CHRIST

COMMUNITYCHURCH

2018

BRANDING STYLE GUIDE

UPDATED 2.2.18
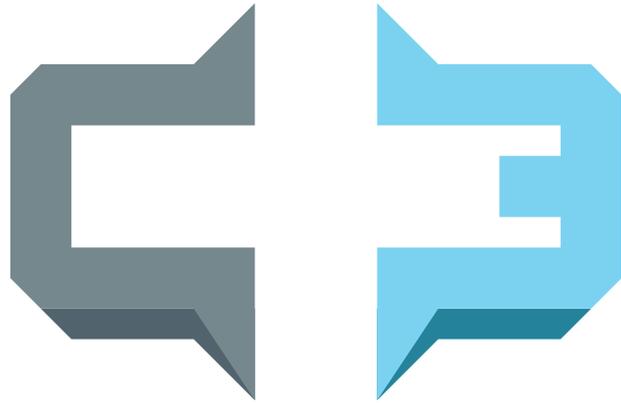
> *Your brand is your public identity, what you're trusted for.*
> *And for your brand to endure, it has to be tested, redefined,*
> *managed, and expanded as markets evolve. Brands either*
> *learn or disappear.*
>
> *–Lisa Gansky*

A NEW PROCEDURE

As C3 continues to grow, we must refine communication by creating viable marketing solutions. This will be achieved by creating a clear order of operations for how marketing materials will be produced, approved, and finalized. The official C3 order of operations for creating marketing materials is listed below.
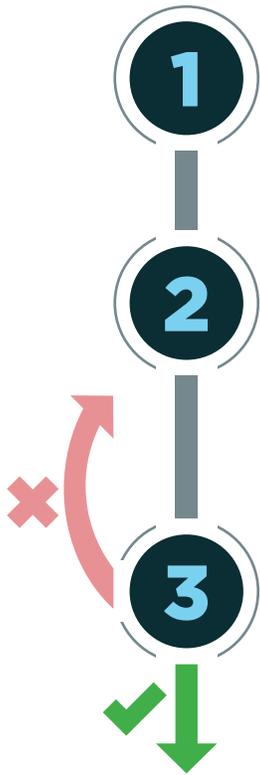
GET THE BALL ROLLING

If you have an idea, or want/need materials for your area of concern within C3, write down (or type) your ideas fully. Think of every aspect of what you want to happen with these materials in the future. This will help you (or someone else) in the process of actually creating these materials.

GET CREATIVE

The next step is to contact C3 Marketing Leadership (C3ML) at **marketing@cccbusco.org**, where you will be assigned a Creative who will bring your idea to life. The Creative then works with you on this project until you are happy with the outcome.

GET APPROVAL

When you are happy with what The Creative has done, you MUST send your project to the C3ML at **marketing@cccbusco.org** for approval. The C3ML will go over your project in order to make sure that it follows the C3 brand (see the rest of this document), and perform general quality control. If approved, you may have The Creative proceed with the production (e.g. printing). You may, however, not receive approval and be given a list of changes from the C3ML, in which case you will have to collaborate with The Creative to make the changes. Then you can resubmit your project to the C3ML for approval. **NOTE: Once you receive approval, your materials are locked–in. If any changes are made after the materials have been approved, they MUST be resubmitted for a second approval.**

LOGOS

PRIMARY LOGO (VERTICAL)
This version is preferred overall. Use on darker backgrounds, DO NOT use on lighter backgrounds. NEVER change or manipulate any of the color or graphic aspects of this logo.

PRIMARY LOGO (HORIZONTAL)
When the vertical version is not appropriate for a given space, use this version. Use on darker backgrounds, DO NOT use on lighter backgrounds. NEVER change or manipulate any of the color or graphic aspects of this logo.

SECONDARY LOGO (VERTICAL)
Use on lighter backgrounds, DO NOT use on darker backgrounds. NEVER change or manipulate any of the color or graphic aspects of this logo.

SECONDARY LOGO (HORIZONTAL)
When the vertical version is not appropriate for a given space, use this version. Use on lighter backgrounds, DO NOT use on darker backgrounds. NEVER change or manipulate any of the color or graphic aspects of this logo.

LOGOS (CONTINUED)

REVERSED LOGO (VERTICAL)
This version should be used only in situations where the full color logos won't work. Use on darker backgrounds, DO NOT use on lighter backgrounds. NEVER change or manipulate any of the color or graphic aspects of this logo.

REVERSED LOGO (HORIZONTAL)
This version should be used only in situations where the full color logos won't work. Use on darker backgrounds, DO NOT use on lighter backgrounds. NEVER change or manipulate any of the color or graphic aspects of this logo.

