



Brand GUIDELINES

*The leading voice and thought leader on
women's biblical equality worldwide.*



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Style Guidelines

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Discover CBE International

Inside this brand guide you will find CBE International's policies and standards for CBE's branding as the leading voice and thought leader for women's biblical equality and the shared leadership between women and men in the home, church, and world. This branding is applied to all materials, whether print or digital. This branding guide includes guidelines on the proper use of CBE's logo, colors, fonts, and official messaging. Brand guidelines ensure that all marketing and communications for CBE are accurate and stay on-brand.

CBE exists to promote the biblical message that God calls women and men of all cultures, races, ethnicities, and classes to share authority equally in service and leadership in the home, church, and world. CBE's mission is to eliminate the power imbalance between men and women resulting from theological patriarchy.

CBE has been challenging biblical and social barriers to women's equality since 1988. It was founded in response to churches and organizations that were prohibiting women from contributing their gifts to the work and glory of God. It was determined that a national organization was needed to provide education, support, and leadership about biblical equality.

CBE is now an international organization working to educate, advocate, and liberate women and men from Christian patriarchy. As the world's largest egalitarian organization, CBE has challenged biblical and patriarchal social barriers to women's equality for over thirty years. Beside leaders in more than 100 denominations and 214 countries, we're advancing global conversations on women's shared voice and leadership in the home, church, and world.

CBE's Mission (What We Do)

CBE International provides egalitarian resources, venues, events, and partnerships to promote the biblical basis for the shared authority of women and men worldwide. CBE engages the original context and language of Scripture to show how the Bible teaches that women and men are equally created in God's image for shared governance in all spheres.

Mission Statement

CBE exists to promote the biblical message that God calls women and men of all cultures, races, and classes to share authority equally in service and leadership in the home, church, and world.

CBE's mission is to eliminate the power imbalance between men and women resulting from theological patriarchy.

CBE's Founding Verse

Galatians 3:28:

"There is neither Jew nor Gentile, neither slave nor free, nor is there male and female, for you are all one in Christ Jesus."

(NIV 2011)

Statement of Faith and Core Values

Statement of Faith

- We believe in one God, creator and sustainer of the universe, eternally existing as three persons equal in power and glory.
- We believe in the full deity and the full humanity of Jesus Christ.
- We believe that eternal salvation and restored relationships are only possible through faith in Jesus Christ who died for us, rose from the dead, and is coming again. This salvation is offered to all people.
- We believe the Holy Spirit equips us for service and sanctifies us from sin.
- We believe the Bible is the inspired word of God, is reliable, and is the final authority for faith and practice.
- We believe that women and men are equally created in God's image and given equal authority and stewardship of God's creation.
- We believe that women and men are equally responsible for and distorted by sin, resulting in shattered relationships with God, self, and others.
- Therefore, we lament that the sins of sexism and racism have been used to historically oppress and silence women throughout the life of the church.
- We resolve to value and listen to the voices and lived experiences of women throughout the world who have been impacted by the sins of sexism and racism.

Core Values

- Scripture is our authoritative guide for faith, life, and practice.
- Patriarchy (male dominance) is not a biblical ideal but a result of sin that manifests itself personally, relationally, and structurally.
- Patriarchy is an abuse of power, taking from women and girls what God has given them: their dignity, freedom, and leadership, and often their very lives.
- While the Bible reflects a patriarchal culture, the Bible does not teach patriarchy as God's standard for human relationships.
- Christ's redemptive work frees all people from patriarchy, calling women and men to share authority equally in service and leadership.
- God's design for relationships includes faithful marriage between a woman and a man, celibate singleness, and mutual submission in Christian community.
- The unrestricted use of women's gifts is integral to the work of the Holy Spirit and essential for the advancement of the gospel worldwide.
- Followers of Christ are to advance human flourishing by opposing injustice and patriarchal teachings and practices that demean, diminish, marginalize, dominate, abuse, enslave, or exploit women, or restrict women's access to leadership in the home, church, and world.

