Biennial Mission Summit Communication Standards – 2023

Event Naming Standard:

Please use the following standardized wording when referring to the event in all writings and publications, both in print and online.

- The event should be referred to as the "**Biennial Mission Summit**."
- The abbreviations, "BMS" and "MS," are not acceptable in any public writings.
- The event should not be referred to as "the Biennial" externally, or as Mission Summit/Biennial (as it was in 2015/2017)
- All external communication must identify the event as the **Biennial Mission Summit** for clarity and emphasis.

Theme: For Such a Time as This

Correct Logo Usage:

The event logo is:

Staff and planning team members should use this logo in all instances when talking about the Biennial Mission Summit, in order to show continuity. Please highlight the logo on a regular basis for added emphasis.

Preferred fonts and colors include:
> **Fonts used:**
>> Serif: Jenriv Titling Reg
>> Sans serif: Avenir Next Demi Bold

> **Color information:**

Dark Blue	Teal Green (woman's head)
cmyk 100 30 0 60; hex 004766	cmyk 50 0 26 29; hex 5C9C98
Teal Green (text)	Light Green
cmyk 55 0 29 32; hex 4D948F	cmyk 33 0 62 6; hex A6CA7E
Tan	
cmyk 12 15 58 20; hex BAAA6D	

Please adhere to the above naming standard and logo usage.
Contact communications@abc-usa.org with any questions.