



BELIEVE IN GOOD

FAQ

1. Is 'Believe in good' a new rallying cry for the whole of The Salvation Army?

'Believe in good' is a new uniting message developed to help the Australian community better connect with the whole of The Salvation Army, but it is not replacing the internal rallying cry of Jesus-centred, Spirit-led hope revealed. This internal rallying cry is key for anyone who sees The Salvation Army as their worship community.

This doesn't stop anyone from using 'Believe in good', if appropriate, to their setting, as the community will identify it with us as we continue to use it over time.

2. What is the new branding all about?

Why was it needed? Is it expressed through a tagline?

After the merging of the eastern (AUE) and southern (AUS) territories, there arose a need to move forth with a unified voice. Hence, we embarked on a mission to develop branding that would be a new and powerful rallying call to carry the Salvos into the future with real power and purpose, and aid us to not only strengthen our existing relationships with supporters, but also engage with new and younger generations who believe in the work we do.

The new tagline is 'Believe in good'.

3. How did we arrive at the new tagline and branding?

Over a period of 18 months, a diverse range of people from across the Salvos have lent their voice into the development of a new one-territory tagline and branding, to help position us in a renewed way to the Australian public.

This process included senior leadership, officers, employees, and the public—to support the development of a unified brand that is external facing and invites the Australian public to engage with us now, and well into the future.

The new tagline and branding—'Believe in good' were approved by the Board in August 2023, after rigorous stakeholder engagement.

4. Is the new brand expression based in faith?

The new brand expression is based on the premise of how our faith translates into action. As Christians and Salvationists, we 'believe in good', because we believe in the love and goodness of God. While the Bible does say that no one is good but God, Christians—often teased as 'do-gooders', are still biblically called to do good. The culmination of God's goodness is the timeless gift of Jesus, who transforms the lives of those who believe in him and who then carry the goodness of God to others. The phrase 'believe in good' also gives ample scope to talk about the fact that we are not good in ourselves, but only made good—right—through the sacrifice of our good God in Jesus Christ.

5. How do I use the new tagline?

The campaign tagline – ‘Believe in good’ – should be used in sentence case, with single quote marks when being referred to as a tagline/concept/phrase in body copy, e.g., ‘Believe in good’ can...OR... the phrase ‘believe in good’...

Quote marks are not required when using it as part of copy and not as a tagline on its own, e.g., ... we can believe in good for...

When used independently as part of a sentence, regular rules of writing apply for the tagline.

Some examples below:

- Lock up: The Salvation Army | Believe in good
- Believe in good – for yourself and others.
- We can believe in good for all people because we believe in a good God.
- The Salvation Army has a new brand expression, ‘Believe in good’, which represents our belief in a good God leading to good works.

6. Can I use existing copy from our vision and mission statements?

The existing vision and mission statements can still be used. However, all new copy should include messaging from the new branding, which will be available in the ‘Believe in good’ content guide coming soon.

7. How do I adopt/connect a new brand tagline to my work as a corps officer/chaplain?

The new tagline – Believe in good, has been developed to truly reflect the mission, vision and values of The Salvation Army. The new branding and tagline are supported by a robust Christian rationale that speaks to our work in the community, of helping people in need. Detailed info on how to use ‘believe in good’ with your community members can be found in the ‘Believe in good’ content guide that will be available on the Salvos toolkit soon.

8. When/where/how can I use the new tagline?

The new tagline can be used in all Salvos communication material (newsletters, brochures, EDMs and more) that is aimed at our internal and external audiences, to highlight the good work of the Salvos and engage with our communities. You can find detailed info on how to use the tagline and supporting messaging in the content guide, which will be available on the Salvos toolkit soon.

9. How can I incorporate ‘Believe in good’ messaging in my fundraising communications or campaigns?

Suggestions on how to use ‘Believe in good’ and other supporting copy for fundraising comms, including key messages for different channels and audiences, is included in the content guide coming soon.

10. Can I still use the old tagline ‘Hope where it’s needed most’?

No—the old tagline should be phased out in all new comms, and be replaced with ‘Believe in good’ where applicable. This is being done to align all Salvos comms under a unified voice.

11. Can I still use the word ‘hope’ in comms?

Yes, the word ‘hope’ can still be used, as it is part of what the Salvos do each day. However, hope is a word used liberally in the charity sector. To distinguish the Salvos as a unique and unified movement across Australia, we suggest you feature the ‘believe in good’, as well as the words ‘believe’ and ‘good’ more prominently and increasingly in all new comms.

12. Can I modify the tagline – the wording, design or colour?

The tagline should be used as is i.e., Believe in good, and not be altered. Only the approved fonts and colours should be used to depict the tagline in design. More examples on how and where to use the words ‘believe’ and ‘good’, or the phrase ‘believe in good’ can be found in the content guide, available on the Salvos toolkit soon.

13. Why are we using a brighter blue for ‘Believe in good’?

The cobalt blue is part of our current colour palette, and was chosen for its vibrancy and prominence when used with other brand colours.

14. Where can I find design assets for ‘Believe in good’?

All brand assets, including logo lockup, will be available on **MySalvos toolkit** after internal launch. Our full range of Canva templates for brand, faith and mission will be updated to incorporate our new branding, and also made available soon.

15. Do corps have to use ‘believe in good’ in their printed and digital copy, or can we continue to use existing content based on our community?

You can use existing content and design assets. However, any new content and design work should have appropriate mention/usage of the new tagline, supporting messaging or design elements, to ensure we’re seen as one across our various faith, community and enterprise expressions across Australia.

16. Can we use the acronym ‘BIG’?

No. The tagline should not be abbreviated or condensed, but used in its entirety.

17. I have received a query from someone about ‘Believe in good’. Where can I find answers?

You can refer to the **campaign hub page** or the content guide (coming to the **mySalvos toolkit** soon) to find answers to your queries. If you can’t find what you’re looking for, please contact the **Brand Team** and we’ll be happy to help.