



# BRAND GUIDELINES

---

STORY | PERSONALITY | LOGO | LOOK & FEEL



# THIS BOOK IS ABOUT OUR BRAND

---

A brand is not a logo or the visuals; those are expressions of the brand, the brand's identity. A brand is an intangible idea that exists in the minds of people. When you hear Disney, the first thing you think of is what the Disney brand means to you. In other words, Disney can't own their brand; they can only shape it.

For any organization, a brand is mostly about the DNA and story of the organization: what defines you, who you are, what you do, and why it matters. The same is true for our church. Like every church and every person, God has created us with a unique personality and calling.

In this document, we define the core elements of our story. It's boiled down to the most vital parts. It doesn't seek to explain our entire history; rather, it defines today while honoring yesterday.

The following pages provide guidance and direction for how to manage the look and feel of our logo and brand identity. Use this book carefully and consistently to ensure people build connections between the brand identity and the church it represents.

**Like every church and every person, God has created us with a unique personality and calling.**

# OUR BRAND STORY

We are a fellowship of churches around the world that emphasizes the gracious triune God with pastors and the people they serve so that union and participation with Christ happens.

We are inclusive informers, heralds, teachers, and pastor-theologians who pursue God's Word and follow where He leads. We see an international mosaic of churches knit together in grace.

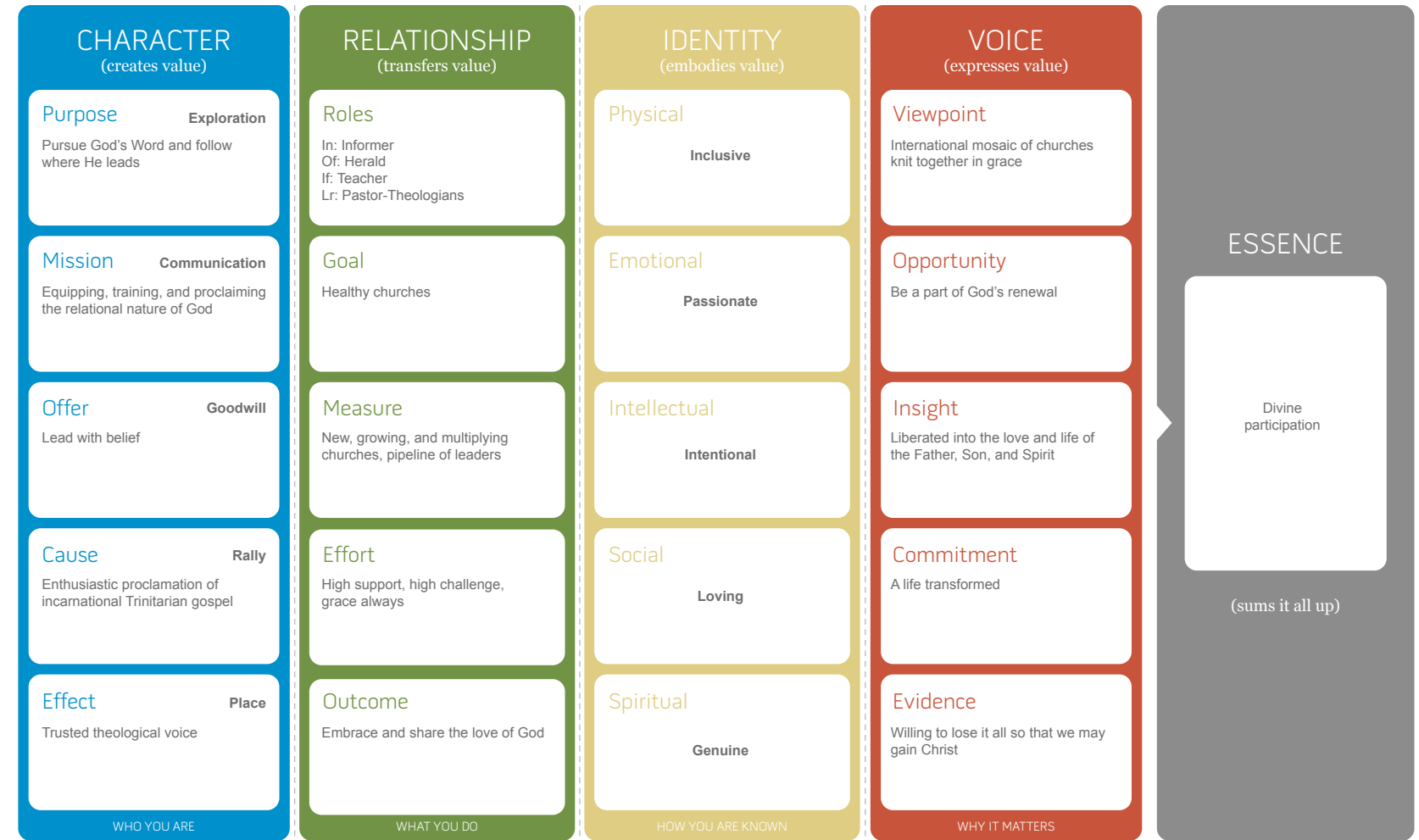
We are passionate about equipping, training, and proclaiming the relational nature of God. Our goal is healthy churches who want to be a part of God's renewal.

