

IMPACT CHURCH

Brand Guide

EDITION 1.0 UPDATED AUGUST 8, 2021

WHY IS THIS GUIDE IMPORTANT?

These guidelines describe the elements that represent Impact Community Church's visual and verbal identity. This includes our name, logo, and other elements such as color, type, graphics, photography style, and tone.

Sending a consistent message of who we are is essential to presenting a strong, unified image of our church.

Each of us is responsible for stewarding the brand of Impact well by upholding these standards.

From one-on-one conversations to weekend services, and from weekday ministries to church-wide conferences, Impact strives to communicate with warmth, inclusiveness, excellence, and hope.

The goal of this brand guide is to inform and explain our standards so everything we communicate is cohesive and consistent. With this guide, everyone who writes, designs, and captures on Impact's behalf can understand how to execute their responsibilities with these qualities in mind.

OUR LOGO'S AND ICONS

1



2



3



4



Use the primary variation **[1]** of the logo for most applications, relying on the variation **[2]** when the horizontal space isn't available.

Use the variation **[3,4]** only when the primary variation is already present elsewhere on the piece, or when the logo is present in a space that won't leave the building,. It's important that an icon with black shape not be used on a black background. It's important that the full name **"LIFE WITH IMPACT"** always be present on a piece used outside of the church building.

OUR ALTERNATE ICONS

1



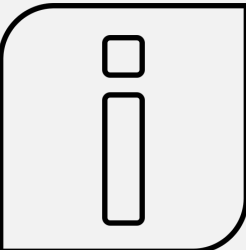
4



2



5



3



6



ADDITIONAL ALTERNATE ICONS

We provide many color variations of our icons in both PNG and in JPG. The PNG with transparency should always be used unless a background is required for the piece.

With icons, you are free to rely on preference when deciding between outline or fill unless it effects visibility. When a busy background is present, you must use the fill version.

Remember: Icons should only be used when either the primary logo is present somewhere else on the piece, or when the piece is within the context of the church.

All options can be downloaded at lifewithimpact.com/resources

EXAMPLE OF ICON USAGE



This Instagram account uses the icon as a profile picture. This isn't repost-able and will never be viewed out of context of the name "LIFE WITH IMPACT" so it does not need the primary logo.

Circle versions of the main icon are also available for profile pictures when needed.

DO

- ✓ **LEAVE ENOUGH SPACE AROUND LOGOS FOR THEM TO BE CLEAR AND UNCLUTTERED.**
- ✓ **USE ASSETS AT A LEGIBLE SIZE.**
- ✓ **TO ENSURE ACCURATE AND CONSISTENT USE, NEVER ALTER, ROTATE, EMBELLISH, OR ATTEMPT TO RECREATE THESE LOGOS.**
- ✓ **USE THE VECTOR (PSD) FORMAT OF THE LOGO IF AT ALL POSSIBLE.**

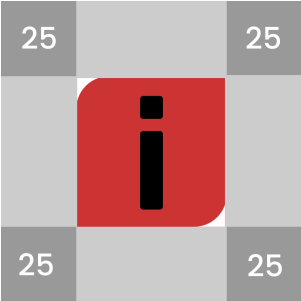
DON'T

- ✗ **DO NOT MODIFY THE DESIGN OR COLOR OF THESE ASSETS BY STYLIZING, WARPING, OR MODIFYING THEIR COLOR OR SHAPE.**
- ✗ **DO NOT ADD SHADOWS OR GRADIENTS TO THE LOGO.**
- ✗ **DO NOT USE THE LOGOS TO REPRESENT NEW LIFE CHURCH IN A WAY THAT IMPLIES PARTNERSHIP, SPONSORSHIP OR ENDORSEMENT UNLESS EXCLUSIVELY PERMITTED.**

EXAMPLES

CLEAR SPACE

The gray area in the examples below represent an appropriate amount of clear space around the logo: 25 pixels, or a quarter of an inch. This insulates our logo from distracting visual elements like copy, illustrations, or other logos. Always keep this space open, and never allow a visual element to come any closer to the logo than this padding.



NOTE: If you think you may have an exception to one of these guidelines, contact Joe Sidoti with questions.