Vision Statement

CBE envisions a future where all believers are freed to exercise their gifts for God's glory and purposes, with the full support of their Christian communities.

CBE in Action (How We Do It)

CBE's first major project was the creation of the statement, "[Men, Women, and Biblical Equality](#)," which laid out the biblical rationale for equality as well as its application in the community of believers and the family. Since its publication in 1989, the statement has been translated into more than thirty languages. In 1990 it was published widely in national forums such as *Christianity Today* and *Leadership*.

It is uncommon for local Christian bookstores to carry the types of books CBE carries, and only a few Christian publishers actively seek to publish egalitarian books. Therefore, it is important that CBE continues to publish and promote egalitarian resources so they are not neglected and disappear over time.

CBE educates and advocates through international networks, conferences, local chapters, award-winning journals and magazines (print and online), books, a website, blog, podcasts, radio, social media, and international organizations and ministry partners to liberate individuals, couples, churches, organizations, and communities from the harmful effects of patriarchy.

Why CBE's Mission Is Needed

Patriarchy is not a biblical ideal but a consequence of sin. It is an abuse of power, taking from women what God has given them: dignity, freedom, leadership, and often their very lives. Christ's redemptive work frees all people from patriarchy, calling women and men to share authority equally. The unrestricted use of women's gifts is integral to the work of the Holy Spirit and essential for the advancement of the gospel and human flourishing.

CBE believes the Bible is the inspired word of God. Properly interpreted, Scripture teaches the fundamental equality of women and men of all ethnic groups, all economic classes, and all age groups, based on the teachings of Scriptures such as Galatians 3:28: "There is neither Jew nor Gentile, neither slave nor free, nor is there male and female, for you are all one in Christ Jesus."

CBE's Audience

Women and men worldwide interested in Scripture's teaching on male-female partnerships in the church, home, and world.

Scholars and academics.

- 1. *Priscilla Papers*.** The academic voice of CBE International, providing peer reviewed, interdisciplinary, evangelical scholarship on topics related to a biblical view of women's equality and justice in the home, church, and world.
- 2. Events and Lectures.** CBE holds yearly events and lectures by and for academics interested in the academic disciplines supporting CBE's mission.

Mainstream women and men who want to go deeper into Scripture.

- 1. *Mutuality magazine*.** *Mutuality* has a mission is to share egalitarian theology and explore its intersection with everyday life. Its content convicts, prepares, and mobilizes Christians to advocate for women's equality in their lives and the world. We move beyond theory to real-life, everyday engagement with egalitarian theology.
- 2. *Mutuality Matters Podcast*.** Weekly episodes explore egalitarian theology and its impact. Several hosts take a deep dive into key topics such as the global impact of egalitarian activism, new voices of egalitarian content, the intersection of sexism and racism, and real stories of women and men who lead together.

Global women and men searching for biblical resources and answers to why their Christian communities do not treat women as equals. That includes theologians and people who have been injured by patriarchy and gender-based abuse.

CBE's Target Audience

CBE's target audience consists of Christians who are trying to determine their stance on women's leadership and equal authority in the home, church, and world.

There is declining biblical literacy among Christians and a lack of awareness of Scripture's teachings on women's biblical equality, service, and leadership. Through misinterpreted and mistranslated Bible texts, girls and women are devalued, and women's equality, humanity, and leadership are undermined. Christian patriarchy not only marginalizes God's gifts to women, it also places girls and women at risk for abuse. When a man believes authority over women is God's plan, it creates a power imbalance at odds with Scripture, and many times that involves abuse.

The system of patriarchy (men holding power apart from and over women) has been entrenched in Christian theology through centuries of traditions and misguided teachings and practices. This has marginalized and excluded women's God-given gifts and service. In the United States, men currently hold top leadership positions in most Christian denominations and organizations. The two largest groups—Evangelicals and Catholics—practice and/or teach male leadership.

What the church does has a huge impact in communities worldwide. When churches support patriarchy in their practices and teachings, it spills out to influence society, supporting injustices, marginalizing women, and impoverishing communities. #MeToo and #ChurchToo reckonings have helped expose the destructive force of Christian patriarchy.

