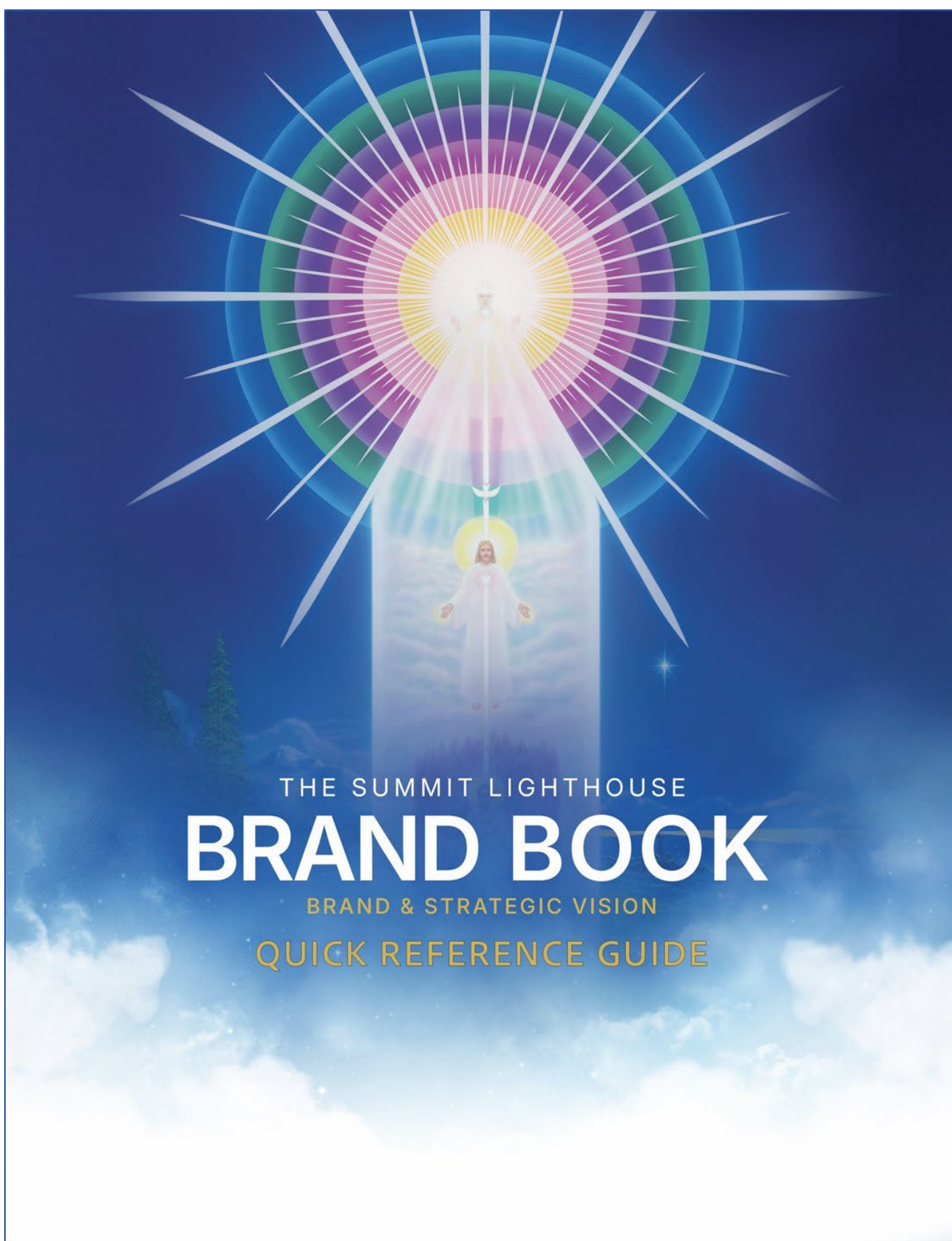




THE SUMMIT LIGHTHOUSE

BRAND BOOK

BRAND & STRATEGIC VISION

QUICK REFERENCE GUIDE

Why This Guide?

