



Our aim is to rescue, protect, and empower

vulnerable children in India, to care for them not as orphans, but *as our own*.

In addition, we must address the systemic issues contributing to the neglect, abuse, exploitation, and enslavement of children by fostering change in the Church and the community.

Rescue >>

- Liberate
- Intervene
- Redeem
- Save

Protect >>

- Care for
- Shelter
- Shield
- Surround
- Secure

Empower >>

- Strengthen
- Equip
- Educate
- Invest
- Bring Change

As Our Own Communication Attributes

Clear >>

clear message, presented simply and directly

Modest >>

not flashy, or over designed, or over produced

Friendly >>

warm, inviting, and approachable

Clean >>

not decorative or ornamental without reason

Excellent >>

quality at every level to reflect the second-to-none quality of the ministry and to reflect well on the ministry as it meets with leaders

Professional >>

not overly corporate, yet serious enough to convey importance

Malleable >>

able to be used in a variety of mediums and to evoke a variety of emotions

Lively >>

bright and rich in color to convey hope, strength, energy, and life

Flexible >>

strong and timeless, able to grow with the brand and remain powerful

Promotion Guidelines

If you or your organization would like to raise awareness or funding for As Our Own, you may want to use the As Our Own logo and mark on your communications. We have specific guidelines that outline the sorts of events and situations in which As Our Own can be associated. Please consult the Third-Party Event Kit before announcing and planning your event. Visit AsOurOwn.org/events for more information.

Print Materials

Approved use of the As Our Own logo for print items includes:

- › profile sheets describing As Our Own (please use approved profile verbiage, pages 10–11)
- › event flyers and posters
- › programs and event booklets

You may use the As Our Own logo to help event attendees understand our organization. Please do not use the logo in a way that may imply that As Our Own is the event sponsor or coordinator. Please consult our Third-Party Event Kit for more information.

Promotional Items

The following uses of the As Our Own logo are not approved:

- › clothing (shirts, caps, etc.)
- › promotional trinkets (water bottles, bracelets, etc.)

As Our Own has an online store with promotional items available for purchase. For large orders, contact us at info@AsOurOwn.org to receive a discount.

Photography

You may wish to use photography in your event materials. As Our Own has six high-resolution photos available to use free of charge. Please see pages 13–14 for photo usage instructions, including directions for captions, citations, and resizing.

Logo Usage >> Acceptable

PRIMARY LOGO

logo in red and logotype in gray



The As Our Own logo represents our mission to shelter, shield, and surround India's vulnerable children as our own with the love, healing, and hope of God.