CBE Language

Biblical Equality

Scripture's message/support or the Bible's message/support for equality between women and men, biblical mutuality.

Equality

Equal partnership, mutuality, shared leadership, shared authority, co-leadership, shared partnerships, women and men serving and leading as equals.

Justice

Human flourishing, ending abuse, upending patriarchy, ending power imbalances and dominance.

Gender

Women and men, female and male, both female and male. Preference to “women and men” over “men and women.” Include men in descriptions of flourishing and healing.

Tagline

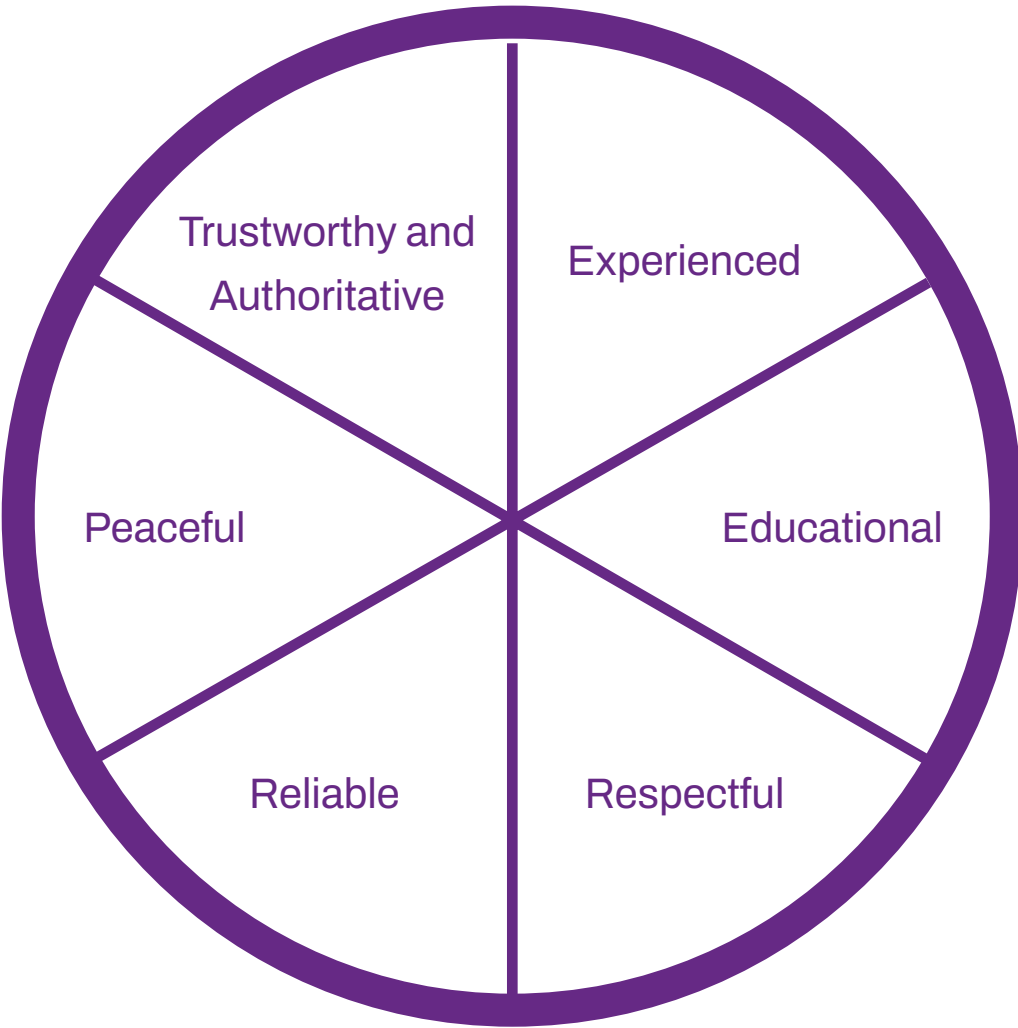
Promoting God's Gifts in Women
with Scripture as Our Authority.

