Logo

PRIMARY LOCKUPS

If you have downloaded our logo package from the partner section of our website you will have all the proper logo lockups. Please only use the provided lockups and do not create your own.

The main logo that should be used in most cases is the wide version. Both positive and reversed.

In the following pages we will explain the applications of all the logo versions and how they should and should not be used.

FILES

Whenever possible, use the .ai or .eps files instead of the .png or .jpg files. They will produce a higher quality image.
Logo

ALTERNATE LOCKUPS

There are some alternate lockups for our logo including a wide version with no bible icon and a square version which aberviates our name to “FBC” and should therefore not be relied on heavily, but instead seen as a secondary supporting logo.

REVERSED

When the logo is set on a brand color or an image, use the white (reversed) version of the logo.

As with the regular logo, use wide as the default version.

If you set the logo on a solid background, use our brand colors, more detail on our colors in the following pages.

If you are going to set the logo on an image, set the logo on a darker area of the image to keep contrast. See more detail in imagery in the following pages.
Logo

CLEARSPACE

We don’t want to put other graphics too close to the logo as this will detract from its simplicity and clear communication of our brand.

You can use the letter “F” in Faith Bible Church as a measure of clearspace on all versions of the logo.

Our standard provided logo files have this amount of clearspace built in.

MINIMUM SIZE

Our Logo has small details that will get lost if it is rendered at too small a size. Please use our logos at the minimum sizes specified to the right.
Logo

HOW NOT TO USE

Use the logo lockup files provided and do not alter them. Listed here are a few common misuses, though the list is not exhaustive.

Do not change, rearrange or resize elements in the lockups provided.

Do not let the logo become pixelated. If you need a larger file contact us.

Do not distort or stretch logo.

Do not recreate the logo.

Do not outline the logo.

Do not set the logo in a different color than the provided files.

Do not set dark logo on a dark background. White logo should be used when setting on almost anything other than a white background.

Do not set logo on an image that is too complex or too light to see the white logo.
Color

We rely heavily on our two Primary colors in most branded materials. Our Secondary colors are used mostly as accents.

Our Accent Gradients show up as thin horizontal strips of color, often separating a header from main content. The gradients should not be up against any other solid colors, only greys, solid black, and solid white, and in some cases, imagery.

**Primary**

**FAITH BLUE**
RGB: 87 145 149
CMYK: 69 29 39 2
HEX: #579195

**DARK GREY**
RGB: 65 64 66
CMYK: 0 0 0 90
HEX: #414042

**Secondary**

**GREEN**
RGB: 195 205 47
CMYK: 28 6 100 0
HEX: #c3cd2f

**ORANGE**
RGB: 235 130 30
CMYK: 0 57 100 4
HEX: #eb821e

**PURPLE**
RGB: 165 66 114
CMYK: 22 83 20 19
HEX: #a54272

**DARK BLUE**
RGB: 34 85 90
CMYK: 57 3 21 70
HEX: #22555a

**MEDIUM GREY**
RGB: 88 89 91
CMYK: 0 0 0 80
HEX: #58595b

**BARELY GREY**
RGB: 241 242 242
CMYK: 0 0 0 5
HEX: #f1f2f2

**Accent Gradients**
Typography

MUSEO SANS

Our typeface of choice is Museo Sans. We use 300 or 500 for body copy and 700 or 900 for most headings. (Shown in all weights to the right.)

Italic versions are available as well, although we avoid italics.

Do not click the “Italics” or “Bold” buttons in Microsoft Office applications, instead use the different versions of the font. The type designers knew what they were doing, Microsoft does not.

Museo Sans can be set up as a webfont too. We use it on our website through Typekit, (part of Adobe Creative Cloud.)

If you cannot get ahold of Museo Sans or are sending a marketing email* you can use Arial.

*email does not allow for webfonts
Imagery

We like to use photos of individuals and families from our church on promotional materials whenever possible.

We love photos that show people enjoying fun and fellowship together. Happy, bright, exciting community that’s our kind of image.

We also use lots of imagery from unsplash.com because it’s all free and doesn’t require attribution.

For event, and sermon series graphics, all kinds of imagery can be used, as long as it represents the event or content well in some way.
Icons and Other Assets

For consistency, we like to use these icons to the right, from the same icon set on all our collateral. These icons are from the “Font Awesome” icon set.

