

# Bethel Brand Standards

connecting through clean and concise communication



Released Spring 2013

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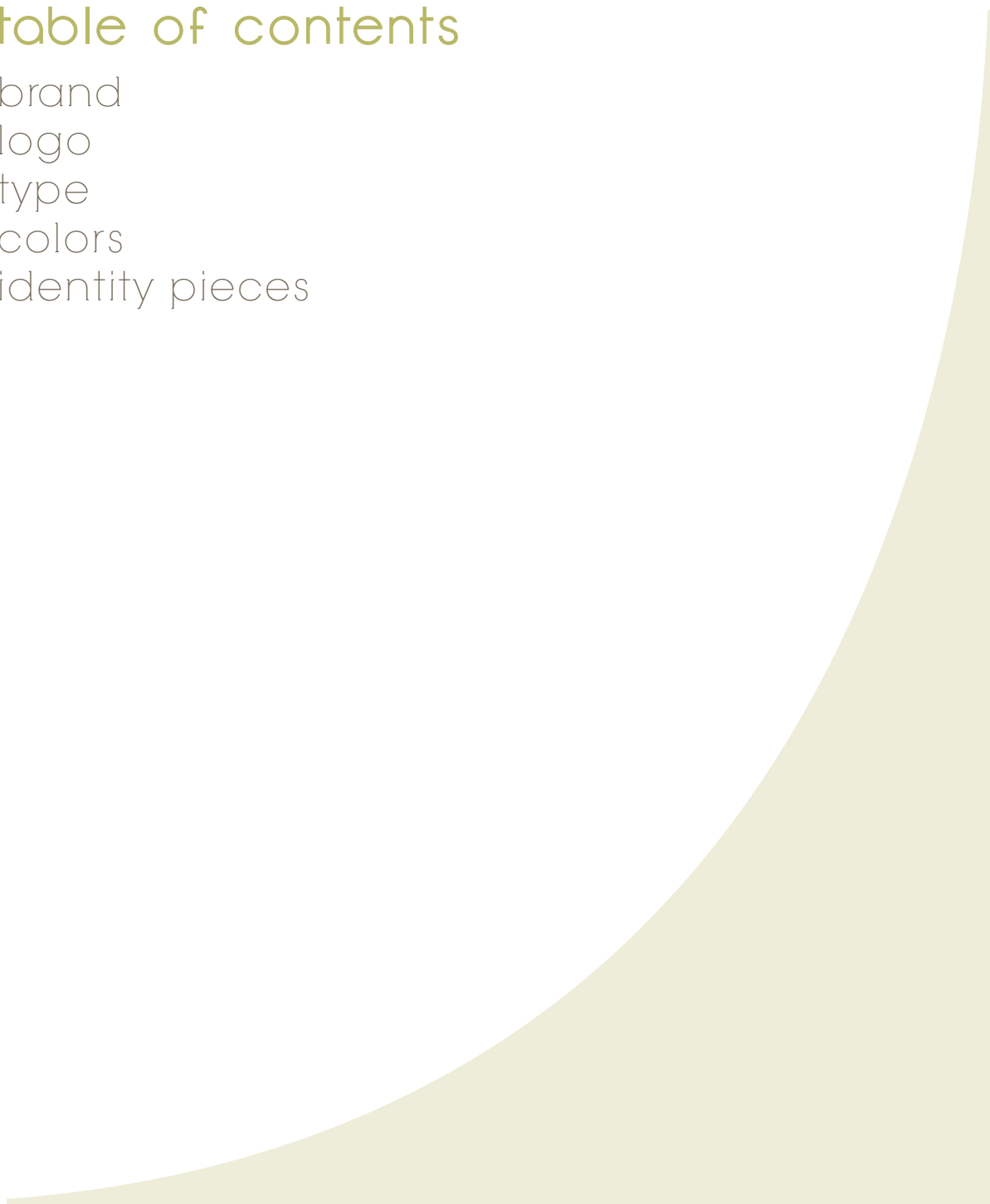
brand

logo

type

colors

identity pieces





# brand

What is a “brand?” -The total proposal/promise that an organization makes to consumers.

Visually, our brand aims to be clean, organized and bright to create a welcoming presence. We are not flashy but remain simple by using neutral colors. We also let our church history shine through the cross design, which reflects the “praying hands” of our church’s architecture – and the praying hands of our congregation.

All materials should be clear, concise and consistent with clean typesetting and plenty of room to breathe.

Our focus is simple: We work to connect all of God’s people to Christ and one another. The materials we use are a way of communicating in a cohesive way to begin to do the kind of communicative excellence that the Gospel deserves.

