNMENTS

By aligning elements within a grid to the logo, it provides structure and organization to the composition of our materials. Alignments to the logo have been established to create visual balance and purpose while maintaining consistency.

Logo Usage Specs (cont.)

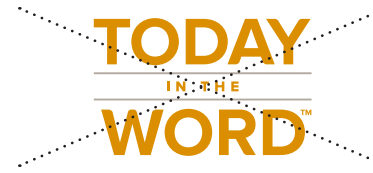
LOGO MISUSE

The logos shown here are examples of how NOT to treat the Today in the Word logo. When the logo is altered in any way it not only creates legibility issues, it also can hinder the brand equity.

Always use the approved logo files.



DO NOT create new "modifier" logos by changing the word, typeface, or lockup.



DO NOT alter the colors of the logo.



DO NOT change the font of the Today in the Word logo.



DO NOT scale or stretch the logo in a manner that distorts the logo's original proportions.



DO NOT rearrange or resize any of the logo components to create additional logo lock-ups.



DO NOT lock the "Moody M" symbol up with the Today in the Word type treatment.

System Color

Color sets the tone for our applications and represents the brand in a strong and compelling way. Today in the Word has a color palette that incorporates select colors from the Moody Global Ministries — Dark Blue and Medium Blue from the Master Brand Colors and Dark Gray and Light Gray from the Support Colors. This color linkage to the master brand provides room for more distinction in the logo, while maintaining an obvious overall brand connection and cohesiveness.

MASTER BRAND COLORS



DARK BLUE
(MASTER BRAND)

PMS 302
CMYK: 100.48.12.58
RGB: 0.59.92
HEX: 003B5C



MEDIUM BLUE

PMS 633
CMYK: 98.6.10.29
RGB: 0.115.150
HEX: 007396

SUPPORT COLORS



DARK GRAY

PMS 404
CMYK: 20.25.30.59
RGB: 119.110.100
HEX: 776E64



LIGHT GRAY

PMS 401
CMYK: 10.11.17.27
RGB: 175.169.160
HEX: AFA9A0

THEME COLORS



PMS 7522

PMS 7416

PMS 1645

PMS 7413

PMS 7550



PMS 5845

PMS 618

PMS 7495

PMS 7465

PMS 624



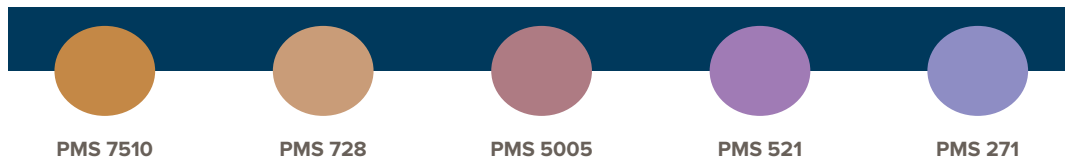
PMS 5483

PMS 320

PMS 311

PMS 292

PMS 278



PMS 7510

PMS 728

PMS 5005




PMS 521

PMS 271

THEME COLORS

Each monthly devotional has a "theme color" that will be used as the accent color throughout the print and email devotionals. Select only one theme color per monthly devotional that coordinates with the "theme image" that is in use. A series of 20 theme colors have been identified across all hues that provide ample contrast both against the Moody Dark Blue, as well as against white for instances when the theme color is used in type.

If additional theme colors are necessary to create a better pairing with the theme image, make sure that they have enough contrast and are not synthetic or artificial in nature.

DO NOT use colors like  PMS 625 (not enough contrast on Moody Dark Blue),  PMS 366 (not enough contrast on White), or  PMS 219 (artificial in nature).

Today in the Word System Typography

To provide a visual voice to all of our written words, it is important to use consistent typefaces.

DESIGN FONTS

Proxima Nova and ITC Legacy Sans have been selected as the system fonts for the Today in the Word Brand to create consistency with the Moody Global Ministries system and should be used whenever possible. There are several weights available within each of the font families. These are “design fonts” and should be used for all design/marketing materials such as brochures, newsletters and so on. To utilize these fonts, they will first need to be purchased and added to your computer font library.

Note: ITC Legacy Sans should be used ONLY for Bible verses and appear ONLY in italics.

