

Brand Standards

Clean and consistent.

Life Baptist Church

Version 1.0 (released July 2011)

Our Brand Identity

Life is unique as a church because we provide Christ-life discipleship in a relational setting to people from Gen X and Y who desire to live their faith—not just talk about it. Visually and in all creative efforts we want to establish a clean and uncluttered environment. The Life brand should represent freedom, clarity and organization with organic elements of expression such as an occasional brush stroke or hand-drawn line. Public-facing materials should never be dark, heavy or overly busy. All materials should be clear, concise and consistent with clean typesetting and plenty of room to breathe.

By God's grace, our mission is to train people to pursue Christ by loving God, uniting with believers, serving the world, and entrusting the Gospel. Our focus is clear and simple; so should everything we do creatively. We're about pursuing Jesus... one pursuit that changes everything.

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Visual Identity Standards Guide

Our brand is our most valuable asset in visual communications. It embodies the growth, openness, personality and forward momentum intrinsic to who we are and likely serves as the first impression of Life with any audience in person or online at lifebaptistchurch.com.

The consistent application of a cohesive identity is crucial to supporting the message we carry. Our brand is a tool and, when used correctly and consistently, it insures that every touch point reinforces the Life brand and communicates excellence.

This guide contains constraints, rules and examples for maintaining a cohesive identity in all aspects of Life's visual communications. Every employee, intern and volunteer plays a part in ensuring that visuals produced in-house (or with an outside vendor) under their supervision hold fast to these standards.

The Creative Arts Team will provide strategic assistance on any branding applications that are unclear to you. We're here to help, and we are passionate about our brand.

The Brand

Brand Overview

Getting to know the personality of Life

Intro As we continue to grow it's important to establish a consistent look and feel across all mediums of visual communication.

Personality Our brand personality is clean, uncluttered and a representation of focus, clarity, growth and refreshment.

Vision Our dream is to train thousands of Jesus followers who relationally pursue God and serve others.

Mission By God's grace, our mission is to train people to pursue Christ by loving God, uniting with believers, serving the world, and entrusting the Gospel.

Tag One pursuit that changes everything.

The Logo(s)

Our Logo

Using our logo properly and consistently

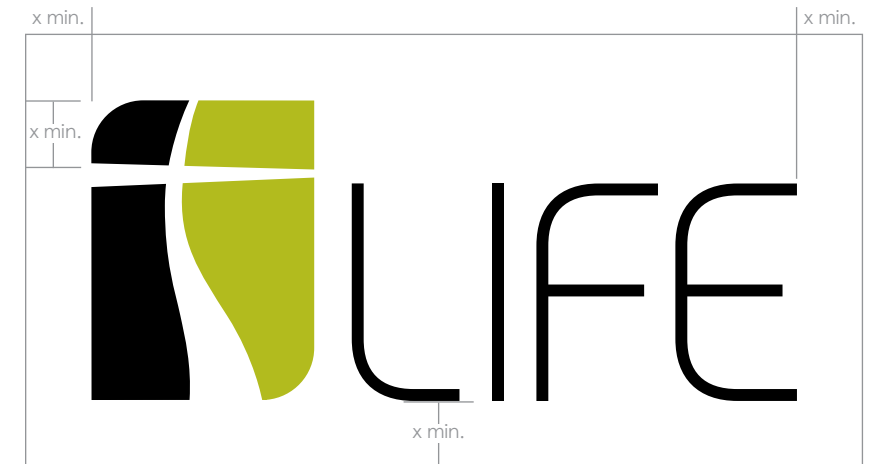
Versions We have both a vertical and a horizontal version of the logo. The vertical version is the preference whenever possible and both versions should never be used on the same visual presentation. If for some reason on a brochure, e-blast or other application the logo needs to be used more than once, they should be in the same orientation. Usage is based on the artist's discretion as long as all parameters (safe area, colors, format, etc.) are in compliance.

Safe Area Respect the logo. Maintain a generous "safe" area equal to the height of the top-left portion of the cross icon. Note the clearly defined spacing limits for both the vertical and horizontal versions of the logo.

Sending Art Digital files with an .eps extension should be used for printed materials. Digital files with a .jpg (for most applications) or .png (for transparency) should be used for on-screen viewing. If you are sending artwork to a vendor, please consult with their prepress department for their preferred file format(s) prior to production. Files for Life Baptist Church are available from the Creative Arts Team.

Sizes The minimum application size for print applications of the Life logo is 1.25" high for the vertical version and 1.25" wide for the horizontal version.

