Our Brand

**Trust.**

When all is said and done, branding is about trust. Brand elements such as tag-lines, logos, colors, fonts and content create a visual representation of an organization's reputation, voice and story.

**It’s who we are.**

Our brand guidelines protect that voice and ensure clear, consistent communication around Hope’s mission and vision, allowing our audience to recognize Hope content wherever they see it. Building trust. Reaching our neighbors. Encouraging conversation.

Successful communication is:

**Relevance**
- Clarity of message

**Effectiveness**
- Message impact
- Excellence
- Quality of delivery
Brand Principles
Our Target

We focus on these demographics and, in turn, draw from a broader set of people attracted to energy, curiosity and enthusiasm.

**Young:** We appeal to growing families and young professionals. Our target is a 35-year-old with young kids.

**Connected:** People searching for community find it at Hope. So our communication efforts highlight and celebrate connection. We embrace technology.

**Innovative:** We are not afraid of new ideas or creative methods to advance our mission. We go big, because we serve a big God.
Our Style

*Distilled from our mission and values as well as our culture, these serve as building blocks for visual and verbal communication.*

**Focused:** Our message is “the power of a changed life,” so we declare it boldly. Our focus is on people.

**Relational:** From KidCity to Global Hope, relationships are the heart of all things Hope. Even when casting a global vision, we focus on people.

**Practical:** Hope’s teaching style is straightforward, candid and practical. So is our brand.

**Generous:** We serve with intense loyalty, investing aggressively in the success of others.

**Fun:** We take what we do seriously, but we don’t take ourselves seriously. We love to laugh.
Logo History

Version 1

Version 2

Version 3 - Current
The Hope Community Church logo is a seal of approval and a promise of excellence. Whether at a campus or on a core team, you represent Hope every time you use the brand. By following these guidelines you extend the excellence and effectiveness part of our DNA.

Wherever seen, the logo is consistently used. The brand only makes a positive impact when used correctly.
When using the logo, it should be surrounded with negative space to ensure its visibility and readability.

No graphic elements should invade this zone.

*Allow for space the height and width of the icon, as shown in the example.*
The correct logo is one of the standard, single-color versions.

Avoid these *incorrect* uses of the Hope logo:

- Do not use the Hope icon font by itself.
- Do not change the logo font.
- Do not warp, stretch, skew or slant the logo.
- Do not add a stroke to the logo.
- Do not add gradients or drop shadows.
- Do not place the logo on complex or patterned backgrounds.
Icon Usage

For materials used **exclusively inside a campus**, the Hope icon can be used to represent the brand (e.g. digital signage, ProPresenter screens, wall decor, etc.)

The icon may be used when in close viewing proximity to the full Hope logo (e.g. on the same print piece, a piece of apparel, etc.)

Exceptions are intentionally decided by the Creative Media team. (e.g. Hope Where you Are, Unleashed).
Typography is another key element of the Hope brand. Like the logo, our primary typeface—Gotham—communicates the personal, yet strong personality of the Hope brand.

Gotham is the primary typeface for Hope. Gotham Black is used for headlines and display purposes. Gotham Medium is used for sub-headings and call-out information, such as pull quotes.

Gotham Book is used when setting body text. These typefaces are used when producing communications materials in print, video or film.
Minion and Klinic Slab are secondary typefaces for Hope. They are complimentary to the primary typography.

Script fonts are not used for lyric slides or notes.

*Note: All other typography standards from the previous slide still apply.
Hope’s Colors

All about that color

- Primary Green: #5eb265
- Secondary Green: #aad69f
- Secondary Gray: #bbbdco
- Primary Gray: #6d6e70
# Web Colors

<table>
<thead>
<tr>
<th>Type</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>Web #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accents</td>
<td>94</td>
<td>178</td>
<td>102</td>
<td>#5EB266</td>
</tr>
<tr>
<td>Headlines</td>
<td>109</td>
<td>111</td>
<td>113</td>
<td>#4D4E53</td>
</tr>
<tr>
<td>Hyperlinks</td>
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<td>0</td>
<td>0</td>
<td>#000000</td>
</tr>
<tr>
<td>Body Copy</td>
<td>56</td>
<td>56</td>
<td>56</td>
<td>#383838</td>
</tr>
</tbody>
</table>
Lato Normal is used for headlines and display purposes and call-out information, such as pull quotes.

Lato 300 is used in body text.

These typefaces are used when producing communications materials in any online setting.
Headlines should be uppercase and not include punctuation

Example: LOVE PEOPLE WHERE THEY ARE

URLs should always be lowercase. Never hyphenate a URL for line breaks. Be careful about using a period at the end of a URL when ending a sentence. It can be confusing and potentially cause broken links. Also never use www.

Example: Visit gethope/giving to learn more.

Since we do not use www, copy should clearly refer to an online destination.

