Grace Community Church

Brand Guidelines.

in the community, *for* the community

20076 CR 36,
Goshen, IN 46526

in the
community,
for the
community

Contents.

Brand Guidelines Contents.

in the
community,
for the
community

Intro.

IN the community,
FOR the community.

This statement is at the core of everything we do here at Grace Community Church. Being in the community, for the community is the expression of our mission to preach the Word, teach the Way, meet the needs, and worship the King.

Here at Grace, God has given us a mission, and there's no time to waste! He is recruiting each of us to join the community of Christ-followers in passionately living for God and relentlessly loving others.

We are serious about reaching a hurting world with the message of hope in Jesus Christ, and that message is heard best within the context of genuine love, life-giving community, and selfless service.

As a church, *being in the community, for the community is in our DNA*. This radical way of life should not only be reflected by our actions and words, but by our brand. The visual identity of Grace Community Church should express our DNA.

This proposed rebrand links our DNA with our visual identity. Through a new logomark and wordmark we display not only a sense of who we are - loving, genuine, and life-giving; but more importantly what we are about - being in the community, for the community.

Chris Watson
Creative/Media Director

Main Logo Style.

The proposed logo for the rebrand of Grace Community Church seeks to encapsulate the mission and purpose of the church while maintaining simplicity, providing a modern look, and being easily recognizable. The main logo style is made up of two parts: a logomark and a wordmark. The logomark, a seemingly simple circle and arrow, seeks to convey the mission and identity of the brand by forming a letter "G" and using an arrow to convey "in the community, for the community." the wordmarks seeks to more explicitly convey the identity of the brand. In conjunction, these two parts allow the Grace Community brand to be more versatile and fit to more platforms and mediums.

in the community, *for* the community

Logotype.

Logo Variations.

With the prevalence of Social Media, Online Platforms, and Print Media needs, versatility is essential for a logo. Logos must be easily scalable and laid out to fit numerous platforms while maintaining legibility and brand recognition. Having several logo variations, as well as, a standalone logomark helps to ensure that the brand is maintained across all platforms.

Simplified.

A simplified variation of the main logo style helps to maintain brand integrity even on the smallest of print jobs without sacrificing the legibility of the logo.

Campus.

A campus variation allows the brand room to expand and grow without losing brand integrity.

Logomark.

Having a logo variation of a solo logomark helps to guarantee that the brand will maintain easy legibility no matter the project.

Gotham.
Primary Typeface

Just as important as your logomark and wordmark, is choosing brand typography. Typography communicates just as much about a brand as the logomark/wordmark. The Gotham typeface is clean, legible, modern, and simplistic, a great choice for the Grace Community brand. A bonus of the Gotham typeface is the extensive font family. Gotham contains 16 different font weights and italics. This allows the font to vary depending upon the desired result while not sacrificing the brand.

AaBbCc

Regular.
(Gotham Bold)

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*'')**

Secondary.
(Gotham Book)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*'')

Italic.
(Gotham Medium Italic)

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*'')*

in the
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for the
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Typography.

IN the community, *FOR* the community.

Secondary Typeface.

Many brands will often have a secondary, or accent, topography. While this was considered for the Grace Community brand, it was decided against for several reasons. First, not having a fixed secondary topography allows for more artistic freedom as the brand develops. Second, the Gotham typeface allows for so much variation that a fixed secondary typography might distract from or confuse the brand. Lastly, not having a fixed secondary typography allows more freedom by eliminating confusion about when and where to use the secondary typography.

Color Palette.
Main Color System

Color is essential in developing a well-rounded brand. Color helps to create a sense of identity as well as helps the brand stand out. A fixed color palette ensures that the brand maintains integrity through print and digital media. Using a simple, limited color palette helps the brand to maintain versatility. The use of blue within the color palette seeks to provide a bridge to the past when rebranding Grace Community.

Main Blue

Color #06ACE2
RGB 6 / 172 / 226 / 89
CMYK 97 / 24 / 0 / 11

Dark Grey

Color #333132
RGB 51 / 49 / 50 / 20
CMYK 0 / 4 / 2 / 80

Light Grey

Color #939598
RGB 147 / 149 / 152 / 60
CMYK 3 / 2 / 0 / 40

Secondary Blue

Color #164885
RGB 22 / 72 / 133 / 52
CMYK 83 / 46 / 0 / 48

Off White
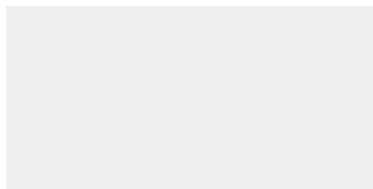
Color #EFEFEF
RGB 239 / 239 / 239 / 94
CMYK 0 / 0 / 0 / 6

Black

Color #000000
RGB 0 / 0 / 0 / 0
CMYK 0 / 0 / 0 / 100

in the
community,
for the
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The Colors.

Photos.
Overlay System

Using Photos is key in building the identity of a brand. Photos help to display who a brand is, as well as, help to give the brand a personal, connected feeling. Using overlays on photos helps to create both a personal, connected feeling and maintains the integrity of the Grace Community brand. This overlay should be used on all photo and video elements on which the logo appears.

