

# DaySpring

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Through the tender mercy of our God;  
whereby the Dayspring from on high hath  
visited us, to give light to them that sit in  
darkness and in the shadow of death, to  
guide our feet into the way of peace.

Luke 1:78-79 KJV

L I V E  
Y O U R  
F A I T H

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B R A N D   S T O R Y

04-09

## **Our Foundation**

- OUR STORY
- FIRST DAYSPRING CARD

10-19

## **Our Framework**

- MISSION
- VISION & PURPOSE
- BRAND Pillars
- CORE VALUES
- ESSENCE

20-27

## **Our Focus**

- OUR CONSUMER
- OUR PRAYER



# 01

## Our Foundation

OUR STORY  
FIRST DAYSPRING CARD

## OUR STORY

TWO PASTORS. TWO CUPS OF COFFEE.  
ONE LIFE-CHANGING QUESTION POSED  
THAT DAY IN SOUTHERN CALIFORNIA:

If we had ten years left,  
what would we do in  
our generation to make  
Christ known?

This question was the inception of what is now known as DaySpring.

It's a question that still rings in the halls of DaySpring world headquarters in Siloam Springs, Arkansas. Every day we ask ourselves what choices will we make to make Christ known.

Our business strategies, our products—our very reason for being—are all measured against a higher standard.

At DaySpring, we are committed to helping people know and share God's love in fresh, true, and inspiring ways. If through our efforts, people experience and express the life-changing message of God's love, we've fulfilled the vision born at that coffee shop more than 50 years ago.

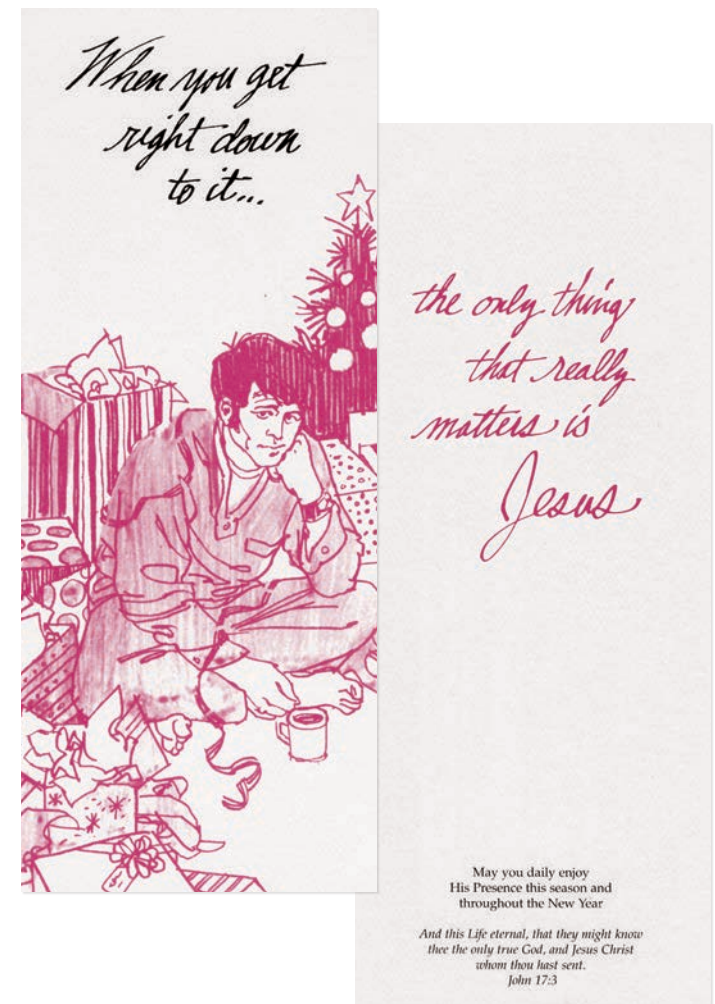




# ...the *only* thing that really matters *is Jesus.*

In 1971, a family conversation around the true meaning of Christmas launched the first DaySpring greeting card. That simple card has grown to millions of messages on thousands of products that bring hope and encouragement around the world.

PUBLISHED IN 1971, THIS SIMPLE  
AND SINCERE CHRISTMAS CARD  
WAS DAYSPRING'S FIRST CARD.







# 02

## Our Framework

MISSION  
VISION & PURPOSE  
BRAND Pillars  
CORE VALUES  
ESSENCE

## OUR MISSION

To *know God*, to demonstrate His kingdom, and to help people throughout the world *know and share* His love by providing Christians with tools of communication that express God's heart in *fresh, new ways*.







