



Open Doors Brand Guidelines for Ministry Partners and Volunteers

We've created a brief guide to help you share the mission and ministry of Open Doors with accuracy and integrity. Please read through this before you represent Open Doors at your church, small group, school or event.

The Open Doors Brand Promise

We are committed to open doors of opportunity to connect and unite believers in the US with those in persecuted situations around the world.

Open Doors Distinctives

- 60 years dedicated to the persecuted church
- Presence ministry—working alongside churches and leaders
- On-the-ground in over 60 countries
- Established research unit that develops the World Watch List—a definitive guide on the top 50 countries where it's most difficult to be a Christian.

Tone & Voice

Our tone and voice are respectful, genuine and daring. We see suffering believers as brothers and sisters in Christ—and we are all part of one family in God. We present the needs and stories of our persecuted family to help support them—as we would a member of our local church who might be in need—and to grow in our own faith.

Resources

Visit [ODUSA.org/Resources](https://www.odusa.org/resources) to find relevant resources like our prayer calendar, prayer app, magazine, videos and presentation slides you can engage online, download or share with your network or ministry.

Our Logo

The Open Doors logo is the sole visual identifier of the brand. The primary logo consists of a stone with a fish and the name of Open Doors, and a tagline, "Serving Persecuted Christians Worldwide." The 'Fish-in-stone' logo emphasizes our identification with the very roots of persecution as experienced in the early Church. It echoes a primitive Christian response of solidarity and determination in the face of persecution, just as the early Church used it. It echoes the theme of sacrifice and martyrdom, experienced by many both then and now, as we seek to serve the present-day counterparts of the early Church.

Logo usage

You may include the Open Doors logo on your event promotions like flyers, brochures and PowerPoint slides. We've included two versions: color and black & white.

[Download color the Logo](#)

[Download the black & white logo](#)