The CBE Voice

Tone of voice helps create CBE’s personality and shows what CBE values.
“A trusted source for Bible-based resources on women, men, and mutuality.”

CBE is a highly educated Christian source for Bible-based egalitarian resources.

- Trustworthy and authoritative
- Experienced
- Educational
- Respectful
- Reliable
- Peaceful



CBE's Plan

Educate, Advocate, and Liberate.

1. **Educate by equipping Christians with transformative biblical resources.**

CBE works with experts and theologians to educate and demonstrate that Scripture teaches God created women and men to lead and serve as equal partners. We do that by correcting flawed Bible translations and distorted interpretations of Scripture that justify male superiority, dominance, and abuse.

Growing biblical knowledge, CBE improves women's equity and access to resources that eliminate abuse and raise the status of females, empowering communities worldwide to liberate women and men to advocate for women's biblical equality.

CBE's Plan

2. Advocate via an extensive network to expose the abuses of Christian patriarchy

CBE uniquely engages an extensive global network of diverse thought-leaders, activists, and women pioneers who educate, demonstrate, and advocate for women's equality while exposing. This network disseminates CBE's award-winning resources to many cultures, denominations, ages, educational levels, and theological perspectives.

Together, we expertly advocate by creating and leveraging resources that demonstrate the biblical, social, and moral flaws and abuses of Christian patriarchy. CBE's work and networks demonstrate that by exposing flawed biblical teachings, women's inequalities, and abuse, communities change to grow opportunities for women and engage their gifts and service for the good human flourishing.

CBE's Plan

3. Liberate by empowering women and men to flourish together as equal partners.

CBE's educational resources, venues, and networks dismantle barriers to women using their God-given gifts and agency in their home, church, and community. Liberating women as equals and supporting their God-given calling grows the social, ethical, and economic foundations in their communities, overcoming inequalities caused by patriarchy that foster suffering and abuse worldwide.

Liberated through educational support, women serve alongside men to lead in their communities and live safe lives protected from male-driven physical, emotional, and spiritual abuse. Statistics prove that educating and empowering women leads to human flourishing on the local and global levels.

CBE's Value

Largest egalitarian community and resource hub.

CBE is the longest standing, most respected organization with the largest collection of published/vetted egalitarian resources that advance Scripture's support for women and men's shared leadership as a biblical teaching and moral ideal. This includes the award-winning publications Priscilla Papers and Mutuality.

CBE's website educates and advocates by providing resources to articulate the biblical, historical, and ethical case for women and men's equal partnership. Each year, CBE's website reaches and serves over one million people worldwide with resources that elevate a biblical view of women's worth.

Academic experts and theologians for biblical interpretations.

Established as a US educational nonprofit in 1988, CBE began publishing and promoting biblical resources to support women's dignity, gifts, and agency in all spheres of service and leadership. CBE's founders and leaders today are respected theologians, scholars, pastors, writers, counselors, and Christian leaders working in many fields.

With ministry partners from more than 100 denominations and sixty-five countries, we partner with women and men from diverse countries, ethnicities, ages, backgrounds, and Christian denominations. These diverse voices help CBE expand egalitarian-focused research, educational materials, and advocacy efforts--all while demonstrating impact results.

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CBE Primary Color Palette

Purple is the primary color that is used for CBE’s logos and icons, as well as headings in email and on website, in-text links, and buttons on the website. The other colors of the primary palette can be used with “CBE purple” to add dimension, break up sections of information, and provide general design elements.

HEX

CMYK

RGB

Pantone

#672A85

12, 36, 0, 48

103, 42, 133

2603 CP

HEX

CMYK

RGB

Pantone

#314085

33, 27, 0, 48

49, 64, 133

7687 C

HEX

CMYK

RGB

Pantone

#7891FF

53, 43, 0, 0

120, 145, 255

7452 C

CBE Secondary Color Palette

Secondary colors can be used to add texture and dimension with primary colors.

