



Maximizing our collective potential for kingdom impact!

CONTENTS

Logos
Colors
Fonts
Imagery15
Brand Elements
Elements Applied
Verbal Identity
Vision Frame
Global Reach



3 CHURCHES OF GOD GENERAL CONFERENCE BRAND GUIDE

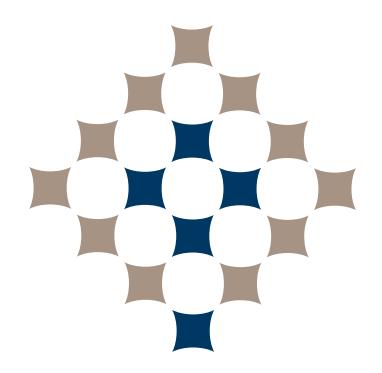
The Logo





The Logo Design

This mark is comprised of individual elements, the shape of each showing outward movement to connote impact. The design represents individuals connecting together at the table where we partner and plan to empower each leader to maximize the church's reach and impact. Using different shading, the cross is shown in the center of the mark to communicate that everything we do is centered in the message of Jesus.



The Primary Logo

The primary logo for Churches of God General Conference is the horizontal arrangement of the symbol and wordmark in two colors. The symbol is comprised of the eight identical diamond shapes in the two primary colors. The name is in Minion Regular caps and lower case, the word "of" is in Minion Italic. "General Conference" is in Minion Semibold. The spacing, colors and size relationships should never be modified or changed.

For dark backgrounds, one of the white versions should be used and for small sizes or one-color applications, the solid black version should be used. Whenever possible, use the grayscale or white with color option so that the cross in the center of the mark is distinguisable.



one color, small sizes



grayscale



solid black

for dark backgrounds



white with color



solid white

6 CHURCHES OF GOD GENERAL CONFERENCE BRAND GUIDE

Secondary Logo

The secondary logo is the vertical arrangement, The secondary logo should be used when the primary logo doesn't work as well.

For dark backgrounds, one of the white versions should be used and for small sizes or one-color applications, the solid black version should be used. Whenever possible, use the grayscale or white with color option so that the cross in the center of the mark is distinguisable.



one color, small sizes



grayscale



solid black

for dark backgrounds



white with color



solid white

7 CHURCHES OF GOD GENERAL CONFERENCE BRAND GUIDE

The Web Version

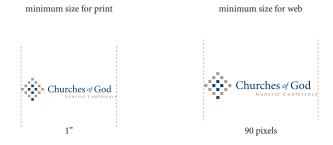
When using the logo online, the General Convention should be in blue for better readability and white when used on a dark background.



Using Our Logo

To maintain the integrity of the brand, it is important to allow adequate clean space or white space around the logo and to make sure that the logo is not in sizes that would make it difficult to read. We have provided some spacing and size guidelines shown to the right.





SIZING GUIDELINES

Shown to the left are approximate sizing guidelines for reproducing the logo. Take care when reducing the logo to make sure the proportions are maintained and that there is good readability based on the background and size.

9 CHURCHES OF GOD GENERAL CONFERENCE BRAND GUIDE

Logo Misuse

Shown to the right are some of the incorrect uses of the logo. Not all are shown.





other elements have been added and there is insufficient clear space around the logo



size relationships have been changed



the wrong logo has been used on a dark background



proportions have been changed



Colors





Color Palette

The primary colors of the Churches of God General Conference logo are dark blue and tan. The dark blue is a strong and stable color. The tan is a warm and grounded color that represents our relationships with others.

The primary colors are an important part of the brand identity and should be used for most visual communications. A seoncdary set of colors have been selected to complement the primary colors and should be used on a more limited basis when necessary.

PRIMARY COLORS



PANTONE 2955 CMYK – 100/78/36/28 RGB – 0/55/100 Hex – 003764



PANTONE 7530 CMYK - 37/38/47/3 RGB - 164/148/131 Hex - a49483

SECONDARY COLORS



PANTONE 2925 CMYK - 76/24/0/0 RGB - 0/155/223 Hex - 009bdr



PANTONE 576 CMYK - 58/22/91/4 RGB - 121/156/75 Hex - 799c4b

Fonts





Fonts

The primary font to be used in all Churches of God General Conference communications is Minion Pro. The Minion Pro font is a traditional serif available in a variety of weights and styles.

PRIMARY FONT

MINION PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Imagery





Imagery

It's important to maintain a uniform and consistent style of photography throughout the brand execution. Many images will show people serving in a variety of mission situations. The images should show people of different ages and ethnicity connecting with each other in everyday situations. The photos should be relaxed, natural and spontaneous rather than posed. There should be more emphasis on the subjects in the foreground with less emphasis and detail in the backgrounds.





