



BRAND MANUAL & STYLE GUIDE

JUNE 2019

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USE: THIS BRAND GUIDE

After all the hard work put into creating a cohesive brand design, we want to make sure it stays that way.

Following these guidelines will ensure that Stepping Stones is represented in a way that upholds the language and aesthetic standards and our brand is kept looking **on point** and **consistent**.

All the assets, including the fonts, logos, and icons can be found here:

steppingstonesbiblecamp.ca/branding

IDENTITY

Whose/Why

Jesus changed my life

My life has been transformed by Jesus' claim on me. I am so thankful for what He has done for me and I want everyone to experience what it's like to be a child of God.

How

Let me introduce you...

Our camp experience starts with our inspiring location, and includes lots of safe, fun activities and adventures infused with opportunities to learn about Jesus Christ from energetic and encouraging staff and counsellors. It'll change your life!

What

Come to Camp!

Join us at our overnight summer bible camp or plan your own retreat at our inspiring facilities.

WHAT IS STEPPING STONES?

Stepping Stones is a Christian, non-profit overnight summer Bible camp for students from Grades 3 to 12.

PURPOSE (WHY?)

To provide youth with a safe, spiritual holiday that fosters knowledge of God, active faith and the development of Christian life skills. And, have a ton of fun along the way!

VALUES

RELATIONSHIP

- Hearing vulnerable stories made public.
- Seeing former campers giving back as counsellors & in their communities & board members.
- Seeing mentorship carried outside of camp — phones calls, emails at other points in the year.
- “How are you really doing?”
- Seeing regular devotions.
- All kids quietly digging into the Word — with focus.
- Intergenerational: kitchen help doing devotions with teens; intergenerational games in the big house at night.
- Songs going up.
- People operating with a sense of ease, taking a back seat, letting others go first.
- Volunteering.

FUN

- Hearing every child laughing/smiling.
- Hearing “That was so fun, I want to come back — do you want to come too?”
- Seeing kids on confidence courses, hiking, archery and swimming.
- Seeing full participation.
- Seeing cooperation.
- Engaged in all sorts of activities with others.
- Socializing.
- People looking comfortable, laughing with each other & at themselves.
- Food presented in a fun way.
- Décor of buildings.

GOSPEL

- Everyone is listening & understanding.
- Everyone wholeheartedly striving to live like Jesus.
- The gospel message going beyond the boundaries of camp.
- Deeply believe in their own hearts that Jesus is real.
- Expressing your weaknesses.
- Volunteering to do even the unpleasant jobs.
- Spending time having chapel.
- Spending time in prayer.
- Singing Christian songs.
- Speaking truth over each other formally and informally.

SAFETY

- Seeing no anxious campers.
- No physical or emotional injuries.
- Policies and procedures in place and being followed.
- B.C. camp accredited.
- All camp positions filled quickly.
- See the outreach mandate fulfilled with 20 percent non-Christian campers.
- All the rental facilities maximized.
- An excellent reputation both within and outside of the church community.
- “I need to tell you something...”
- Seeing lots of emotions.
- Breaking down the barrier of trust with literature.
- Celebrating unique skills, stories; diversity celebrated.

TRANSFORMATION

- Communities of care.
- Growing Churches from our communities.
- Greater intimacy among church members.
- Spontaneous prayer.
- Increased joy.
- Engaging public, witnessing Jesus.
- Committed service in ministry (pastors, aid workers, etc.)
- People who wake up in the morning and live their day with the quiet confidence of having a relationship with Jesus — spring in step.
- Testimony.
- “I’ve come closer to the truth.”
- “I want to know more.”
- “I want to share.”
- “Can I pray with you?”
- Campers counselling other campers.

VISION

LONG VERSION

We see Stepping Stones as a premier, BC camp accredited, facility and program. Our vision is to welcome people of all ages and walks of life to our beautiful property in Deroche, inviting them to unplug and spend some time with us as we focus on growing in our relationships with God, with each other and with ourselves.

From the beginning of July to the end of August we see confident and well-trained counsellors standing outside a newly constructed clubhouse, welcoming young campers to a week of fun, friendship, worship and learning. Covenant kids expect to grow in their faith and in their relationships with other believers. Community kids anticipate Christian love and hospitality — they'll all have heard really good things about Stepping Stones!

It's a boisterous group at times, but no one seems to be anxious. Staff laugh along with the kids, joining in their antics and encouraging others with a smile or high five. The kids are so happy that Camp is finally here! The counsellors are happy to have found a coveted spot on the Stepping Stones team.

Registration seems to be a carefully choreographed chaos and in no time the campers are heading off in groups proudly sporting crisp, clean yellow camp tees. Kids smile as their counsellor calls their name. There's something different about the people here. They're so kind. They seem to love their job, they really seem to love each other and they're all having way too much fun. Off to one side a counsellor is listening intently to one of the quieter kids share a story about the morning bus ride up.