The Summit Lighthouse and Church Universal and Triumphant have recently completed a brand development process to reposition their brand identity. This is a key first step in a process to reposition—or change the way people think about—our brand.

The newly formulated brand is typically embodied in a Brand Book which provides the particulars for the brand and provides some information about the current state of the organization as well as the organization's aspirational future, or "preferred future."

This booklet contains highlights from the brand book as a reminder of key elements of the brand. It is not a replacement for the brand book as much as a quick reference guide to remind you or help you find information about our brand, and thus the name.

You will notice that this is a brand for The Summit Lighthouse. This was a deliberate choice of two separate brand teams who formulated the brand. This choice was ratified and adopted at different times by two Boards of Directors of Church Universal and Triumphant. Why The Summit Lighthouse? The simple reason is that given long-term social trends in the United States and globally, The Summit Lighthouse is a better choice as the face organization and will enable us to better communicate who we are and what we do.

Making The Summit Lighthouse the "Master Brand," of all of our organizations is the carefully reasoned development of a "brand architecture," the organization of all of our organizations, products and services arranged for easy understanding by people external to the organization *Please see the section on Brand Architecture to see how the pieces of this complex organization are organized.*



Why Brand?

Everyone and every organization has a brand. It's usually not the brand they want. Why? They let others brand them, that is, define them.

This book is a key step in our defining ourselves. In it you will see how we differentiate ourselves from other organizations, how we position ourselves, and tell our story. These, and other elements of our brand, will help us be consistent in our communication and relevant to our members, potential members, spiritual seekers, and the general public.

Developing our brand identity is just one step in the process. Brand must be activated, that is, come to life. There are two major steps in brand activation.

The first step is called "brand assimilation," which is the technical name for the internal marketing that enables us to live the brand. The second step is development and implementation of a multi-year strategic communication plan. This plan, along with an annual tactical or implementation plan, enables us to engage the market and gradually change perceptions of The Summit Lighthouse and all of the associated, or "sub brands," and with it, their understanding of the Ascended Masters, their Messengers, and Teachings.

These are separate activities and not covered in detail in this guide. This guide is a quick reminder of key brand elements.

Brand *Story*

An organization's brand story is an internal document meant to guide marketing and advertising efforts by providing context for communication.

We live in a time of breakthroughs—social, scientific, and in just about everything else. But what about the spiritual? When it comes to spirituality, it seems like we are recycling ideas that are anything but fresh. Exciting. Liberating.

Fortunately, there is a cure. Enlightened beings known as Ascended Masters have provided the keys to our liberation through the “coming revolution in higher consciousness,” key spiritual teachings, and a path that can enable us to create personal breakthroughs.

But that's not all. The Ascended Masters have given us a practical spiritual toolkit that has an almost unlimited number of applications—from personal liberation to healing, abundance, and helping our friends in the nature kingdom. And that's just the start.

The Masters provided life-changing insights into the unifying mystical truths of the world's religions. They revealed the personal presence of God, known as the I AM Presence, and its connection with each soul. They reintroduced the lost understanding of the path of personal Christhood. And they taught that anyone could accelerate the balance, or transmutation, of karma through the use of a spiritual energy known as the “violet flame.”

Where does this toolkit and these teachings come from?

The answer involves some little-known spiritual history that bridges the rise and fall of the mystery schools and the spiritual communities that taught these universal truths. When the last of these schools were lost, it resulted in the loss of direct contact with the Masters.

For thousands of years, few found these truths hidden in symbols, literature, and secret schools. The rest of the world had to spiritually evolve through the law of cause and effect, known as karma, which is a slow, slow way to go.

In modern times, however, the cycle shifted, and a new spiritual dispensation was born. Starting in 1875, the Masters were once again allowed to directly contact their students and reveal the sacred truths of the ages. This opportunity created a profound shift in world culture and consciousness.