#### OUR VISION

We want to see every person *experience* and *express* the life-changing message of God's love.

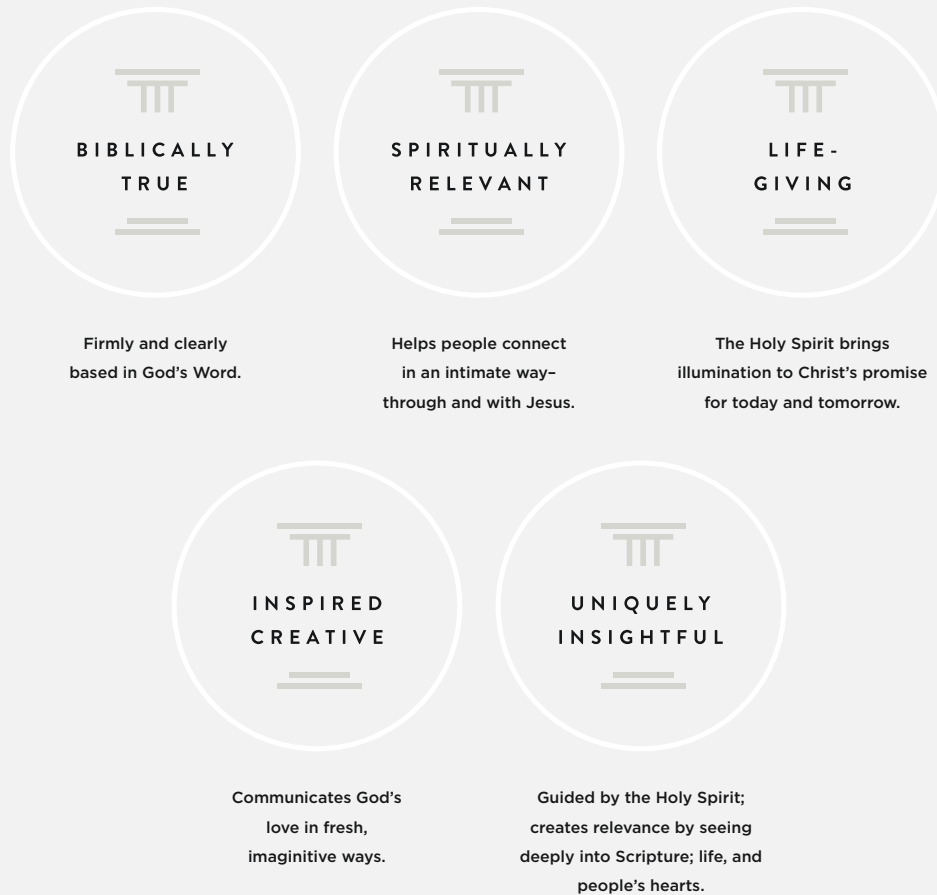
#### OUR PURPOSE

We equip people to know and share God's love in *fresh, true, and inspiring ways*.



## BRAND PILLARS

Our Brand Pillars serve as character guidelines for the DaySpring brand. These five pillars weave through our messages, products, customer service, tradeshow and more. Where you meet DaySpring, these traits are evident.



## CORE VALUES

Beginning with prayer, DaySpring employees operate within these principles to ensure every person is valued and the work we do is excellent. By this, we bring P.R.A.I.S.E. to our God.



## OUR ESSENCE

Our *Motivation*  
is Ministry.

Our *Method*  
is Business.

Our *Message*  
is Jesus.

Live  
your  
faith

## MINISTRY IS OUR MOTIVATION

DaySpring will continue to bring tools and resources of engagement. We will walk alongside you as you live your faith.

## BUSINESS IS OUR METHOD

DaySpring continues to seek improvement and innovation in every aspect of our business; this is excellence.

## JESUS IS OUR MESSAGE

DaySpring believes wholeheartedly that when you get right down to it, all that matters is Jesus.

Therefore encourage one another and build each other  
up, just as in fact you are doing.

1 THESSALONIANS 5:11 NIV





# 03

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## Our Focus

OUR CONSUMER  
OUR PRAYER

## Meet our favorite person, the DaySpring consumer.

Her faith permeates many of her purchasing decisions.

She values relationships deeply and loves Jesus with her heart, soul, mind, and strength.

She longs for authenticity in a world that values pretense. She celebrates life with optimism fueled by her hope in Jesus.