ONE-COLOR LOGO (VERTICAL)
This version should be used only in situations where the full color logos won't work. The color of this version can vary in color to work with the background-color. NEVER change or manipulate any of the graphic aspects of this logo. This version is meant to always be ONE color, NEVER multiple. See pg.8 for examples on how to use this logo.

ONE-COLOR LOGO (HORIZONTAL)
This version should be used only in situations where the full color logos won't work. The color of this version can vary in color to work with the background-color. NEVER change or manipulate any of the graphic aspects of this logo. This version is meant to always be ONE color, NEVER multiple. See pg.8 for examples on how to use this logo.

LOGO USAGE

The C3 logo is comprised of two parts: the C3 icon, and the text. The icon can be used independently of the text. However, the text should NEVER be used independently from the icon. When placing content around the logo, ALWAYS leave two widths of the "I" in "CHRIST" around the logo (See rectangle around logo below).
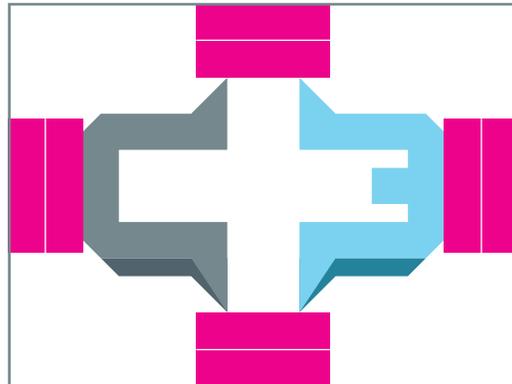
ABSOLUTELY NO CONTENT COMES WITHIN THE BOX!

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**ABSOLUTELY NO CONTENT COMES WITHIN THE BOX!**

LOGO USAGE (CONTINUED)

Below are a few rules to follow when using the C3 logo. These rules are to be followed with NO EXCEPTIONS.

FULL LOGO INTACT
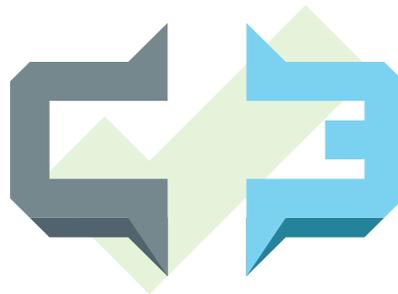
C3 ICON WITHOUT TEXT

NEVER USE THE TEXT FROM THE LOGO ON ITS OWN

NEVER CHANGE THE COLORS OF THE LOGO

NEVER STRETCH THE LOGO

NEVER SQUISH THE LOGO

NEVER ROTATE THE LOGO

NEVER USE A LOGO VERSION IN IMPROPER SITUATIONS WHICH COMPROMISES THE READABILITY OF THE LOGO
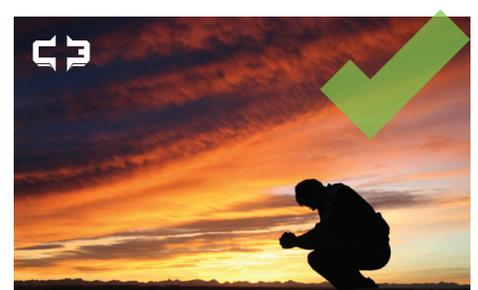
WHEN PLACING THE LOGO OVER A PHOTO, ONLY USE THE REVERSED OR ONE COLOR LOGO

LOGO USAGE (CONTINUED)

The goal is that the C3 icon becomes recognizable enough that the words below it are not necessary. Use the Primary or Secondary Logo's icon wherever possible. However, in situations where those are not viable options, the One-Color Logo is a great and, at that point, the only option. Below are a few examples of how the One-Color Logo version can be used in relation to the background. This logo version is not limited to the colors below, it can be used in any color situation. However, caution should be used when pairing colors with the logo.