MINIMUM SIZE AND CLEAR-SPACE

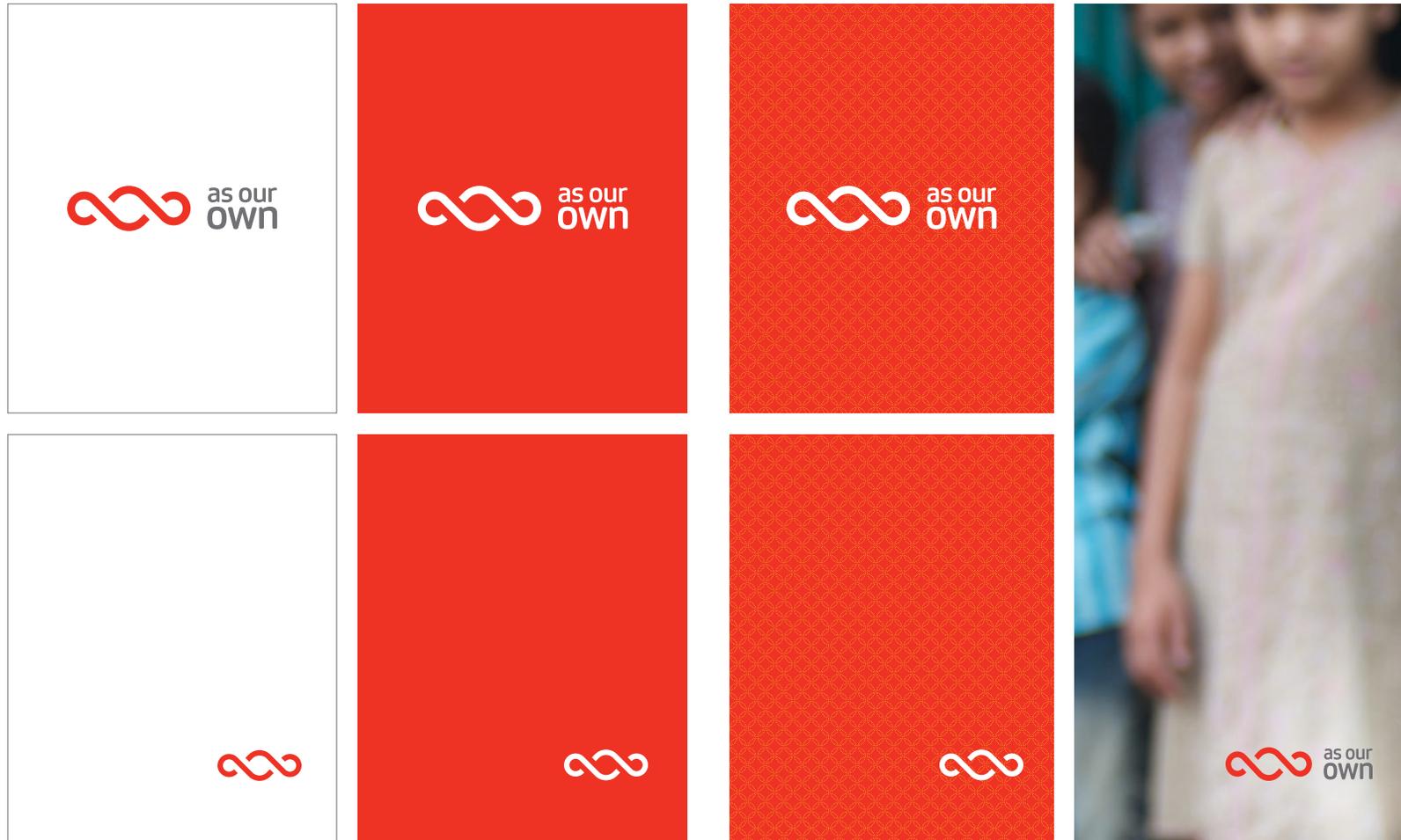


To maintain legibility and to prevent printing complications, the logo should be used at a size equal to or greater than the dimensions shown above.



To maintain legibility and prominence, the clear space surrounding the logo should be equal to or greater than the height of the logo.

Logo Usage >> Acceptable



The white version of the logo should be used over red and patterns, as well as over other dark or saturated colors. The logo can also be used apart from the logotype to add a secondary means of identification (not on the same page as the full logo).

The logo may be used over photographs. The red/gray logo should be used over light areas and the white logo over dark areas. Only use the logo when there is a large enough area of one tone for all of the logo to be visible.

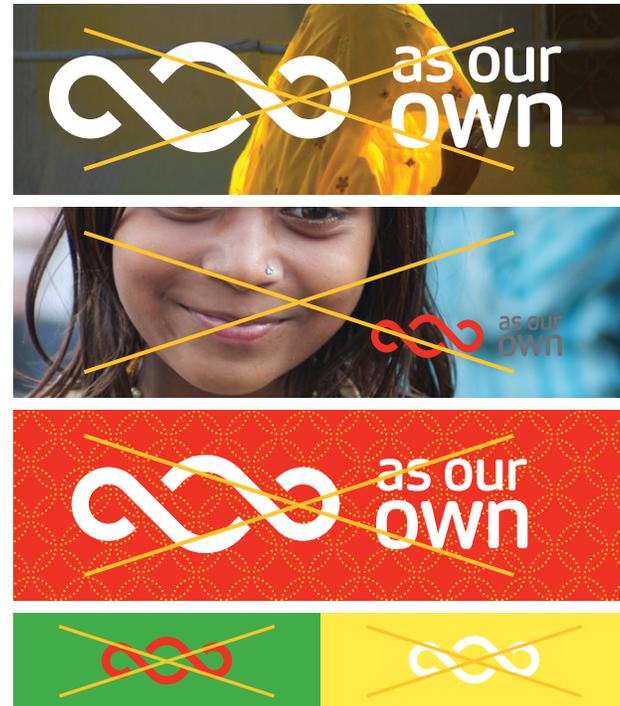
Logo Usage » Unacceptable

MAINTAINING LOGO INTEGRITY



Maintaining logo integrity helps our brand identity stay consistent and reliable. Do not change the logo by adding shadow effects, changing the colors within the logo, or distorting the proportions of the logo.