Examples: Register online at christmas.gethope.net.
Watch messages online at gethope.net.

Buttons should have the first word capitalized, but the rest of the words should be in lowercase and without punctuation. As a rule of thumb, buttons should never be more than four words.

Example: Sign in to give
Guidelines for Photography & Filmmaking
Every Image Communicates Our Brand

The stories we tell communicate our brand principles - that’s a given.

They also:

• Show diversity of age, gender and ethnicity.
• Engage the viewer as a participant, not an observer.
• Depict real people, living real moments— avoid staged scenes or stiff poses.
Key Practices

- Make use of natural light whenever possible.
- Create depth through foreground-middle-background relationship.
- Capture a wide variety of angles and views, both vertically and horizontally.
- Capture scope, but also draw attention to details.
- Include shots containing empty space for text.
- Use video to show action or anticipation — not just scenery.
**Goal:** It's all about relationships. Capture authentic moments of connection between people.

Use eye contact and gestures to show interaction.

Capture outbursts of emotion—laughter, surprise, joy.

Include recognizable architecture, even if it's just a hint.

Show relationship through action.

Strong use of foreground elements to put the subject in context.
**Goal:** Celebrate the unique features of each location.

- Use angles to create a sense of wonder.
- Call attention to distinguishing characteristics.
- Feature recognizable landmarks.
- Express the personality of the location’s community.
Film Principles

We use film to bring God glory, to tell stories of how He is working and forward the mission of Hope.

Film also builds community and conveys impact.

Life-change films (testimonies) are always stories.
- A story is about a character with a deep desire for something.
- A story has a unique setting and context.
- A story features conflict and struggle.
- A story provides an emotional resolution.
- A story has already taken place.

At Hope we use the terms interview subject, host or actor - we do not refer to these individuals as the “talent.”
Interviews & Hosted Segments

Interviews are shot with no less than three cameras; a medium shot, a close up and a third camera capturing shots of visual interest.

Subjects should look across frame, looking out of camera not more than 30 degrees off axis.

Hosted segments should be evenly lit and filmed with medium lenses to minimize distortion. As a rule they should be shot with one camera, with the host looking directly into lens.

Interview and hosting segment backgrounds should be appropriate to the topic. They should not compete for attention with the subject.

Global and Local missions subjects should be shot to maintain the dignity of the character.

Occasionally, the film team makes exceptions to these principles for specific and intentional purposes.
Content Guidelines
Use words? Congratulations! You communicate for Hope.

Emails, social media and conversations are all opportunities to represent our church, our leaders and ultimately, Christ.

Good communication removes roadblocks.

Whether it's getting people to take part in an event or visit Hope for the very first time, communication helps us reach our goals. These values and guidelines help remove possible barriers between individuals and their next steps with Christ.

AP style is our primary guide. As the most widely used and recognized source of content parameters, it’s our baseline. Sometimes we part ways with AP — most notably in its handling of pronouns used to refer to God (He, Him, You, etc.) and headline/title capitalization (we capitalize all words with four or more letters.) In most other matters, it's our bedrock and should be treated as such. When in doubt, check with the content director for guidance.
We advocate for our audience.
Our communication makes people’s lives easier, not more difficult. We’re on their side putting their interests before our own.

We don’t suck.
If it’s worth writing into words, it’s worth getting right. We communicate with excellence.

We’re user-friendly.
We answer: who, what, when, where, why, and how. We include easy-to-find information for any next steps. Shoot for clear, not clever.

We avoid insider language.
We don’t use hard to understand words. We avoid "Christianese."

We say less to communicate more.
We keep it brief. People are busy, give them concise content.

We don’t sell.
People tune out advertising and manipulation. We inform, cast vision and share experience. We describe real outcomes that can benefit our audience.

We communicate what we want for people, not what we want from them.
Don’t give people to-dos. We present them with opportunities.

We have personality.
Authentic, informal, sincere, positive and fun.
**Four eyes are better than two.**
Have a qualified proofreader look over your piece ideally, get two — one of whom should always be the content director. Typos and misspelled words undermine a well-crafted piece. This is not optional — it’s mandatory.

**Have a goal.**
For every piece of communication, determine the goal first.

**Evaluate.**
Once a piece ships, evaluate it’s effectiveness. What can we learn for future projects?

**Know your audience.**
Audience determines our approach to communication. What is their relationship with us? Put yourself into their shoes and communicate based on their perspective.

**Don't overload people.**
Maybe you need to delay communicating one message so another has a better chance of getting through. Or it might mean you only present the first step in a process instead of five action items. See below.

**Choose the right channel.**
Your message and your goal should determine the appropriate communication channel, whether it’s a video, email newsletter, Facebook post, etc. For example, if people need to take action online, an online method of communication might be the best choice.
Consider context.
Where is your content going to live? Does it conflict with anything else living there? Is it duplicate info? Is it out of place?

