

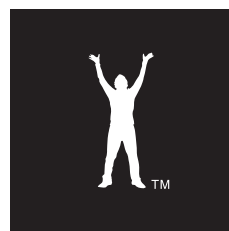
LOGO

The human figure icon with outstretched arms in the logo is referred to as the “freedom man” and is the proprietary icon for Sozo material from Bethel church in Redding, CA. It may not be used with/in affiliation with any other church’s inner healing ministry unless specifically authorized. It may be used if artwork being reproduced is specifically for Bethel Church’s Sozo material. Proper use of the “freedom man” is shown below. Any other positioning or placement is considered incorrect usage of the logo. Type font used in the Sozo logo is **Eurostile regular**.

Solid black on white or light color:



Solid white in black rectangle:



Solid white and pale yellow in black rectangle:



BRANDING & PROMOTIONAL MATERIAL

SOZO BASIC:

When creating any promotional material for Sozo Basic, the main color is blue. See below for specific shades. Blue is meant to convey the revelation of truth, peace/calm, stability, and the hope of a new day that comes from successful inner healing. The background for Sozo Basic should always be these specific blues in solid or gentle gradient form. The gradient is always lightest to the top right or left corner and darkest in the opposite corner. If you are uncertain about the gradient, stay with solid lighter blue for web banners and any promotional material.

BACK GROUND MAIN COLORS



C: 64
 M: 12
 Y: 0
 K: 0

R: 67
 G: 178
 B: 230

HEX: 43B2E6



C: 100
 M: 78
 Y: 11
 K: 1

R: 6
 G: 79
 B: 149

HEX: 064F95

BACKGROUND TRIM:



C: 65
 M: 58
 Y: 57
 K: 36

R: 77
 G: 78
 B: 78

HEX: 4D4E4E

EXAMPLE WITH GRADIENT:



SOZO ADVANCED:

When creating any promotional material for Sozo Advanced, the main color is green. See below for specific shades. Green is meant to convey life, growth, longevity and maturity as the lighter spring green fades into the darker green. The background for Sozo Advanced should always be these specific greens in solid or gentle gradient form. The gradient is always lightest to the top right or left corner and darkest in the opposite corner. If you are uncertain about the gradient, stay with solid lighter green for web banners and any promotional material.

BACK GROUND MAIN COLORS



C: 49
 M: 4
 Y: 100
 K: 0

R: 145
 G: 192
 B: 62

HEX: 91C03E



C: 90
 M: 40
 Y: 100
 K: 42

R: 3
 G: 82
 B: 42

HEX: 03522A

BACKGROUND TRIM:



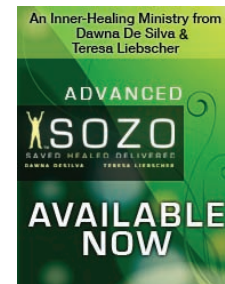
C: 65
 M: 58
 Y: 57
 K: 36

R: 77
 G: 78
 B: 78

HEX: 4D4E4E

EXAMPLE WITH GRADIENT:

WEB BANNER:



BRANDING & PROMOTIONAL MATERIAL CONTINUED

SOZO CHILDREN:

When creating any promotional material for Sozo Children, the main color is orange. See below for specific shades. The Orange fading to Yellow is simply meant to convey fun, brightness, cheerfulness and energy. The background for Sozo Children should always be this specific bright orange in solid or gentle gradient to bright Yellow. The gradient is always lightest to the top right or left corner and darkest in the diagonally opposite, lower corner. If you are uncertain about the gradient, stay with solid lighter orange for web banners and any promotional material.

BACK GROUND MAIN COLORS



C: 0
M: 71
Y: 100
K: 0

R: 243
G: 110
B: 43

HEX: F36E21



C: 0
M: 38
Y: 100
K: 0

R: 251
G: 169
B: 25

HEX: FBA919



C: 4
M: 0
Y: 93
K: 0

R: 251
G: 237
B: 36

HEX: FBED24

EXAMPLE WITH GRADIENT:
BUSINESS CARD:



SHABAR:

When creating any promotional material for Sabar, the main color is purple. See below for specific shades. Shades of purple are meant to convey identity, authority and royalty in our identity. The background for Shabar should always be these specific purples in solid or gentle gradient form unless it is being promoted along with Sozo Advanced. In that situation please refer to Advanced color scheme. The gradient is always lightest to the top right or left corner and darkest in the diagonally opposite, lower corner. If you are uncertain about gradient, stay with solid purple for web banners and any promotional material.