MAINTAINING LOGO HIERARCHY



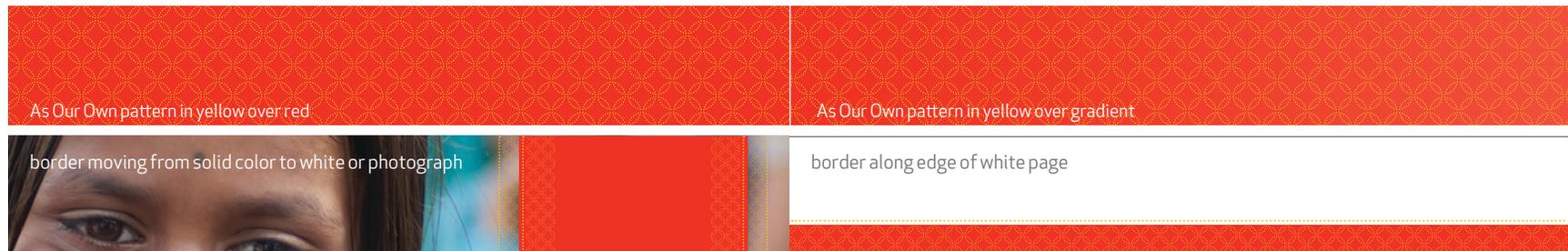
The logo should either be the dominant object on a page or a supporting icon. It should not compete with other elements on the page. Do not use the logo near or covering the focal point of photographs. Also do not use the logo on a background that makes it difficult to see, such as textures with large elements or a variety of tones, complimentary colors, or colors close to the logo color.

Colors and Design Elements

COLOR PALETTE

PMS 485 C	CMYK 0 95 100 0	RGB 218 41 28	HTML DA291C	
PMS 123 C	CMYK 0 19 89 0	RGB 255 199 44	HTML FFC72C	gradient from red to orange
PMS 11 C	CMYK 44 34 22 77	RGB 83 86 90	HTML 53565A	used as primary text color
RGB 68 68 68	HTML 444444	used as web footer and sidebar background	RGB 255 246 206	HTML FFF6CE used as web banner background

DESIGN ELEMENTS



Post Office Box 101282 :: Chicago, Illinois 60610

Double colons should be used to separate "phrases" listed along the same line of text. Use three spaces before and after the set and one space in between the colons.

Rescue >>

deliver children from a life of enslavement

Double arrows should be used after a short subheading that leads into more copy. Also for use on the Web site to indicate a link to more information. The color of the arrows should contrast the color of the copy.

Typefaces

Apex New :: Light

Apex New :: Light Italic

Apex New :: Book

Apex New :: Book Italic

Apex New :: Medium

Apex New :: Medium Italic

Apex New :: Bold

Apex New :: Bold Italic

Apex New Book should be used most frequently. Apex New Medium may be used in order to distinguish subheadings from body copy.

When Apex New is not available, Arial is the approved alternate. Use Arial size 11 for standard copy.

NOTE: Due to quiriness of the typeface kerning, use the "metrics" setting in all Adobe CS software.

The Apex family can be purchased at http://vllg.com/Thirstype/Apex_New

APEX NEW :: BOOK

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

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

The quick brown fox
jumps over the lazy dog.

APEX NEW :: MEDIUM

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

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

The quick brown fox
jumps over the lazy dog.

Standard Verbiage

MISSION STATEMENT

As Our Own is a Christ-based, community-driven movement in India that rescues vulnerable children from certain enslavement and exploitation, caring for them as our own.