DESIGN FONTS

- PROXIMA NOVA -

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

- ITC LEGACY SANS STD -

Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

ELECTRONIC FONTS

- ARIAL -

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

- GEORGIA -

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

DIGITAL FONTS

- OPEN SANS -

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

- GEORGIA -

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

ELECTRONIC FONTS

An “electronic font” is a font selected for day-to-day use and should be used in programs such as PowerPoint, Word, and Excel. **Arial** and **Georgia** are the selected electronic fonts and are available for use on all computers. These fonts are to be used in place of the design fonts in order to maintain appearance across multiple computers/users.

DIGITAL FONTS

A “digital font” is a font that was specifically designed for on-screen use for optimum legibility. **Open Sans** and **Georgia** are the selected digital fonts and are available for use in our website and email programs. Open Sans is a “Google Font” and should only be used for these digital applications. Georgia is referred to as a “system-font” as it is available on all computers (including PC and Mac).

Please note: Verdana is an approved default font to use in place of Open Sans when technical constraints apply, such as some versions of the Outlook email program.

DO NOT use any of the “Design” or “Digital” fonts in PowerPoint or Word, as it could create font issues when transferring files to other machines that do not have this font.

Look & Feel: Print Devotional

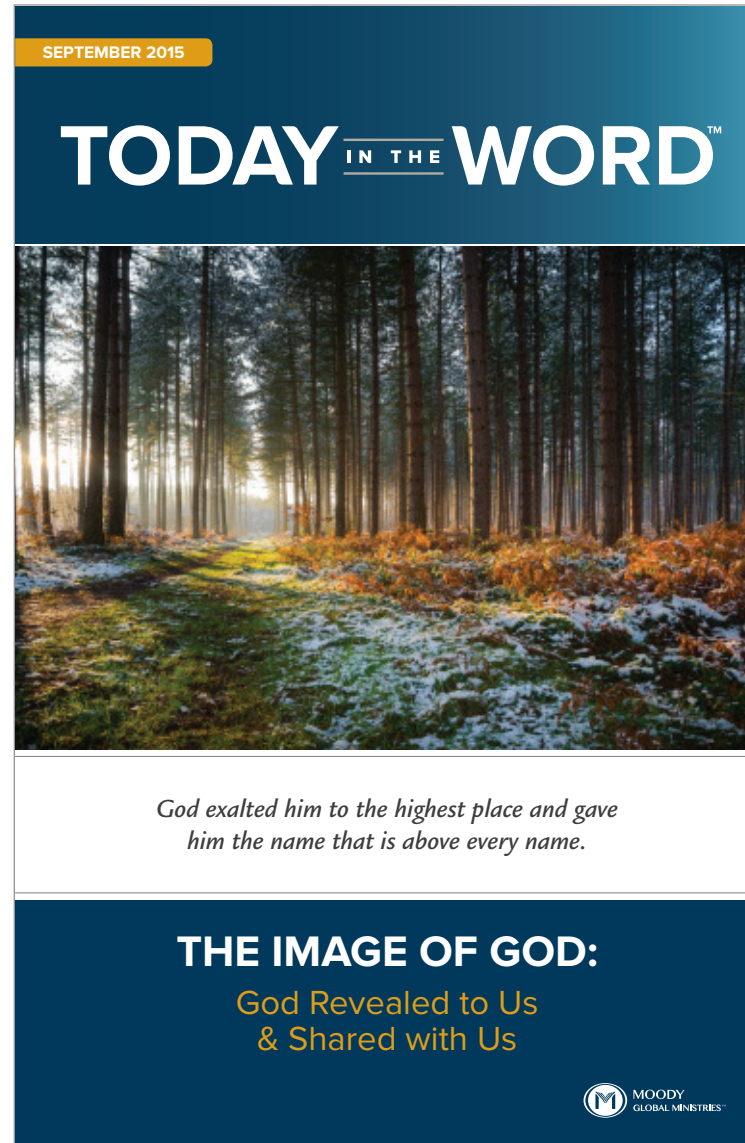
The Today in the Word print devotional was designed to have close visual ties to the Moody Master Brand by utilizing similar colors, graphic elements, and photographic signals. The following pages will provide direction on these through the lens of the Today in the Word Print and Email Devotional. Use these application examples to provide guidance in development of future Today in the Word communications.

COLOR

The print devotional cover was designed to communicate immediate linkage to the Moody Master Brand. For this reason, it uses a dominant Moody Dark Blue (● PMS 302) with a gradient highlight in the Medium Blue (● PMS 633). The theme color, in this case, Gold (● PMS 7550), sits back as an accent to the blue with usage only in the date tab, the title, and impressions of the color embedded in the image.