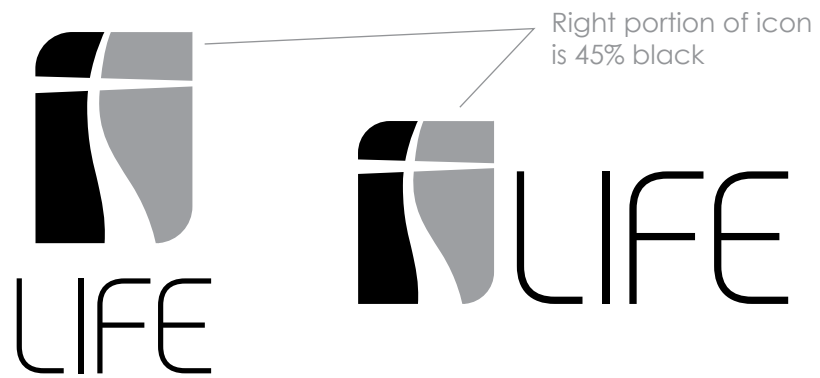
Colors Refer to the *Colors* section of this guide for details on colors.



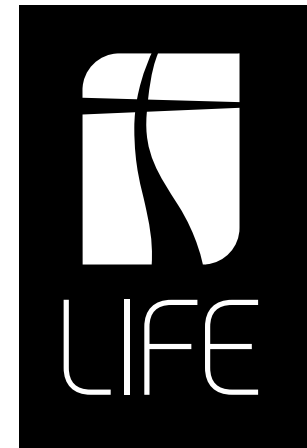
Alternate Logos

Other acceptable versions of our logo*

Black Versions



Reversed on Black



*These logos should only be used when absolutely necessary. They should be used only in rare exceptions and with the consent of the Creative Arts Team.

Logo with Tagline

To be used on all public-facing marketing materials

Life is ultimately about the passionate pursuit of Jesus and we believe our relationship with Him deeply affects and ultimately transforms every aspect of our surrounding life. For those that are unfamiliar with our brand, it is extremely important to share this message with them and our tagline is one of our primary ways of doing so.

It is to appear on all public-facing materials (direct mail, advertisements, the homepage of the website, etc.). When in doubt, please use the full logo or contact the Creative Arts Team for clarification/guidance.



Life Icon Usage

For specific uses only*

This logo is acceptable for audiences that are already familiar with the Life brand and what it stands for. It should never be used on larger direct mail campaigns or far-reaching public marketing materials. When in doubt, please use the full logo or contact the Creative Arts Team for clarification/guidance.



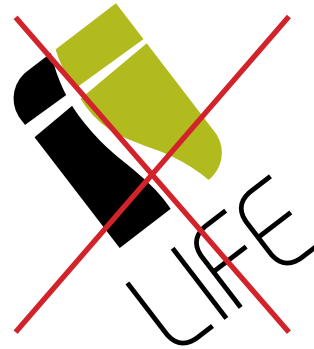
*This includes: internal documents (staff and volunteer nametags, interior wayfinding signage, internal documents like Purchase Orders, Vacation Request Forms, etc.) as well as brand collateral (business cards, letterhead, envelopes, etc.).

Incorrect Logo Use

How NOT to use our logo (only use the approved/provided logo)



Do not take liberties with the tagline (ie. left/right align or move from its center position)



Do not tilt or rotate the logo



Do not add any noticeable drop shadows or other cool Photoshop effects



Never create your own version of the Life logo



Never reproduce the logo in non-approved colors



Do not stretch or distort the logo in any way

Brand Architecture

We are a branded house, not a house of brands

A “branded house” methodology simply means that Life Baptist Church is the brand, and all of our ministries are under that main brand. Ministries do not exist outside the context of Life; we are a unified body. Ministries are not their own brands, and, in turn, they do not need their own logos. The obvious exceptions to this are individually branded gatherings/environments – e.g. Kids’ Life, Youth Group (see following page for those logos) and events – e.g. That All May Know Him, Mission Trip efforts, etc. Although it has its own logo, the Life children’s ministry, Kids’ Life, should not take on an identity separate from its identity as the Life children’s ministry. Kids’ Life describes the Sunday morning gathering and is not to be a brand unto itself.

Though the need for “sub-brand*” logos would be extremely rare, it might be helpful to see examples of how we should think about individual ministries in relation to the Life brand.

Examples



* Please do not attempt to create your own logos for ministries in your area. The Creative Arts Team will provide you with any assistance you need.

Environment Logos

Children's Ministry & Student Ministry gatherings

The logo for 'Kids'Life' is a hand-drawn style. 'Kids' is in blue and 'Life' is in green. A green line starts under the 'i' in 'Kids', loops under the 's', and then under the 'L' in 'Life', ending under the 'e'. The 'o' in 'Kids' and the 'i' in 'Life' have small circles above them.

**More details and parameters regarding environment logos to come.
Pending Youth Group name.**

*Kids'Life and (Youth Group) are unique in the Life brand architecture in that they have their own logos. Please do not assume that this means the Children's and Student Ministries have license to create their own visuals apart from the Creative Arts Team input. Refer to the Rogue Design section on page 24 for further details on why this is unacceptable.

