Life.Church
Brand Guidelines

Pocket Guide

LIFE.CHURCH

What is a brand?

It's **words**.

It's **images**.

It's **experiences**.

Ultimately, it's a **gut feeling**. As Life.Church grows, it is vitally important that our art, media, and communication create impressions that draw people into the church and, ultimately, a relationship with Christ.

These guidelines aren't just a bunch of rules. They're a set of principles and standards that help our staff, volunteers, and contractors communicate our mission clearly and consistently.

Our Bullseye:
Young, Urban, & Modern

We aim directly at this
demographic, knowing that
doing so will also draw a range
of people attracted to those
qualities.

Young: We appeal to
growing **families** and young
professionals.

Urban: Cities are the centers of
movement and **progress**, and we
want Life.Church to feel just as vibrant.

Modern: We embrace **technology** and **innovation**. We look
beyond today to **anticipate** what is relevant tomorrow.
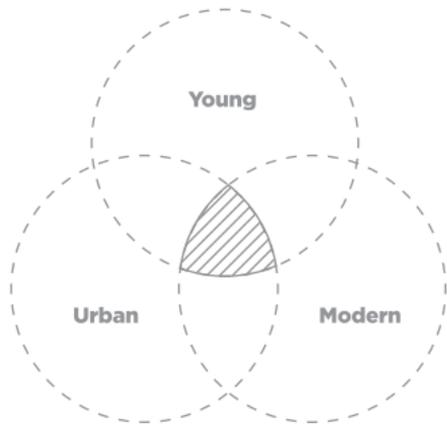
Our Key Words

These characteristics are distilled from our mission and core values, and are the DNA of our visual and verbal communication.

Visionary: We are on a **mission**. We know that our message **changes lives**, so we declare it **boldly**. We think **big**, look **forward**, and **expect** results.

Personal: From LifeKids to Global Missions, **relationships** are the essential building block of Life.Church. Even when casting a global vision, we focus on **people**.

Strong: Craig's communication style is **assertive**, **straightforward**, and **practical**. So is our brand.

Generous: We're here to **serve**. Whenever possible, we show a **sacrificial** attitude and irrational **generosity**.

Fun: We **love** this stuff, and our **joy** is infectious. We always **invite** people along for the ride.

Life.Church Identity

The Life.Church identity is a seal of approval and a promise of excellence. Whether you are at a campus, or at central, you **represent** Life.Church every time you use the brand. By following these guidelines, you reap the benefits of the Life.Church identity and **contribute** to its strength.

Whether seen on-screen, in print, or on apparel, the logo is **stable** and **unchanging**. The identity can only make a positive impact if it is used **consistently** and **correctly**.

Primary Logo

Primary Icon

Logo Options

LIFE.CHURCH

LIFE.CHURCH

LIFE.CHURCH

LIFE.CHURCH

Campus Logo

LIFE.CHURCH

OKLAHOMA CITY

Ministry Logo

LIFE.CHURCH

CAMPUS OPERATIONS

Incorrect Logo Usage

Avoid these incorrect uses of the Life.Church logo:

Do not use the Life.Church logo type by itself.

Do not change the logo type.

Do not warp, stretch, skew, or slant the logo.

Do not add a stroke to the logo.

Do not add embellishments to the logo, such as gradients or drop shadows.

Do not place the logo on complex or patterned backgrounds.

Icon Usage

For materials that are going to be used **exclusively inside a campus or central building**, the Life.Church icon can be used to represent the brand (e.g. wall art, ProPresenter screens, Potty Pub, etc.).

The icon can also be used when it is close viewing proximity to the full Life.Church logo (e.g. on the same print piece, on a piece of apparel, etc.).

Typography

Typography is another key element of the Life.Church brand identity, to be used in print, web, mobile, and video environments.

Like the logo, our *primary* typeface—Gotham—communicates the **personal**, yet **strong** personality of the Life.Church brand.

Gotham Black	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789**
Gotham Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Gotham Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Using Gotham

Aa **Gotham Black** should be used for headlines and display purposes.

Aa **Gotham Medium** should be used for sub headings and call-out information, such as pull quotes.

Aa Gotham Book should be used when setting body text.

Aa Gotham Book Italic should be used to set URLs when being used on a design.

These typefaces should be used when producing communications materials in **print or video**.

Note: *Never use all caps for any headlines or titles. If you run into a situation where you think all caps would work best, please use Gotham Black sentence case instead.*

Using Helvetica Neue & Arial

Helvetica Neue (Mac) or Arial (Windows) are the *secondary* typefaces for Life.Church.

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1   2

Aa Aa **Helvetica Neue Bold (1) or Arial Bold (2)** should be used for headlines and display purposes.

Aa Aa Helvetica Neue Regular (1) or Arial Regular (2) should be used when setting body text.

Aa Aa Helvetica Neue Italic (1) or Arial Italic (2) should be used to set URLs when being used on a design.

Brand Architecture

We are a "branded house," not a "house of brands." To reflect that, we have simplified the ministry and event brands to bring them in-line with the Life.Church brand.

Host Team

Open Door

Baptism

LifeGroups

LifeMissions

NextGen

Colors

Color	Pantone	CMYK	RGB	Web #
Life.Church Red	187 C	22/100/88/14	166/25/46	#a6192e
Dark Gray	Black 7 C	0/0/0/90	62/57/53	#404041
Medium Gray	Cool Gray 9 C	55/47/44/10	119/119/121	#777779
Light Gray	Cool Gray 1 C	13/11/12/0	219/217/214	#dad8d6
Baptism Blue	301 C	100/73/27/11	0/78/125	#004e7d
LifeGroups Green	360 C	47/0/80/0	146/202/100	#92ca64
LifeMissions Blue/Green	3145 C	100/36/38/7	0/120/140	#00788c
NextGen Orange	144 C	0/48/100/0	248/151/29	#f8971d

Motion Graphic/3D guidelines

The Life.Church logo should **never be rendered in 3D**. The exception to this guideline is building signage that will exist in a physical, real-world environment.

The logo **does not** bend, break, or change form. It can be revealed through transition or effect, which should be added on a **layer above the logo**, but not to the logo itself.