PHOTOGRAPHY

The theme image should be selected to be relevant and purposeful to the content of that month's devotional. Its tone should be inspiring and uplifting with a sense of illumination and warmth. Select images that have vibrant, rich colors, grounded by neutrals.



Application Example: Print Devotional Cover

TITLE TREATMENT

- EXAMPLE -

The Book of Philippians:
JOY IN THE JOURNEY

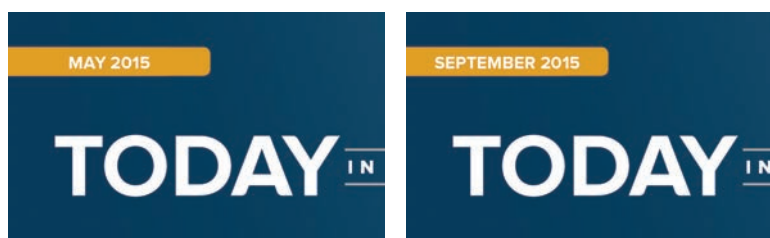
VERSE TREATMENT

- EXAMPLE -

*God exalted him to the highest place and gave
him the name that is above every name.*

DATE TAB

- EXAMPLE -



MOODY
ENDORSEMENT &
MODIFIER LOCK-UP

- EXAMPLE -



TYPOGRAPHY

Today in the Word uses a combination of the two font families (Proxima Nova and ITC Legacy Sans) which provide visual ties back to the Moody Master Brand while ensuring easy legibility.

ITC Legacy Sans is used ONLY for Bible verses and appears ONLY in italics.

Here are a couple of type examples extracted from the print devotional cover that can provide guidance in development of future Today in the Word communications:

- **Titles** are set centered in Proxima Nova. The most important portion (and often the shortest portion) of the title is in Bold, all caps, 23pt. with the support set in Regular, upper/lowercase, 18/19pt. Titles should appear either all in the same color or using the theme color on the support text and a neutral on the most important text.
- **Cover Verses** are centered in ITC Legacy Sans italics, 90% black, upper/lowercase, 14/16pt. The book citation is set in Proxima Nova Regular, upper/lowercase, 9.5pt.
- **Date tabs** type is set in Proxima Nova bold, all caps, white, 9pt., and centered on the tab to ensure similar placement regardless of length.
- For **Moody Endorsement & Modifier Lock-up** specifications, see page 281.

Look & Feel: Print Devotional (cont.)

COLOR

The print devotional interior was designed to feel open and airy in order to accommodate the amount of text necessary. It is dominantly white with a few theme color accents and varying shades of black. This not only complies with the standard 2-color printing, but also keeps the layout clean and easy on the eye.

MARGINS

The Today in the Word print devotional relies on a very strict grid in order to accommodate the large amount of copy it requires. It is set in a 2-column grid. Please refer to the Today in the Word Print Devotional Template for specifications and secondary graphics.

Note: The date tab and "Apply the Word" bar graphics intentionally break alignment (date tab — outside, "Apply the Word" — inside) in order to create movement and dynamism within the layout. The body copy and vertical gold bars should align to standard margins.

14

God exalted him to the highest place and gave him the name that is above every name.

Philippians 2:9

Woman at the Well: Encountering the Water of Life

Mary Queen of Scots (1543–1587) was sentenced to death for treason. Before she was executed, she embroidered a tapestry to read, "In my end is my beginning." Although her life was over, her legend would continue. Her famous saying is a well-known paradox. How can an end also be a beginning? Yet both statements were true. When Mary's earthly body was extinguished, her fame had only begun.

Today's passage reveals another paradox, the divine contradiction in the person and nature of Jesus Christ. He was both fully man and fully God. The passage begins by describing Jesus's earthly characteristics. He was "in appearance" fully human (v. 8). There was nothing about his physical appearance to make people think He was divine. He was born into an ordinary family and ...5 words removed.

Isaiah 53:3 says, "He was despised

and rejected by mankind, a man of suffering, and familiar with pain. Like one from whom people hide their faces he was despised, and we held him in low esteem." Jesus also demonstrated His complete humility in the willing way He faced suffering and endured the pain of physical death. He was a portrait of complete obedience to God.

