

Client: John Stott Ministries/Langham Partnership

Summary:

Industry Setting - John Stott Ministries/Langham Partnership International is a nonprofit that is focused on developing the global church through biblical maturity. The organization is made up of 7 international partners and has affiliate partners in more than 60 nations.

Project Desire - Before he passed in late 2011, John Stott requested that his six international partnerships unite under a common name and landmark.

Solution - Abiah developed a consistent international identity system that could be slightly adapted to distinguish the individual partnerships. This was a very detailed project, so we made sure the individuals representing the international partnerships agreed on the brand's strategic, creative, and cultural positioning.

Result - At this stage the project has not been launched externally. But the feedback among those who have seen the transformation and strategy restructure has been positive.

John Stott Ministries / Langham Partnership International

Industry: Nonprofit/Ministry

Corporate Rebrand

Country Base: United Kingdom

Secondary locations: Hong Kong, New Zealand, Australia, Canada, Ireland, United States (Plus emerging partners in more than sixty nations)

Below: Before Images, Rebrand Images

Before



United States



United Kingdom & Ireland



Canada



Hong Kong



New Zealand



Australia



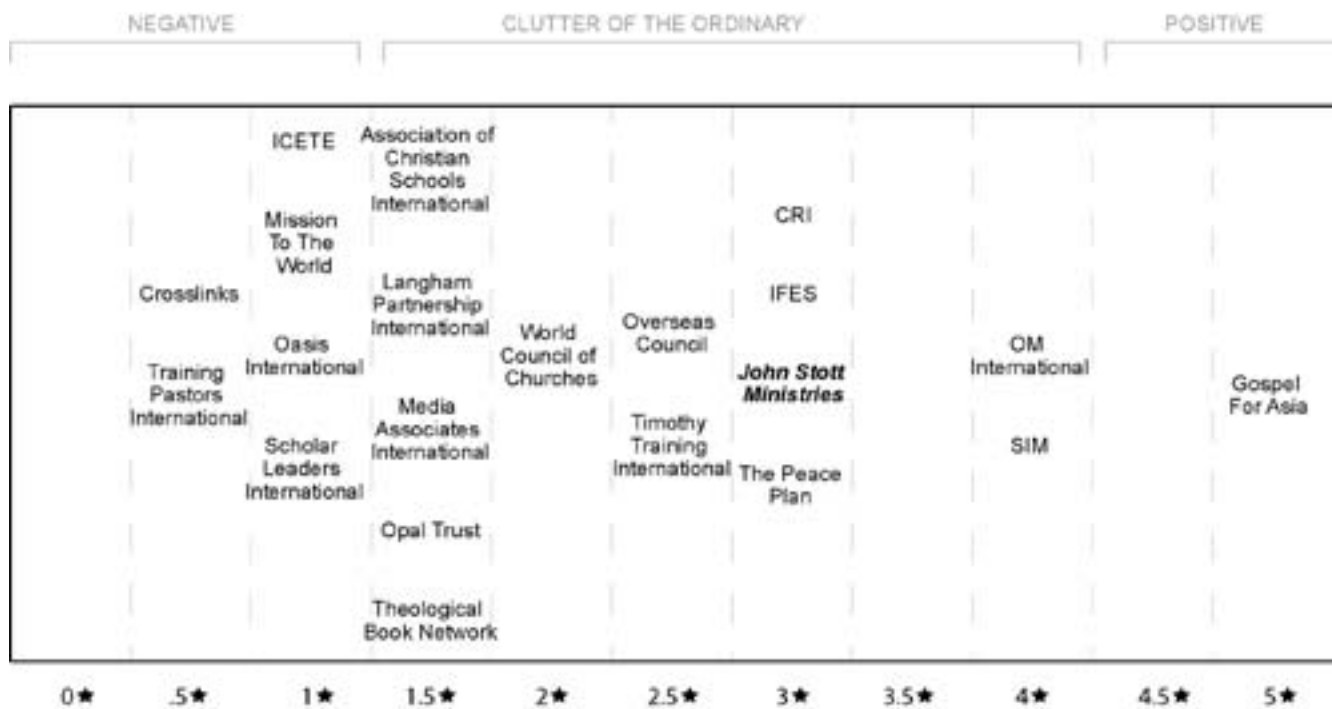
Old website

Current Brand Positioning

Current Brand Positioning ranking is made up from a combined total score of five areas. Each area is given a rating of Poor (0), Average (0.5), or Great (1). The total is then added, which gives each organization its Current Brand Positioning score.

