



LOCAL CONGREGATION

BRAND GUIDELINES

STORY | PERSONALITY | LOGO | LOOK & FEEL

THIS BOOK IS ABOUT OUR BRAND

In Grace Communion International, we are passionate about proclaiming the relational nature of the triune God. Our goal is healthy churches who seek to be a part of God's renewing work in the world.

To support our local congregations in sharing the good news of Jesus with their communities, we have developed a local congregational branding kit. These resources are a starting point that can be edited and developed to reflect the unique context of each of our congregations.

We pray that these resources will support you in joining with Jesus to share his love with your community!

-GCI Media

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

OUR BRAND STORY

You may be wondering, why should branding be a part of my ministry? A few key reasons are listed below:

- Branding is more than a logo or a name, it tells your corporate story.
- Branding promotes recognition and helps people identify your core values. It helps your guests and neighbors identify and know who you are.
- Branding also creates alignment and connection between our members locally and denominationally.

Your next question might be how can I best use this resource? Some next steps would be:

- Consider your congregational mission, values, and your target community. What changes would you need to make that could contextualize these resources to reflect your unique identity.
 - In editing make sure to maintain alignment. For example, keeping the color pallet but changing icons that might represent your local context. Or keeping the identity words but adding examples of how your congregation specially lives out these values
- Identify your creative leaders who could help edit and develop the resources for you congregation.
 - Invest in software to edit the materials and make them your own.

OUR IDENTITY WORDS

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.

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.

COLOR

PRIMARY PALETTE

DARK BLUE

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

Pantone:
Coated - 7547
Uncoated - 648

GOLD

C12 / M33 / Y93 / K0
R225 / G171 / B54
#E1AB36

Pantone:
Coated - 124
Uncoated - 7548

SECONDARY PALETTE

GRAY

C29 / M24 / Y20 / K0
R182 / G182 / B188
#B6B6BC

Pantone:
Coated - Cool Gray 4
Uncoated - Cool Gray 4

MEDIUM BLUE

C78 / M69 / Y47 / K39
R56 / G62 / B79
#383E4F

Pantone:
Coated - 7546
Uncoated - 647

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.



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