In the middle of today's passage, Paul used the word "therefore" again. It was because of this demonstration of complete humility, therefore, that Christ was greatly exalted. Here is the paradox! In the person of Christ we witness both utter humility and ultimate glory. Because of Jesus' death on the cross—a cruel, humiliating, painful death—God highly exalted Him (v. 9). This man held in low esteem, traveling around a small geographic area with a ragtag band of followers, is the Lord of the universe who will rule "every tongue." Those in heaven and earth will acknowledge Him

APPLY THE WORD

We all are tempted to grumble about the difficulties of life. We complain about little things and big things—what we don't like about the weather, the problems with our health, the conflicts at our job. But we are called to be lights for God in a dark world, "blameless and pure" (v. 15). Today,

PRAY WITH US

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highest place and gave him the name that is above every name.

Philippians 2:9

15

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those things that need to be refined in our lives. The result of salvation is evident as God works in and through us. This is not an all-at-once process, but occurs over time.

Paul suggested we do this with "fear and trembling" (v. 12). Reverence is important when allowing God to intervene and alter our behavior. We may not always relish the idea or the experience. But we are to push on "in order to fulfill his good purpose" (v. 13).

We don't pursue God for personal glory but to reflect God in a "crooked generation" (v. 15). Because of this, we are to follow God without a negative attitude. What we say and do reflect on the work God is doing within us. We are reminded of Christ's sacrifice and Paul's own willingness to suffer. We should be encouraged and challenged by their examples of willingness to obey God without complaint.

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out little things
about the
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lights for God in
" (v. 15). Today,

PRAY WITH US

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ultricies lacus vel ipsum euismod pellentesque. Donec mattis, nisi id semper convallis, sapien risus

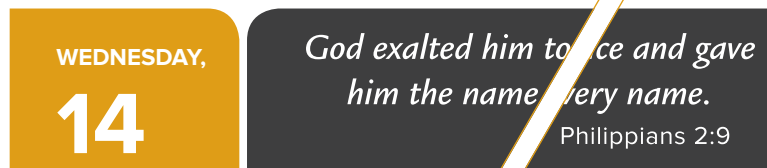
Application Example: Print Devotional Interior

READING CALL OUT

- EXAMPLE -

DATE & VERSE BAR

- EXAMPLE -



Woman at the Well: Encountering the Water of Life

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DEVOTIONAL
SUB-HEADLINE
& BODY COPY

- EXAMPLE -

APPLY THE WORD
& PRAY WITH US

- EXAMPLE -

APPLY THE WORD Inctem qui velest velectemque ea sequat aut la nullaboratio deseque dipsaec escilles ad quam qui quiam, consectis as vente occum quam velique vel eiunt ea custis etum comnimo luptate catur, ut ullendebiti tem laborem consecae est, cus et odisqua tintibus molutempore aut faciene	PRAY WITH US Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ultricies lacus vel ipsum euismod pellentesque. Donec mattis, nisi id semper convallis, sapien risus
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TYPOGRAPHY (CONT.)

- **Reading call outs** are outer-edge-aligned in Proxima Nova semibold, all caps. "Read" is set in the theme color at 10pt., while the verse is set at 12pt., in 90% black.
- **Date bars** are outer-edge-aligned in Proxima Nova, white. The number is bold and larger (33pt.) for easy navigation. The day and month are both set in all caps with the day set at 9pt. bold and the month set at 8pt. regular.
- **Verse bars** are set in ITC Legacy Sans medium italics, upper/lowercase, white, 14/17pt. The verse itself is centered with the verse call out optically right-aligned. It is set in Proxima Nova regular, 12pt.
- **Devotional sub-headlines** are set in Proxima Nova semibold, upper/lowercase, 14pt. They should always appear in the theme color.
- **Devotional body copy** is set in Proxima Nova regular, upper and lowercase, 9.75/12pt. They should never be force justified, but should always have hyphens turned on.
- **"Apply the Word" and "Pray with Us" headlines** are both set in Proxima Nova bold, all caps, 9.5/11.5pt. "Apply the Word" is in the theme color, where as "Pray with Us" is 100% black.
- **"Apply the Word" and "Pray with Us" body copy** is set in Proxima Nova semibold, upper/lowercase, 100% black, 9/11.5pt.

Look & Feel: Print Devotional (cont.)

The Today in the Word print devotional back cover was designed to provide readers an opportunity to connect with all that both Today in the Word and Moody Global Ministries have to offer.