# logo variations

full color (use whenever possible)



neutral color (3 color)



# acceptable alternatives

grayscale



white



# primary typefaces

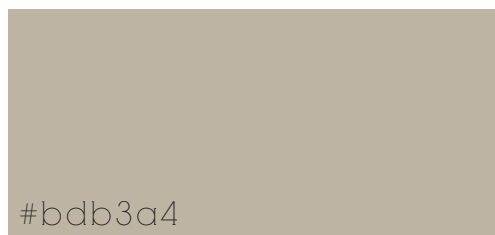
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[headings]	
RNS Camelia	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
[sub-headings]	
Baskerville	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
[body text]	

# primary colors

C 31  
M 19  
Y 73  
K 0



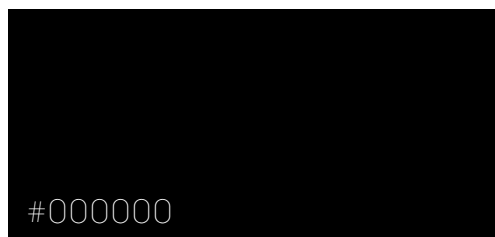
C 27  
M 25  
Y 34  
K 0



C 52  
M 51  
Y 65  
K 26



C 100  
M 100  
Y 100  
K 100



letterhead



 **Bethel**  
Christian Reformed Church  
341 S. Main Street  
Sioux Center, IA 51250

envelope

 **Bethel**  
Christian Reformed Church  
"Connecting people to Christ and one another"

**Pastor John Lee**  
Teaching and Preaching Pastor  
Bethel Christian Reformed Church  
Sioux Center IA 51250  
Office/ Parsonage Phone: 712.722.3102  
Cell Phone: 712.441.5871  
Email: [pastor@bethelcsc.org](mailto:pastor@bethelcsc.org)  
Website: [www.bethelcsc.org](http://www.bethelcsc.org)  
Facebook: [facebook.com/bethelcscsiouxcenter](https://facebook.com/bethelcscsiouxcenter)



business card [front & back]

  
**341 S. Main Street | Sioux Center, IA 51250**  
**Phone: 712.722.3101 | Email: [office@bethelcsc.org](mailto:office@bethelcsc.org)**

bulletin cover



# Bethel

## Christian Reformed Church

"Connecting people to Christ and one another"



### Lord's Day Ministry

Morning Worship 10:00 am | Evening Worship 6:00 pm  
Church Education for Children & Adults 11:15 am

Pastor John Lee - Teaching & Preaching Pastor  
Office/Parsonage Phone: 712.722.3102  
Cell Phone: 712.441.5871  
Email: [pastor@bethelsc.org](mailto:pastor@bethelsc.org)  
Emily Entsminger - Youth Director  
Phone: 712.441.1597  
Email: [emily@bethelsc.org](mailto:emily@bethelsc.org)

Bethel Church Office Phone: 712.722.3101  
Prayer Line Phone: 712.722.3105  
Website: [www.bethelsc.org](http://www.bethelsc.org)  
Email: [office@bethelsc.org](mailto:office@bethelsc.org)  
Rev. Duane Tinklenberg - Pastor of Visitation  
Phone: 712.722.4473 or 712.441.3142  
Email: [mdtink@mtcnet.net](mailto:mdtink@mtcnet.net)



# Bethel

Christian Reformed Church  
Welcomes You!

Bethel Christian Reformed Church  
Bethel Church Office Phone: 712.722.3101  
Prayer Line Phone: 712.722.3105  
Website: [www.bethelsc.org](http://www.bethelsc.org)  
Email: [office@bethelsc.org](mailto:office@bethelsc.org)

sanctuary welcome cards



We invite visitors and guests to complete this and place it in the offering plate.

Today's Date: \_\_\_\_\_

Time of Service: (please circle one) AM PM

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Please Check One:

Visitor \_\_\_\_\_ Guest \_\_\_\_\_ College Student \_\_\_\_\_

"Connecting people to Christ and one another"

### Requests:

- \_\_\_\_\_ I desire to learn more about Jesus as my Lord and Savior.
- \_\_\_\_\_ I desire to be Baptized or make Profession of Faith.
- \_\_\_\_\_ I would like more information on joining Bethel CRC.
- \_\_\_\_\_ I would like to talk to a Pastor.
- \_\_\_\_\_ I desire information about the ministries of Bethel CRC.
- \_\_\_\_\_ I desire information about youth ministries.
- \_\_\_\_\_ I would like to know more about ministry opportunities at Bethel CRC and where I might serve.
- \_\_\_\_\_ I would like to volunteer for \_\_\_\_\_
- \_\_\_\_\_ I would like to request prayer for \_\_\_\_\_
- \_\_\_\_\_ Other \_\_\_\_\_

# the Bethel Connection

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## Pastor's Reflections [page 2]

From the first smoke signals, to the pony express, to telephones, to e-mail, to text messages... humans are always seeking the best ways to connect with one another as our world gets larger and more complex. You hold in your hand a brand new way to do that as Christ's body at Bethel CRC. Welcome to the "The Bethel Connection" - a revamped, bi-monthly (once every two months) church newsletter.

## Outdoor Service - Sunday, September 2



Pastor John completed his "Wonder Working Power" sermon series by exploring the last miracle Jesus performed before his crucifixion. The sermon, titled "An Ear for Grace," was based on Luke 22:45-51.



