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BRANDING PRINCIPLES
WHY BRANDING?

Branding is so much more than visuals. The words we use, the images we display and the way we communicate says a lot about who we are as a church.

Often, our branding is the first impression that people receive. It is important that the visuals we are displaying accurately reflect who we are and make it easy for someone from the “outside” to understand what we are saying. Our voice must remain constant and our visuals should always be clear.

*Remember, “Clarity Beats Creativity.”*
TARGET AUDIENCE

We target this demographic in the way we communicate, the visuals we produce and the images that we present.

**Young Families:**
East County is filled with young families. We appeal to growing families and young professionals.

**Modern:**
We keep up with technology and desire to be innovative. We look beyond today to anticipate what is relevant tomorrow.

**East County:**
We appeal to people in East County. Even if the trend is hipster, always ask the question, is that what people at Rise City will be drawn towards.
MISSION + VISION

Our Mission:
Simply stated, our mission is **Wake Up, Rise & Shine**. We desire to see people Wake up to Jesus, rise to life & shine to others.

Our Vision:
Our vision is to be a **Loving & Life-Giving Church who brings Hope & Healing in Jesus Name**. We want Rise City Church to be a people and a place that helps others experience the abundant life Jesus died to provide.
VALUES

**Gospel-Centered** | Grace over Good
We discover new life in Christ through His completed work rather than our continual efforts.

**Journey-Minded** | Incremental over Instant
We become more like Christ through a lifelong process rather than an overnight occurrence.

**Community-Focused** | Investment over Isolation
We practice the love of Christ in the context of authentic relationships rather than by ourselves.

**Action-Oriented** | Give over Get
We carry out the mission of Christ by giving ourselves away rather than always wanting more.
AUTHENTICITY MATTERS

Our brand is who we are, but more importantly, it’s who people say we are.

It’s important that we don’t get caught up in the latest trends or trying to copy and mimic what other churches are doing. We want our brand to reflect what people will actually experience at Rise City Church.
LOGO, COLOR + TYPOGRAPHY
RISE CITY LOGO

The logo from Rise City is recognizable in our community and for our brand to continue to grow, it is imperative that we don’t create variations of our logo.

The icon shows growth, movement, and upward change. The difference in sizes reflects no matter who you are, what you’ve done or how you feel, you are welcome here.

The name Rise City comes from Ephesians 5:14. Santee, Lakeside and East County as a whole, until recently, have been viewed as an outcast to San Diego. A place people from San Diego don’t want to associate with and a place that nothing good can come from. We believe that God has called Rise City to act as a catalyst that ignites change and inspires people to Wake Up to Jesus, Rise to Life, & Shine to Others.
LOGO: DO’S + DON’TS

The preferred logo use is the standard, two color version. But, incase it doesn’t work, we have provided a one-color and a one-color reversed option.

Avoid these incorrect uses of the Rise City Church Logo:

Do not change the color of the icon.
Do not distort or stretch the logo.
Do not shear or angle the logo.
Do not add a stroke to the logo.
Do not add a gradient to the logo.
Do not change the typeface of the logo.
Brand recognition is established by consistency. In order for our brand to stand out, our colors need to remain consistent across the board. “Rise City Blue” is our dominant color that is supported by two shades of gray and white. Remember, white space is our friend. We have added a dark blue and lime green color to use as accent colors.

We don’t use 100% black. Instead, we use a 90% gray.
TYPOGRAPHY

Just like our logo and our colors, typography needs to remain consistent across all platforms. The following fonts are to be used in print, video, and web pieces. The fonts we have chosen communicate our simplistic, yet modern style as a church.

For headlines, we typically use Gotham Bold. Set the kerning to optical and the tracking to 40 when you are using all caps as the headline. For body text we typically use Trade Gothic LT Std Regular.

In the event that you don’t have access to these fonts, it can replaced by Helevetica or Arial.
ENGAGING PHOTOS

It's important that the images we share communicate our vision to be a loving and life-giving church who brings hope and healing in Jesus’ name. Keep these things in mind when you are trying to capture images.

+ Show diversity of age, gender, and ethnicity. (Whoever. However. Whatever.)