We are intentional about a pipeline of leaders, and new, growing, and multiplying churches. We lead with belief into the liberated love and life of the Father, Son, and Spirit.

We are committed to a life transformed, lovingly and enthusiastically proclaiming the incarnational Trinitarian gospel. Our consistent effort is high support, high challenge, and grace always.

We are a trusted theological voice, willing to lose it all so that we may gain Christ. We see people embracing and sharing the love of God in genuine ways.

**Grace Communion International**  
Divine participation.



# OUR IDENTITY WORDS

---

Every brand has a unique way it expresses and carries itself. We get this intuitively. Target communicates and feels different than Walmart, even though they're functionally the same type of business—this is due to their unique identity.

## 1. Inclusive

We are physically inclusive. That inclusivity means our brand is visibly diverse, open and welcoming.

## 2. Passionate

We are emotionally passionate. That passion means our brand is emotionally courageous, convinced and growing.

## 3. Intentional

We are intellectually intentional. That intention means the way our brand thinks is academic, thoughtful, and considered.

The Identity is formed through the combination of five attributes, each adding to the psychological makeup of the brand. The five attributes are:

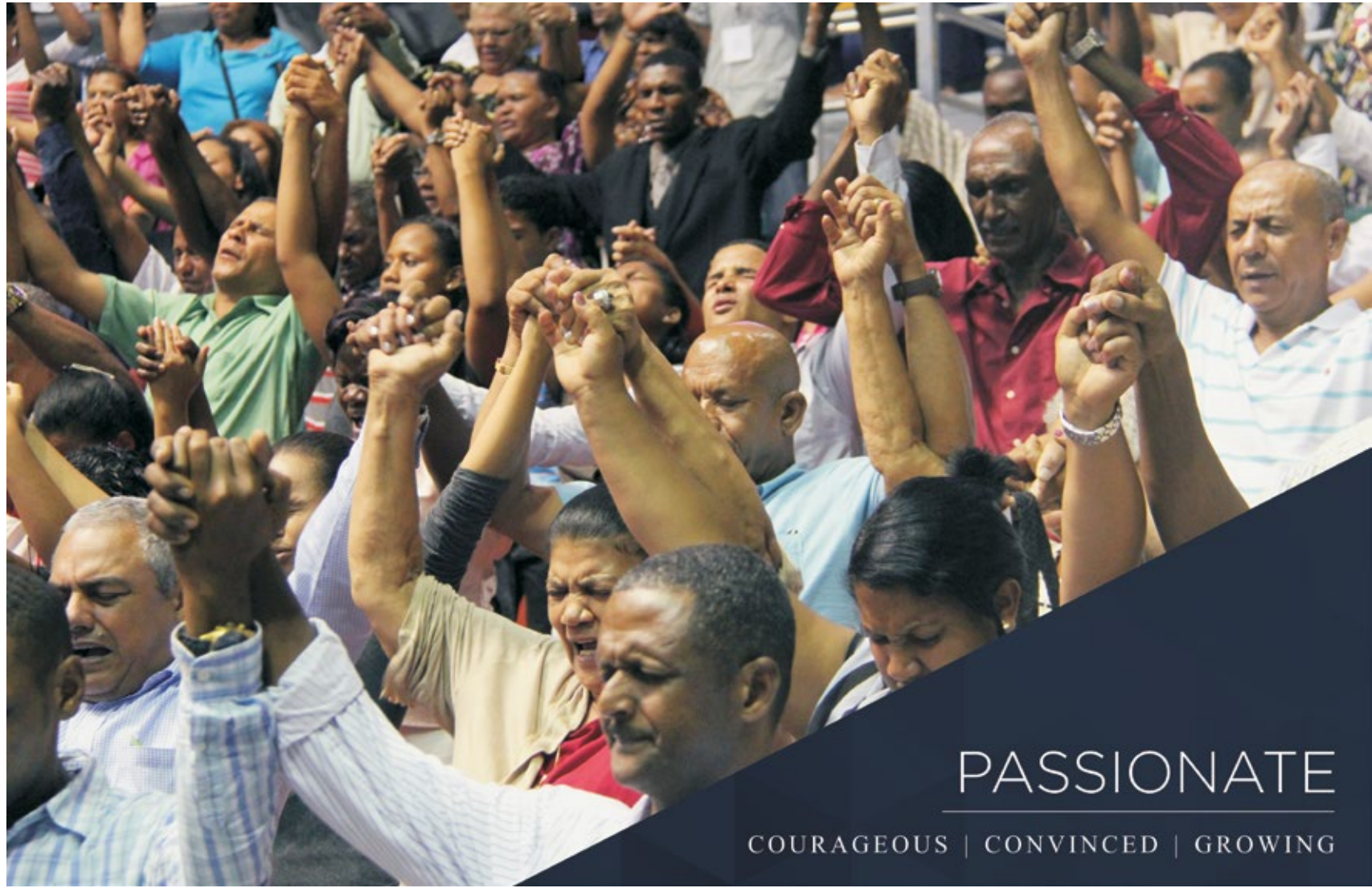
## 4. Loving

We are socially loving. That love means that relationally our brand is hopeful, gracious, and overflowing toward others.

## 5. Genuine

We are spiritually generous. That generosity means that stability, honesty, and humility are the things that anchor our brand.





PASSIONATE

COURAGEOUS | CONVINCED | GROWING



INTENTIONAL

ACADEMIC | THOUGHTFUL | CONSIDERED



LOVING

HOPEFUL | GRACIOUS | OVERFLOWING



GENUINE

STABLE | HONEST | HUMBLE



## OUR LOGO

---

Our logo is an update to our existing logo. It is a blend of classic, timeless symbols, and contemporary typography.