EXAMPLES

INACCURATE USE

Logo should never be stretched, skewed, altered, rotated, or used at an illegible size. Drop shadows should never be used. This is one guideline with absolutely no exception.



LIFE WITH IMPACT

STRETCHED



ROTATED, DROP SHADOW



ILLEGIBLE

COLOR

We rely on timeless and modern neutrals with a red accent.

These colors pair well with rich wood tones in interior settings, and optimize clarity and readability with screen and print usage.

Our red and white Icon variations may be used as an accent when necessary for contrast or as a design element, but we prefer to use it sparingly. It’s important that **“LIFE WITH IMPACT”** should never be used in red. All text only logo’s should either be black or white depending on usage and background.

BLACK

#000000

R-0 G-0 B-0

C-74 M-71 Y-64 K-87

GREY

#F2F2F2

R-242 G-242 B-242

C-0 M-0 Y-0 K-5

WHITE

#FFFFFF

R-255 G-255 B-255

C-16 M-0 Y-3 K-0

RED

#CC3333

R-204 G-51 B-51

C-3 M-91 Y-84 K-6

TYPOGRAPHY

Each font we use has been chosen for a particular use and should be used for its intended purpose.

HEADLINE /LOGO FONT:

KNOCKOUT 47 BANTAMWEIGHT

RUNNING TEXT, SECONDARY HEADLINES, AND EMPHASIZED DETAIL FONT:

Poppins Semi Bold

Poppins Medium

Poppins Extra Light

ACCENT FONT:

Poppins Extra Light Italic (*hyper link in "red"*)

EXAMPLE OF CORRECT USAGE

YOU'RE INVITED!

Join us this weekend as we
celebrate Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed do
eiusmod tempor incidunt ut.

SATURDAY , 10:00AM

Childcare not provided



HEADLINE:

KNOCKOUT 47

HEADLINES IN CAPS



RUNNING TEXT:

POPPINS

RUNNING TEXT IN EITHER
LOWERCASE OR CAPS



EMPHASIZED DETAIL:

POPPINS

EMPHASIZED DETAIL IN CAPS



ACCENT:

POPPINS EXTRALIGHT ITALIC

ACCENT IN LOWER CASE.

EXAMPLE OF INCORRECT USAGE

You're Invited!

Join us this weekend as we
celebrate Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed do
eiusmod tempor incididunt ut.

Saturday , 10:00AM

CHILDCARE NOT PROVIDED.



HEADLINE:

USING KNOCKOUT **47** IN
LOWERCASE



RUNNING TEXT:

LINE SPACING THAT CAUSES
LOWERCASE LETTERS TO RUN
INTO EACH OTHER



EMPHASIZED DETAIL:

INCONSISTANT FONT USAGE
POPPINS IN LOWERCASE



ACCENT:

HEADLINE FONT USED FOR
ACCENT

WRITTEN COMMUNICATION

Any time we send an email, post on social media, put together an invitation, etc., we represent Impact Community Church.

Good communication removes roadblocks. Whether it's getting people to take part in an event or to come to church for the first time, communication helps us reach people. These standards, best practices, and guidelines are here to help remove obstacles that might get in the way of people taking their next steps with Christ.

Bottom line, it's worth our time and effort to communicate with excellence.

COMMUNICATION BEST PRACTICES

HAVE A GOAL AND EVALUATE IT.

For every piece of communication, determine the goal. Keep the desired outcome in front of you during the entire process. Then evaluate your piece at the end. Does it accomplish what you wanted?

KNOW YOUR AUDIENCE.

The group you're talking to determines how you approach your communication. What is their experience with Impact? Do they go to our church or are you trying to get them connected? Communicate based on their perspective.

DON'T LOAD PEOPLE DOWN WITH TOO MUCH AT ONCE.

Maybe you need to delay communicating one message so another has a better chance of getting through. Or it might mean you only present the first step in a process instead of five action items.

CHOOSE THE RIGHT MEDIUM.

Your message and goal should determine the communication medium you use, whether it's a video, email, Instagram post, etc. For example, if people need to take action online, an online method of communication might be the best choice.

LESS IS MORE.

We keep our communication brief, knowing people are much more likely to engage with concise content. Remember, quality words, not quantity.

