Life.Church
Brand Guidelines

The dot is silent.
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What’s 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.
Brand Principles
Our Bullseye: Young, Urban, and 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.
Authenticity Matters

Our brand is what we want to be, but also what we are.

Everything we create should be consistent with what a person will actually experience at Life.Church. We can set the tone, but when we lean too hard on our own preferences, or skew too trendy, we build false expectations.
Logo History

1996 - 1999

2000 - 2002

2003 - 2013

2014
Life.Church Logo

LIFE.CHURCH
What changed?

Original

<table>
<thead>
<tr>
<th>ABCDEFGHI</th>
<th>JKLMNOPQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSTUVWXYZ</td>
<td></td>
</tr>
</tbody>
</table>

Revised

<table>
<thead>
<tr>
<th>ABCDEFGHI</th>
<th>JKLMNOPQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSTUVWXYZ</td>
<td></td>
</tr>
</tbody>
</table>

Life.Church Branding Guidelines // September 2015
Standard Logo & Icon

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.
Life.Church Branding Guidelines / September 2015

Logo Usage & Typography

When representing Life.Church, the logo should **always** appear in the standard horizontal format.

The type in the Life.Church logo is a custom typeface and should **only** be used in the logo.

**Note:** The exception to this rule is on campus building signage. Case-by-case decisions are made in accordance with building layouts and city codes.

When representing a Life.Church campus or central ministry group, the logo should **always** appear in the stacked format.

Campus and ministry group names should appear in Gotham Book Italic.
Logo Spacing

When using the logo, it should be surrounded with clear 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.
Logo Usage: Do’s and Don’ts

The **preferred logo** use is the standard, **two-color version**. But, we do provide a one-color, and a one-color reversed option for specific uses.

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.).

Note: Use the same logo usage guidelines (see page 3.5) for correct usage of the icon.
Ministry Logo Usage

When representing a Life.Church central ministry, **always** use the appropriate team logo.
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

daefghijklmnopqrstuvwxyz
0123456789

**Gotham Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

daefghijklmnopqrstuvwxyz
0123456789

**Gotham Book**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Typography: Using Gotham

**Gotham** is the *primary* typeface for Life.Church.

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

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

Gotham *book* should be used when setting body text.

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

**Note:** *Never use all caps for any headlines or titles.*
Typography: Using Helvetica Neue & Arial

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

They should be used in bold for headlines, and regular for body copy.

Note: All other typography standards from the previous slide still apply.
Like the logo and typography, the colors we use represent our brand identity, and should remain consistent across all media. The traditional “Life.Church red” remains, alongside three gray options.

**Note:** On designed pieces, never use 100% black. Instead, use the dark gray, provided below.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>Web #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life.Church Red</td>
<td>187 C</td>
<td>22</td>
<td>100</td>
<td>88</td>
<td>14</td>
<td>166</td>
<td>25</td>
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</tr>
<tr>
<td>Dark Gray</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>90</td>
<td>62</td>
<td>57</td>
<td>53</td>
<td>#404041</td>
</tr>
<tr>
<td>Medium Gray</td>
<td>Cool Gray 9 C</td>
<td>55</td>
<td>47</td>
<td>44</td>
<td>10</td>
<td>119</td>
<td>119</td>
<td>121</td>
<td>#777779</td>
</tr>
<tr>
<td>Light Gray</td>
<td>Cool Gray 1 C</td>
<td>13</td>
<td>11</td>
<td>12</td>
<td>0</td>
<td>219</td>
<td>217</td>
<td>214</td>
<td>#dad8d6</td>
</tr>
</tbody>
</table>
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.
Web Guidelines
Web Typography

**Proxima Nova Black** should be used for headlines and display purposes.

**Proxima Nova Semibold** should be used for sub headings and call-out information, such as pull quotes.

Proxima Nova Regular should be used when setting body text.

These typefaces should be used when producing communications materials in any online setting.

