



# **[twelve:thirty]**media

Transform your Worship Experience

**[twelve:thirty]**media

# **MISSION STATEMENT**

Twelve:Thirty Media exists to  
help churches, ministries, and  
artists transform their Worship  
Experiences through media  
content and training.



# OUR CORE VALUES

## **We Love God.**

Love the Lord your God with all your heart and with all your soul and with all your mind and with all your strength. *Mark 12:30*

## **We Love People.**

The second is this: 'Love your neighbor as yourself.' There is no commandment greater than these." *Mark 12:31*

## **We are for the Local Church.**

"Let us do good to all to all people, especially to those who are of the household of faith." *Galatians 6:10*

## **We believe where God guides, God provides.**

And my God will supply every need of yours according to his riches in glory in Christ Jesus. *Philippians 4:19*

## **We believe Success = Obedience and Faithfulness.**

And without faith it is impossible to please him, for whoever would draw near to God must believe that he exists and that he rewards those who seek him. *Hebrews 11:6*



# OUR VISION

## **OUR WHY:**

We want to help the Local Church around the world see salvation and spiritual growth. We help the Church create Worship Experiences that set the environment for God to change lives.

## **OUR HOW:**

We produce media content and training resources that help leaders craft experiences that communicate the message of the Gospel effectively.

## **OUR WHO:**

We serve church leaders, ministry leaders and artists that plan and execute large group Physical and Online Worship Experiences.

## **What does Twelve:Thirty do that no one else on the market does?**

### **\*We help you Transform your Worship Experience.\***

We are a ministry that solely targets helping churches, ministries and artists enhance their weekend Worship Services and large group Experiences.





## What do we want people to know us for?

### **\*Loving and Serving the Local Church.\***

We do that through helping churches with Media Content and Training.

### **\*The Worship Experience People.\***

We provide tools to help you create dynamic, engaging Worship Experiences where salvation and spiritual growth happen. We are the Worship Experience people.

If it doesn't help churches, ministries or artists create their Worship Experience and large group Gatherings in-person and Online, it doesn't fit into the 12:30 Filter.

## What is a Worship Experience?

A large gathering of believers that engage in worship and teaching either in-person or online. A Worship Service, a Concert, a Large Event.

## Who is our Target Audience? Who are we helping create Worship Experiences?

### **Churches**

#### **Leaders in a church that plan and execute Large Group Worship Gatherings**

- *Pastors (Senior, Executive Pastors, Lead Pastors)*
- *Creative Directors and Church Media Leaders*
- *Worship Leaders*
- *Communications Directors*
- *Student Pastors*
- *Children's Pastors*



## **Ministries**

**Organizations that serve churches where our resources would be used in a large group gathering.**

- Ministries like Seeds Family Worship, Answers in Genesis, Yancy, Conventions, Church Planting Organizations where content would be used to help create dynamic, engaging large group Worship Experiences.

## **Artists**

**Christian music artists who are seeking resources for their large Worship Experiences / concerts.**

- We serve artists with resources like Lyric Media Content, Promotional Content and creative arts training (audio, video, lighting, stage design) to help present dynamic, engaging Worship Experiences.

## **What kinds of Worship Experiences do we help these people create?**

- Weekend Worship Experiences - Online and In-Person
- Seasonal Worship Experiences (Christmas, Easter, Thanksgiving)
- Student Worship Experiences
- Kids Worship Experiences
- Concert Experiences
- Camp Experiences
- Mens and Womens Events

# OUR BRANDS

**[twelve:thirty]**media

**Twelve:Thirty Media** | [1230.media](https://1230.media)

**Serving Adult Worship Experiences with:**

- Ready-Made Media
- Custom Media
- Training
  - The Making Sunday Happen Podcast

**[twelve:thirty]**KIDS

**Twelve:Thirty Kids** | [1230kids.com](https://1230kids.com)

**Serving Kids Worship Experiences with:**

- Ready-Made Media
- Custom Media for Kids Ministries
- Training

**[twelve:thirty]**STUDENTS

**Twelve:Thirty Students** | [1230students.com](https://1230students.com)

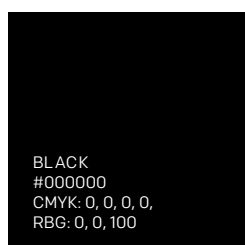
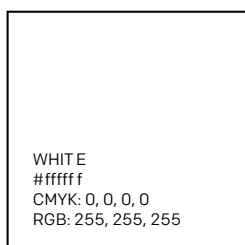
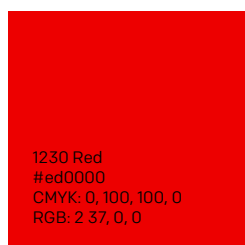
**Serving Student Worship Experiences with:**