The five areas are (see individual area scores below):

1. Brand Messaging
2. Visual Relevance
3. Communication Management
4. Offerings Explanation
5. Giving Programs



Overall competitive positioning

After



FOUNDED BY JOHN STOTT

Langham[™]
PARTNERSHIP

New logo. Name transition mark.



AUSTRALIA

Langham[™]
PARTNERSHIP



靈風基金 - 香港, 中國

Langham[™]
PARTNERSHIP



CANADA

Langham[™]
PARTNERSHIP



UK AND IRELAND

Langham[™]
PARTNERSHIP



NEW ZEALAND

Langham[™]
PARTNERSHIP



UNITED STATES

Langham[™]
PARTNERSHIP



FOUNDED BY JOHN STOTT

Langham[™]
PARTNERSHIP

Equipping a New Generation of Bible Teachers

Ben Homan

President // Langham Partnership // USA

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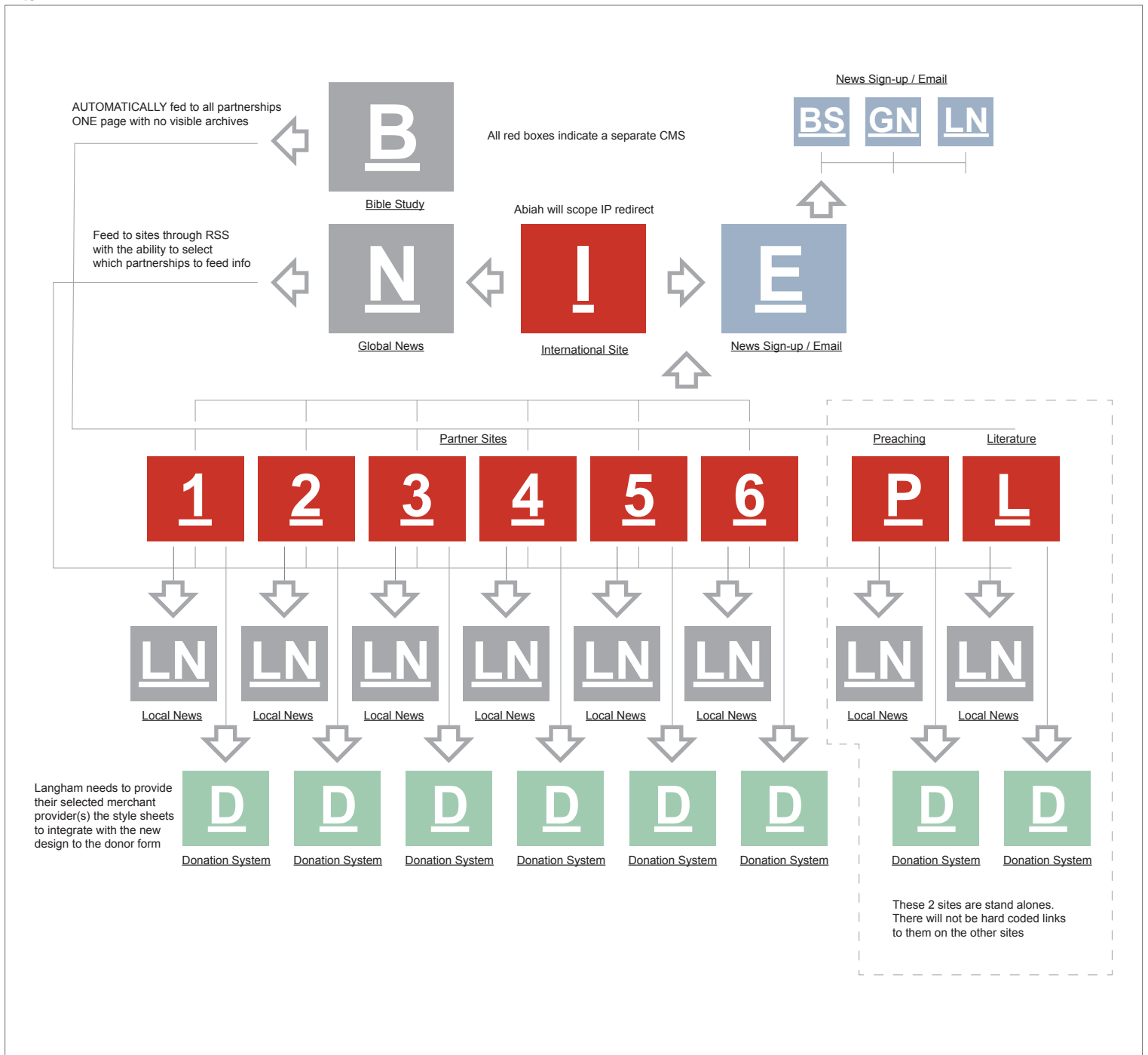
Web www.langhampartnership.org