USE AN ACTIVE VOICE WHEN POSSIBLE.

Active voice is stronger than passive. In active voice, the subject is who is doing the action and starts off a sentence. In passive voice, the subject of the sentence is being acted upon, so it either moves to the end of the sentence or isn't in the sentence at all.

Active: You can find your place at Small Group Launch.

Passive: At Small Group Launch, there is a chance for you to find your place.

AVOID INSIDER LINGO.

Keep away from confusing terms. Clearly explain Impact's language and phrases.

COMMUNICATE WHAT YOU WANT FOR PEOPLE, NOT FROM THEM.

We inform, cast vision, and share experiences. We invite and present our audience with opportunities for them.

IMPACT’S STYLE	CORRECT	INCORRECT
<p>TIME</p> <p>Include numbers after the colon.</p> <p>No space between the time & “am” or “pm.”</p> <p>Don’t include time of day (it’s redundant).</p> <p>Use a dash instead of “to” or “from.”</p>	<p>6:00pm</p> <p>7:00–8:30am</p>	<p>6:00 a.m., 6:00a.m.</p> <p>8:00 – 9:00am 8:00am–9:00am 8:00am in the morning from 8:00am to 9:00am</p>
<p>DAYS & DATES</p> <p>Use the singular tense.</p> <p>Numbers only, no ordinals.</p> <p>Include day of the week if possible.</p> <p>Don’t include the year if it isn’t necessary.</p>	<p>Sunday, 10:00am</p> <p>Friday, March 28</p>	<p>Sundays, 10:00am</p> <p>March 28th</p>

IMPACT’S STYLE	CORRECT	INCORRECT
<p>ADDRESSES</p> <p>Include numbers after the colon.</p> <p>Unless it’s the name of a street, we don’t spell out directions.</p> <p>We abbreviate suffixes (street, avenue)</p> <p>We don’t use periods for abbreviations.</p>	<p>8299 E Stockton Blvd</p>	<p>8299 EAST STOCKTON</p> <p>8299 E STOCKTON BLVD.</p>
<p>PHONE NUMBERS</p> <p>We use dashes throughout.</p>	<p>916-424-7478</p>	<p>916.424.7478</p> <p>(916) 424-7478</p>

IMPACT’S STYLE	CORRECT	INCORRECT
<p>NUMBERS</p> <p>Spell out one through nine, then numerals for higher numbers.</p> <p>Use words to start sentences.</p> <p>If the number is combined with a word before a noun to describe it or as a substitute, add a hyphen.</p> <p>No hyphen if it’s after a noun.</p>	<p>one, two, etc.</p> <p>10, 11, 12</p> <p>Twelve years ago, ...</p> <p>six-week series</p> <p>This ministry is for three-year-olds.</p> <p>The boy is five years old.</p> <p>The five-year-old boy...</p>	<p>1, 2, 3, etc.</p> <p>12 years ago, ...</p> <p>six week series or</p> <p>6-week series or</p> <p>6 week series</p> <p>The boy is five- years-old.</p>
<p>AGES & GRADES</p> <p>Use this structure: “grade(s)” + number(s)</p> <p>Add an “s”—not “’s”</p> <p>For numerables that include an “s,” do not use an apostrophe.</p>	<p>Grades 3-5</p> <p>She is in her 30s.</p>	<p>Third grade</p> <p>3rd grade</p> <p>She is in her 30’s.</p>

IMPACT’S STYLE	CORRECT	INCORRECT
<p>HYPHENS & DASHES</p> <p>Hyphens (–): join words, times, date ranges, and phone numbers together. They also keep a word together when part of it is on the next line.</p> <p>Em dashes (—) or (–): separate in order to provide emphasis. Either symbol works.</p> <p>We don’t use spaces before or after hyphens and dashes.</p>	<p>8:00–9:00am</p> <p>July 7–10</p> <p>We must remember how God loves us—even in the little ways.</p>	<p>1:00 – 2:00pm</p> <p>Grades 3 – 5</p> <p>We must remember how God loves us – even in the little ways.</p>