Standard Verbiage

HOW TO DESCRIBE AS OUR OWN

Use the following verbiage to describe As Our Own. Formats of varying length are provided to fit a variety of design contexts.

1. FULL-LENGTH VERSION (200 WORDS)

About As Our Own

As Our Own **rescues children** in India from lives of slave labor, such as organized begging and the sex trade. With a unique presence in the red-light district, As Our Own works to prevent second-generation sex slavery. Despite the difficult and dangerous conditions, As Our Own is standing in the gap, ushering in potential for hope and a new way of life.

The rescued children are welcomed into the As Our Own family where they receive **loving, lifelong aftercare** including nurture, education, and guidance. Excellence is sought in every aspect: the best English education for each child; ample opportunities to develop gifts and talents through art, music, and sports; and advanced training and university education opportunities. These girls do not graduate—ever. They are family, adopted as our own—for life. They are supported and loved in every phase of life: schooling, career, marriage and family, and beyond.

To **prevent ongoing patterns and cycles of exploitation and enslavement**, As Our Own works with local Christian leaders, trains pastors at its Hope Bible College, and works in broken communities through its Lighthouse Church Network, to bring transformation and strength through the grace and truth of Jesus Christ.

2. MEDIUM-LENGTH VERSION (110 WORDS)

About As Our Own

As Our Own **rescues children** in India from lives of slave labor, such as organized begging and the sex trade. As Our Own is standing in the gap, ushering in potential for hope and a new way of life. The rescued children are welcomed into the As Our Own family where they receive **loving, lifelong aftercare** including nurture, education, and guidance. These girls do not graduate—ever. They are family, adopted as our own—for life. To **prevent ongoing patterns and cycles of exploitation and enslavement**, As Our Own actively engages the Church in India to bring transformation to broken communities, where predators cannot prey on the innocent anymore.

3. SUMMARY OPTION 1 (85 WORDS)

About As Our Own

Today, there are more than 10 million¹ women and girls enslaved in the red-light districts of India. That's why As Our Own seeks to rescue, protect, and empower children in India who are facing treacherous life situations, caring for them not as orphans, but as our own. To do so, the systemic issues contributing to the neglect, abuse, exploitation, and enslavement of children are addressed by actively engaging the Church in India to bring transformation to broken communities. Learn more and get involved at AsOurOwn.org.

¹ Human Rights Watch, Robert I. Freidman, "India's Shame: Sexual Slavery and Political Corruption Are Leading to An AIDS Catastrophe," The Nation, 8 April 1996.

4. SUMMARY OPTION 2 (60 WORDS)

About As Our Own

As Our Own seeks to rescue, protect, and empower children in India who are facing treacherous life situations, caring for them not as orphans, but as our own. To do so, the systemic issues contributing to the neglect, abuse, exploitation, and enslavement of children are addressed by fostering change throughout India in the Church and the community.

Naming and Contact Information

NAMING STANDARDS

Never abbreviate As Our Own to AOO in communications.

~~AOO~~

Always initial cap As Our Own in online addresses:

AsOurOwn.org
info@AsOurOwn.com
www.facebook.com/AsOurOwn
www.twitter.com/AsOurOwn

STANDARD CONTACT INFORMATION

Use the following information to list contact information for As Our Own.

Mailing Address

As Our Own
Post Office Box 101282
Chicago, Illinois 60610

Main Office

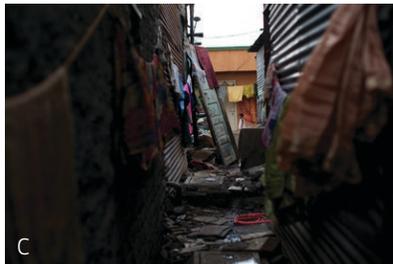
info@AsOurOwn.org

Online Addresses

www.AsOurOwn.org
www.facebook.com/AsOurOwn
www.twitter.com/AsOurOwn

Photo Usage Guidelines

The following photos are available in high-resolution format for your use under the following conditions:



Our media team has taken many fantastic photographs. We have selected six to make available to our friends for general use, with the following stipulations.

