Brand Guidelines
What’s a brand?

It’s *words*.
It’s *images*.
It’s *experiences*.

Ultimately, it’s a **gut feeling**. As Pathway grows, it is vitally important that our communication, media, and environments create impressions that draw people into the church and, ultimately, a relationship with Christ.
At Pathway Church we have an unique platform to share the most important message of all—the message of God’s love, grace, and life through Jesus Christ. We have a responsibility to share this message with excellence and clarity.

These guidelines aren’t just a bunch of rules. They’re a set of principles and standards that help us communicate our mission clearly and consistently. They help our volunteers and staff, from every campus, by providing a set of tools and standards. They unify our message, equip us, and it strengthen our ability to accomplish God’s mission together.

“Why do we need brand guidelines?”

[Signature]

Todd Carter
Who We Are

POSITIONING STATEMENT
At Pathway, we believe no one is too far away from God or unable to take one simple step toward Him. An extraordinary life in Jesus is available to everyone if they are only willing to take that one step. God is one step away.

MISSION STATEMENT (Our “Why”)  
Connecting people to Jesus and helping them become His fully-devoted followers.

VISION STATEMENT (Our “How”)  
To be a world leader in Christ-centered life-transformation.

BRAND ATTRIBUTES
Living in community  
Taking next steps  
Being unfinished  
Building up leaders  
Valuing everyone always

STRATEGY (Our “What”)  
Following Jesus, In Community, For Others
The System

Our brand system is made up of five elements. Using these elements well helps convey who we are as a church.
The name Pathway Church and the Pathway logo reflect our mission and strategy. The logo is a visual reminder of that pathway. Wherever people are in their journey we want to join them and help them take next steps closer to Christ.

The logo provides credibility and acts as our stamp of approval. Be intentional about where and how you use the logo.

*Except for usage on building signage, the wordmark should never be separate from the icon.*
The Logo

STANDARD:

horizontal:standard:

WITH STRATEGY:
For internal audiences only

PATH ICON:
Use sparingly

HORIZONTAL:

pathwaychurch

PATH ICON:

pathwaychurch

FOLLOWING JESUS • IN COMMUNITY • FOR OTHERS
The Logo

COLOR VARIATIONS

BLUE & WHITE:

SINGLE COLOR (WHITE):

SINGLE COLOR (BLACK):

CAMPUS LOGOS

Use these logos when referencing a specific campus. Do not attempt create this yourself. Contact the Communications Department if you cannot access your campus logo.
The Logo

LOGO MISUSE

In order to maintain the integrity of the logo, please do not deviate from or alter the established logos. The following are some of the most common forms of misuse.

DO NOT STRETCH OR DISTORT THE LOGO

#ProTip: Hold shift whenever resizing the logo.

DO NOT ATTEMPT TO RECREATE THE LOGO

DO NOT ADD EFFECTS

DO NOT ALTER COLORS
The Logo

MINIMUM SIZES

To ensure legibility, when reproduced at a minimum size, please refer to the space requirements below. Generally, if the text in the logo is too small to read, the entire logo is too small.

MINISTRY LOGOS

Certain ministries of Pathway Church have been given their own logo. These include the Neighborhood, IGNITE, the Café, and the Counseling Center. Generally requests for a ministry logo will be denied as this devalues the overall Pathway brand. Remember, we are a branded house, not a house of brands.

SPACING

Do not crowd the logo or place other elements too close. Estimate the necessary space by taking the size of the path icon.
Like the logo, our primary typeface—Gotham—communicates the personal, yet strong, personality of the Pathway brand.
Typography

Gotham is the primary typeface for Pathway Church. CMG Sans is the secondary typeface for Pathway Church to be used when Gotham is unavailable.

Gotham Black should be used for **headlines and display purposes**. Gotham Bold should be used in all caps with the tracking set high for **sub headings**. Gotham book should be used when setting **body text**.

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

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**Gotham Black**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z |
| 0123456789 |

**Gotham Bold**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z |
| 0123456789 |

**Gotham Book**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z |
| 0123456789 |

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**CMG Sans ExtraBold**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z |
| 0123456789 |

**CMG Sans Bold**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z |
| 0123456789 |

**CMG Sans Regular**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z |
| 0123456789 |

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*Proxima Nova* is the default typeface for the Pathway website. It should be used similarly to Gotham.

*Arial* is the default typeface for all email communication.
Consistent use of color is one of the easiest and most effective ways to break through marketing clutter. We want to rise above the noise and stand out among the crowd of competing messages in the world. Pathway blue suggests friendliness, approachability, and trust. It is inviting to young and old alike. It can be playful or mature.
Colors

STANDARD COLORS

Like the logo and typography, the colors we use represent our brand identity, and should remain consistent across all media.

