

**What's Okay and What's Not Okay:  
Communication Guidelines for Your  
School of Supernatural Ministry**

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Inspiring School Leader,

We are so excited and so honored that you have considered using the Bethel School of Supernatural Ministry (BSSM) curriculum for your school of supernatural ministry. On the following pages, we want to share with you what is okay and what is not okay in advertising your school and expressing your relationship with BSSM. While we understand that many schools may want to express a connection to Bethel or BSSM, it is important to clearly communicate that your school is independent and not directly associated with Bethel or BSSM. We ask that you honor Bethel, BSSM, and other schools in your area as you develop your advertising. Remember, there is no scarcity in the Kingdom, so there is no need to worry about getting "enough" students.

We want to see you grow and we are here to help you! Please don't ever hesitate to reach out to us with any questions you might have!

*The BSSM School Planting Team*



# COMMUNICATION GUIDELINES

Bethel School of Supernatural Ministry (BSSM) School Planting exists to coach, inspire & resource leaders who wish to start their own school of ministry. You are free to launch a school in whatever format works best for you and your audience without Bethel staff policing your team or program. But this also means that you are not officially endorsed by Bethel, and should not advertise yourself as such.

While we understand that many schools may want to express a connection to Bethel or BSSM, it is important to clearly communicate that your school is independent and not directly associated with Bethel or BSSM. One way to honor this is by choosing a unique name for your school. Bethel and BSSM are trademarked names, so it is important to choose another name for your school. “School of Supernatural Ministry” is not trademarked so that you can use this phrase in the name of your school. For example, you could use the name Milwaukee School of Supernatural Ministry.

Keep your target audience in mind when creating a name for your school. If the word supernatural is too “scary” and won’t be understood in your community, then choose a different name. School of Transformation, School of Leadership, or School of Revival are common names that are used. We ask that you not trademark the term “school of supernatural ministry” so other schools in your country can use the term.

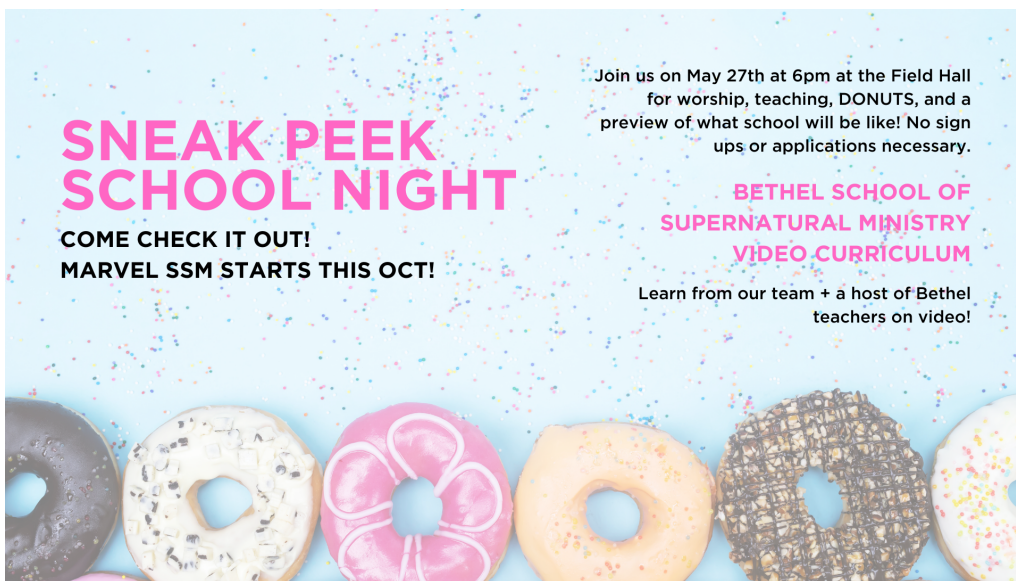
If you use BSSM curriculum, you can certainly advertise that your school utilizes curriculum from BSSM; however, you cannot say you are part of the Bethel family, Bethel network, or a satellite school of Bethel or BSSM. If you invite Bethel or BSSM speakers to come and speak in person at your school you can communicate that they are guest speakers so students and prospective students are not led to believe they are on staff at your school.

If you have any other specific questions that are not addressed here, please feel free to contact us at [schoolplanting@bethel.com](mailto:schoolplanting@bethel.com).

# COMMUNICATION GUIDELINES

## LOGO & BRANDING: WHAT'S OKAY

We don't have many requirements for what your logo should look like; only that you do not copy BSSM. Styles will vary depending on your taste, your location, and the kind of audience you're trying to reach. We ask that you do not create any logo or branding that closely resembles the BSSM Redding branding, either in text or the logo icon "b" that has been in use for the last few years.



These examples feature a unique brand or logo, and a background image that isn't produced by BSSM, Bethel Church, Bethel Media Group or Bethel Music. The school is also not affiliated with BSSM in any official capacity.