Please keep in mind that these are pictures of our adopted daughters (photos A, B, E). We take great precautions to ensure their continued safety and to protect their identities and individual stories in order to prevent stigma. It is crucial that people see our girls as God sees them: beloved daughters. Therefore, please be sensitive in assigning statistics and verbiage to the photos that would imply a certain story or apply an associated stigma. For example, if you were to communicate the atrocities of child abuse, you would not think of using a photo of your own child out of concern that this information would be wrongly attributed to her for the duration of her life.

We do realize that people need to be educated about the reality of child exploitation and enslavement in India. To do so, please feature our girls when showing the hope that is possible, but use stock photography or Photo C with the wrenching statistics that tell of the darkness of exploitation and enslavement. See specific description examples that follow, and please contact us with any questions you might have.

Photo Usage Guidelines

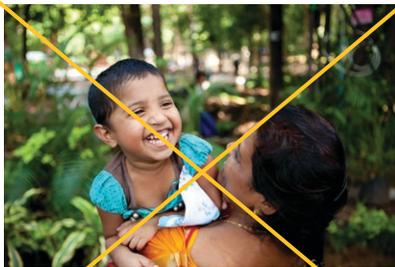
PHOTO CAPTIONS, CITATIONS, AND RESIZING



A joyful daughter from the As Our Own family.



Also pair these photos with a positive caption.



Poverty places children at high risk for exploitation and enslavement.



Poverty places children at high risk for exploitation and enslavement.



1. Proper descriptions for the photos of our daughters (specifically A, B, E) include wording and phrases such as: hope, bright future, our daughter for life, family—for life, etc.

Never use negative wording to support photos A, B, D, E, F. This includes traumatic-based statistics and phrases such as rescued, saved from abuse, pulled out of a brothel, etc.

You may use photo C to show the despair of a typical slum in India. Statistics may be used in conjunction with this photo.

2. Please include the following source citation each time the photograph is used either as the photo caption or as a source note at the bottom of the page:

Photograph courtesy of As Our Own

3. You may crop and resize the photograph but do not distort the image. Please do not compromise the integrity of the artwork.

4. After the photograph is sized to fit your communication piece, add the As Our Own logo in white to the bottom right corner. Use these proportion ratios to determine the size of the logo compared to the size of the photo:

PHOTO SIZE	LOGO PLACEMENT	LOGO TYPE	LOGO SIZE
smaller than 2" x 2"	under the photo, to the right	red/gray	7/8" :: .875"
2" x 2" to 3" x 3"	on the photo, bottom right	white	3/8" :: .375"
3" x 3" to 4" x 4"	on the photo, bottom right	white	1/2" :: .5"

Internal Addendum: Word Usage and Style Standards

As Our Own adheres to The Chicago Manual of Style for all usage and formatting. The following list provides insight and direction for common writing questions. Refer to CMS for any other styling question.

Ampersand (&)

Never use in running text; always use the word “and.” The ampersand should be used only: (1) when it is part of a company’s formal name, (2) when it is part of a television or radio program title, or (3) within headers to save space.

Apostrophes

Pluralized numbers and letters (1920s, Rs, ABCs) do not take an apostrophe (unless it is otherwise misleading).

Possessives of names ending with s should use ’s (e.g., Sears’s, Jones’s), with a few exceptions (Jesus’ sacrifice; Moses’ staff; Ramses’ tomb).

Do not use an apostrophe to denote the plural form of a person’s name (e.g., The Taylor Family = The Taylors, not The Taylor’s).

Always use “smart” or “curlicue” apostrophes and quotation marks.

Bible / Biblical

The b in Bible is always initial capped; the b in biblical is only capped at the beginning of a sentence.

Book and Article Titles

The titles of books, magazines, newsletters, and other publications should be presented in italics. Articles in magazines, posted online, or found in collections should be in quotation marks.

CAPITALIZATION/LOWERCASE IN TITLES AND HEADINGS

Headlines / Titles

Prepositions are only initial capped if they are made up of five or more letters—unless they appear as the first word in the title.