# WHEN SHE NEEDS DAYSPRING, WE'RE THERE.

## **She looks to DaySpring through the seasons of her life.**

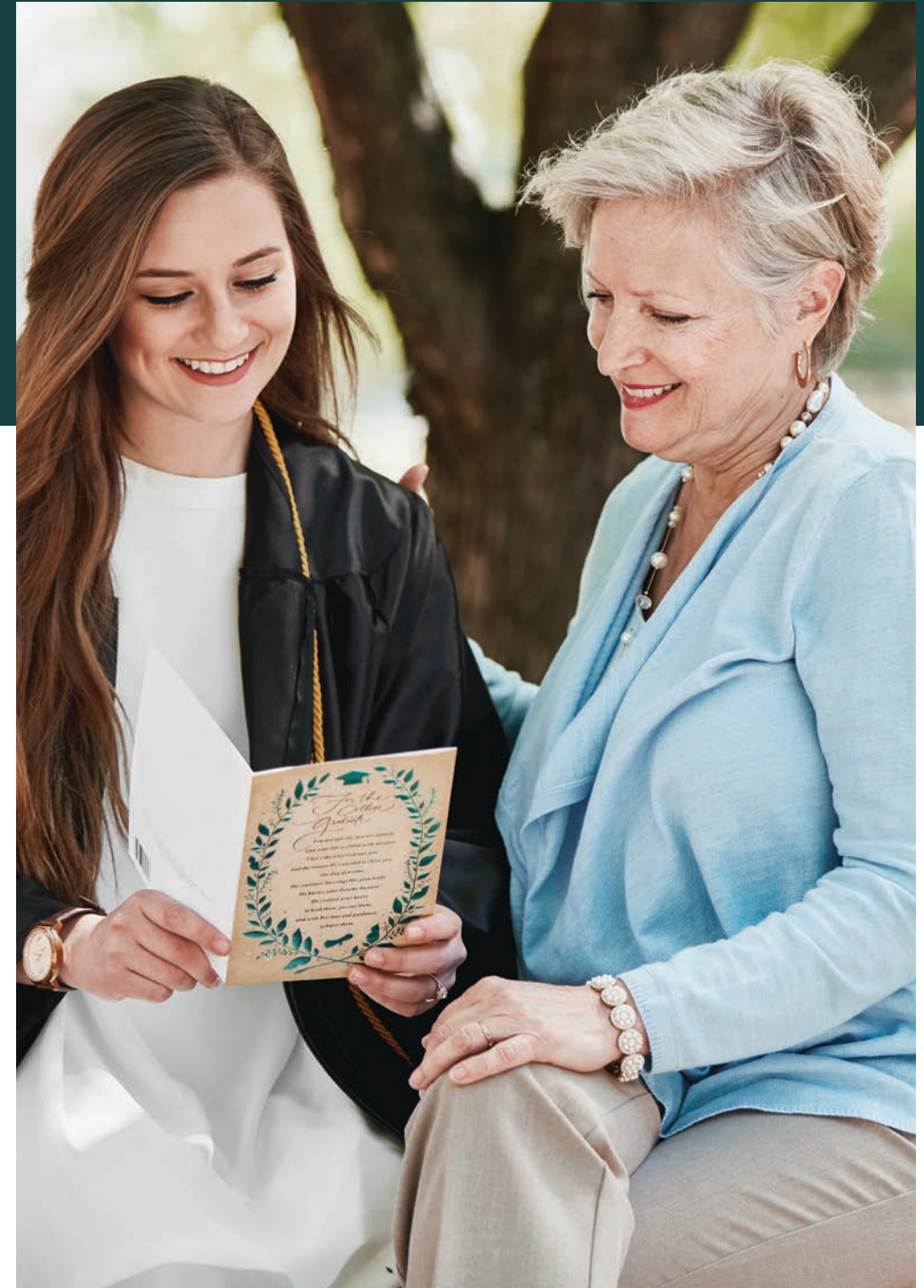
Whether it's the Christmas season or the season of becoming a new mom, we're there.

## **She looks to DaySpring for everyday moments.**

Whether those moments call for celebration, discouragement, or hope, we're there.

## **She looks to DaySpring in the hard moments.**

Whether those moments are personal or worldwide, we're there.





Through the tender  
mercy of our  
God; whereby the  
Dayspring from on  
high hath visited  
us, to give light to  
them that sit in  
darkness and in the  
shadow of death, to  
guide our feet into  
the way of peace.

LUKE 1:78-79



#### OUR PRAYER

DaySpring is one of the many names of Jesus. We pray every person will experience the light of DaySpring. We pray our resources will help all experience and express the life-changing message of God's love.

DAYSPRING...WE HELP YOU  
LIVE YOUR FAITH.



Live  
your  
faith

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