Starting in 1958, the Ascended Masters began working with Mark Prophet, who was their Messenger, to write down their teachings, which form the foundation of this toolkit. Mark founded The Summit Lighthouse to publish these teachings and to offer seminars and events to help people understand and apply them. He was later joined by his wife, Elizabeth, and today The Summit Lighthouse holds a body of teaching that is unparalleled anywhere on Earth.

These teachings provide the knowledge and tools to help you master and free yourself, as well as support your friends and family. They offer insights and practices that can impact the economy of your nation and the health of the environment. They also help bring clarity to a world that can at times seem incomprehensible.

Ultimately, it all comes back to you. The more you are freed from personal karma, the greater your ability to help yourself and others—and to move beyond the limitations of existence into greater liberation and the infinite joy of living.

The Ascended Masters challenge us daily to be bold, to dare to be who we truly are, and to face adversity with courage, patience, perseverance, honesty, integrity, inner love, discipline, and discernment—all leading to a greater sense of inner peace, fearlessness, stillness, harmony, self-mastery, compassion, and wisdom.

These teachings help the soul return to its origin—the individualized inner source of True Self Love, the Higher Self, or I AM Presence. Our point of contact with this Higher Self is the “Spark of Life,” or “Sacred Fire of the Heart,” the place where our consciousness expresses its true divine nature: unconditional love, happiness, universal oneness, and an authentic desire to serve others.

The Structure of the Brand Book

This brand has two sections, a strategic framework and the brand elements. The framework articulates the strategic context for the components of the brand. Naturally, a lot can happen in a decade so we may revise this somewhat as we move forward. But this gives you a good idea about where we are headed.

Our Mission

To publish and apply the Teachings of the Ascended Masters as given by Mark and Elizabeth Clare Prophet, restore the one-on-one relationship with God, and liberate the souls of planet Earth.