+ Capture outbursts of emotion

+ Depict people in action

+ Sometimes a posed smiling picture is just what we need!

+ Make the viewer feel like they are there
KEY PRACTICES

Shoot in natural light whenever possible.

Create depth through foreground-middle-background relationship.

Capture a wide variety of angles and views, both horizontally and vertically.

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: Capture moments that make people want to be a part of it.

+ Show movement and leverage the contrast
+ Show the expanse of the environment
SHOOTING EXPERIENCES

+ Capture the celebration
+ Capture the moment in action
**Goal:** Show relationships and engagement. Capture moments that share our vision.

+ Show connection and relationship
+ Capture smiles and emotion – Laughter and joy
+ Show relationship through action
EDITING IMAGES

**Goal:** Create a consistent look across various images and settings.

+ Colors are slightly desaturated, but vibrant to match the tone of our Rise City Blue.

+ Blacks are 90% to match the darkest tone.

This is the default look. On occasion it will be appropriate to change the look based on stylistic decisions.
SHOOTING INTERVIEWS

+ Use rule of thirds
+ Subject looks across the camera frame
+ Background is relevant to subject or topic
+ Camera is at eye level or above
+ Background should be clean and/or out of focus
SHOOTING ANNOUNCEMENTS

+ Center your subject
+ Lighting is simple and non-dramatic
+ Show depth of field in background when possible
+ Give plenty of room on either side so you can crop the shot for multiple frames
+ Never use a side view of the speaker
COMMUNICATION GUIDELINES
COMMUNICATION MATTERS

Everything we say represents who we are. When we speak, it is important to have a consistent voice that is clear and concise. The more clarity we bring through our communication, the more effective we will be in ministry. We mentioned it in the very beginning, but we need to hear this more now than ever.

“Clarity beats creativity”

If we communicate effectively, we reduce the risk of people missing what we are really doing. All of this matters because ultimately, our desire is to draw people closer to Jesus.
COMMUNICATION VALUES

Avoid insider lingo.
Think of a first time attender. Ask yourself the question, “Would they know what I was talking about if I say _______?” Unless you have time to explain or give context to the terms you are using, be sure that you are communicating a message that even the least churched person can understand.

Inspire before you inform.
Lead with inspiration when you are pushing an event or program. If they are inspired or moved to take action, they will find the information they need to know. Drowning them with the date, time, cost, registration, etc., etc. will only bore them. Tell them WHY they should take part in this event and they will figure out how.

Share the next step.
Similar to the previous value, give them 1 or 2 next steps. Tell them the 57 ways they can sign up will confuse them. Simplify the communication by giving a clear next step.

Don't be so stiff.
The world is too serious. Make room for personality and remember that we don’t take ourselves too seriously. Its okay to have fun.
Read it and read it again.
Typos and misspelled words distract and undermine any kind of communication. Read over your piece and then have someone else look it over before sending it to print.

Know your target
Understanding who you are trying to reach is critical to determining how you will promote an event or program.

Always strive to get better
Ask for feedback and look back at recent examples to see what works and what doesn’t.

Choose the right channel
Not everything needs stage time or a facebook push. If it doesn’t affect 70% of our church, it probably doesn’t need to take priority over something that does. Not every event can be promoted evenly.
SOCIAL MEDIA GUIDELINES
SOCIAL MEDIA

With the ever increasing online engagement, social media is an incredible opportunity for us to engage with people from Rise City Church, but also to reach our community and the world! We want to be intentional about everything we post in order to create a positive image in the minds of others about Rise City Church and more importantly about the work of Jesus in and through Rise City.

When posting online, remember these 5 things:

+ We post consistently + strategically
+ We provide strong visuals that fit our brand
+ We champion people
+ We desire to be the most encouraging and helpful resource to our followers
+ We humanize Rise City Church by depicting what is actually happening here
SOCIAL MEDIA STRATEGY

The following is a breakdown of the type of posts we want to generate on our social media platforms:

**Promote**
- Next Steps
- Events
- Call to action
- What's happening

**Engage**
- Pictures
- Recaps
- Behind the scenes
- Champion people

**Promote**
- Stories
- Verses
- Quotes
- Challenges

20% Promote | 80% Engage + Inspire