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Pathway Blue
Pantone® 285
#0066cc

Dark Blue
Pantone® 289
#002244

Bright Green
Pantone® 376
#82be00

Bright Yellow
Pantone® 116
#ffcc00

Bright Orange
Pantone® 151
#ff8000

IGNITE Red
Pantone® 1805
#be2828
Photography

EVERY IMAGE TELLS A STORY

It’s important that the stories we tell communicate our mission and positioning statement. Additionally, they should show diversity of age, gender, and ethnicity; engage the viewer as a participant, not an observer; and depict real people, living real moments (avoid staged scenes or stiff poses).

Stock photography is allowable, but it should be used rarely and with purpose. Never download photos or graphics from the internet unless it is from a website that provides photo/video/graphic resources.
Photography

**PEOPLE**

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 such as laughter, surprise, and joy.

**ENVIRONMENTS**

Convey the spectacle of the environment complemented by intimate personal moments. Leverage the extreme contrast of light and shadows. Capture the moment in action.
Tone of Voice

If you use words, you communicate on behalf of Pathway 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 Pathway for the very first time, communication can help you reach your goals. These guidelines are here to help you remove obstacles that might get in the way of people taking their next steps with Christ.

**COMMUNICATION VALUES:**

**We always put the guest first.**

We answer: who, what, when, where, why, and how? We include easy-to-find information for any next steps. Clear beats clever. We won’t use words that are hard to understand. We explain terms and phrases that may be confusing to someone who has never stepped inside a church.

**We communicate what we want for people, not what we want from them.**

We don’t give to-dos or beg for anything. We understand people tune out advertising and manipulation. We present opportunities and next steps. We inform, cast vision, and share experience. We describe real outcomes that can benefit our audience.

**We are consistently excellent.**

If it’s worth putting into words, it’s worth getting right. We communicate clearly and with excellence. We take time to edit, proofread, and ensure that we’ve had multiple outside opinions on our content.
# Style Guide

**Writing**

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.

<table>
<thead>
<tr>
<th></th>
<th><strong>DO</strong></th>
<th><strong>DON’T</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pathway Church</strong></td>
<td>Capitalize in titles, signatures, sentences, etc.</td>
<td>pathway church or Pathways</td>
</tr>
<tr>
<td><strong>Times</strong></td>
<td>8:00am, 8:30pm</td>
<td>8a, 8AM, 8:30 p.m.</td>
</tr>
<tr>
<td></td>
<td>6:00–8:00pm, 8:00am–5:00pm</td>
<td>6-8pm or 6:00a to 8:00p</td>
</tr>
<tr>
<td><strong>Dates</strong></td>
<td>Tuesday, April 28</td>
<td>Tuesday, April 28th</td>
</tr>
<tr>
<td></td>
<td>February 23</td>
<td>February 23rd</td>
</tr>
<tr>
<td></td>
<td>May 31–June 1</td>
<td></td>
</tr>
<tr>
<td><strong>Numbers, Ages, Grades</strong></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>5-year-olds</td>
<td>Five year olds</td>
</tr>
<tr>
<td></td>
<td>5th grade or 5th-graders</td>
<td>Fifth grade</td>
</tr>
<tr>
<td></td>
<td>Ages 5 years-5th grade</td>
<td></td>
</tr>
<tr>
<td><strong>Message Titles</strong></td>
<td><em>At the Movies</em></td>
<td>At the Movies or “At the Movies”</td>
</tr>
<tr>
<td><strong>Exclamation Marks</strong></td>
<td>Sign up today!</td>
<td>Sign up today!!!</td>
</tr>
<tr>
<td><strong>Commas</strong></td>
<td>The event will feature games, food, and prizes.</td>
<td>The event will feature games, food and prizes.</td>
</tr>
<tr>
<td><strong>Quotation Marks</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>Period &amp; comma go inside quotes. Everything else goes outside.</td>
<td></td>
</tr>
<tr>
<td><strong>Capitalization</strong></td>
<td>Avoid all caps</td>
<td>People will think you’re YELLING.</td>
</tr>
<tr>
<td></td>
<td>Bible &amp; Scripture</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pronouns referring to God: He, Him, His</td>
<td></td>
</tr>
<tr>
<td><strong>Email</strong></td>
<td>Email or email</td>
<td>e-mail</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:first.lastname@pathwaychurch.com">first.lastname@pathwaychurch.com</a></td>
<td><a href="mailto:First.LastName@pathwaychurch.com">First.LastName@pathwaychurch.com</a></td>
</tr>
</tbody>
</table>