We see inspiring mornings out on the lawn where a group of young men are huddled in prayer as morning's first sunrays light the Fraser Valley below. These are the same guys who, earlier in the week, barely dared to share their name.

Before too long, songs of praise will radiate out from the old chapel barn- young voices mixed with the sound of strumming guitars. It might be thought that if the kids sing any louder the roof might come right off the old building.

By noon, kids zip by overhead on a zip line while others earnestly urge their cabin pack through a ropes course. Elsewhere, a basketball game is underway. A lifeguard blows her whistle and everyone jumps back into the pool with a splash. After a heathy and hearty dinner, campers mingle on the porch, sit quietly on log benches sharing stories from their day before meandering to the campfire for closing devotions as sun disappears behind the mountains.

LONG VERSION (CONT'D)

We see young people coming to camp with fears, insecurities and questions and leaving with a profound sense of hopeful joy. There will still be lots of questions... but their eyes will be opened to the beauty and purpose of life and their hearts will be beating with the joy of the Gospel! At the end of each week we will hear: “That was so much fun, I’m going to miss you all so much. I’m coming back next year!” Someone will yell “God is Good!” and everyone within earshot will respond “All the time!”

We also dare to imagine that the impact of summer camp on campers and counsellors will reach the broader community. Long after camp, young people will wake up in the morning with the quiet confidence that comes from having a relationship with Jesus. They have an extra spring in their step. They will feel secure. They will want others to experience the kind of friendship and fellowship they enjoyed at summer camp. Local youth groups will enjoy better attendance and participation and young leaders will be stepping up to serve and encourage their peers.

We see kids talking with one another about their faith, and being more intentional about their walk with the Lord. We see them praying for each other, asking others to pray for them. They will share struggles and difficulties and support and encourage each other with Christ-like love! We see kids who are clearly more confident in their identity as Christians and who genuinely care for others more than themselves. We see more humility — an awareness of one’s need for Jesus, amazement at God’s grace toward us and a growing confidence that life has value, has purpose, and is worth sharing with others.

And there’s more!

Throughout the year we see families, teams, organizations, companies, friend groups and church families coming up to the Stepping Stones Camp to retreat, reconnect, recalibrate and celebrate. Both the property and the main lodge will offer inspiring spaces to facilitate meeting with others — to socialize, to discuss new ideas or to celebrate life events (weddings, anniversaries, etc.)

Residents living nearby will tell family and friends “I live next to this beautiful camp property that is cared for by some really passionate people” They’re great neighbours! And every summer they invite us out to a campfire and BBQ with performances by the counsellors and some of the kids. Lovely bunch of folks”. We’re enjoying getting to know them even more.

SHORT VERSION

We see Stepping Stones as a premier, B.C. Camp-accredited facility and program. Our vision is to welcome people of all ages and walks of life to our beautiful property in Deroche, inviting them to unplug and spend some time with us as we focus on growing in our relationships with God, with each other and with ourselves.

VOICE

GRAMMAR AND STYLE

We keep things simple.

As much as possible, we let images and people speak for themselves. (Less is more!)

We avoid emojis, and hashtags.

DEFINITIONS

Stepping Stones Retreat Society:

The legal name. Referred to as “Stepping Stones.”

Stepping Stones:

Our 160 Acres in Deroche. Also referred to as “Stepping Stones.”

A: “Hey, what are you doing this Thanksgiving weekend?”

B: “I’m going to make a trail up at Stepping Stones.”

Stepping Stones Bible Camp: The Bible Camp. Also referred to as “Camp,” or “Stepping Stones.” Not SS, or SSBC.

Counsellor: A person who supervises young people at a youth camp. (Note: It’s spelled “counsellor!”)

Staff: The people who manage the day-to-day camp operations.

TONE AND LANGUAGE

Our language is simple and concise.

Our tone is loving and fun.

We’re confident and not needy.

Camp Nurse: The person in charge of the health of all of the people at Stepping Stones during camp week.

Campers: The reason camp runs.

Property Managers: The people who maintain the Stepping Stones property year-round.

Donors: Individuals, companies and foundations who understand our purpose and share our vision. Our legacy lives on because of their support.

Chaplain: The person who leads chapel and encourages spiritual growth in the campers, counsellors, and staff.

Things we don’t say: “Volunteers.” Personalize the way people are serving.

AUDIENCES

AUDIENCE	WHAT THEY WANT	HOW WE HELP THEM	WHAT THEY GET
Camper	<ul style="list-style-type: none"> - a holiday - a sense of belonging - a break from the home and school, a third place - an escape from pressure - to not feel judged 	<ul style="list-style-type: none"> - a week away from their 'regular' schedule - counsellors trained to listen and respond in a loving manner - a daily program infused with fun, opportunities to connect, and time to grow in their faith 	<ul style="list-style-type: none"> - accountability - new friendships - possible mentors - lifelong lessons that can help grow and expand their faith
Counsellor	<ul style="list-style-type: none"> - a sense of belonging - to do something meaningful with their life - a restart - an opportunity to grow in their faith and leadership - an opportunity to serve - a mentor - a break from their life and a break from the world - a chance to connect with people with the same values - an introduction to ministry / mission 	<ul style="list-style-type: none"> - a week away from their 'regular' schedule - clear, defined ways in how to serve - opportunities to be a mentor, and to gain a mentor - life long lessons that can help grow and expand their faith - a place to practice christian living - a non-judgmental, open atmosphere 	<ul style="list-style-type: none"> - clear time to re-focus and prioritize - accountability - mentorship opportunities - newly developed leadership and team-building skills - a growing faith
Parent	<ul style="list-style-type: none"> - A fun holiday for their kids - a safe place where their kid can open up and be encouraged - a memorable, relatively inexpensive, experience 	<ul style="list-style-type: none"> - we treat their kids with love and with their safety and wellbeing in mind - we provide them with a fun holiday infused with learning more about Christ - we give them trained counsellors and staff who can add to the child's support system 	<ul style="list-style-type: none"> - a week where their child is challenged to grow in their faith - mentors for their child - a fun holiday for their child, that is primarily focused on Jesus Christ
Donor	<ul style="list-style-type: none"> - the satisfaction of helping a cause that matters - to help kids and teens - to make a positive contribution to the progress of their community 	<ul style="list-style-type: none"> - we provide them with a clear vision - we treat them well - we share stories of transformation - we take their money 	<ul style="list-style-type: none"> - legacy of transformed lives - joy in watching their kids, grandkids grow in relationship to Jesus

ONE-LINERS

We want to ensure that our messaging is consistent.

What we say and how we talk about Stepping Stones always follows the same standard.

When we ask for help, we pitch the need in a way that puts the needs of the audience first:

The problem... Want to meaningfully live out your faith, but don't know where to start?

The plan... Stepping Stones Bible Camp invites you to share the love of Jesus with young campers.

Happy ending... As a counsellor, you'll experience a week where you'll be stretched, challenged and grow in your relationship with God, others and yourself.

COUNSELLORS

Want to meaningfully live out your faith and don't know where to start? Stepping Stones Bible Camp invites you to share the love of Jesus with young campers. As a counsellor, you'll experience a week where you'll be stretched, challenged and grow in your relationship with God, others and yourself.

DONORS

Want to use your money to leave a legacy of transformed lives and transformed communities? Invest in Stepping Stones Bible Camp by contributing to our new clubhouse. Watch lives and communities be transformed by the love of Jesus over the next 25 years at Stepping Stones.

CAMPERS (TEENS)

Feeling overwhelmed by the pressure of life — the unrest in your home, the social expectations at school, or the temptations hiding in your screens? At Stepping Stones, we welcome you — yes you — with open arms. We don't and won't judge you; you can just be yourself. We'll love you and share with you the best news we know. After a week of fun, you'll leave here more motivated, more passionate and more excited about working through the challenges of your life.

PARENTS

Want to help your child or teen grow in their relationship with God? At Stepping Stones, we know that youth often lose sight of the big picture of life while getting caught up in

the routines of home, school and perhaps church. Even the best intentioned parents have shared with us that their kids strongly benefit from a little time away to focus on God and take responsibility for their own relationship with Him. After a week of fun, your child or teen will come home different. They will be more motivated, more passionate and more excited about working through the challenges of their lives.

COOKS

Want to see first-hand young people growing in their faith over the course of a week? You want to grow too, and you're not sure just how you can be involved. Spend a week or more volunteering at Stepping Stones Bible Camp and be encouraged by the growing passion and commitment of young people and counsellors. We'll provide the tools you need and you'll have to bring the energy and willingness to serve. At the end of the week, you'll leave tired, but more motivated, more passionate and more excited about working through the challenges of your life.

CHAPLAINS

Have gifts of teaching and ministering and a desire to meaningfully, passionately share your faith with a fun, dynamic group of children and teenagers? Stepping Stones Bible Camp invites you to share the love of Jesus with teenagers. We'll provide the teaching materials — you provide the passion and willingness to serve. At the end of the week, you'll leave tired, but more motivated, more passionate and more excited about working through the challenges of your life.



BRAND SCRIPT

At Stepping Stones, we know that you want to live out your faith by meaningfully serving others in your community in a tangible way. In order to do that, you need to shake things up a bit, get out of that rut you're in, and hit restart with newfound energy. The problem is, you just don't know where to start, which leaves you feeling bored and stuck.

We believe that one week at camp has the ability to change the trajectory of someone's life in a positive way. We understand what it feels like to find yourself in an unrewarding and unfulfilling routine. It's why we purchased a large property in Deroche where we invite young campers to experience the love of Jesus, and where counsellors are given opportunity to share and serve.

Here's how you can participate:

1. Choose the program that fits you best
2. Clear your calendar (oh... and ask for the time off work)
3. Prayerfully prepare to serve

So sign up now!