BACK GROUND MAIN COLORS



C: 16
M: 37
Y: 0
K: 0

R: 208
G: 168
B: 207

HEX: D0A8CF



C: 90
M: 40
Y: 100
K: 42

R: 3
G: 82
B: 42

HEX: 03522A



C: 73
M: 100
Y: 31
K: 38

R: 73
G: 21
B: 78

HEX: 49154E

EXAMPLE WITH GRADIENT:
MANUAL COVER:



BRANDING & PROMOTIONAL MATERIAL CONTINUED

VINES/FLORAL ACCENTS:

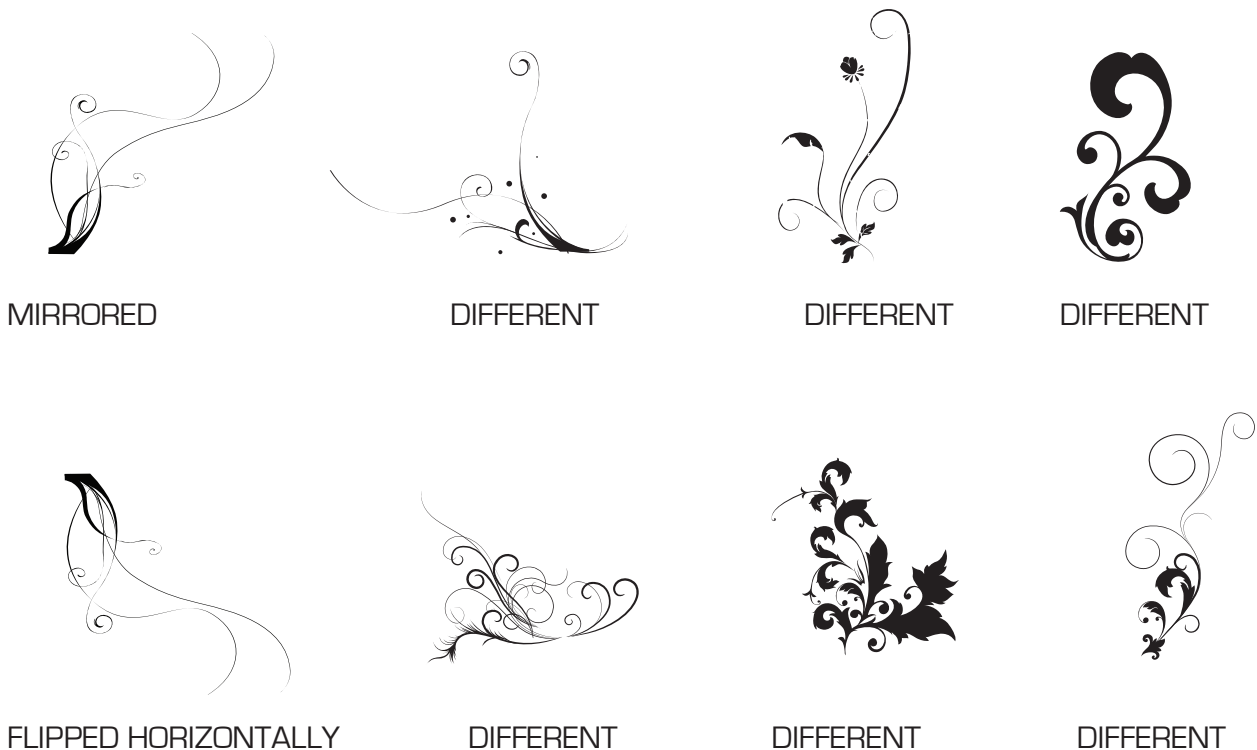
In Sozo product there are ascending vines that stem from the lower right and grow upward and outward toward the left. This is to convey the simple idea of life and growth through inner healing. The vine composition is specific and this graphic element is in a single vectored piece that is always positioned to stem from the lower right.

Any other placement of the vine element in graphics is considered incorrect placement. **Any other vine graphic** element or floral accent acquired from any outside web or graphic source is considered incorrect.

CORRECT:



INCORRECT EXAMPLES:



BRANDING & PROMOTIONAL MATERIAL CONTINUED

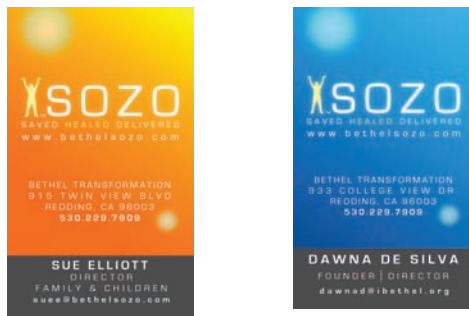
ORBS:

In Sozo product there are floating orbs of various sizes. This is to convey a mystical or supernatural element. The orb composition is varied in size and placement, but always balanced. **In most sozo art material, the orbs and background will already be placed and fixed.** In the unusual case of creating them, they are always white or light yellow and somewhat transparent. The orbs can be made simply with a soft Photoshop brush.

EXAMPLES: MULTIPLE ORBS.



BELOW ONLY TWO ORBS ARE USED IN A BALANCED WAY, BUT STILL CONVEY THE SOZO STYLE.



IF YOU ARE UNCERTAIN ABOUT THE USAGE OF ANY DESIGN ELEMENT, PLEASE REFRAIN FROM USING IT OR CONTACT BETHEL MEDIA.