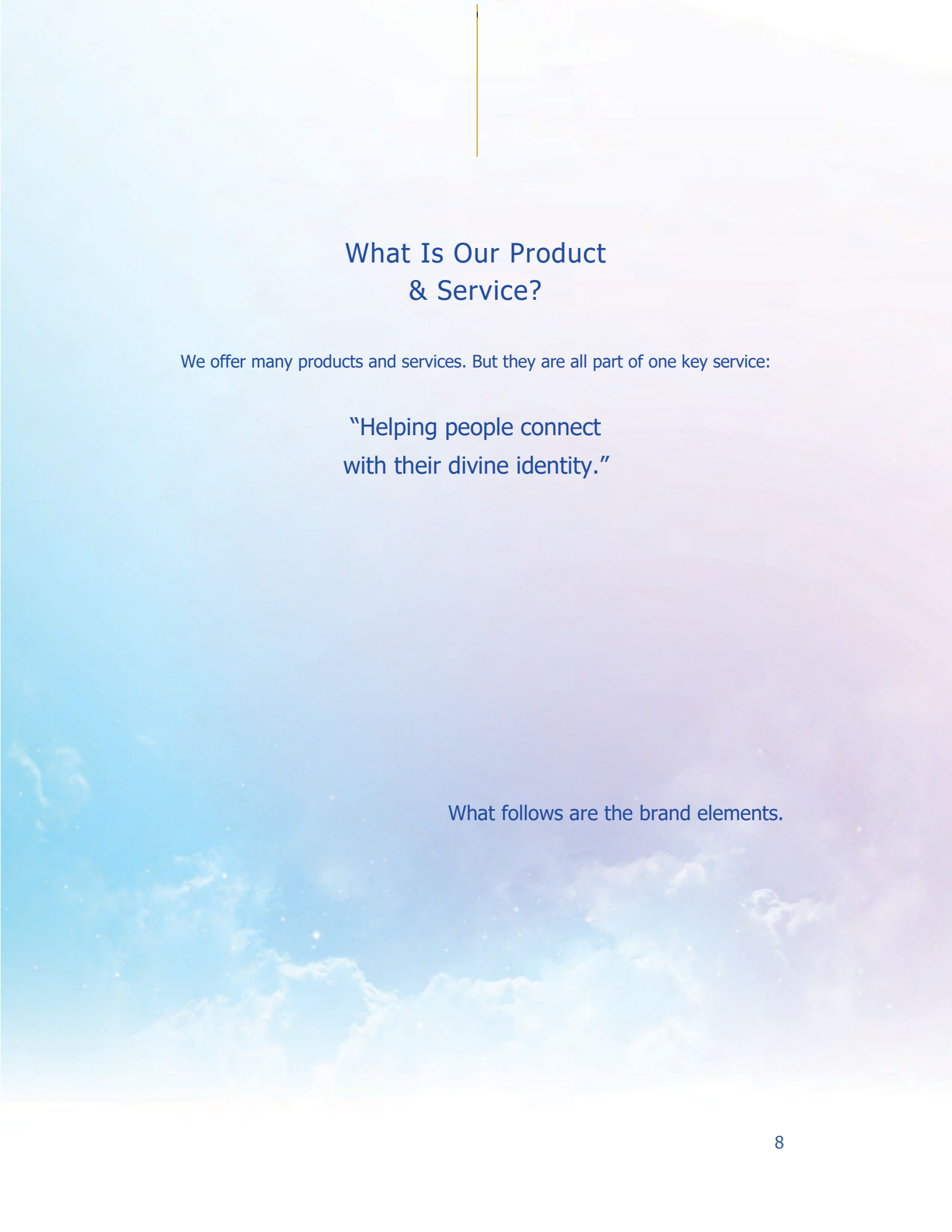
The Strategic Review

The strategic review is a critical step in the brand process that helps us understand internally what business we are in, what product and service we provide, and the customers we serve.

What Business Are We In?

The “Relationship Business.”

This business is multifaceted and includes building relationships with our Ascended Master teachers, as well as the vital work of helping evolving souls restore their one-on-one relationship with God. This is a critical step towards building a worldwide spiritual community and developing relationships with the broader community.



What Is Our Product & Service?

We offer many products and services. But they are all part of one key service:

“Helping people connect
with their divine identity.”

What follows are the brand elements.

Brand Elements

Core Essence

The core essence is the simplest expression of our brand. It is the ideal that energizes and gives life to our organization.

The core essence of our brand is **Love**.

Love can mean different things to different people. While we have explored its meaning at length, several of the most important concepts include:

- The Great Commandment
- The Living Flame of Love that nurtures all
- Loving-kindness, where we see and experience another's Higher Self
- Compassion

All of these are in service of creating a Culture of Love, which is essential to the development of our movement at this stage of our evolution.

Brand Values

Our brand values support and expand upon our core essence. They are expressions of what we are passionate about and what we strive to embody.

- Freedom
- Joy
- Magnanimity
- Chelaship
- Gratitude
- Endurance (staying power)

Brand Attributes

The attributes we want people to associate with us—and to share with others when they think of us or hear our name—are:

- You belong
- Life-changing experiences that help you discover your Real Self
- A deep understanding of the spiritual path
- The Spiritual Teachings for Aquarius
- The Unity of the World's Religions
- A true Mystery School

Q-Factors

Q-Factors are measures of “likability” that are key to “Old Brain Friendly” communication. Most of us know that we must be believed in order to be heard. Science helps explain why. Advances in neuroscience suggest that the older (reptilian) brain often acts as the primary decision-maker, rather than the newer brain with its remarkable cognitive abilities. This instinctive part of our nature strongly influences whether people listen to us, study our Teachings, and ultimately choose to affiliate with or support us. The old brain is asking a simple question: Do I like, trust, and believe you? If the answer is yes, the individual—engaging the more analytical, cognitive brain—is far more likely to listen, evaluate, and act in ways that are mutually beneficial.

Q-Factors are key to developing relationships. So, why should anyone like, trust and believe us?

