



# BRAND GUIDELINES

# BRAND OVERVIEW

## OUR MISSION:

Pledge & Protest is more than a brand—it's a movement. We're here to honor faith, defend freedom, and inspire courage. Guided by Christian principles and the belief that liberty is a God-given right, we create apparel and resources for those who stand for truth and resist anything that undermines faith, family, and freedom. Together, we pledge to protect what matters and protest anything that threatens it.

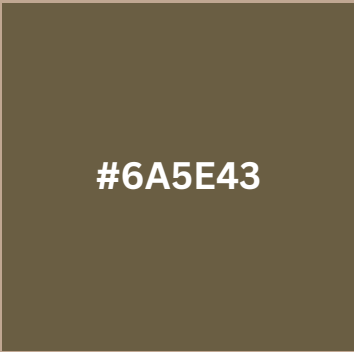
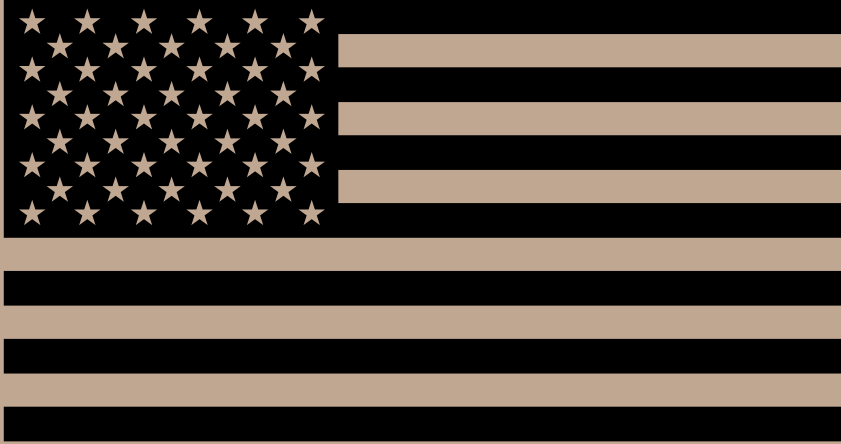
Every thing we create carries a message, a symbol, or a reminder of the faith we share and the principles we stand for. Our apparel serves as a reminder of God's promises, the strength we have in Him, and the power of standing together as believers.

Our goal is to inspire an unshakeable courage—a faith that will not back down in the face of opposition, a resilience that stands firm in truth, and a commitment to defend the values we hold dear. We are raising up an army of believers who are prepared to fight for faith, family, and freedom, standing as ambassadors for Christ in a world that desperately needs His light.

# LOGOS & COLORS



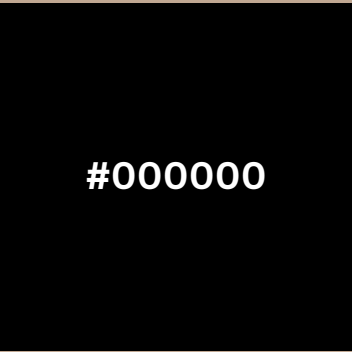
**IN GOD  
WE TRUST.**



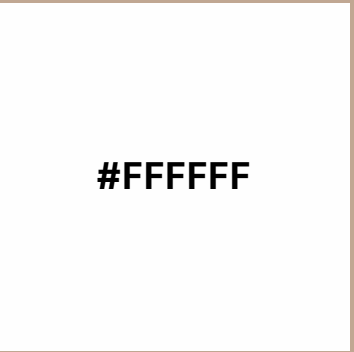
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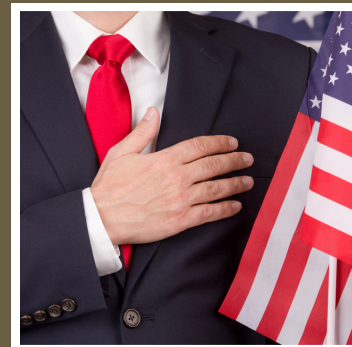
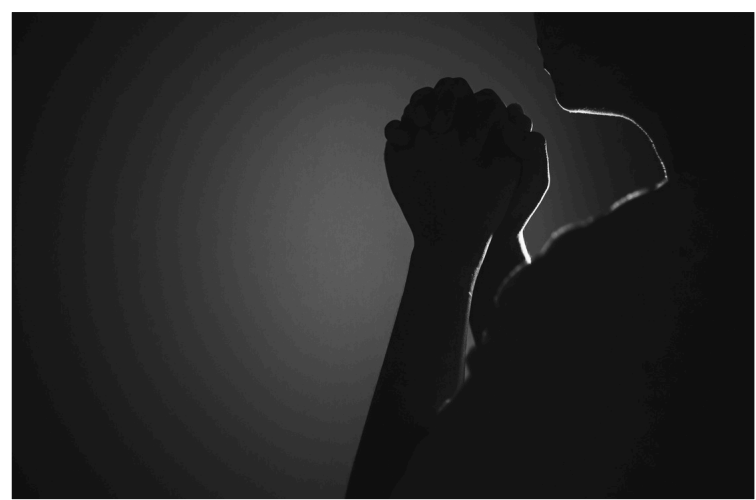
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# TYPOGRAPHY & IMAGERY