CBE Logo

The CBE logo portrays a woman and man in active agreement and cooperation. The woman and man are side by side in service to God. The intertwining of their heads further demonstrates CBE's commitment to a strong academic and research-based approach.

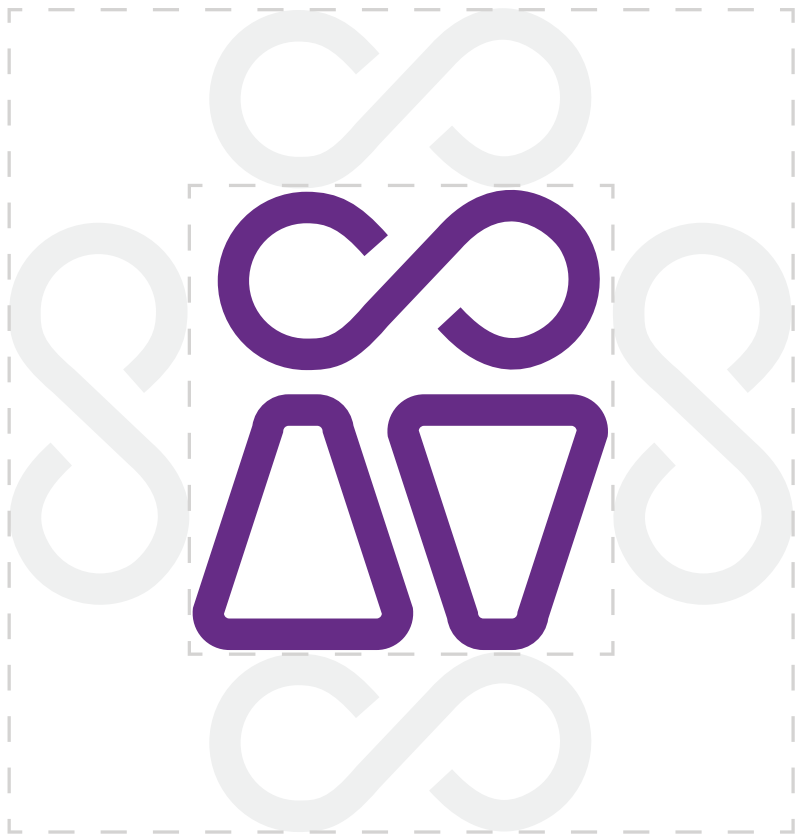
Logo Usage Guidelines

- CBE's logo should be prominent and visible in all visual communications.
- Do not change the text color to black or anything else, as that changes CBE's brand appearance.
- Do not place the CBE logo with another graphic or edit it to create a new image.
- Keep the area around the logo clear, for legibility.
- Do not change or modify the CBE logo colors. Use only the provided official images.



Logo Spacing

When placing the logo in different applications, it is important to maintain certain visual standards to ensure the logo is readable. The elements of the logo itself can easily inform decisions about spacing and placement. As seen below, the full logo should maintain clearance space equal to the interwoven shape width around all edges whenever possible, between the logo and other graphic elements.



Logo Misuse

In order to be understood accurately and retain graphic integrity, users of the CBE logo should avoid any and all of the following misuses. The overarching principle is that the logo itself was meticulously designed and should not be altered.



Do NOT distort or stretch



Do NOT outline or add a stroke



Do NOT adjust colors



Do NOT place color logo on a “vibrating” color



Do NOT rotate or tilt



Do NOT add a drop shadow



Do NOT adjust the scale of elements



Do NOT place color logo on busy photo/pattern

CBE Chapter Logos

CBE Chapter logos should follow the style guidelines of the example to the right. The chapter name should be horizontally centered under the logo in Archivo font extra bold, all caps. The type should be tracked enough to span the CBE logo's width.

Creative Guidelines

- For logo use, please use designated logo provided to establish brand.
- Do not change logo color.
- Please use STIX Two Text fonts for any main headers/titles.
- For all other text, please use Archivo only.
- Please use primary color palette only.
- Do not mix colors/use secondary palette (the use of white is acceptable).



