LOGOS (Thai)

- Main Thai Logo
- White on Clear - For use over photos
- Square Thai Logo - Full Color
- Main Thai Logo - Full Color
COLORS

Teal
C: 79
M: 51
Y: 36
K: 11
HEX Code: #416a80

Midnight Blue
HEX Code: #141c49
C: 100
M: 93
Y: 35
K: 45

Transparency at 80% over pictures
Do not go lower than 60% transparency when using over pictures
Do's

- Leave an equal amount of white space around the entire logo away from other graphic elements.

- Place logo in a corner or centered.

- You can use the favicon by itself on a picture if 'Global Child Advocates' is included in text.

- Lock the image 'ratio' and resize graphic from the corner.

Don'ts

- Place logo on photo which interferes with visibility.

- Place color logo on white over photo.

- Adjust the color.

- Don't cover faces with logo.

- Tilt or slant.

- Crop disproportionately.

- Resize disproportionately.
WHO WE ARE - GCA

SHORT
Global Child Advocates strengthens the layers of protection around children to prevent abuse, trafficking, and institutionalization and empowers through education and advocacy.

MEDIUM
Global Child Advocates strengthens the layers of protection around children to prevent abuse, trafficking, and institutionalization and empowers through education and advocacy. Motivated by God's love and call to speak up for those who cannot speak for themselves, GCA's aim is to ensure that every orphaned and vulnerable child has an advocate to protect them from harm. In collaboration with local government and partners, GCA prevents family separation and protects survivors of exploitation, with a loving family as the goal for every child.

LONG
Global Child Advocates strengthens the layers of protection around children to prevent abuse, trafficking, and institutionalization and empowers through education and advocacy. Motivated by God's love and call to speak up for those who cannot speak for themselves, GCA's aim is to ensure that every orphaned and vulnerable child has an advocate to protect them from harm. Through nutrition support, parenting education, child protection training, an Early Childhood Development Center, short-term Emergency Shelter, and foster care, GCA provides a holistic response for children and families in marginalized communities. GCA's sustainable social enterprise, Sojourn Studio, provides dignified employment and empowers women to pursue hope-filled forward motion. In collaboration with local government and partners, GCA prevents family separation and protects survivors of exploitation, with a loving family as the goal for every child.
LOGO (SOJOURN STUDIO)

Main Logo - Full Color (Black)

Main Logo - White
WHO WE ARE - SOJOURN STUDIO

SHORT
Sojourn Studio is a social enterprise that provides dignified work and personal development to women along the Thai-Myanmar border.

MEDIUM
Sojourn Studio is a social enterprise that provides dignified work, character education, life skills, and spiritual development to women along the Thai-Myanmar border. As a sustainable project of Global Child Advocates, the Sojourn Studio team produces and sells beautiful ceramic jewelry while encouraging women to pursue hope-filled forward motion.

LONG
Sojourn Studio is a social enterprise that provides dignified work and personal development to women along the Thai-Myanmar border. As a sustainable project of Global Child Advocates, the Sojourn Studio team produces and sells beautiful ceramic jewelry while encouraging women to pursue hope-filled forward motion. Sojourn Studio has after-school programs for teens where part-time employment is coupled with goal-setting, life skills, character education, and spiritual development. Sojourn Studio also provides day employment for women to generate income and grow as strong, healthy women and mothers in their community. The ultimate hope is that the artisans choose to walk forward with intention, joy, and hope through whatever circumstances are put before them.
Important Facts about Sojourn Studio

Sojourn Studio launched in 2017 as a social enterprise of Global Child Advocates, U.S. 501(c)(3) nonprofit (EIN #26-3666515) and a registered Thai foundation.

Sojourn Studio is a non-residential program that combines employment with personal development for young women from marginalized communities.

"Sojourn" was chosen to convey that we are all on a journey. We believe in dignified work and the positive impact of a community of comrades who band together and support one another in the journey. Jesus' life and His sacrifice is our motivation and our guide. We do not force our beliefs on each other and we all show respect to one another.

At Sojourn Studio, we focus on forward motion and progress. We’ve intentionally chosen to identify our artisans by face and name and they sign each of their jewelry cards. While many of our artisans have come from situations of trauma, abuse, or trafficking, we ask that you do not label them by these experiences. Please respect their privacy and honor them by not placing these terms specifically on our group or on any individual artisan in Sojourn Studio.

Our artisans are ethnically from Myanmar and live on the Thailand side of the border. Artisans receive a fair hourly wage, in addition to funds specifically designated for savings and ongoing educational costs.
STYLE GUIDE

In all our written communications and media for Global Child Advocates and Sojourn Studio, we strive for a hopeful, informative and positive tone. We are friendly without being overly familiar or joking. We say things in as few words as possible. We never judge or malign anyone for gender, sexual orientation, faith, religion, ethnic group or assign motives or thoughts to people in our community. We highlight the competency and capacity of our locally-led staff to lead and direct their own community. We live in community with the people we serve and we will never identify them in a way that is reductive or un-Christlike. We speak openly about how and why we do this work because of our faith in Jesus Christ.

**Tone**
- Confident
- Trustworthy
- Christ-centered
- Best practice
- Relatable
- Professional
- Clear, concise

**Always**
- Re-check spelling and grammar
- Depict children within their protective system
- Add GCA logo to photos with only one child
- Follow GCA's Media Policy when posting sensitive subjects and blur faces, when appropriate

**Avoid**
- Sarcasm
- Over familiarity
- Writing in the first person - I, me, my
- Judgment, blame, or assumptions when it comes to any individuals or why a problem exists
Migrant
We use IOM's definition of migrant -- "Any person who is moving or has moved across an international border or within a State away from his/her habitual place of residence, regardless of (1) the person’s legal status; (2) whether the movement is voluntary or involuntary; (3) what the causes for the movement are; or (4) what the length of the stay is."

Myanmar/Burma
We use Myanmar to describe the country formerly known as Burma. We use "Burmese" to describe people from Myanmar or more specifically identify their ethnic group (ie: Chin, Karen).

Orphan/orphaned
A child can be "orphaned" but should not be identified as an "orphan."

Parenting
We do not make judgments on parenting in our community. We may state facts, but not assign blame or guess why a parent makes a decision.

Poor/poverty
We describe people as "living in poverty" and not identify them as "poor." People are not solely defined by their circumstances.
STYLE GUIDE

Prostitute
We will not identify someone as a prostitute.

Refugee
We use the UN definition of refugee -- "Someone who has been forced to flee his or her country because of persecution, war or violence. A refugee has a well-founded fear of persecution for reasons of race, religion, nationality, political opinion or membership in a particular social group."

Rescue/save
GCA does not "rescue" or "save" children or families, we advocate with, for, and on behalf of children and families

 Trafficking
We use the UN's definition of trafficking -- "The recruitment, transportation, transfer, harbouring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation."