

Biennial Mission Summit Communication Standards – 2021

Event Naming Standard:

Please use the following standardized wording when referring to the event in all writings and publications, both in print and online.

- The event should be referred to as the “**Biennial Mission Summit.**”
- The abbreviations, “BMS” and “MS,” are not acceptable in any public writings.
- The event should not be referred to as “the Biennial” or Mission Summit/Biennial (as it was in past years)
- All external communication must identify the event as the **Biennial Mission Summit** for clarity and emphasis.
- For 2021, please avoid using the word “virtual” to describe the event, but rather use “online” or “online experience.”

Correct Logo Usage:

The event logo is:



Staff and planning team members should use this logo in all instances when talking about the Biennial Mission Summit, in order to show continuity. Please highlight the logo on a regular basis for added emphasis.

Please adhere to the above naming standard and logo usage. Contact communications@abc-usa.org with any questions.