In the meantime, download our handy guide:

Top 10 tips on how to convince your boss to let you go to camp this summer :)

Stop coasting through life. Instead, experience a week where you'll be stretched and challenged in all sorts of good ways, and where you'll grow in your relationship with God, with others and with yourself.



AD LINES/VALUE PROPOSITIONS

- Transformed lives. Transformed communities.
- A little piece of heaven.
- What are you doing this summer?
- Send us a kid, we'll send you a new one home.
- Get your spiritual gas tank filled.
- We believe that one week at camp has the ability to change the trajectory of someone's life in a positive way.

VISUALS

BEFORE & AFTER

The new Stepping Stones Bible Camp logo will replace all existing logos and wordmarks, creating a new unified brand under one visual identity.



Logo being replaced:



LOGO TYPEFACES

We want to project an image of a camp that is fun and exciting! We also want people to know that we are a professional organization that strives for Godliness and values the safety of everyone at camp. Because of this, we've chosen bold, charismatic sans-serif fonts for our wordmark. These fonts should be used exclusively when presenting the logo and tagline and be given strong preference for all marketing materials.



PREFERRED TYPEFACES

In addition to other elements, our image is communicated by the typeface we chose.

A Love of Thunder is a bold display font. Its rustic character helps connect the Stepping Stones name to the outdoors, while its solid weight communicates a feeling of trust and professionalism. It will be used exclusively for our wordmark.

A Love of Thunder is a free font and can be downloaded at:

<https://www.dafont.com/a-love-of-thunder.font>

Frontage is a fun and clean san-serif font that pairs well with A Love of Thunder. It can be purchased as a whole font family, in single weights or in small packages. These various purchasing options can be found at:

<https://www.fonts.com/font/juri-zaech/frontage>

A LOVE OF THUNDER

A B C D E F G H I J ...

a b c d e f g h i j k l m n o p q r s t u v w x y z

(.,;?!£\$&@*) 0 1 2 3 4 5 6 7 8 9

FRONTAGE

A B C D E F G H I J ...

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

(.,;?!£\$&@*) 0 1 2 3 4 5 6 7 8 9

ADDITIONAL TYPEFACES

Below are some additional fonts that will work well with the ones used in our logo.

Many of our marketing materials will need to rely on “A Love of Thunder” and “FRONTAGE” for headlines and main messages, but these additional fonts are great choices for body copy or smaller text.

Proxima Nova is the best choice for paragraphs and body copy.

It can be purchased at:

<https://www.myfonts.com/fonts/marksimonson/proxima-nova/>

For instances where Proxima Nova is not available, please use Montserrat. Montserrat is a free Google Font which can be downloaded at:

<https://fonts.google.com/specimen/Montserrat>

For instances where Montserrat is not available, please use Arial.

Arial is a default font for most applications.

PROXIMA NOVA

ABCDEFGHIJ...

abcdefghijklmnopqrstuvwxyz

(.,:;!£\$&@*) 0123456789

MONTSERRAT

ABCDEFGHIJ...

abcdefghijklmnopqrstuvwxyz

(.,:;!£\$&@*) 0123456789

ARIAL

ABCDEFGHIJ...

abcdefghijklmnopqrstuvwxyz

(.,:;!£\$&@*) 0123456789

OUR COLOURS

FOR COATED AND UNCOATED STOCK

Our colours contribute to our tone and personality. Consistent use of our corporate colours is important to manage our identity. Here are the technical specifications for reproducing our corporate colours on coated paper, uncoated paper and online.

Our primary colour palette reflects our corporate look and should be used for all corporate material.

Primary Colours



BLUE

PANTONE 2160 C/U
CMYK 80 / 65 / 30 / 10
RGB 71 / 91 / 128
HEX #475B80



RED

PANTONE 2031 C/U
CMYK 5 / 80 / 70 / 10
RGB 208 / 81 / 72
HEX #D05148



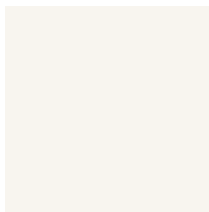
YELLOW

PANTONE 7406 C/U
CMYK 10 / 25 / 100 / 0
RGB 231 / 187 / 32
HEX #E7BB20



GREEN

PANTONE 2304 C/U
CMYK 40 / 25 / 90 / 0
RGB 167 / 168 / 72
HEX #A7A848



OFF WHITE

PANTONE 7527 C/U (20%)
CMYK 2 / 3 / 5 / 0
RGB 247 / 243 / 237
HEX #F7F3ED



REPRODUCING OUR LOGO

(AND WHICH FILES TO USE)

The logo relies on the use of strong, clearly-defined shapes.

This will contribute to minimal loss of continuity when reproduced in monochrome, solid black or even knocked out of a background colour.

It can be reproduced in CMYK and RGB with little variation.