## LOGO & BRANDING: WHAT'S NOT OKAY



The issues with these examples:

1. Uses the current BSSM logo (the box) and font as a template (the background image is fine).
2. Uses a Bethel-owned picture of Bill Johnson that makes it look like he will personally be speaking at your school instead of on video. Additionally, the phrase "Featuring Bill Johnson" makes it seem like he will personally be at your school. A better phrase would be "Featuring video of Bill Johnson". (An exception to using Bethel-owned imagery would be to advertise that a Bethel guest speaker will be speaking in your school at a particular date.)
3. Uses BSSM School Planting's branding & colors as a template. (The photo behind the green is fine.)
4. The school's acronym and website are similar enough to the BSSM Redding name and website that they are reasonably confusing.

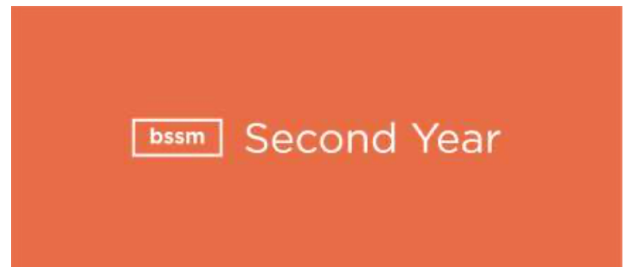
### BSSM Fonts

Open Sans, and Gotham Bold. You are allowed to use either of these fonts, as long as your overall branding is not strikingly similar to the BSSM brand and look.

## LOGO & BRANDING: WHAT'S NOT OKAY (CONT.)

### BSSM Logos

Please do not use these logos, any interaction of these logos, or past BSSM logos in any way in association with your school. Below are the current logos and branding colors for each BSSM class and BSSM School Planting.





## GUIDELINES: ADVERTISING & WORDING

Helpful things to remember when creating your school's brand:

**Bethel Church does not own the word "Bethel", but the name is trademarked.**

We have no guidelines about the use of the word "Bethel", except to ask that you do not advertise or label your ministry or school in such a way as would be reasonably confusing with us, or would lead people to believe that your school is the same as BSSM in Redding, California or BSSM Online.

**BSSM does not become your brand upon purchasing our DVDs or online curriculum.**

You have the freedom to structure your school in whatever way works best for you, your team, and your community. We're here to give you guidelines on how to communicate and advertise your school as its own entity.

**We no longer have ministry schools officially affiliated with BSSM (i.e., advertised as extension campuses), and we ask that you do not advertise your school as one, or as part of a "Bethel network of schools," "BSSM family," or "BSSM school plant", or any such wording.**

**We ask that you use your own school name and develop your program based on the vision God has given you for your area. The main reason for this is to avoid confusion.**

**We ask that you do not advertise Bethel pastors (ex: Bill Johnson) as speakers at your school, unless they will be speaking at your school in person. If one of our staff are speaking at your school, please make it clear that they are guest speakers in your school and not regular speakers in your school.**

If someone is seeking to attend a ministry school where they will be taught in person by Bill Johnson, Kris Vallotton, etc., we want them to easily determine what your school is and is not offering.

**BSSM does not accept any students to their 2nd Year program who have not first graduated from the BSSM 1st Year program in Redding or Online.**

**We ask that you do not use or copy any media (imagery, videos, audio, etc.) that Bethel or BSSM has published in print or online.**

This includes our "Will You Say Yes" advertising video we have for BSSM. This creates confusion for potential students for you and for us.

## HAVE QUESTIONS?

If you believe you may be in violation of any of these guidelines and need help clarifying your messaging, or have questions on anything mentioned in this resource, contact our team at [schoolplanting@bethel.com](mailto:schoolplanting@bethel.com).

We are here to support you as you build your school. We greatly appreciate your cooperation and dedication to excellence in all things, even down to details like font choice and brand colors. Working together will help us provide you with the best support possible, and get you on your way to building a beautiful brand that reflects you and your ministry!

# SCHOOL PLANTING RESOURCES

Our team prays that you would be encouraged and full of expectancy as you begin the journey of launching your school! We invite you to discover more resources that will help you building a thriving school. To learn more, check out the individual resources below or contact our team by emailing [schoolplanting@bethel.com](mailto:schoolplanting@bethel.com). We would love to connect with you and support you as you begin this new, exciting journey!

**School Planting Roadmap:** Learn more about these topics by checking out the School Planting Roadmap on the BSSM School Planting Blog.

FMI: [bssm.net/schoolplanting/blog](https://bssm.net/schoolplanting/blog).

**BSSM Equip:** Access powerful training and resources through an online platform that will equip your students to walk as revivalists.

FMI: [bssmequip.com](https://bssmequip.com).

**Equip Summit School Leaders Training:** Receive training that will strengthen your school culture, leadership, and structure.

FMI: [bssm.net/schoolplanting/events](https://bssm.net/schoolplanting/events)