P.O. Box 189, Cave Creek, Arizona 85327

Consistent tagline

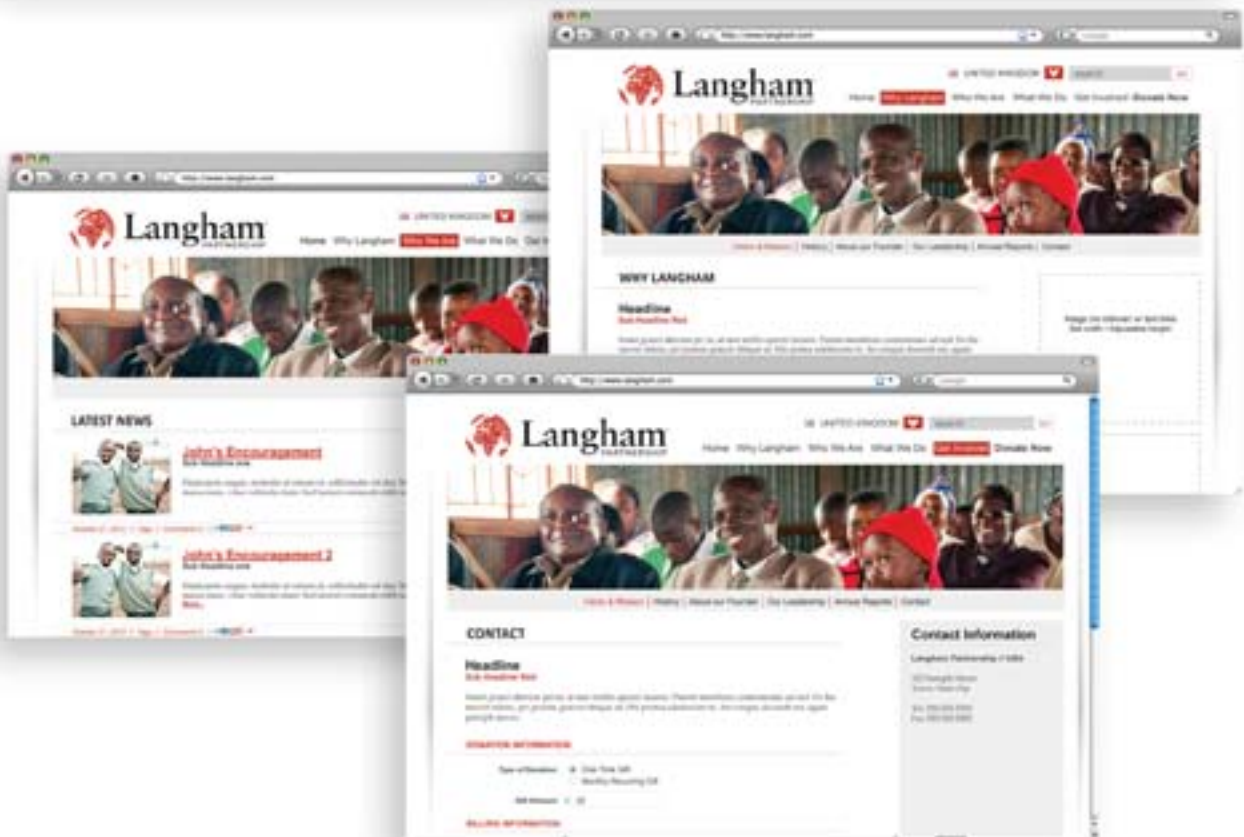
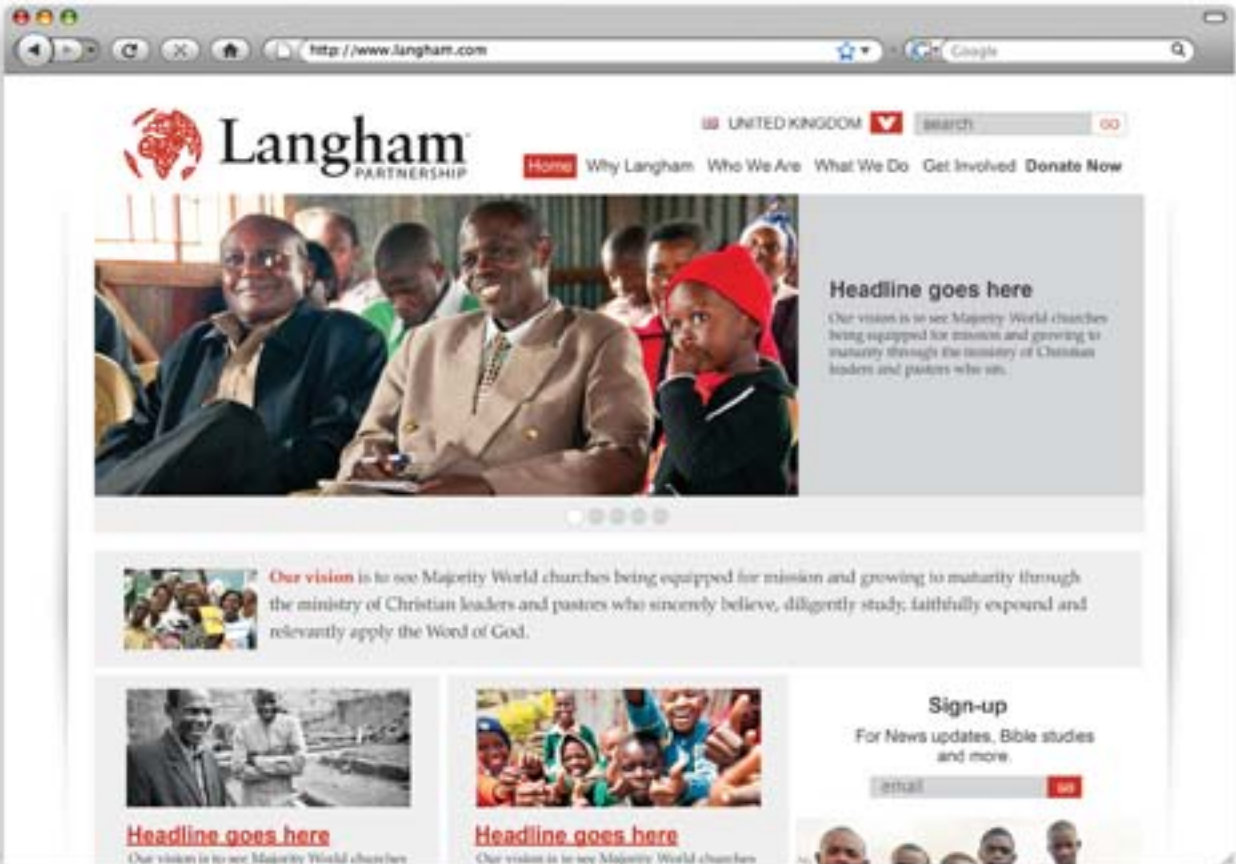
Some brand elements. Logo use across partnerships. Business card, tagline.

After



One piece of the website intergration strategy

After



Website