The files provided include vector files. This file format allows the artwork to be scaled to any size without a loss in quality. These files were created in a program called Adobe Illustrator and are saved in two versions. The files are saved in two separate vector file formats: .ai or .eps. Printers prefer these files.

All logos have also been saved in a .png file format using RGB colour codes.



CMYK COLOUR

This is what printers call a 4-colour logo — to be used for any full-colour print application.

STE-Logo-CMYK-White.ai



RGB COLOUR

This file can be used for application online. It is created with RGB colours and saved as a .svg and a .png

STE-Logo-CMYK-White.png

NOTE: For screen applications (emails, websites, powerpoint, etc.), use the .png versions.

REPRODUCING OUR LOGO

(AND WHICH FILES TO USE)

There may be some applications where only a single colour can be used — either a solid colour or one that includes halftones. Some applications may include single-colour printers (black), economically-produced publications, embroidery, labelling and more. Single-colour files may also be used for creating the plates for embossing, debossing, spot varnishes or cutting stencils.

Please choose the file that best suits the application.



BLACK ON WHITE

This is a 1-colour version of the logo.

It might be used for embossing, vinyl cutouts or very simple, economical print projects.

STE-Logo-1 COLOUR-Black.ai



TOUCH OF GREY

There may be instances where the Stepping Stones logo will need to be “quieted down” a bit (perhaps when co-sponsoring a high-profile event or due to by-laws regarding signage). The GREY logo should only be used in very unique situations where no other alternative is possible.

STE-Logo-1 COLOUR-Grey.ai

NOTE: For screen applications (emails, websites, PowerPoint, etc.), use the .png versions.

REPRODUCING OUR LOGO

(AND WHICH FILES TO USE)



FLYING IN REVERSE!

Sometimes, our logo will need to be placed on a solid colour or a photo, which would make the colours clash or lose their impact. In these situations, use the reversed version of the logo on the appropriate colour.

Blue: 80 / 65 / 30 / 10

STE-Logo-CMYK-Blue.ai



Yellow: 10 / 25 / 100 / 0

STE-Logo-CMYK-Yellow.ai



Red: 5 / 80 / 70 / 10

STE-Logo-CMYK-Red.ai



Green: 40 / 25 / 90 / 0

STE-Logo-CMYK-Green.ai



SET TO WHITE

Should the logo need to be reproduced in one colour and sit on a dark background or photo, use the white version of our one colour version.

STE-Logo-1 COLOUR-White.ai

LOGO DO'S:

ACCEPTABLE USES OF OUR LOGO

We don't want to get too bogged down with rules, but we always want to consider these guidelines before using the Stepping Stones logo.

Let's start with what we should do:



1. SPACE AROUND THE LOGO

Priority should be given to using the full-colour versions of our logo. Always leave ample space around the logo. To perform well, our logo needs some room to breathe. It looks best and has the most impact when it isn't crowded by other elements.



2. KEEP IT CLEAN

The full-colour version of the logo should always be placed on a white or off-white background, free of distracting colours, patterns and textures.



3. PLACE OF HONOUR

Reserve a place of honour for our logo in our communications. It should be easily spotted and prominently displayed (not overpowering but not buried in a bottom corner somewhere either). The size and presentation will differ depending on the application, so use discretion. Refer to the Style Guide for further ideas on how to use the logo in a layout.

LOGO DON'TS:

UNACCEPTABLE USES OF OUR LOGO

We know that it's important to make a good first impression. Our logo is going to be working for us every day in a number of different places. If we want our logo to be as effective as it can be, we should avoid these mistakes:



1. CODE RED

Don't position the colour logo on a colour that is not part of our recommended colour palette.



2. NEGATIVE

Don't place the colour logo on overly busy backgrounds.



3. NOT RIGHT

Don't rotate the logo.



4. THAT'S A STRETCH

Don't stretch the logo horizontally or vertically.



5. IF IT AIN'T BROKE...

Don't add embellishments like drop shadows or strokes to the logo.



6. COLOUR STORY

Don't change the logo's colours.

ICON DO'S:

ACCEPTABLE USES OF OUR ICON

The stone motif is a strong piece of our visual identity and provides flexibility to create a wide range of visuals and patterns across our various marketing assets. When creating new designs, keep in mind the theme that they were created to represent the concept of “broken, but beautiful.”

To best reflect this concept, try to maintain a consistent spacing between the pieces. Try not to create designs that are overcomplicated and resist the urge to overuse them.

On this page are a few examples of good uses of this motif.



ICON DON'TS:

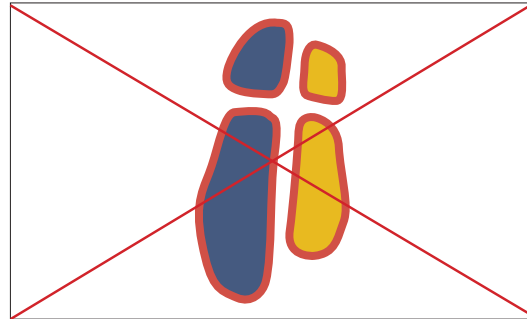
UNACCEPTABLE USES OF OUR ICON

Below are some examples of things that we would like to avoid when using our icon or the stone motif.