*Note:* Never use all caps for any headlines or titles.
## Web Colors

<table>
<thead>
<tr>
<th>Type</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>Web #</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>Headlines</td>
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<td>46</td>
<td>#a6192e</td>
</tr>
<tr>
<td>Body Copy</td>
<td>62</td>
<td>57</td>
<td>53</td>
<td>#404041</td>
</tr>
</tbody>
</table>
Web Copy

**Headlines** should follow sentence capitalization, so capitalize the first word and proper nouns and include punctuation.

**Example:** We embrace irrational generosity.

**Subheads** should follow title case, so you will generally capitalize words with four or more letters (AP Style) and will not use punctuation.

**Example:** Engaging in Digital Missions

**Quick Tip:** Try [www.titlecapitalization.com](http://www.titlecapitalization.com) if you need help with title case.

**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.

**Example:** Visit [www.life.church/giving](http://www.life.church/giving) to learn more.
Some websites do not use www, so be clear that you’re referring to an online destination in the copy.

**Examples:** Register online at go2.lc/opendoor.
Be part of Church Online at live.lifechurch.tv.

**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 be no more than four words.

**Example:** Sign in to give
Imagery Guidelines for Photography & Video
Every Image Tells a Story

It’s important that the stories we tell communicate our brand principles—that’s a given. Additionally, they should 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

Shoot in **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.
Shooting Experiences

**Goal:** Convey the spectacle of the environment, complemented by intimate personal moments.

Leverage the extreme contrast of *light* and *shadows*

Show the *expanse* of the experience - use the room
When focusing on one subject, capture the emotion (faces, not hands)
Shooting Experiences (Con’t)

Capture the **moment in action**

Keep the **focus on celebration**
Shoot a **hero angle** of the speaker

Capture a **variety of gestures and expressions**—happy, relaxed, or intense, but never angry

Place in **context** with stage / auditorium

**No fisheye lens**
Shooting in Lobbies

**Goal:** It’s all about relationships. Capture authentic moments of connection between people.

Use eye contact and gestures to show connection between people.

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**
Shooting Campus Buildings

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
Shooting Interviews & Portraits

**Goal:** Establish credibility and context of each person we present.

Subject looks both at and away from camera

Mix of portrait and landscape

Subject is set apart from background through color palette and depth of field

Leave space for text
Use **rule of thirds** - don’t center subject in frame

Subject **looks across** camera frame, no more than 30 degrees (unless used as secondary angle)

Background is **related to subject or topic** when possible

Camera is at **eye level or above**, unless used for effect

Background should be **uncluttered** or **out of focus** and not distracting

Global Missions: show the subject with **dignity**, not as needy
Shooting Talking Heads

**Goal:** Clarity

Lens is mid-range - don’t distort features with wide angles

Lighting is simple and non-dramatic

Background has a behind-the-scenes feel

Don’t use side shot of speaker when addressing the viewer - it erodes engagement
Editing Images

Goal: Provide a consistent look across a wide range of images and settings.

Blacks are 90% to match the darkest tone of our graphic standard.

Colors are strong and vibrant.

This is the default Life.Church look. There will be occasions where it is appropriate to make stylistic decisions that diverge from these guidelines. Those exceptions should be specific and very intentional.
Communication Guidelines
Why Does Communication Matter?

If you use words, you communicate for Life.Church.
Emails, social media, conversations...they’re all opportunities for you 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 just try Life.Church for the very first time, communication can help you reach your goals. These values and guidelines are here to help you remove obstacles that might get in the way of people taking their next steps with Christ.
Our Communication Values

**We're advocates for our audience.**
Our communication makes people’s lives easier, not more difficult. We’re on their side and put their interests before our own.

**We're not sucky.**
If it’s worth putting 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. Clear beats clever.

**We avoid insider lingo.**
We won’t use words that are hard to understand. We explain Life.Church terms and any phrases that may be confusing to someone who has never stepped inside a church.
Our Communication Values (Con’t)

We say less to communicate more.
We keep it brief, knowing people are much more likely to engage with concise content.

We don’t sell.
We understand 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.
We’re not giving people to-dos. We’re presenting them with opportunities.