## Battery Park

Old Standard

Lumios Typewriter Old.



# BRAND MESSAGING

## RAISING UP AN ARMY FOR THE SPIRITUAL BATTLE

We believe that we are all called to stand firm in a time of great spiritual battle. Our mission is to raise up an army of believers who are equipped, empowered, and unafraid to live out their faith with conviction. We're not just creating apparel; we're creating a movement that stands boldly for truth, righteousness, and the God-given freedoms we hold dear.

This isn't a battle of physical force; it's a battle of spirit, truth, and unwavering faith. The world we live in presents challenges to our beliefs, our values, and our identity in Christ. But as believers, we know that we are not alone—we are empowered by the Holy Spirit, strengthened by God's Word, and called to be a light in the darkness. Each piece of Pledge & Protest apparel is designed as armor for this battle, reminding us of our mission and our purpose.

## ENCOURAGING KNOWLEDGE & UNDERSTANDING

We believe that every believer has a role in this spiritual battle. Together, we form a powerful community united by faith and driven by purpose. We're not simply spectators; we're soldiers in God's army, called to stand firm in the armor of God, to lift each other up, and to press forward with courage and conviction.

Each piece in our collection is crafted to encourage people to think, reflect, and engage in meaningful discussions. Our designs are a gentle way to spark curiosity and invite others to explore the deeper stories behind faith, freedom, and resilience. By promoting knowledge and understanding, we hope to inspire a culture of open-mindedness, where people can engage in conversations without fear, judgment, or division.

# Tone of voice

## PASSIONATE AND PURPOSEFUL

- Speak with conviction and authenticity. Reflect a deep commitment to faith, freedom, and truth.
- Evoke emotion and inspire action without resorting to fear or divisiveness.

## BOLD AND FEARLESS

- Use a strong, unwavering voice that unapologetically defends biblical values and individual liberty.
- Emphasize courage in the face of cultural opposition and celebrate standing firm for what's right.

## HOPEFUL AND ENCOURAGING

- Balance boldness with a message of hope and encouragement, offering solutions and inspiration rather than just criticism.
- Empower people to see themselves as agents of positive change in their communities and beyond.

## RELATABLE AND GROUNDED

- Speak directly to people where they are, using language that's conversational and accessible.
- Avoid overly formal or academic tones; instead, use words that feel personal and impactful.

# LANGUAGE

## FAITH-INFUSED

- Incorporate references to biblical truths, principles, and values in a way that feels natural and inspiring.
- Avoid preachiness; let the message flow from a place of genuine faith and humility.

## PATRIOTIC AND RESPECTFUL

- Celebrate the principles of liberty and justice while honoring those who have fought to preserve them.
- Avoid nationalism or rhetoric that alienates or excludes; instead, focus on shared values and unity.

## ACTION-ORIENTED

- Use language that motivates readers to take meaningful steps toward living out their faith and values.
- Encourage participation in cultural renewal through words like “stand,” “forge,” “defend,” and “lead.”

## INCLUSIVE BUT PRINCIPLED

- Welcome all who share a passion for faith and freedom, but remain uncompromising in upholding biblical principles.
- Be respectful of differing perspectives while clearly stating the values the brand represents.

## CLEAR AND IMPACTFUL

- Keep sentences short and focused to drive home key points.
- Use strong, active verbs and avoid passive or vague phrasing.