We have location and campus maps available for use on any material that someone who doesn’t regularly attend our church might see.
Layout Standards

REVERSE
We reverse a lot of copy out of our main “Faith Blue” color and our Dark Grey.

ACCENT
Our gradient accent bar can work as a dividing line between Dark Grey headers and the rest of the content on a given piece.

SIMPLE GRID
Our brand is built on a simple grid that makes everything look solid and strong.

ICONOGRAPHY
We like to use simple 1-color icons to draw attention to important details.
Layout Standards

INFO BAR

On promotional materials for most events and classes we use a bar along the bottom of flyers, posters, slides, and other collateral to contain pertinent information like time, place, link, cost, registration etc.

TEMPLATE FILE

We use an illustrator template file to create a uniform look for promotional materials. If you are in need of this template file, you can get download it at fbchurch.org/brand

FBC STARTING POINT

3 Week Introduction to Faith Bible Church begins the first Sunday of each month.

Sunday Group:
8:30 am in Rm. 266
Wednesday Group:
6:30 pm in Rm. 266

A seven-month class for new believers or those who want an overview of basic Christian doctrine, the big picture of the Bible, and Christian disciplines. Cost: $10 includes workbook

Beginning September 10 and 13
fbchurch.org/fundamentals

Fun & Games of the Faith

Sunday, July 2, 5, and 16
Second Service (10:30 am)
Room 166

A Biblical Approach to Parenting

Begins September 13, 6:30 pm
FBC Library
fbchurch.org/parenting

Psalms

THREE-DAY SERIES // SUMMER 2017

“Psalms” is a three-day series that explores the Psalms as an introduction to the Bible.
Email Standards

For employees of the church, we have standardized email signatures. We also have a set of guidelines for email design standards. If you are an employee and do not have an email signature set up, or you would like a copy of the email guidelines, contact Seth Weber at sweber@fbchurch.org

Marketing emails must be sent through Lana or Seth. Contact the office if you would like to discuss the sending of a marketing email for a ministry or ministry event that you are helping to coordinate.
Booklet Standards

For booklets in all ministries, both 8.5x11 bi-folded or 8.5x14 bi-folded, standard information must be included on the back of the booklet, as pictured to the right. (Logo, address, phone number, and website.)

Optional sub-ministry logo should be centered in the space above if included.
Worship Slide Standards

For Worship Slides and Other Sunday Morning Service Slides we use Museo Sans 700 in white.

We use darker textural backgrounds that don’t have a focal point.

Try to keep each slide between 2-5 lines of text.

Try to keep the text large

Keep text alignment as consistent as possible. Left-alignment, centered vertically is preferred.

DON’T DO THIS

Don’t use drop shadows on text

Don’t outline text with black

Don’t use background photos that have a focal point or distract from the words

Don’t use right-aligned text

Avoid one-word lines

For a full set of slide guidelines visit fbchurch.org/brand
Sub-Ministry Logos

FBC Sub-Ministries follow a simple visual template to tie them all together and tie them all to the Faith Bible Church brand.

There are also “vertical” versions of these logos where the words are broken onto multiple lines for layouts where less wide options are necessary.
Semi-Branded Ministry Logos

FBC Semi-Branded Ministries also follow a visual template to tie them all together and tie them all to the Faith Bible Church brand.

The logo colors can adapt to their context. No specific colorschemes are assigned to these Semi-Branded Ministries. White versions reversed out of imagery or FBC brand colors are preferable.
Fully Branded Ministries and Events

These ministries and events have their own unique sub-brands.

These brands adhere to FBC Brand standards to varying degrees. The use of Museo Sans is always encouraged. And the inclusion of the FBC Logo on materials and collateral is required.

TMS SPOKANE

The Master’s Seminary’s brand is excepted from the above listed rules as their branding is defined by Grace Community Church in Southern California. See their brand guidelines for further instruction on laying out materials promoting or relating to the extension campus of TMS at Faith Bible Church in Spokane.
FBC Weekly

Our weekly publication includes ad space for our ministries and events. We have full page, half page or quarter page spots. If you would like to place an ad in FBC Weekly contact the church office at 509.326.9455 to discuss placement of your ad.

AD SIZES

Full page: 6.75” x 8” plus .125” bleed on all sides.
Half page: 5.75” x 3.375”
Quarter page: 2.75” x 3.375”
For questions regarding branding, design, sub-brands etc. contact Seth Weber at 509.993.3921 or sweber@fbchurch.org

Download brand resources at fbchurch.org/brand