Darker Logo (Low Contrast)   **Lighter Logo (Low Contrast)**   **High Contrast**
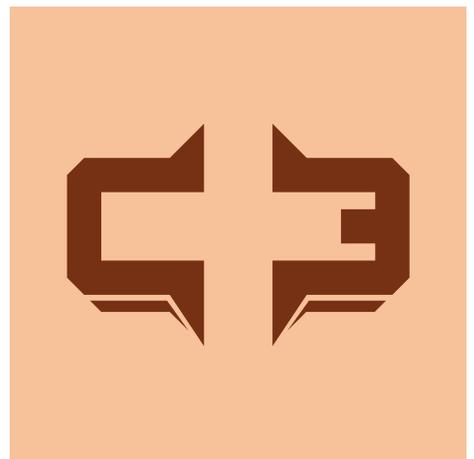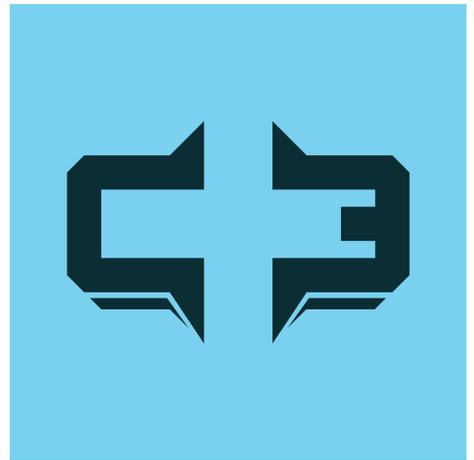
COLORS

The C3 colors are set up so that every lighter color is paired with a darker color in the same spectrum (and vice versa). The usable color palate is not limited to the below colors. However, if additional colors are used, be sure to pair it with a darker or lighter color in the same spectrum. CAUTION should always be used when creating new color palates. Questions to ask yourself: "Do these colors work well together?", "Will type be readable on these colors?", etc. NOTE: NEVER CHANGE COLORS OF THE LOGO (With the exception of the One-Color version, which remains only ONE color that can change based upon the use).

PRIMARY COLORS
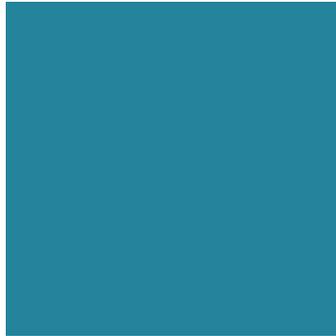
CMYK	HEX	CMYK	HEX
46-0-3-0	#7CD1EE	81-36-31-3	#53656D
92-64-59-60	#052E35	87-67-62-74	#061D22
58-38-39-5	#74878C	70-51-46-19	#53656D

SECONDARY COLORS
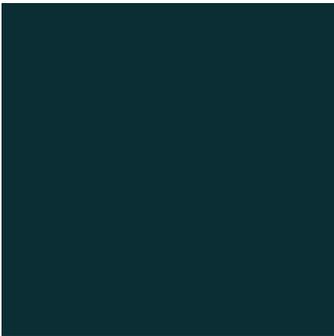
CMYK	HEX	CMYK	HEX
2-27-38-0	#F6C19C	9-58-97-0	#E28129
24-62-86-9	#B56D3B	33-82-100-40	#773317
63-0-100-0	#6ABD45	90-40-89-41	#015332

FONTS

The primary font for C3 is the "Gotham" family (Sans-Serif). The secondary fonts are "Helserif" (Serif), and "Funkydori" (Script). Multiple fonts within the Gotham family can be used at the same time (Example: "Gotham-Light" "Gotham-Bold" etc.). NEVER use more than one font outside of Gotham in a single project (Examples: Gotham+Helserif, or Gotham+Funkydori). NEVER USE ANY FONTS OUTSIDE OF THE BRANDING (however, some exceptions can be made when dealing with holidays/special occasions). NEVER SQUISH, STRETCH, OR DISTORT THE FONTS IN ANY WAY.

SANS-SERIF

GOTHAM ULTRA
GOTHAM BLACK
GOTHAM BOLD
GOTHAM BOOK
GOTHAM LIGHT
GOTHAM EXTRALIGHT
GOTHAM XNARROW

SERIF

HELSERIF BOLD
HELSERIF MEDIUM
HELSERIF BOOK
HELSERIF LIGHT

SCRIPT

Funkydori

(NEVER USE FUNKYDORI IN ALL CAPS)

AUDIO & VISUAL

As C3 grows, change is inevitable in order to stay relevant and to be as efficient as possible. Some of the changes that will occur with this branding update are listed below. C3 could not have gotten to the point that it has without the help of all of the volunteers who have contributed in the past few years, for which all of C3 is thankful. These changes below will help C3 move to the next level, in order to continue reaching out for the Kingdom.

PROPRESENTER WILL BE THE NEW SOFTWARE RUNNING THE BIG-SCREEN
This change will greatly improve the overall experience by streamlining the process of putting the service together. It will also be handled on our new **Macbook Pro**, which will increase the reliability of the system. The visual operators station will now be back in the sound booth.

In order to maintain consistency with the visual aspect of the services, the slides for the music and sermon will be **pre-created** for the visual operator.

All scheduling will be handled through **Planning Center** (download the app, or access online)