Identity Guidelines
April 16, 2018
Objective

This guideline will help us achieve these three objectives:

1. Build maximum awareness for Church of God
2. Create a consistent Church of God identity
3. Provide easy implementation for the Church of God movement

The success of this design system relies on the understanding, cooperation and active support of everyone in our organization. Strict adherence to these guidelines is essential to obtain the many benefits of visual consistency
The Church of God Logo

Making Jesus the Subject inspired the new logo. The previous logo, some pointed out, could be associated with other religions since it was absent of a cross (a universally accepted Christian symbol). The new logo was introduced in the autumn of 2013, but it is not the first time the logo has been changed.

The following reflections are not exhaustive, but serve to guide one’s understanding of the intent of the new design. The intention was to create a logo that would relate cross-generationally and cross-culturally while reflecting the new direction of the movement.

**Color:** Green is the color of life and growth. It reminds us that the church is a living, growing entity and that we are to be characterized by healthy, vibrant growth. Vibrant life is something that is to characterize us individually as persons, individually as churches, and corporately as a movement worldwide. And health, growth, and healing are things that we offer to others in the person of Jesus Christ and the work of the Holy Spirit.

Blue also is a color of life and a color long associated with pure, life-giving water, which is itself often a metaphor for the Holy Spirit in Scripture. The color Blue is also associated with peace, with shalom. This color reminds us of Christ as the living water, the breath of life, and the Prince of Peace.

**Shape:** The individual pieces within the logo are suggestive of drops of water and leaves, emphasizing the theme of life and growth. The shapes that come to a point at both ends are also highly stylized flames, a subtle reference to the previous logo.

The variety of individual pieces also recognizes that we are a body made of many members, congregations and organizations of different sizes. But the shapes are organized into an organic circle, suggestive of the unity of the movement. The organic nature of the circle, without rigid definition, is suggestive of the organic nature of our unity.

**The Cross:** “Jesus is the subject.” That is what brings us together. Note that the entire design is focused on the cross, drawing together around the cross, revealing the cross, making Jesus the center. Whatever the pieces of our world might be, whatever the challenges, the relationships, the shapes and sizes of life, they all come together at the Cross—Jesus makes everything whole. The circular form of the logo clearly references wholeness, unity, holiness: something shattered and disparate coming together, again, drawn together by the Cross.

**Scripture:** The elements of the design draw on and reflect themes of Scripture. Consider these examples: Psalm 1:3; Psalm 23:1; Ezekiel 47:6–12; John 4:13–14; John 7:38; 1 Corinthians 12:12–13; and Revelation 22:1–2.
TWO LOGO FORMATS
A VERSION FOR ANY PLACEMENT

Various placements can cause situations in which a tall formatted logo may apply best or rather a wide logo. The logo is the main element of Chirch of God’s identity. It should never be changed or altered. The components of the logo should never be separated.

- The logo should be used as depicted in the guidelines. It should never be decorated, altered, distorted or re-created in any way.
- Refer to the logo colors and logo usage section to learn more about how to properly reproduce our logo.
- The logo must be reproduced from an original electronic file.
LOGO: CLEAR SPACE

BREATHING ROOM DISPLAYS PROFESSIONALISM

CLEAR ZONE:
For visibility, impact and overall integrity, it is important to retain a designated clear space around the Church of God logo. The minimum clear area around the logo is shown below. This area is designated as being equal to the height of an “D” in the logo. Clear space should never be intersected or intruded upon by any other graphic object or edge. Maintain this clear space in all uses to give the logo the proper “breathing room.”
LOGO COLOR FORMATS

FULL + THREE COLOR FORMATS

Consistent logo appearance is important in maintaining the strength and recognition of our brand identity. The preferred logo is composed of a blue and green gradient symbol and black logotype. The full color logo is the most impactful and recognizable configuration and should be used whenever possible. Always use approved logo artwork to ensure correct color application and contrast is achieved.

FULL COLOR VERSION

Full color version is comprised of four color process mixtures through gradations within the primary icon. Typography solid black in all placements upon a light background.

ALWAYS USE OF FULL COLOR VERSION WHENEVER POSSIBLE

THREE COLOR VERSION

Three color version contains no gradations. Only to be used when necessary.