Do not initial cap articles (a, an, the) or coordinating conjunctions (and, but, or, nor, for, so, yet) unless they are the first word in the title.

All nouns, pronouns, adjectives, adverbs, and subordinating conjunctions (if, because, as, that, etc.) are initial capped.

Verbs are always initial capped—regardless of how many letters (even Be or Is). But in “to + verb” constructions, the “to” is lowercased.

Possessive nouns (my, your, his, her, its, our, their) should have an initial cap.

Job Titles / Positions

In running copy, titles are completely lowercased when they appear after a name set off by commas:

- › I love Hillary Clinton, secretary of state, because she rocks.
- › I love Hillary Clinton, the U.S. secretary of state, because she rocks.

In running copy, titles are completely lowercased when they appear before a name IF the is used before the title:

- › I love the secretary of state Hillary Clinton because she rocks.

Internal Addendum: Word Usage and Style Standards

In running copy, titles take initial caps if the title is used before a name without the (the title is read as part of the person's name):

- › I love Secretary of State Hillary Clinton because she rocks.
- › I love U.S. Secretary of State Clinton because she rocks.
- › I love Secretary of State Clinton because she rocks.
- › I love Secretary Clinton because she rocks.

When names and titles are used to close out letters or in a running list of attendees or board members, titles look like personal names, with initial caps (appearing after a name as a descriptive tag):

- › Hillary Clinton, U.S. Secretary of State
- › Hillary Clinton, Secretary of State

Church

Initial cap when used to refer to the universal Church (meaning the Body of Christ, all believers) or when it's part of a church's formal name or the official name of a denomination.

Comma

Use a comma in numerals greater than or equal to 1,000.

Letter greetings and closings take commas, not colons.

Use a comma to separate the reference and version in a Bible quotation.

Use the serial comma, meaning there is a comma after every item in a series. The final item in a list or series should be preceded by a comma and the word "and."

Dashes

- Hyphen

Used to create compound words: This is a simple, matter-of-fact approach to understanding the dashes.

Do not hyphenate words ending in ly: This is a biblically based mission.

Created using the hyphen key.

- En Dash (NDash)

Used to combine open compounds: the post-World War II years, a nursing home-home care policy.

Also translated as through or up to and including: Green Bay beat Denver 31-24; In Genesis 6:13-22, we find God's instructions to Noah.

Do not use with from: She was in college from 1998 to 2002. (Incorrect: She was in college from 1998-2002.)

Created using multiple keys:

- › for Mac: press Option + Hyphen
- › for PC: press Control + the Hyphen on the Number Pad

— Em Dash (MDash)

No spaces before or after.

Used to insert additional, clarifying thoughts in running text: How I love the em dash—the longest of the dashes—for it allows me to expand my thoughts with ease!

Created using multiple keys:

- › for Mac: press Shift + Option + Hyphen
- › for PC: press Control + Alt + the Hyphen on the Number Pad

Internal Addendum: Word Usage and Style Standards

Dates

Use commas after the day and the year in running text: It was June 12, 2009, when he started his own business.

Do not use a comma between the month and year when there's no intervening day present (December 2000) or after the month/year in running text (It was June 2009 when he started his own business.).

Use cardinal numbers (December 12, not December 12th) because the ordinal is implied in the date structure.

E-mail

Always use a hyphen; the e is only capitalized at the beginning of a sentence.

Exclamation Points

Use sparingly. Never use more than one exclamation point at the end of a sentence.

Fund-Raise / Fund-Raiser / Fund-Raising

Always hyphenated.

Gospel

Use initial cap when referring to the Gospels or to the Good News of Jesus Christ. Lowercase when used to describe any set of principles or beliefs.

Internet

Always initial capped.

Nonprofit

Never hyphenated. Always one word.

Typeface

The punctuation that follows a certain typeface should match that typeface. For example: Together, we are equipping others to love vulnerable children as their own.

United States / U.S.

Spell out when used as a noun (e.g., We live in the United States.); abbreviate when used as an adjective (e.g., We abide by the U.S. Constitution.)

Web site / Web address

Always appears as two words; always initial cap Web.

Year-End

Always hyphenated.