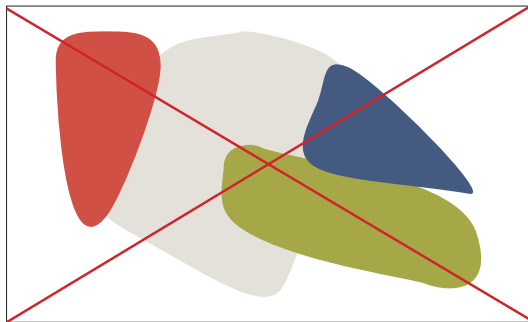
1. HEY! WHO STOLE OUR LOGO!

Never use the icon as part of another separate logo or publication title.



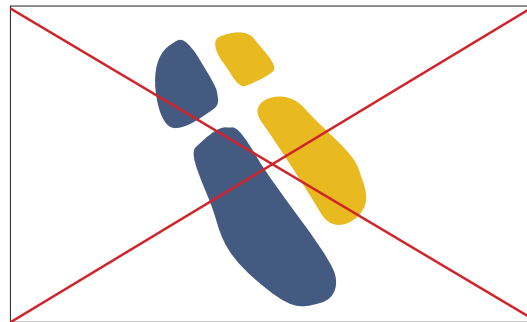
2. DON'T OUTLINE

Never outline the icon in any way.



3. DON'T OVERLAP

Never overlap the stones, always keep a consistent space between each stone.



4. DON'T ROTATE

Don't rotate the icon; keep the original angle.

BRAND ELEMENTS

LETTERHEAD



Name
10943 Brooks Road
Deroche, British Columbia, Canada

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer maximus, metus in ultricies viverra, dui augue tincidunt velit, eget feugiat elit neque sit amet ante. Donec blandit imperdiet gravida. Aenean ut porttitor orci, ac hendrerit odio. Curabitur et sem turpis. Nullam vel arcu a turpis laoreet porta lacinia et purus. Fusce vel mi id nibh ultrices commodo. Proin tellus odio, sollicitudin ut mattis condimentum, feugiat dui.

Phasellus purus arcu, eleifend rutrum ligula sit amet, consequat ultrices dui. Duis tempus orci quis libero faucibus rutrum. Pellentesque posuere odio ut odio placerat pharetra. Suspendisse dignissim nulla sed convallis imperdiet. Vestibulum eu laoreet mi, at lobortis ante. Ut diam ex, cursus gravida ultrices id, cursus sed libero.

Sed purus purus, molestie sed pretium vitae, mollis at ante. Praesent elit sapien, molestie vitae odio sit amet, aliquet interdum est. Curabitur porta dui eu urna bibendum commodo. Aliquam id maximus elit. Proin sed sapien tempor dolor cursus varius. Nullam dapibus semper dolor, at vestibulum lorem hendrerit a. Nulla interdum orci et ipsum egestas sodales.

Stepping Stones

T: 555.555.5555 E: info@steppingstonesbiblecamp.ca
A: 10943 Brooks Road Deroche, British Columbia, Canada
STEPPINGSTONESBIBLECAMP.CA

NEWSLETTER



SUMMER 2018 RECAP

CAMP REFLECTIONS

Being a counsellor at Stepping Stones is no easy feat but Stepping Stones leaves a mark on these courageous individuals. Thank you counsellors for all that you give. This year camp was blessed with all the counsellors needed. Read some of their camp reflections on page four. Being a counsellor at Stepping Stones is no easy feat but Stepping Stones leaves a mark on these courageous individuals. Thank you counsellors for all that you give. This year camp was blessed with all the counsellors needed. Read some of their camp reflections on page four. Being a counsellor at Stepping Stones is no easy feat but Stepping Stones leaves a mark on these courageous individuals... [cont'd inside](#)

SO MANY VOLUNTEERS!

There are countless people who are blessed by Stepping Stones Bible Camp and have a heart to serve. To all the volunteers, donors and to those who prayed for Stepping Stones: THANK YOU! Our prayer is that all of the work may be blessed, so that we all can grow in our relationship with Jesus!

BY THE NUMBERS

Camp 2018:
6 weeks of Camp
234 Campers from 198 Families
84 Counsellors and 9 Staff
5000+ Meals served
Clubhouse Project:
\$1,250,000 committed this year
\$750,000 required this year!

Register for Summer 2019 online at:
steppingstonesbiblecamp.ca



WHAT CAMP MEANT TO ME

REFLECTIONS FROM OUR COUNSELLORS

ASTERIX (SHAWN LEYENHORST)
How getting close to all the campers. I like having a week off from a normal schedule. And not only learning new things, but getting to teach to these kids what I had to learn the hard way is so rewarding.

