

2016 / MN Churches / ***Blessed Ramadan***

The Issue

“We are in a context of increased disrespect for Muslims. From hate crimes to a presidential campaign where fear and hate speech seem to becoming more of the norm—but I know that is not who Minnesota is. As our best selves, we are a welcoming, caring, respectful community and there are Christians all over who want to offer their own witness to that fact but are frustrated because they lack a good opportunity to do so. They see their faith is calling them to be that kind of welcoming and respectful citizenry. How do those folks find a way to bear witness to their understanding of the Christian message? What is our witness to be in a time like this? And how do we make our witness known?”

The Opportunity

“We are considering an opportunity to grow a movement this Ramadan in MN of Christian Churches and Christians—as well as other people of faith and good will—by inviting them to place a sign in their yard during Ramadan season that says, *To Our Muslim Neighbors: Blessed Ramadan*.”

Functionality

- For congregations and for individuals
- MCC would get the design work done and make it available electronically for others to print locally and in some cases do the printing and ship out signs
- Larger version for parish lawns although many congregations have a marquee sign they could use with the same message

“Lawn signs are a simple statement, but when the signs start to show up in the yards of hundreds, perhaps thousands, of congregations and when members of those congregation start taking the signs home and putting them in their yards, we could very easily see a shared narrative of respect that stands in quiet opposition to the bigotry and hatefulness.

We could see a great outpouring in the faith community. MCC could get this invitation out to thousands of congregations around the state and more than a million Christians in our network alone in a very short time. But I think it could go further than that. We could see a national movement during Ramadan that could significantly change the national narrative.”

The Invitation

To plant a sign of goodwill will do three things:

1. Counter balance the negative narrative in this campaign year.
2. Give Christians who are longing to offer a signal of good will an opportunity to do just that
3. Give every congregation and every individual a chance to face the reality of hate that they know is in their community. They will know that just putting the sign in the yard offers a target for some of the hate and fear that’s out there.

Sign Size

- 18 X 24 - 1 Color - 2 Sided
- 24 X 48 - 1 Color - 2 Sided

Messaging

- 1) “To Our Muslim Neighbors: Blessed Ramadan”
- 2) “Blessed Ramadan”

Other

MN Churches website URL—small footer within sign



Concept A
Typeface, in order of appearance:
Futura Bold
Banda Regular

TO OUR MUSLIM NEIGHBORS
BLESSED
RAMADAN

Concept D
Typeface, in order of appearance:
Futura Bold
Museo 500

TO OUR
MUSLIM
NEIGHBORS
BLESSED
RAMADAN

Concept B
Typeface, in order of appearance:
Futura Bold
Ponsi Rounded Slab Regular

TO OUR MUSLIM NEIGHBORS
BLESSED
RAMADAN

Concept C
Typeface, in order of appearance:
Futura Bold
Poplar Std Black

TO
OUR
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BLESSED
RAMADAN

Concept A
Typeface, in order of appearance:
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Banda Regular

BLESSED
RAMADAN

Concept D
Typeface, in order of appearance:
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Museo 500

BLESSED
RAMADAN

Concept B
Typeface, in order of appearance:
Futura Bold
Ponsi Rounded Slab Regular

BLESSED
RAMADAN

Concept C
Typeface, in order of appearance:
Futura Bold
Poplar Std Black

BLESSED
RAMADAN



1) A gradient of oranges, contrasted with a navy blue



2) A variety of blues; channeling the night sky's color palette



3) The best set of complimentary colors—a combination of oranges and blues