The cross is centered and anchored within a circular symbol for the world. The cross is the visual center of the logomark.

The typography blends a friendly and modern sans serif font with rounded letterforms to reflect the generous grace of God with a classically styled serif font that helps to remind us of the stability of sound doctrine.

**The cross is the visual center of the logomark.**

## LOGO APPLICATIONS

---

### 01 PRIMARY LOGO

Use this default logo on the majority of GCI's communications and publications.



### 02 ICON LOGO

The cross logomark can be used either as a graphic element, or as an identifying mark in instances when the brand has already been introduced (ie: on-campus signage).



## ALTERNATIVE COLOR OPTIONS

---

### 01 GOLD OPTION

While Blue is the official logo color, the gold option is intended for use with a similar frequency.



### 02 ONE COLOR OR BLACK PRINTING

The solid black logo may be used when the brand needs to be printed in one color or black.





## LOGO COLOR APPLICATIONS

**01** On a white or light colored background, the blue, full-color logo is preferred. Black may be used when color is unavailable.



**02** On mid-tone and brighter backgrounds, an all-blue version of the logo may be used to maintain visual clarity.



**03** When used on a dark surface, the gold logo should be used. Additionally, white may be used when necessary—as in instances where color is unavailable



## MINIMUM SIZE

To ensure the image is visually dynamic and avoid poor visual representation, reproduction of the logo may be no smaller than 1.5 inches.



Actual minimum length:  
1.5 inches

## CLEAR SPACE

The logo should always be surrounded by a minimum area of space. This area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. The “clear space” around the logo should be equal to or greater than half the size of the logomark.



## LOGO APPLICATIONS



1. Do not put the logo in a tight box. Give it room to “breathe.” Placing the logo in a box is acceptable as long as the clear space rules still apply.