- We like you
- You belong—you are part of a community
- We honor the spiritual brotherhood of humanity
- We have a disarming sense of humor
- We serve others (healing, feeding, and other acts of service) with no expectation of return
- We partner with Yellowstone National Park (e.g., nature walks and shared experiences)
- We live the Golden Rule—doing unto others first
- We encourage the development of spiritual individuality and identity
- We act with goodwill

Brand *Pyramid*

The Brand Pyramid is a representation of how we differentiate ourselves from other organizations. The higher in the pyramid you go the more differentiated you become. The “Functional Benefit” is the unique way we express the value of our products and services and is expressed explicitly. The functional benefit gives rise to the “Emotional Benefit,” which is how we want to people to feel when they think of us, hear or see our name, or talk about us to others.



Brand Promise and Tagline

Everything we do to build our brand comes down to making and keeping a single promise. This is known as the “brand promise.”

It defines what customers—and, in fact, everyone—should expect from us.

This promise flows directly from our explicit differentiator, or functional benefit, which is the

Pursuit of True Freedom.

When expressed as a promise that we can deliver in every interaction—whether with a patient or a paperboy, a regulatory official or a passerby seeking directions—we commit to consistently living up to that promise.

Our promise is to provide the tools to attain, and a community to support, the realization of True Freedom and Soul Liberation. The tagline is a concise verbal expression of the brand promise. Sometimes, but not always, it is identical to the promise itself.

Our tagline:

The Path to Soul Liberation

What Are We Known For?

A strong brand is known for one thing. For those who are familiar with the brand, it is top of mind—the first thing they think of or say when the brand is mentioned. We are known for

Soul Liberation

Positioning Statement

Our “position” is a place in the mind and in the market, a place that we want to “own” through excellent communication and personal engagement. This statement is supported by “proof points,” or reasons to believe. Our positioning statement is:

The Summit Lighthouse helps people
navigate the path of Soul Liberation.

Reasons to believe:

- We publish and teach the Teachings of the Ascended Masters
- Mentoring and guidance on the path
- The Science of the Spoken Word
- Teaching events and immersive experiences
- Holding the balance and increasing light on Earth
- A supportive spiritual community
- Helping individuals discover their purpose and mission in life •
- Providing answers to the questions: “Who am I?” and “What is real?”
- Supporting connection with the inner teacher
- The path of ascension, made possible through the guru-chela relations

Brand *Architecture*

Brand architecture is the structured organization of an entity's brands as experienced and understood from the customer's perspective.



QUICK OVERVIEW

OUR MISSION	To publish and apply the Teachings of the Ascended Masters as given by Elizabeth Clare Prophet, restore the one-on-one relationship with God, and liberate the souls of planet Earth.
BUSINESS WE ARE IN	The 'Relationship Business'
ONE KEY SERVICE	"Helping people connect with their divine identity."
CORE ESSENCE	Love
BRAND VALUES	Freedom, Joy, Magnanimity, Chelaship, Gratitude, Endurance
BRAND ATTRIBUTES	• You belong • Life-changing experiences that help you discover your Real Self • A deep understanding of the spiritual path • The Spiritual Teachings for Aquarius • The Unity of the World's Religions • A true Mystery School
BRAND PROMISE	Pursuit of True Freedom
TAGLINE	The Path to Soul Liberation
WE ARE KNOWN FOR	Soul Liberation
POSITIONING STATEMENT	The Summit Lighthouse helps people navigate the path of Soul Liberation.



What's Not Included?

The brand book is a detailed document with lots of information. Some elements are too long and complex to include in this Quick Reference Guide—note the emphasis on “quick.”

We did not include three kinds of business analysis, the SWOT Analysis (strengths, weaknesses, opportunities, threats), the Enabling and Restraining Factors Analysis, and the PEST Analysis (political, economic, social, technological). In addition, we did not include the text of our “preferred future,” that is, a vivid description of where we intend the organization to be in July of 2036. Finally, we did not include the list of current and future customers that are part of the “Strategic Review.”

Each one of these elements can be found in The Summit Lighthouse Brand Book.