We’ve got personality.
We let it shine through in our communication by being authentic, informal, sincere, positive, and fun.
Communication Best Practices

Get a second set of eyes on it.
Have a qualified proofreader look over your piece. Typos and misspelled words undermine a beautifully crafted piece. Not only is this a best practice, it’s a must practice.

Have a goal.
For every piece of communication, before you do anything else, determine the goal. Do whatever is needed to gain clarity about the desired outcome and keep it in front of you during the entire creation process.

Add an evaluation step.
Once the piece goes out, it’s important to look back and ask whether it met its intended goal. What can we learn for future pieces?

Know your audience.
The group we’re talking to determines how we approach our communication. What is their experience with us? Put yourself into their shoes and communicate based on their perspective.
Communication Best Practices (Con’t)

Don’t load people down with too much at once.
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.

Choose the right channel.
Your message and your goal should determine the communication channel you use, 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? What else is being talked about there? Does what you’re communicating conflict with that? Does it duplicate that? Is it out of place there?

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.
Communication Best Practices (Con’t)

**Cut, cut, cut!**
Avoid redundancy and wordiness. 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 than the passive. In active voice, the subject takes the action. Example: “Thousands attended the event,” rather than “The event was attended by thousands.” Or: “Life.Church partners with community organizations,” instead of, “Community organizations are being partnered with by Life.Church.”

**Avoid overused words.**
Tired phrases and words that are used too often fail to communicate anything at all since we start tuning them out.
When expert opinions don’t agree about usage, it’s called a style issue. In those cases, it’s up to an organization to determine what to do—and stick to it.

When you have style questions about things like formatting, capitalization, punctuation, grammar, and more, visit staffportal.lifechurch.tv/communication to find the answer in the complete Life.Church Communications Style Guide.

Looking for a fast answer? Use the Quick Reference Guide on the next page. And if you want to save a copy on your desktop or print it out and laminate it, visit staffportal.lifechurch.tv/communication for a printable version.
### Communications Quick Reference Guide

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Life.Church</strong></td>
<td>Life.church</td>
</tr>
<tr>
<td>Life.Church in titles, signatures,</td>
<td>Lifechurch</td>
</tr>
<tr>
<td>locations, sentences, etc.</td>
<td>LifeChurch</td>
</tr>
<tr>
<td><a href="http://www.life.church">www.life.church</a> as the web address</td>
<td>Life.church</td>
</tr>
<tr>
<td></td>
<td>life.church</td>
</tr>
<tr>
<td><strong>Times</strong></td>
<td></td>
</tr>
<tr>
<td>8:00am, 8:30pm</td>
<td>8AM, 8:30 p.m.</td>
</tr>
<tr>
<td>6:00-8:00pm, 8:00am-5:00pm</td>
<td>6-8pm</td>
</tr>
<tr>
<td></td>
<td>from 6:00 to 8:00pm</td>
</tr>
<tr>
<td><strong>Dates</strong></td>
<td></td>
</tr>
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<td>Tuesday, April 28&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
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<td>February 23</td>
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</tr>
<tr>
<td>May 31-June 1</td>
<td></td>
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<tr>
<td></td>
<td><strong>Do</strong></td>
</tr>
<tr>
<td>-----------------------------</td>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Numbers, Ages, Grades</td>
<td>One, two, three</td>
</tr>
<tr>
<td></td>
<td>10, 12, 13</td>
</tr>
<tr>
<td></td>
<td>Six-week series</td>
</tr>
<tr>
<td></td>
<td>5-year-olds</td>
</tr>
<tr>
<td></td>
<td>5th grade or 5th-graders</td>
</tr>
<tr>
<td></td>
<td>Ages 5 years-5th grade</td>
</tr>
<tr>
<td>Message Titles</td>
<td><em>At the Movies</em></td>
</tr>
<tr>
<td>Exclamation Marks</td>
<td>Sign up today!</td>
</tr>
</tbody>
</table>
# Communications Quick Reference Guide (Con’t)