Typography

Having a signature font contributes to a strong brand. It is considered as a visual component and should be consistent throughout. Our chosen fonts are STIX Two Text and Archivo. Both fonts are variable, so they have a wide range of weights and can be downloaded in a single file. They are also web safe, and open source so anyone can download them for free from Google Fonts.

Typography Guidelines

- Use **STIX Two Text** for all headings on emails, website, and marketing collateral. Size is dependent on placement.
- Use **STIX Two Text** for body copy in *Priscilla Papers* and *Mutuality* magazine.
- Use **Archivo** for all body on emails, website, publication, and marketing collateral (preferably size 12–14 pt.).
- Use **Archivo** for headings that use STIX Two Text as body copy.
- If CBE brand fonts are not available, use a similar serif font for headings and a sans-serif for body copy. If a stylized font is needed (on rare occasions) another can be chosen that is not cursive text.

Headings

STIX Two Text has a scholarly feel to emphasize CBE's valuable academic voice and resources.

[Download Here](#)

Body

Archivo is versatile and balances the seriousness of STIX with something lighter.

[Download Here](#)

Working with CBE Copy

CBE consults two reference books to resolve style questions: the Chicago Manual of Style (CMS) and the Christian Writer's Manual of Style (CWMS). (Note that *Priscilla Papers* has a separate style guide and, as an academic journal, uses CMS plus the SBL Handbook of Style.) CBE defaults to Merriam-Webster for our reference dictionary. Please refer to [CBE's style guide](#) for more detailed information.

People Titles

- Do not add title (Dr., Pastor, etc.) except when working with copy for the *Mutuality Matters* podcast.

Degree Notation

- Do not use spaces or periods. For example periods (MDiv, PhD, etc.).

Ampersands

- Ampersands (&) should only be used in company titles, generally, but may be spelled out (and).

Mimi Haddad

President

612-872-6898



[Click to visit CBE's new website!](#)

CBE Staff Email Signature

Email Signatures Include

- **First and last name.** In CBE Purple, Arial, bold, 13pt.
- **Job Title.** In CBE Navy Blue, Arial, 11pt.
- **Secondary contact information.** In Black, Arial, 11pt.
- **CBE Logo.** Use “CBELogoEmailSignature.png” found on Public: Z:\CBE Brand\CBE Logos
- **Social Media Links.** Facebook, Twitter, LinkedIn, Instagram, YouTube, and Soundcloud.
- **Call to action.** In CBE Purple, Arial, 11pt.

Photography

Photos are a great way to show life while engaging with CBE. This can be photos of both women and men in an academic setting, in a working environment, or connecting over a resource or book. Photos may also show people living their everyday lives: engaging with their families, in the homes, and in church settings. Choosing photos that showcase real people and real-life diversity in age, culture, and ethnicity is incredibly important to the CBE brand.

CBE will refrain from using photos and images that could be construed as going against CBE's mission and core values. It is important that images convey the envisioned/hoped for future/reality and not the current climate/culture. All CBE content is meant to address, critique, and provide better theological thinking and ideology in addressing Christian patriarchy and its negative effects within the home, church, and world. Content is not meant to push boundaries of social issues outside of women's biblical equality and its intersections with class, race, and ethnicity worldwide. CBE's target market is conservative Christians, and content should be chosen that will appeal to this demographic while also keeping in mind CBE's diverse and international community.

Photography Guidelines

- CBE's Shutterstock subscription is limited to ten downloads a month. Staff are encouraged to use royalty free image sites to reduce the cost of photography. Sites such as [Unsplash](#), [Pexels](#), and [Pixaby](#) are great sources.
- Ensure CBE has 100 percent rights on any photos you use.

- Keep track of where used images were obtained in the image tracking spreadsheet on public. It's important the source can be referenced if needed.

The document can be found on public here: <Z:\Procedure Manual\CBE Policies\Copyright&Image-Use-Policy\Image Use Tracking.xlsx>

- Please use the whole photo as much as possible and do not crop.
- When possible use images of people facing the camera.
- Do not flip the photos.