IMPACT’S STYLE	CORRECT	INCORRECT
TITLES Italicize series, movie, and publications titles when possible. Put sermon or song titles in quotes. If you can’t use italics, use quotation marks.	<i>Big Screen Star Wars</i> <i>Real Love in an Angry World</i> by Dustin Burke “Our God & Our King” written by Joe Sidoti	<i>I Will Cling</i> <u>Real Love in an Angry World</u>
COMMAS & APOSTROPHES Use the Oxford comma in a list. Use an apostrophe to indicate possession or as a contraction—not for plurals.	Bring food, plates, and drinks. Pastor Dustin’s book It’s, she’s 30s, FAQs, DVDs	Bring food, plates and drinks. Pastor Dustins book 30’s, FAQ’s, DVD’s
END PUNCTUATION No double, triple, or more punctuation—ever. Avoid using exclamation points in two sentences in a row or in several sentences in the same paragraph. Sentences will lose their edge.	Welcome to Impact! We’re excited you’re here. Our hope is for you to be connected to Jesus and the community within His Church.	Hey!!!! Are you who we’re looking for?!? Welcome to New Life Church! We’re so glad you’re here! We can’t wait to get you connected!

IMPACT’S STYLE	CORRECT	INCORRECT
FORMATTING Use one space between sen- tences, not two. Use bold or italics to emphasize words. Underlining is for URLs. Use consistent bullets and spacing. Within each list, be consistent about whether or not there is punctuation at the end of item.	Men, join us at this weekend for our first-annual New Breed Conference. Don’t miss out! We will be open on Wednesday only.	Join us at NLC Fort Smith for our first New Breed Conference. Don’t miss out! We will be open on Wednesday <u>only</u> .
WEB Avoid using “click on” or “click here.” Avoid using “www.” Never hyphenate URLs and emails. Do not capitalize a website or an email address.	<u>lifewithimpact.com</u> info@impact.cc	Click Here to register for baptism. www.lifewithimpact- .co m/about LifeWithImpact.Com <u>CREATIVE@impact.cc</u>

IMPACT'S STYLE	CORRECT	INCORRECT
WEB (CONT.) Type out an email address rather than hyperlink it. This allows people with web-based email to see the full email address so they can type or copy/paste it into their emails.	Email us at <u>info@impact.cc</u>	<u>E-mail Us</u>

PHOTOGRAPHY

Capturing what happens in our church on a weekly basis helps continuously communicate the vision of Impact Church. We supply photos for social media, online message sharing, video use, and marketing purposes.

AN EFFECTIVE PHOTO

Be mindful of the rule of thirds.

Pay attention to lighting direction: if it's direct or diffused, and if it's warm or cool. Use natural lighting when possible.

When you're capturing worship moments in low lighting (such as the auditorium), don't be afraid to increase your ISO and use the stage light that reflects on the congregation.

For tight shots, look for candid moments. An effective photo will:

BE FOCUSED & CLEAR

CONVEY EMOTION

CAPTURE FACES

TELL A STORY

HAVE A FOCAL POINT

BE WELL COMPOSED

DO

CHOOSE A COMPOSITION THAT CAPTURES FACES AND HAS A CLEAR FOCAL POINT.



TAKE ADVANTAGE OF EVEN NATURAL LIGHTING THAT DOESN'T OVEREXPOSE.



DON'T

CHOOSE A COMPOSITION THAT HAS TOO MUCH NEGATIVE SPACE AND OBSTRUCTS FACES.



OPT FOR NATURAL LIGHTING WHEN THE DIRECTION AND HARSHNESS OVEREXPOSES.



DO

USE WARM WHITE BALANCE.



DON'T

AVOID COOL WHITE BALANCE.



MOMENTS TO CAPTURE

RELATIONSHIPS

Take photos of people in the foyer, joyful faces, laughing, hugging, and groups of people posed for a photo. Always take advantage of natural lighting for these moments when you have it.



VOLUNTEERS

Capture serve teams in production, the Welcome Center, greeters, parking team, team rallies, etc.



THANK YOU!

This is the end of the brand guide. If you've read all the way through, go ahead and high-five your friend, dance it out, or treat yourself to something special. We knew you could do it!

Make sure to download the resources mentioned in the guide. Remember, if you have any questions, you can always contact JOE SIDOTI.