In order to build a consistent identity, it is important to reproduce the signature in its full-color design whenever possible. In situations where the colors cannot be reproduced accurately or when the surface or background on which it is applied does not provide sufficient contrast, alternate versions, outlined in the guide, may be used.
BLACK & WHITE LOGO FORMATS

FORMATS FOR BLACK & WHITE ENVIRONMENT

A black version of the Church of God logo should be used in the following situations:

- When multi-colored printing is not an option
- When the logo is printed on a colored background without sufficient contrast
- When the background color distracts from the colors of the logo

White Reverse Logo

The white reverse version of the Church of God logo should be used only when the logo must reverse out of a dark background. This logo option should only be used when it is not possible to use the full-color or solid-black logo.

BLACK & WHITE USAGE

Black and white placements always in full 100% black. This will allow for consistency in all environments.

REVERSE USAGE

In instances where a background is a thorough darkness. The color version may be utilized within the logo mark/icon. If the background conflicts with underlying imagery. Utilize white only version. Please see background control on the following page for further information.
BACKGROUND CONTROL

The Church of God logo and marketing graphic are designed to be used against a white or light background. When the Church of God logo and marketing graphic are placed on a black or dark background, use the white reversed logo. When the logo or marketing graphic is placed on a photographic image, the background should always provide sufficient contrast to the logo. Textured backgrounds should be subdued and never compete visually with the logo.

WHITE BACKGROUND PREFERRED

VERY LIGHT BACKGROUND

REVERSED ON LIGHTER BACKGROUND

VERY DARK BACKGROUND

NEVER PLACE THE CHURCH OF GOD LOGO OR MARKETING GRAPHIC ON BACKGROUNDS THAT DO NOT PROVIDE SUFFICIENT CONTRAST.
INCORRECT LOGO USE

Incorrect usage of the logo and marketing graphic can hinder our movement and create confusion. The examples below and the list below outline how the logo should NOT be used.

• Do not change the appearance or shape of any elements in the logo.
• Do not combine the logo with any other graphic elements.
• Do not use the logo as a design device or element, such as in a repetitive or three dimensional manner.
• Do not use colors other than those specified by this guideline.
• Do not split any element of the logo.

OTHER LOGO MISUSES:

- Do not add drop shadows.
- Do not alter the size relationship or alignment of the symbol to the wordmark.
- Do not scan or modify the approved logotype.
- Do not scan the logo, copy/paste from an internet application or use our logo with poor resolution.
VARIous VISUAL LOGO EXAMPLES

USING THE ICON IN YOUR CHURCH’S LOGO

Below are some examples of local church logos that maintain the integrity and balance of the Church of God brand identity.

1. Inclusion of the Church of God icon as a secondary element works in some cases, but not all. Use your good judgment.

2. Any font can be used for the church name. Plenty of freedom to be unique. We recommend a clean and simple font.

3. When using the branded “Church of God” text, don’t change the layout (stacked or horizontal).
Visual Elements
## TYPOGRAPHY

Typography can be used to create visual consistency and a family appearance among communication materials. Proxima is considered the primary Church of God typeface. All weights and styles are approved for use. It is recommended that no more than three type weights and/or sizes be used together in a layout in order to achieve a professional, well-organized typographic appearance. A flush left, ragged right alignment and upper and lower case typesetting style should be used to ensure clear readability.

Proxima provides optimum readability, as well as a professional and contemporary character that complements the logo. This typeface offers a range of styles and weights to meet most typographic and stylistic needs.

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COLOR PALETTE

Correct and consistent use of the approved colors shown here will maximize the impact and recognition of our communication materials in the Church of God Movement.

Primary Colors

These colors should be used prominently in applications. They can be used on covers and interior spreads, either in headlines and/or graphics.

SOLID COLOR VARIATIONS

These colors can be used for support when only spot colors can be applied.
VISUAL SUPPORTING ELEMENTS

JESUS IS THE SUBJECT is the slogan and the statement that The Church of God is implementing to support our movement. Whenever possible this logomark is to be applied to the upper edge of the blue gradation. Or to the top edge of the page. For a visual example see the business card on the previous page.
DON’T change background color.

IF able, allow blue background to span fully to left and right edges.

ALWAYS reverse the letters of the word Jesus and refrain from using alternate colors.

The lettering in the word JESUS should always run off the edge of blue area. NOT placed as shown above.