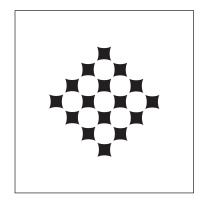








There are five primary elements that make up the visual identity for Churches of God General Conference. These elements can be used in a variety of ways to distinguish the CGGC brand. Overall the visual brand is simple, clean and uncluttered with strong colors and bold graphic elements.



THE CGGC SYMBOL

The CGGC symbol can be used as an small accent, as a large prominent graphic element or as a subtle background graphic. The proper colors should be used depending on the background color.





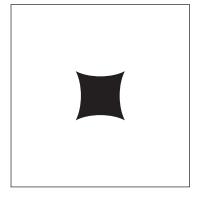
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THE SINGLE DIAMOND

The single diamond shape can be used as a small accent or a larger element to call attention to information or start of text.

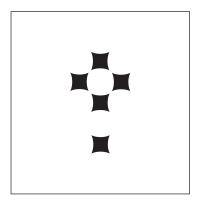


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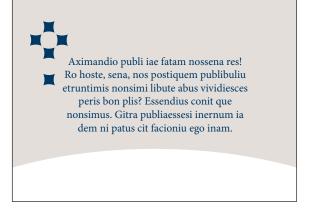
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THE CROSS

Within the CGGC symbol is a cross that's formed by the individual shapes. The cross can be used separately as a design element.

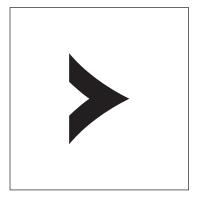




THE GLOBE

The globe, which is a symbol that represents the organization's Global Reach can be used as a background graphic.





THE ARROW

The arrow can be used as an accent to call attention to information or as a larger background element.



Elements Applied





Elements Applied

On the following pages are a variety of designs to show the general brand development and use of the visual identity elements. The visual elments allow for design options and flexibility but it is important to maintain continuity and consistency in the overall brand direction as it is developed so that it creates a strong and recognizable impression in the minds of the target audiences.