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Commas</strong></td>
<td>The event will feature games, food, and prizes.</td>
</tr>
<tr>
<td><strong>Quotation Marks &amp; Punctuation</strong></td>
<td>She said, “We’re going to the party.”</td>
</tr>
<tr>
<td><strong>Hyphens</strong></td>
<td>The well-meaning children. 6:00-8:30pm March 16-20</td>
</tr>
<tr>
<td><strong>Apostrophes</strong></td>
<td>To show ownership or contractions. FAQs, DVDs, The dog’s collar, 30s, etc.</td>
</tr>
<tr>
<td>Do</td>
<td>Don’t</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>--------------------------------------------</td>
</tr>
<tr>
<td><strong>Capitalization</strong></td>
<td></td>
</tr>
<tr>
<td>Avoid all caps</td>
<td>People will think you're YELLING.</td>
</tr>
<tr>
<td>Bible &amp; Scripture</td>
<td></td>
</tr>
<tr>
<td>Pronouns referring to God: He, Him, His</td>
<td></td>
</tr>
<tr>
<td><strong>Quoting Scripture</strong></td>
<td></td>
</tr>
<tr>
<td>Whatever you do, work at it with all your heart, as working for the Lord, not for men ... 1 Corinthians 3:13 NIV</td>
<td>“Whatever you do, work at it with all your heart.” 1 Cor 3:13</td>
</tr>
<tr>
<td><strong>Email or email</strong></td>
<td></td>
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<tr>
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<td>e-mail</td>
</tr>
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<td><a href="mailto:First.LastName@Life.Church">First.LastName@Life.Church</a></td>
</tr>
</tbody>
</table>
Below is a list of the proper spelling and capitalization for Life.Church ministries when used in body copy. The Graphic Standards Guide is a good source for the proper way to use the ministry branding.

Life.Church (never use LC only or leave off the silent dot)
Life.Church Location (Life.Church Yukon, not LifeChurch - Yukon)
LifeKids (only use www.lifekids.tv when referencing the website)
LifeKids rooms: Starry Night, Under the Sea, In the Jungle, The Ark, Cross Town, Konnect, and Loop

Note: It is acceptable to use “the” in a sentence for clarity, but do not capitalize.

Example: Your kids will love the Loop leaders!

Roots
Switch
Switch Break
Life.Groups
Life.Missions
Next.Gen
Life.Packs
Talk.It.Over
Host.Team
Sisters
Open.Door
Child.Dedications
chazown

Note: Use italics when used as a word in a sentence.
Example: Uncover your God-given purpose—your chazown—at the Chazown Experience.
Life.Church Ministry Names (Con’t)

The Chazown Experience
Restore
YouVersion
The Bible App, The Bible App for Kids
  Note: Do not capitalize “the” in a sentence.
  Example: Download the Bible App for free!
Church Online
LeadershipXP
What’s First
  Note: In the visual branding the number 1 is used instead of an “i” in first, but when writing in body copy, use First not F1rst.
Social Media Values
Social Media as a Ministry

Social media isn’t just a place for us to announce what we are doing. It’s a place for us to reach our community and the world with the love of Christ. With intentionality and effort, social media is a ministry. As we shape who Life.Church is online, it’s important to keep these values in mind:

**Humanize Life.Church.**
Show the people of our church and share how God is working through us right now. Life.Church is about people and community, so be intentional about sharing faces, people, and stories in an authentic, human way.

**Share with excellence.**
Every post, picture, and tweet is worth being excellent. Social media may be the first or only way someone learns about our church, so create in a worthwhile impression through interesting images, compelling content, and a consistent presence.
Social Media as a Ministry (Con’t)

**Invest in our relationships.**
It’s not broadcast media, it’s social media. Let’s make our social media efforts genuinely social through interaction. 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. Examine what worked, what didn’t, and why? Evaluate what time of day, format, and messaging is best? Use what you learn to make adjustments for the future.

Visit [staffportal.lifechurch.tv/communications](staffportal.lifechurch.tv/communications) for more tips and best practices for social media.
Social Media Image Branding

1. Instagram images that are designed, or that have content, need to have a Life.Church logo on them.

2. Plain photographs do not need a logo.