- Ready-Made Media
- Custom Media for Student Ministries
- Training
  - The Youth Room Podcast



**Ministry Bundle** | [MinistryBundle.com](https://MinistryBundle.com)

**Monthly Discount Bundles featuring resources for Ministry.**



**COLFAX BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**COLFAX REGULAR**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**PRIMARY LOGO**



**[twelve:thirty]**media

**[twelve:thirty]**media

**[twelve:thirty]**media

**STACKED LOGO**

**[twelve:thirty]**  
media

**[twelve:thirty]**  
media

**[twelve:thirty]**  
media

**[twelve:thirty]**  
media

**ENHANCED LOGO**

**[twelve:thirty]**media

**[twelve:thirty]**media

**ENHANCED LOGO STACKED**

**[twelve:thirty]**  
media

**[twelve:thirty]**  
media

**ICON**



**ICON WITH SHADOW**

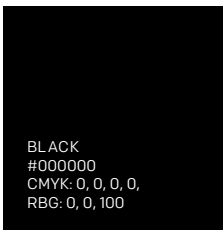
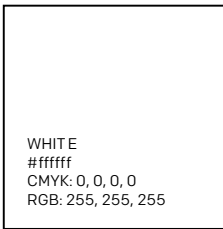
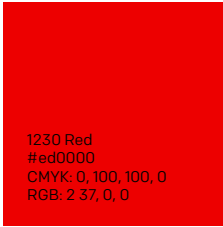


**ICON ENHANCED**





## BRAND GUIDELINES



**COCOGOOSE  
REGULAR**  
**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**  
**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**  
**a b c d e f g**

**COCOGOOSE  
REGULAR**  
**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**  
**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**  
**a b c d e f g**

**PROXIMA NOVA  
REGULAR**  
**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**  
**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**  
**a b c d e f g**

### PRIMARY LOGO



### SHORT LOGO



### ICON



### SCREEN LOGO

### SECONDARY LOGO



### ALTERNATE LOGO



ORANGE  
#fd6a02  
CMYK: 0, 72, 100, 0  
RGB: 253, 106, 2

WHITE  
#ffffff  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255

BLACK  
#000000  
CMYK: 0, 0, 0, 0  
RGB: 0, 0, 100

**BLACKOUT MIDNIGHT**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**COLFAX BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**PRIMARY LOGO**



**[twelve:thirty]KIDS**

**[twelve:thirty]KIDS**

**[twelve:thirty]KIDS**

**SHORT LOGO**

**[:]KIDS**

**[:]KIDS**

**[:]KIDS**

**[:]KIDS**

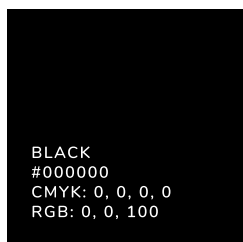
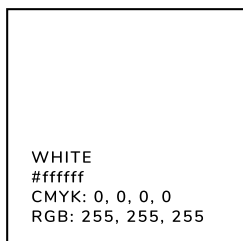
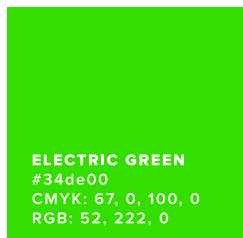
**ICON 1**



**ICON 2**







BUCKWHEAT TC PAINTED  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**COLFAX BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**PRIMARY LOGO**



[twelve:thirty]STUDENTS

[twelve:thirty]STUDENTS

[twelve:thirty]STUDENTS

**SHORT LOGO**

[:] STUDENTS

[:] STUDENTS

[:] STUDENTS

[:] STUDENTS

**ICON 1**



**ICON 2**





PRESENTED BY [twelve:thirty]media

## Red

#D90000  
CMYK: 8,100,100,2  
RGB: 217,0,0

## White

#FFFFFF  
CMYK: 0,0,0,0  
RGB: 255,255,255

## Matte Black

#252525  
CMYK: 71,65,64,70  
RGB: 36,36,36

## BRAND GUIDELINES

### BEBAS KAI

ABCDEFGHIJKL  
MNOPQRS  
TUVWXYZ

### NEWSLAB REGULAR ITALIC

ABCDEFGHIJKL  
MNOPQRS  
TUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
mnopqrs  
tuvwxyz  
abcdefg