Brochures





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Churches of God

700 E Metrose Ave PO Box 926 Findlay, OH 45839 www.cggc.org





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Banners



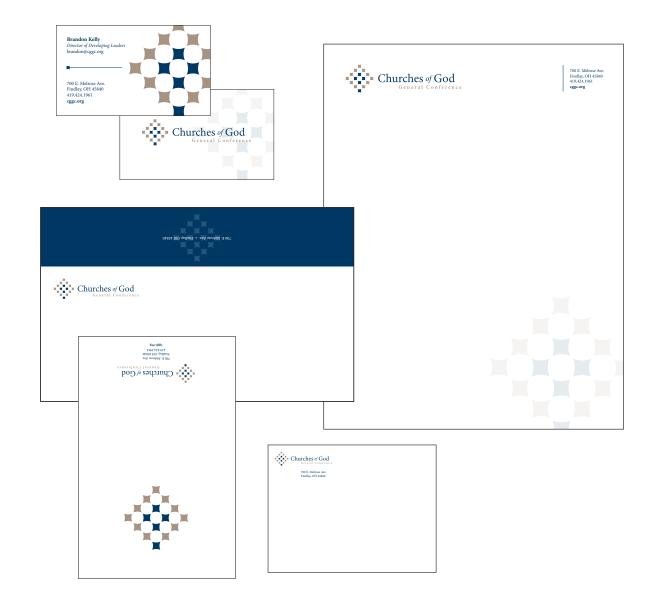








Business Package



Social Media/Email



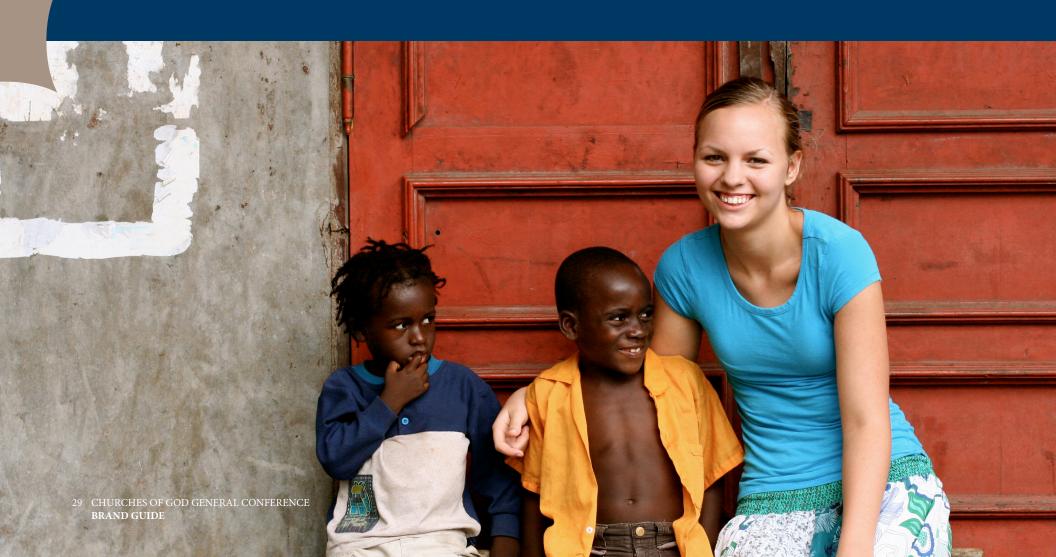
Brandon Kelly

Director of Developing Leaders 419.424.1961 brandon@cggc.org cggc.org



Verbal Identity





Verbal Identity

These are the key messages that more fully form the foundation of the CGGC messaging framework. The sentences that accompany each key message give more detail and language that gives further explanation and depth.

Usage Note: The Key Messages can be used as public messaging in almost any place that is desired. A couple of specific examples could be the "About" page on your website or in the overview section of a guest brochure. They can be woven into announcements on the weekend, included in assimilation environments, or used in overview video scripts.



remembering our purpose (the history)

Our purpose is to share the world-changing impact of the life, death, and resurrection of Jesus. He challenged His first disciples to take up the servant vocation He demonstrated so fully—to love one another and to share that love with those who are not yet around the table. Our purpose as a conference is to serve each other ... and to invite others into this life of service. There is no higher purpose. There is no better life.

connecting at the table (the purpose)

For the Churches of God General Conference, the table has a specific purpose. It's the place where we come together as leaders to connect and refocus around our mission. We are a collected gathering of churches and church leaders, not a hierarchy that implements the decrees of a few exalted leaders. We talk together. We work together. We decide together. And through everything that happens around the table, our passion for the mission is renewed.

growing in service (the challenge)

Jesus challenged His disciples to serve and support each other, to embody the same form of leadership that He incarnated ... a leadership of love and sacrifice. If we are to impact the world with the kingdom message of Jesus, we must be constantly and consistently growing—growing in love, growing in service, growing in sacrifice.

maximizing our reach (the impact)

Already, what happened in the life of Christ has impacted the world. But that doesn't mean the work is done. In communities and churches around the globe, we're still wrestling with living out the true meaning of the message and life of Jesus, to experience it fully. The impact of Christ's table is resonating throughout all of creation and we are all invited to maximize its reach to show and tell the message of the renewing love of Jesus ... everywhere.

Our Tagline

The goal of the tagline is to quickly convey the key benefit to the target audience. The best positioning taglines do not describe the services provided, but communicate the desired result from a more emotional or conceptual standpoint.

The tagline should lean toward an external audience. While it should certainly apply to those who are already a part of Churches of God General Conference, it should serve as a conceptual introduction to those who have not yet engaged with the church.

together for more...



Vision Frame





Our Mission

What are we doing? (what)



The mission is the guiding compass of the church. It expresses a direction and points everyone in that direction. The mission is timeless. The mission is like a golden thread that weaves through every activity of our church. It is primarily an internal communications phrase that will rally our membership around one common goal. Simply put, it is "the great commission communicated in a culturally relevant way."

Maximizing our collective potential for kingdom impact!



Our Values

Why are we doing it? (why)



Values are the motivational flame of the church—a set of unchanging beliefs or principles that guide and govern the decisions within the church. They are springboards for daily action and filters for decision-making. Values represent the conscience of our organization. They distinguish our philosophy of ministry and shape our culture and ethos.

- **vital connection**because we die to self and grow to maturity through meaningful relationships
- total participation because we are all qualified and commissioned to make disciples
- global mobilization
 because we must send the Gospel to places both near and far
- daring action because we are compelled to risk greatly for and stand secure in God



Our Strategy

How are we doing it? (how)



The three-part strategy is the process by which the church accomplishes its mission. It is a flashlight that will help new people clearly see next steps and guide our membership to a clear understanding of expectations. The strategy is like a container that holds all organization activities into one meaningful whole. Without this framework, individuals within the church will forget how each work component fits into the mission. The strategy helps people to see their way and connect highly specific role descriptions and procedures to the mission and vision of the church.



Our Measures

When are we successful? (when)



Values are the motivational flame of the church—a set of unchanging beliefs or principles that guide and govern the decisions within the church. They are springboards for daily action and filters for decision-making. Values represent the conscience of our organization. They distinguish our philosophy of ministry and shape our culture and ethos.

- Raising Capacity (Leadership)

 Are we developing leaders?
- Stepping Forward (Churches)
 Are we seeing churches progress?
- Collaborating Ministry (Inter-Church and Inter-Regional)

 Are we working together?
- Impacting World

 Are we helping to bring the Kingdom here on earth



Global Reach





Global Reach

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