MODO AND SAJE (CLIFF AND DANAE VANDERHORST)
Spending a week as a married couple at camp, separately counselling guys and girls, is a great way as a couple to praise God and to help others. It was marriage building in a way that it is an amazing experience that we could discuss together. It would've been weird to not do camp together! At camp, we could bring a perspective of a married couple that the kids don't get from others at camp. We could talk about different points that came up because we were married, and we could share wisdom that only comes from that experience.

FROZONE (MICHAEL VANDERVEEN)
The most rewarding thing about camp is getting to know the kids, having fun with them, and just seeing their love for the Lord. I wanted to do it because I had such a great time as a camper, and camp doesn't happen without counsellors. Also, I just wanted to experience it again.

BEARFOOT (LUCAS VANDERGUEN)
The ability to share my life with my kids, and have them share a bit of their lives back - you build a bond with them, and it's really neat. Getting to be able to be an instrument of God and knowing your purpose as a part of God's kingdom here.

BE AT CAMP IN 2019!

ACCEPTING APPLICATIONS NOW AT
steppingstonesbiblecamp.ca



A: 8547 Leslie Line, Wexford, ON N0M 2S0 T: 226-678-475 E: schoutendemoit@gmail.com
steppingstonesbiblecamp.ca

SUMMER 2018 RECAP ...CONT'D

ROCHO (RAYMOND KOBES)

Stepping Stones Summer Bible Camp unfolded with numerous activities, outings and devotions. Every Monday following the Opening Ceremonies we all took part in "Around the World", playing various Minute-to-win-it games. Each meal we got to eat delicious food provided by the wonderful cooks (with good looks). This year we had our Dining Hall in a temporary big white tent which had its own unique challenges and benefits. There was plenty of space and although some meals were a little chillier or warmer, everyone took it in stride. It was the first time in Stepping Stones history that we used zero artificial light during our meals as the sunlight lit up the white canvas beautifully and at times, brightly! Each day we had the privilege of attending chapel and learning about the Gospel and God's love from one of our six incredible chaplains. Cabin Pack Devotions and Quiet Devotions were also scheduled daily and allowed us to grow in our faith. Another highlight was the campfire which was composed of praise songs, storytelling, repeat-after-me songs, and seeing "the bacon sizzle". We would then head off to brush our teeth and sleep with our cabin packs after one (or more) ridiculous bedtime stories by campers and counsellors alike. The rest of our day activities varied depending on the age group and included swimming and tubing at Harrison Lake, bowling, swimming at the pool, enjoying Harrison Water Sports and walking and swimming at the river. It was another incredible year with a God who provided capable and talented staff, cooks, nurses, chaplains, property managers, and bus drivers. A special shout-out to every one of the numerous counsellors who stepped up in an immense way to make camp a great success. We are already looking forward to and preparing for next year to ensure we continue to be a Bible camp that shines as a light and helps campers become and grow as believers. The propane fire was turned the last vehicles left Friday evening. Forty-six weeks until camp begins.

See more Camp photos at
steppingstonesbiblecamp.ca/photo-gallery



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OUTGOING MEMBER

SHAWN MEINTS - SUMMER CAMP

"My time involved with Stepping Stones was amazing. It was awesome to work with so many people who want to help camp grow, who want to see youth grow in their relationship with Christ and ultimately want to see God glorified. So many people have put so much time and effort into camp and it was an encouragement and inspiration for me to also try to serve to the best of my ability. Being at camp in when I could was also a highlight. Being with youth, seeing them grow, and getting to experience spiritual growth myself was such a blessing.

"The people and camp were awesome but the best part was seeing how every year God provided what camp needed to run and thrive.

INCOMING MEMBER

CHRISTINA VANDERGAAG - SUMMER CAMP

The board is excited to welcome Christina Vandergaag to the Stepping Stones Board. She comes with a huge amount of camp experience. She was involved in the running of camp from its beginnings and has served on staff and as a counsellor numerous times. Welcome back Christina!



FROM THE BOARD

As we reflect on the past year and camp season we can share what we learned. We learned that:

- Our current facilities can't be used to support Stepping Stones into the future.
- Our community has capacity for a capital project, with \$1.25M committed and further \$750,000 is required to build a new clubhouse.
- Building a clubhouse is a massive undertaking!
- Our temporary facilities worked well for summer 2018, due to the glorious weather experienced this summer.
- There are countless people who are blessed by Stepping Stones and have a heart to serve. To all the volunteers, donors and to those who prayed for Stepping Stones: THANK YOU!