The Type

Serif Typography

These typefaces are Life's handwriting
and the public-facing personality of our identity

Serif Museo*

100 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

100 italic AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

700 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

700 italic AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

*Museo will be used primarily by the Creative Arts Team. There shouldn't be a need for ministry teams to license or use this typeface for materials they produce themselves. See the Rogue Design section of this guide for further thoughts.

Contrary to popular belief, most quality typefaces are not free, nor are they to be passed around freely in-house. We will have integrity in every area, including the licensing of fonts and software.

Sans Serif Typography

These typefaces are Life's handwriting
and the public-facing personality of our identity

Sans Serif Century Gothic*

Regular AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Italic AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Bold AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Bold Italic AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

*Any forms, letterhead, internal documents, emails, etc. that you produce yourself should be set in Century Gothic. The Creative Arts Team will provide basic templates for common uses. For all ministry-produced visuals, consider this the "Life font" and use it as your default font. Century Gothic is on most any PC or Mac. Contact the Creative Arts Team if you do not have Century Gothic.

The Colors



Primary Colors

These colors are Life's main communications palette for all mediums



Pantone® 383

100% tint

If printed in CMYK, vendor is to color match 383 as close as possible.

Web: #A6BC35



Process Black

100% tint

If printed in CMYK, black should be built as rich black when applicable.

C60 M40 Y40 K100

Web: #000000

Secondary Color Palette

These colors are the approved secondary palette*.

PMS 1817



PMS 138



PMS 549



PMS 547



PMS 476



Cool Gray 8



*Secondary colors should be utilized as such. Any questions regarding the approved secondary palette should be directed to the Creative Arts Team.

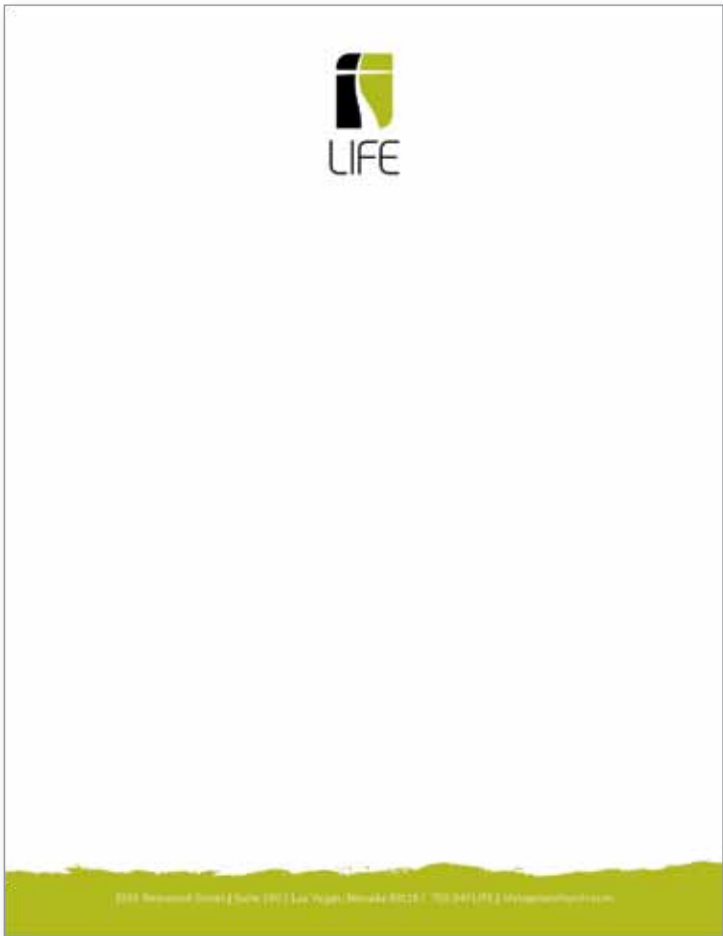
The Collateral



Letterhead & Envelope

Standard communication

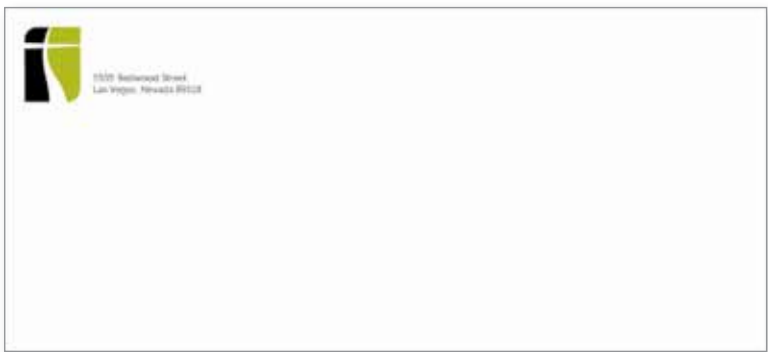
Letterhead (Front)