Lead with the most important thing.
Don’t bury key information under several sentences or paragraphs. Keep the most important, foundational information at the top.

Cut, cut, cut!
Avoid redundancy and wordiness or saying a whole lot or repeating yourself or saying the same thing twice or run on sentences or buzz words that mean nothing. It’s annoying isn’t it? Once you write a piece, see how much you can eliminate without losing meaning.

Use an active voice when possible.
It is more direct and stronger. In active voice, the subject takes the action. Example: “Thousands attended the event,” rather than “The event was attended by thousands.” Or: “Hope partners with community organizations,” instead of, “Community organizations are being partnered with by Hope.”

Avoid overused words.
Tired phrases and words, used too often, lose effectiveness.

Let your content do the heavy lifting.
By avoiding hyper-emotionalism (excessive exclamation points, words in all caps, etc.) we’re trusting our readers — and our work. Good content doesn’t need embellishment.
## Content Guidelines

### Do

**Hope Community Church**
- Hope Community Church in titles, signatures, etc.
- Hope is acceptable in sentences and locations.
- gethope.net as the web site

**Times**
- 8 a.m., 8:30 p.m.
- 6-8 p.m., 8 a.m. - 5 p.m.

**Dates**
- Tuesday, April 28
- Feb. 23
- May 31-June 1

### Don’t

- HCC
- Hope CC

- 8AM, 8:30pm.
- 6:00-8:00pm
- from 6:00 to 8:00pm

- Tuesday, April 28th
- February 23rd
<table>
<thead>
<tr>
<th></th>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Commas</strong></td>
<td>The event features games, food and prizes.</td>
<td>The event features games, food, and prizes.</td>
</tr>
<tr>
<td><strong>Quotations Marks &amp; Punctuation</strong></td>
<td>She said, “We’re going to the party.”</td>
<td>She said, “We’re going to the party”.</td>
</tr>
<tr>
<td></td>
<td>The well-meaning children.</td>
<td>The well meaning children.</td>
</tr>
<tr>
<td><strong>Hyphens</strong></td>
<td>6 - 8:30 p.m. March 16-20</td>
<td>Do not hyphenate websites or email addresses.</td>
</tr>
<tr>
<td></td>
<td>Nonprofit</td>
<td>Non-profit</td>
</tr>
<tr>
<td><strong>Apostrophes</strong></td>
<td>FAQs, DVDs, The dog’s collar, 30s, etc.</td>
<td>FAQ’s, DVD’s, 30’s, 1950’s, etc.</td>
</tr>
<tr>
<td>Numbers, Ages, Grades</td>
<td>Do</td>
<td>Don't</td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------------------------------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td></td>
<td>One, two, three</td>
<td>1, 2, 3</td>
</tr>
<tr>
<td></td>
<td>10, 12, 13</td>
<td>Ten, twelve, thirteen</td>
</tr>
<tr>
<td></td>
<td>Six-week series</td>
<td>6-week series</td>
</tr>
<tr>
<td></td>
<td>5-year-olds</td>
<td>Five year olds</td>
</tr>
<tr>
<td></td>
<td>Fifth grade or 5th-graders, 10th grade</td>
<td>5th, tenth grade</td>
</tr>
</tbody>
</table>

| Message Titles       | At the Movies                            | At the Movies “At the Movies”        |

| Exclamations Marks   | Sign up today!                           | Sign up today!!!!                   |
## Content Guidelines (continued)

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pronouns referring to God, Jesus, the Holy Spirit or Gospel</strong></td>
<td>He, Him, You, Your, etc.</td>
</tr>
<tr>
<td></td>
<td>(Expect in direction quotes from scripture where the translation uses lowercase)</td>
</tr>
<tr>
<td><strong>Hashtags</strong></td>
<td>#HopeUnleashed #HopeWhereYouAre</td>
</tr>
<tr>
<td><strong>Capitalization</strong></td>
<td>Today, we celebrate you!</td>
</tr>
</tbody>
</table>
1. Social media imagery designed with content, must originate from the Creative Media team or approved content sources.

2. Images with improper use of fonts, content or logo will be removed.

3. New social media accounts will not be added without consultation with the Creative Media team.
Social media is not just promotional. It’s a place for us to reach our community and the world with the love of Christ. It’s a ministry.

When writing for social media, keep these values in mind:

**It's about relationships.**
Hope is about people and community. Share faces, people and stories in an authentic, human way.

**Share with excellence.**
Every post, picture and tweet is important. Social media may be the first -- or only -- way someone learns about our church. Use interesting images, compelling content and a consistent presence.

**Invest in relationships.**
Foster community through timely responses, encouragement and prayer.

**Collaborate consistently.**
Set up a regular dialog and workflow between those leading social media efforts on behalf of your ministry and the Creative Media team.