About a year ago, the district gave the board a final ultimatum to shut down the barn, which was used as a clubhouse. Shutting down the barn jeopardizes the long-term operation of Stepping Stones Bible Camp and limits our ability to rent out our facilities. Over the past year the board spent time considering the best reaction to this ultimatum, analyzing the feasibility of seriously renovating the barn, using a tent structure for the long-term or building a new clubhouse. The board presented options to the members at the AGM in April, who voted to pursue building a new clubhouse. The board committed to proceed with the project if \$1M was pledged to the project, which was realized in May. At the Spring Banquet

OUR PURPOSE

TO PROVIDE YOUTH WITH A SAFE, SPIRITUAL HOLIDAY THAT FOSTERS KNOWLEDGE OF GOD, ACTIVE FAITH AND THE DEVELOPMENT OF CHRISTIAN LIFE SKILLS.

OH... AND HAVE A TON OF FUN ALONG THE WAY!

In May, we shared the plans for the new clubhouse, along with a budgeted cost of \$2M. We were encouraged by the positive response from the community, including a collective affirmation of the project direction and the commitment of funds. To date, just over \$1.25M has been pledged to the project!

As we wait for the new clubhouse, temporary facilities needed to be arranged. The board, along with countless volunteers, sourced a temporary tent for dining facilities and moved the kitchen and nursing station to the back of the small Cottage, just in time for Camp. During the six weeks of camp, the temporary facilities worked very well! Stepping Stones was blessed with six weeks of glorious warm weather, no wind, and only a day of rain. As we work toward a longer-term solution, we are actively designing and fundraising for a new clubhouse building. If we can get the remaining funds committed by the end of this year, we expect to have the new clubhouse in operation for Summer 2020! If every family who sent a camper in 2018 donated \$100 / month for the next four years, our fundraising goal would be reached! See the inserted infographic for more details!

Stepping Stones Bible Camp is a community project. The camp is a blessing for our neighbours, our young kids, teens, young people, parents and grandparents. We saw this again in 2018. Our prayer is that the camp may continue to be a blessing to us and our communities long into the future.

STEPPING STONES BOARD MEMBERS

JUSTIN BONTKES - Chair, Planning & Capital Projects
JARED BOUWMAN - Vice Chair, Marketing & Fundraising
ARLENE ONDERWATER - Secretary and Bookings
AMY VANDERHORST - Treasurer

CHRISTINA VANDERGAAG - Summer Camp
CHRISTINA BOUWMAN - Policy
KEITH WILDEBOER - Property and Infrastructure



APPAREL



IMAGERY

Few things are as powerful as a photograph for communicating meaningful and immediate reflection of a brand. Images set a tone, express an emotion and reinforce our values.

BASIC REQUIREMENTS

Use color photography to reinforce a sense of 'real life'. The color palate should be rich and vibrant. Images should not be filtered or manipulated. Instead, they should always appear natural.

COMPOSITION

When taking or posting a photo, make sure the photo matches many or all of these guidelines:

REAL

The images should depict identifiable, real life moments that are relevant to the target audience. Viewers should be able to identify with these moments.

Good example



Good example



NATURAL

The image should always feel spontaneous and natural, never staged. The scene captured should feel like a candid moment captured in time.

Okay photo for marketing



Better photo for marketing



IMAGERY (CONT'D)

PERSONAL

The photo should be warm and engaging. The photo should not make the viewer feel awkward for the subject. It should speak for itself, and not need a caption. The photo should tell a story about camp to the viewer.

Bad example (what is he doing?)



Good example



SIMPLE

Backgrounds provide additional context and help tell the story quickly. Where possible depict people in an environment for context, provided the background simply adds to the story and is not distracting. Nature backgrounds, or blurred out ones are best.

Bad example



Good example



Bad example



Good example



IMAGERY (CONT'D)

INTERACTION

People should be depicted as interacting with each other. Images of an individual alone may be used, provided there is a strong engagement with the viewer.

Good example



Good example



Good example



Good example



CLEAR

All photos should be clear and sharp. There should be a clear subject evident in the photo. All people are to be in focus, unless intentionally in the background and not needed to tell the story. Blurry and unfocused photos are not to be used in any advertising or social media.

HIGH RESOLUTION

All images should be taken and saved in the highest resolution possible. Try not to save or use images that are too pixelated or low quality. When cropping/zooming in, keep in mind how clear the photo looks. If it is getting too pixelated, leave it as is. When taking photos, keep in mind to have some close up and some zoomed out for social media options.

QUESTIONS?

If ever in doubt, just refer back to this brand guide, or feel free to get a hold of us.

These guidelines are just that: guidelines. They allow for enough creative freedom to share the message of the brand as you see fit while still making sure the brand is kept looking **on point** and **consistent**.

Please contact:

Marketing and Fundraising Team

Jared Bouwman

jaredbouwman@gmail.com

Or,

Compass Creative

289-656-1444

info@compasscreative.ca



THIS IS WHERE THE RUBBER MEETS THE ROAD.
REMEMBER: PROPER AND CONSISTENT IMPLEMENTATION
OF OUR BRAND IDENTITY WILL DRIVE SUCCESS.

STRATEGIC BRAND DESIGN BY
compasscreative.ca