2. Do not distort or skew the logo.

3. Do not fill the logo with a gradient.

4. Do not add an outline/stroke to the logo.

5. Don't change size relationship between the logo and logo type.

6. Do not stretch the logo taller or wider; keep it proportional.

## COLOR

### PRIMARY PALETTE

**BLUE**  
C84 / M76 / Y50 / K53  
R37 / G43 / B61  
#252B3D

**GOLD**  
C11 / M32 / Y92 / K0  
R228 / G174 / B54  
#E3AD36

### SECONDARY PALETTE

**LIGHT BLUE**  
C28 / M22 / Y18 / K0  
R184 / G186 / B192  
#B9B9BF

**MEDIUM BLUE**  
C78 / M69 / Y47 / K39  
R57 / G62 / B79  
#383E4F

Our color palette communicates the richness of the gospel and a passion for the kingdom reality of the triune God.

The deep blue is both serious and approachable while the gold is regal and warm.

These two colors are supported with the use of refreshing white and stabilizing gray.

The result is a simple color palette that feels modern yet timeless.

# GRAPHIC ELEMENTS

---

A deep passion and respect for the Trinity and a richly textured understanding of trinitarian theology are precious to us. This triangular pattern is a subtle design connection to that concept and value.

The triangular pattern can be used to add texture to the design. Due to its complexity, it should be used as an accent and never as a full background.

The pattern can also be used as an overlay for photos when used at 80% of its original opacity.

An angle of color can be applied to the top and bottom of visual elements, including graphic shapes and photographic images. Abundant space should be provided around the angle; content should not be overlapping the joining areas.

While there is no exact predetermined degree that the angle should be set—we encourage that any angle does not exceed 20 degrees.



# TYPOGRAPHY

---

The primary font faces for the GCI brand are within the Montserrat family. Montserrat Light should primarily be used for large headings and titles, while Bold can be used for subtitles, Book used for body copy, Occasionally, Times New Roman's can be used as an accent typeface. Reserved for secondary information.

## MONTERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!£\$%^&\*)\_ \_—+=<>?"|]

## MONTERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!£\$%^&\*)\_ \_—+=<>?"|]

## MONTERRAT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!£\$%^&\*)\_ \_—+=<>?"|]

## TIMES NEW ROMANS REGULAR

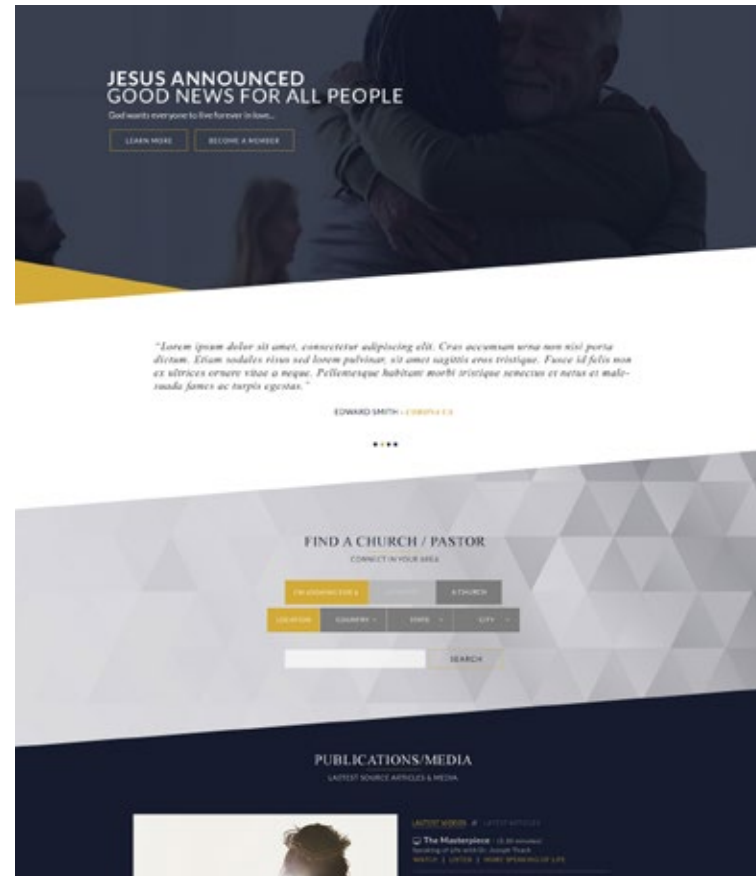
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!£\$%^&\*)\_ \_—+=<>?"|]

# SAMPLE APPLICATION

---



STATIONARY



WEBSITE

For more information contact:

**GCI Media**

**e:** [media@gci.org](mailto:media@gci.org)

**p:** 626-650-2300



[WWW.GCI.ORG](http://WWW.GCI.ORG)