MOODY AD

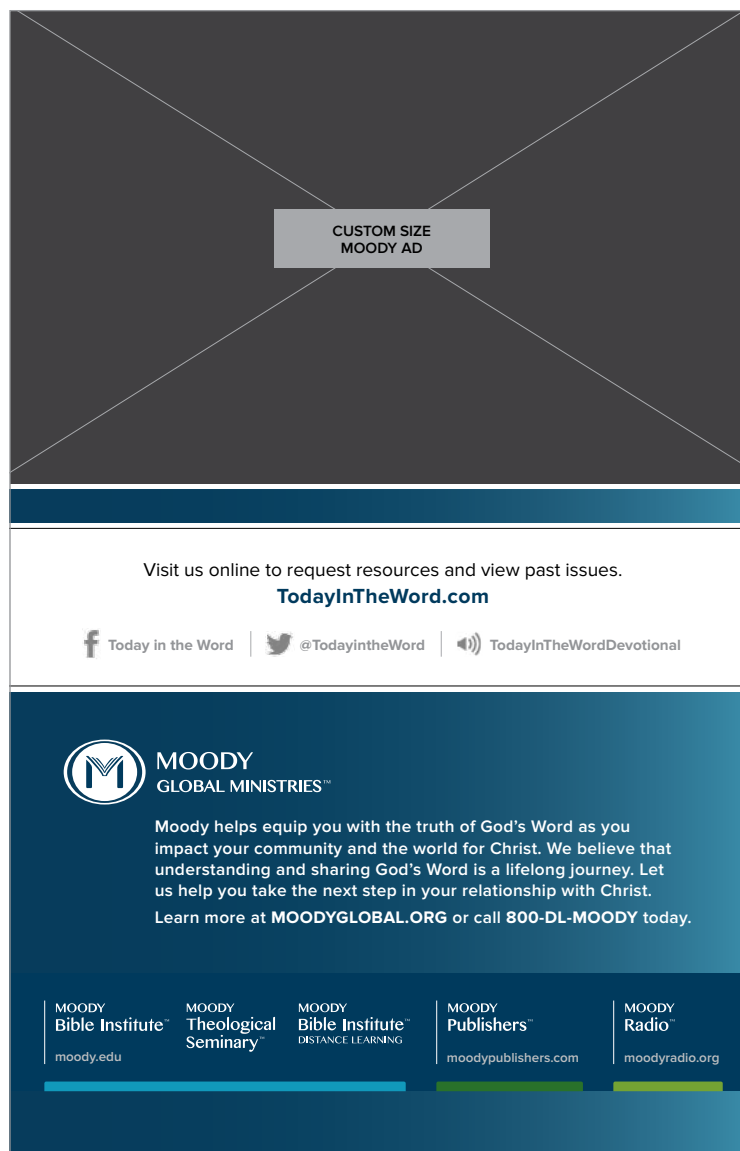
The top portion of the back cover has been set to allow for a Moody promotion. A 2pt. pin line provides separation between the ad and the graphics.

TODAY IN THE WORD SOCIAL MEDIA

A white bar features both the Today in the Word website URL as well as all the social media links in order to guide readers to additional content.

MOODY ENDORSEMENT

A Moody Global Ministries endorsement footer has been added to provide clear cross-promotional connections for the ministry as a whole. It contains all five sub-brand type treatments (MBI, MBIDL, MTS, MP, and MR) along with their respective URLs.



Application Example: Print Devotional Back Cover

Look & Feel: Email Devotional

The email devotional was designed to align closely to the print devotional to ensure consistent brand experience. Type treatments and graphic elements were modeled after those outlined in the previous pages.

STRUCTURE

The Today in the Word email devotional is built on a 1/3 to 2/3 column structure.

The left column is comprised of the date tab, title, and theme image. These will coordinate with each month's print devotional and incorporate the theme color as an accent to the overall Moody Dark Blue color. The left column will also contain various links to both Today in the Word content, social media, and cross-promotional opportunities with flexibility to expand.

The right column contains the monthly content for the devotional — date, reading call out, verse, and devotional sub-headlines and body copy.

MOODY ENDORSEMENT

A Moody Global Ministries endorsement footer has been added to provide clear cross-promotional connections for the ministry as a whole. A dark blue bar has been added below the Moody Endorsement and Modifier Lock up that includes all five sub-brand type treatments (MBI, MBIDL, MTS, MP, and MR) along with URLs.