September & October  
September 30, 2012  
Volume 1, Issue 1

"Connecting people to Christ and one another"

# the Bethel Connection

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## Pastor's Reflections [page 2]

If you had to describe Bethel CRC in one sentence, what would it be? If you had to introduce this congregation to a stranger, what brief description would best summarize the whole? What captures who we are? Who God is calling us to be?

## Harvest Sale - Wednesday, October 3

Bethel CRC hosted its annual fall auction, dubbed the "Harvest Sale," on Wednesday, Oct. 3.



toward Christian education. More than \$37,000 was raised this year.



"Connecting people to Christ and one another"

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# the Bethel Connection

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## Pastor's Reflections [page 2]

If marriage were a degree-granting institution, I'd be graduating with my B.A. (although my wife says a "B.S." degree would be more appropriate. :) It is hard to imagine that a little over four years ago Mary Jo and I exchanged vows in my childhood church, surrounded by family, friends, and a fresh-fallen blanket of snow.

## Chamber Coffee at Bethel - Friday, Jan 18

Bethel CRC invited members of the Sioux Center Chamber of Commerce and the community to tour the facility during an open house/Chamber Coffee on Friday, Jan. 18. Bethel is the first church to host a Chamber Coffee.



Left: Pastor John Lee put on the hat of tour guide, leading Chamber of Commerce members through new parts of the facility.

Center: Bethel CRC member Dave Van Holland talks with chamber director Arndt Lein about the dividers that previously served as Sunday school classroom walls. He also talks about the addition of two more television screens to help accommodate the growing overflow section of church.

Right: Bethel CRC member Merlyn Zwart explains the origin of the stained glass Bethel signs to chamber director Arndt Lein.

## Scrap-a-thon

About two dozen people attended Bethel CRC's scrap-a-thon Jan. 18-19. While talking about getting together with some friends to do scrapbooking, Wanda Vande Kieft set a date and encouraged anyone interested in scrapbooking to join the party. "We had lots of laughs and shared ideas and our books with one another," Vande Kieft said. Everyone contributed with a snack and had some good clean scrapbooking fun.



Another scrap-booking event is planned for 5 p.m.-midnight Friday, Feb. 15.

January & February  
February 03, 2013  
Volume 1, Issue 3

"Connecting people to Christ and one another"

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# the Bethel Connection

## Inside This Issue

YPS Bake-Off  
Pinewood Derby

## Pastor's Reflections [page 2]

We tend to think of "acts of faith" as particular pieties best done to glass windows. They are Sunday morning virtues: summoning one while cancer eats at one's lungs.

## YPS Bake-Off [Wednesday, March 6]



The Young People's Society served a salad and spaghetti supper to 195 people who came to attend the annual bake-off event March 6. The fundraiser generated just over \$4,500 for YPS. The group offers a huge thanks to all who challenged students and who came to eat and bid.



## Pinewood Derby

Cadets jump with excitement as the tractor-shaped car registers on the board, coming in last for a heart to determine the "Turtle Award" given to the slowest Pinewood Derby car.



March & April  
April 07, 2013  
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"Connecting people to Christ and one another"

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lose it. And oftentimes you don't know usually takes distance from a thing to gain forest for the trees, until after you are out of



Jason



## Sunday School Highlight

In 4th Grade Sunday School this year, we challenged the students to learn the entire 10 Commandments (which we studied the first half of the year) and recite the entire passage. We focused on the spiritual reward of putting God's Word on their hearts, but we also gave an earthly reward of their choice. Four students took us up on the challenge and were rewarded with bowling and pizza. The students were Jessica Koedam, Rachel Bos, Logan Franken, and Tyrell Hulshof.




May & June  
May 26, 2013  
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## website homepage screen shot



Bethel  
Christian Reformed Church

\*Connecting people to Christ and one another\*

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Infant baptism of God's covenant children by pastors John Lee & Duane Tinklenberg.

1 2 3 4 5

[Welcome](#) [Find Us](#)

**\*\*Vacation Bible School Info here\*\***  
(Escuela Bíblica) Registration deadline: July 7!

### Worship Times

10 a.m. & 6 p.m. Sunday

SURVEY REQUEST: Bethel CRC is offering a worship survey to attendees of all ages. Hard copies of the survey are at the information desk for people who want them. However, the survey also can be taken online (click here to take survey). It takes a minute or two. Please prayerfully consider filling out the survey.

Thank you!  
~Bethel CRC Worship Committee

New to Bethel?

Bulletin

Members Log In

Audio Sermons


### Upcoming Events

Monday - July 1  
**Austin Serve Project**

Monday - July 1, 7:00 pm  
**Building Committee**

Monday - July 1, 7:00 pm  
**Evangelism Committee**

Tuesday - July 2  
**Austin Serve Project**



Bethel Christian Reformed Church  
341 S. Main St., // Sioux Center, IA // 51250  
Phone: (712) 722-3101 // Email: [office@bethelc.org](mailto:office@bethelc.org)

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