Example

Example

Letterhead.

8.5 in

11 in

GRACE
COMMUNITY CHURCH

in the
community,
for the
community

(574)533-7546

20076 CR 36
Goshen, IN 46526

info@gc.church

www.gc.church

Dear Mr. Computer,

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Thank you,

Chris Watson

GRACE
COMMUNITY CHURCH

Dimensions
8.5 x 11 inches

Paper Weight
120 gram white

Print Color Format
CMYK

Business Card.

3.65 in

2.15 in

GRACE
COMMUNITY CHURCH

Front Side

CHRIS WATSON
CREATIVE/MEDIA DIRECTOR

📞 (574)533-7546

✉️ cwatson@gc.church

🌐 www.gc.church

📍 20076 CR 36
Goshen, IN 46526

Back Side

Card Dimensions
3.65 x 2.15 inches

Paper Weight
260 gram white

Print Color Format
CMYK

Email Signature.

_in_ the
community,
for the
community

Applications.

New Message   _ ⤢ ✕

Recipients

Subject

Hey Ryan, can you reply back to this email with a quick "yay" or "nay" on moving forward
with this?

Either is great, just wanted to be sure!

CHRIS WATSON
Creative Director

cwatson@gc.church | 574-533-7546

(f) (y) (in) (o)
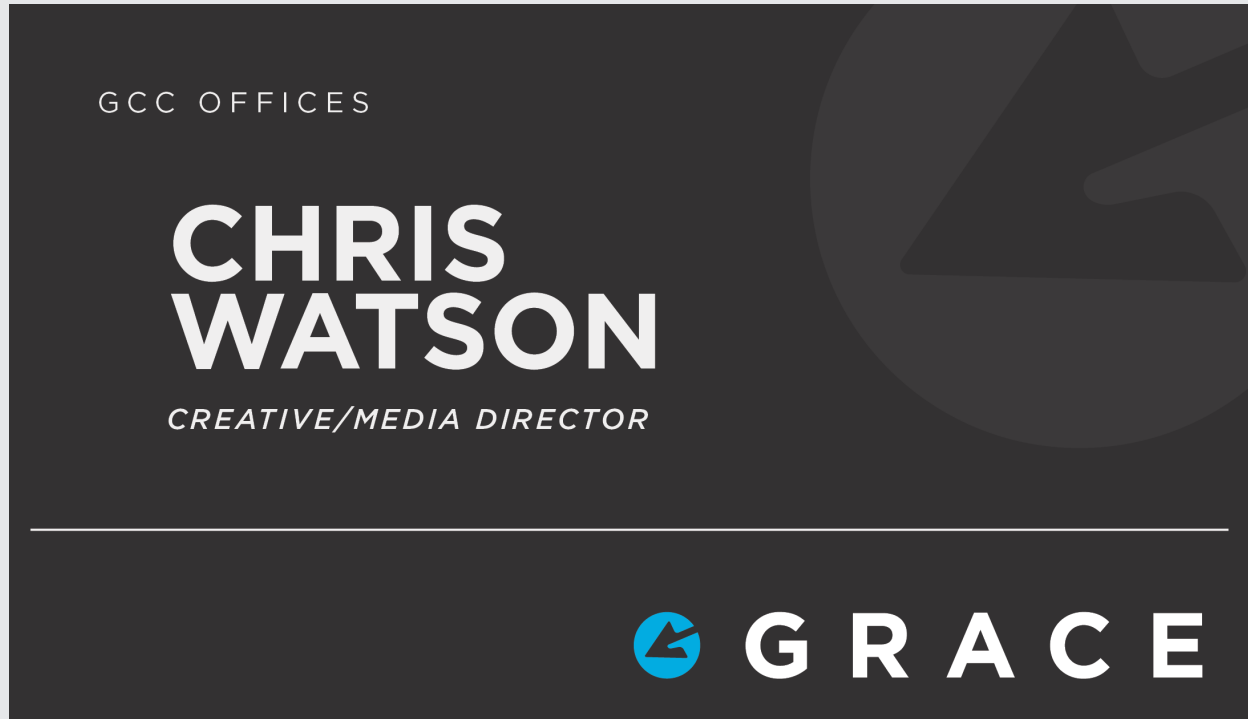
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Office Signs.

7.25 in

4.25 in

GCC OFFICES

CHRIS WATSON

CREATIVE/MEDIA DIRECTOR

GRACE

GCC OFFICES

CHURCH OFFICE

HOURS • 8:30AM-4:30PM

GRACE

in the community, *for* the community

Applications.

THIS IS MY FAMILY

THIS IS MY FAMILY

THIS IS MY FAMILY

LOVING JESUS, LOVING PEOPLE

Apparel.