### NEWSLAB REGULAR ITALIC

ABCDEFGHIJKL  
MNOPQRS  
TUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
mnopqrs  
tuvwxyz  
abcdefg

### NEWSLAB REGULAR ITALIC

ABCDEFGHIJKL  
MNOPQRS  
TUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
mnopqrs  
tuvwxyz  
abcdefg

### PRIMARY LOGO





# OUR SERVICES

## Ready-Made **Worship Media:**

**This is ready-to-use, done-for-you media content. We sell our Worship Media on our website and several media marketplaces.**

### Our Worship Media Product Types:



Mini-Movies



Service Packs



Series in a Box



Sermon Bumpers



Countdowns



Title Graphics



Motion Backgrounds



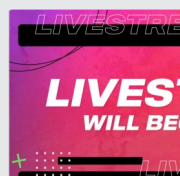
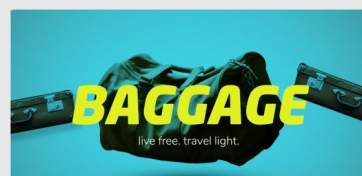
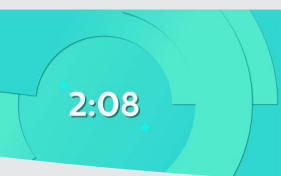
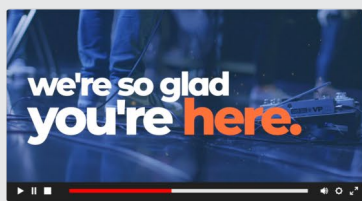
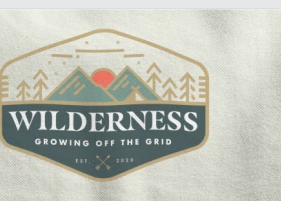
Social Media Content



Lyric Media



Games





## Made for You **Custom Media:**

**Made-from-scratch media content produced specifically for a church, ministry or artist.**

### **Custom Graphics:**

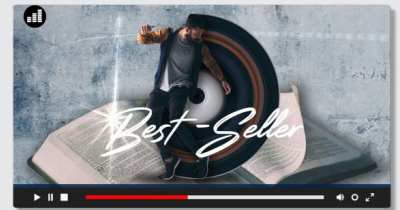
Sermon Series Design

Announcement and Event Graphics

Social Media Graphics

Logo Design

Print-Ready Designs



### **Custom Video and Audio Production:**

Sermon Bumpers

Promotional Videos

Lyric Videos

Countdowns

Motion Announcements

Title Motions

Logo Animations

Church Announcement Videos

Welcome Videos

Podcast Editing





## **Training** for the Worship Experience:

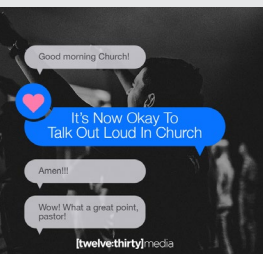
**We offer training from our team and industry experts for how to plan and execute dynamic, engaging Worship Experiences.**

### **The Categories we offer training in:**

First Impressions  
Service Planning  
Production

Volunteer Culture  
Worship  
Communications

Teaching & Communicating  
Church Online  
Leadership



### **Vehicles for Training:**

#### **Blogs:**

Articles from church experts, industry leaders, church staff and volunteers that train people how to plan and execute Adult, Student and Kids Worship Experiences.

#### **Podcasts:**

Podcasts from our Team Members with training from our experience, interviews with industry leaders, church experts and artists.

#### **Books:**

E-Books and Published Books written by our team or from authors we trust.



# OUR TEAM

## Lead Team



**Carl Barnhill**  
*Owner & Lead  
Creative Director*



**Katie Barnhill**  
*Owner*



**Steve Dirks**  
*Executive Director*



**Shawn Reece**  
*Creative Director*



**Trevor Miller**  
*Director of  
Ready-Made Media*



**Christian Jones**  
*Lead Video Producer*

**Full 12:30 Team Here:**

**[1230.media/team](https://1230.media/team)**