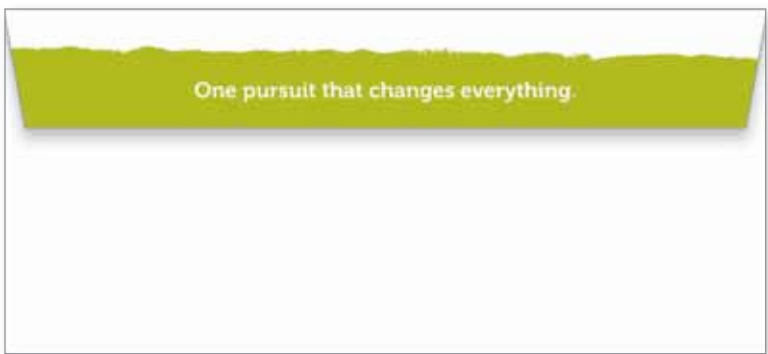
Letterhead (Back)



#10 Envelope (Front)



#10 Envelope (Back)

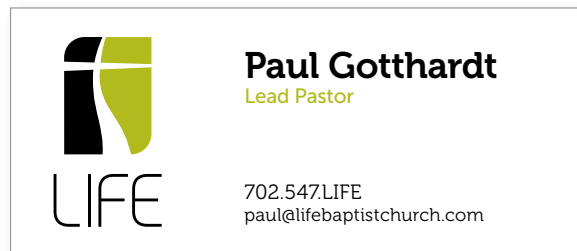


All branded collateral includes a brush stroke element. We want to include this organic, hand-crafted component to help our materials feel less corporate and show that it has gotten a little “life” on it. The idea is that life is a work in progress... a painting in the works.

Business Cards, Note Cards & Invite Cards

Standard communication

Business Card (Front)



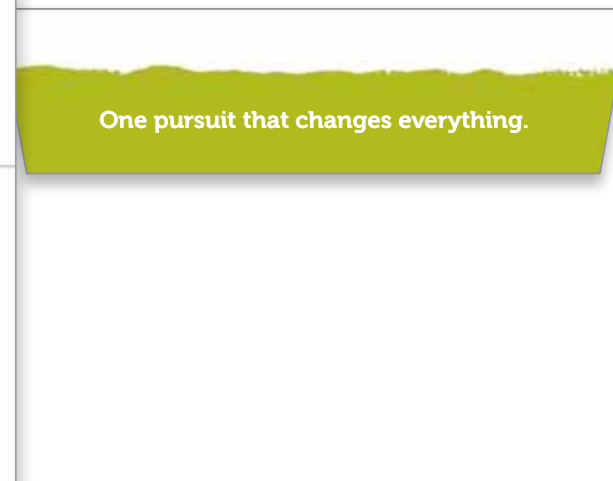
Business Card (Back)



Note Card (Outside)



Note Card Envelope (Back)*

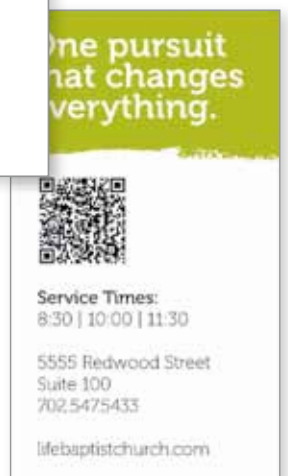


*A standard white envelope is perfectly fine if colored flap version is unavailable.

Invite Card (Front)



Invite Card (Back)



The Signage

Signage System

Helping others find their way around Life

Examples



Rogue Design

Goodbye Rogue Design

"Rogue Design" refers to all visuals created outside of and/or without permission from the Creative Arts Team. There is a craft to brand management, advertising, marketing and graphic design that takes years to learn, years of practice, and a lifetime to master. No quick or last minute project is an exception to this rule. Every single piece we create is either an opportunity to dilute or strengthen our brand.

Help us help you. The major objective of setting brand standards is to display a clear and consistent message across all forms of communication. Graphic design, layout and typography is our "thing" and it is the responsibility of the Creative Arts Team to reinforce the Life brand at every touch-point.

We are passionate about God's work here at Life and also about the ministry in which you are involved. Help us not only make you look as good as possible but also free you up to focus on ministry.

We always want to:

- Display a consistent look.
- Project a consistent tone.
- Deliver a consistent level of quality, demonstrated through consistent communications and consistent products and services.
- Be consistently true to our brand.

We are here to support you. If you have any questions please feel free to ask so that we can continue to project the clearest message possible.

Thanks!

If you have any questions please email us at creativearts@lifebaptistchurch.com