Front

Back

Front

Back

Applications.

in the community, *for* the community

WHO WE ARE

AT GRACE COMMUNITY, WE ARE CONTINUOUSLY STRIVING FOR RELATIONSHIPS THAT BUILD A STRONG COMMUNITY AND HELP US GROW IN OUR LOVE FOR JESUS. IF YOU HAVE A QUESTION, CONTACT US FOR MORE INFORMATION.
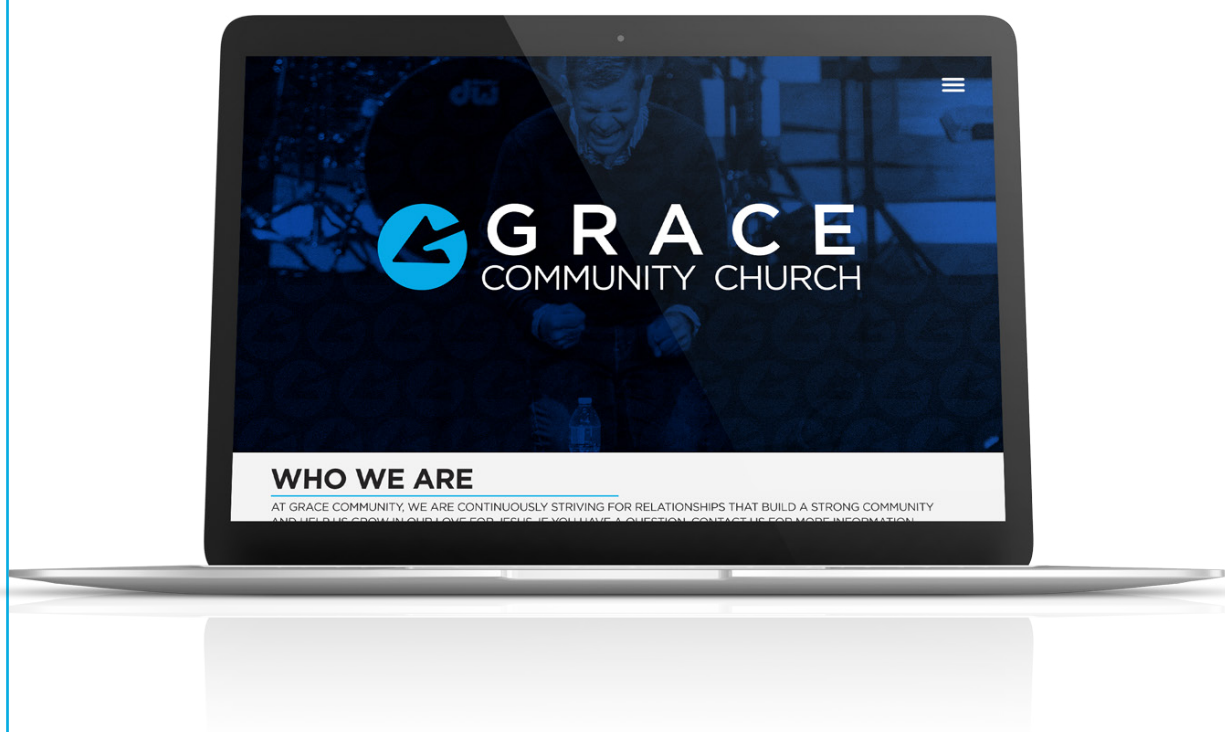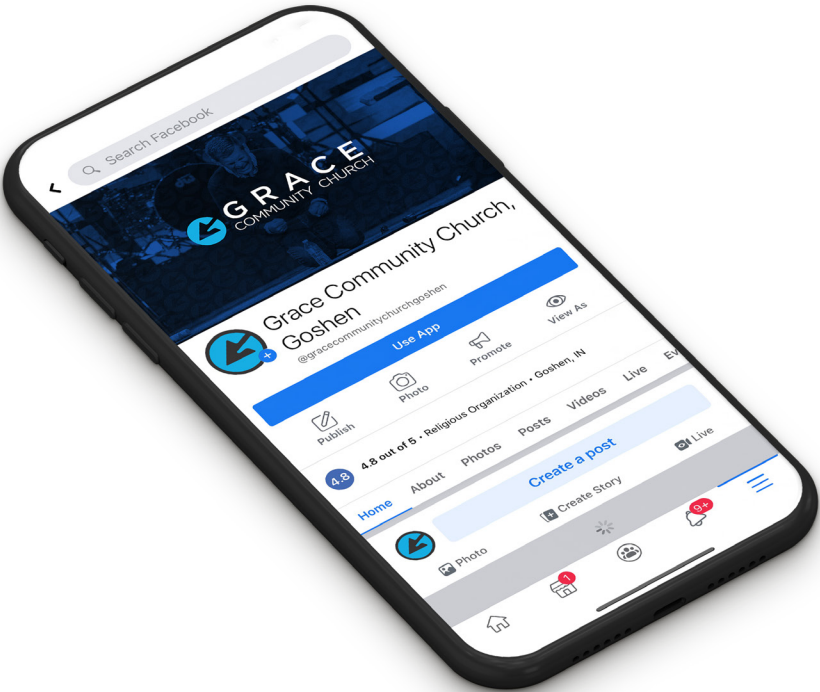
Social Media.

Instagram

Facebook

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