



Core Branding

Style Guide

incTM | international
network of
churches



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Why have Branding?

Consistent and uniquely identifiable branding helps us to capture and focus people's attention on who we are and what we are about as U R Church.

There has been much debate about whether business ideas belong in the church, after all, aren't churches to be based on things of the Spirit? It can be observed that God created lots of systems, structure, and organisms within the human body, each playing their part for the proper functioning of the body. Our bodies are designed and created to reflect the glory of God, to display the love and power of God and to create life. This is hindered when the systems, structure or organs in our body do not function as they are designed to. In the same way, the church is to be a place of the Spirit that lives for God, with structures and systems each playing their part to reflect the glory of God.

Branding is one of the methods we use to help:

- **Unify us** – as we impact our communities, our branding will identify us and help create a sense of belonging to all our church members
- **Identify us** – people begin to recognise the brand; this helps in increasing our reputation within the community. The logo plays an important part in this, it is the face of the brand and helps draw attention to what we do in the community
- **Draws attention** – when a brand is seen regularly it gets known and talked about, this then helps people when they think of a church to think of us
- **Promotes Reputation** – when we display our love for God and the community it will get associated with our brand. If our brand is well known and is consistently seen, word of mouth will promote who we are and what we stand for
- **Honours God** – architectural evangelism is a real thing, when the community sees the pride we have in our brand, and the care we take of our physical properties it reflects to them the love and respect we have for God

Typography

Font Specimens

Please use either, Calibri, Arial, or Gill Sans. All of these are similar to one another in style, however as per the example below, the spacing between them is different and may be used to cater to tight spaces or to fill in larger spaces.

The quick brown fox jumped high (Calibri Body – 12pt)

The quick brown fox jumped high (Arial – 12pt)

The quick brown fox jumped high (Gill Sans MT – 12pt)

THE QUICK BROWN FOX JUMPED HIGH (BEBAS NEUE – 16PT)

Font Size

Main Headings 20pt – 26pt

Sub-Headings 16pt – 18pt

Paragraph 12pt (*11pt in tight spaces*)

Line Spacing

Copy content 1.0 – 1.5

Font Colour

If writing on a dark background, white is the preferred colour. Otherwise, black or dark grey is the preferred colour on a white and light backgrounds.

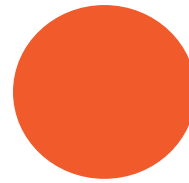
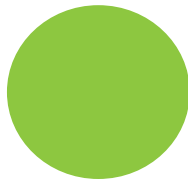
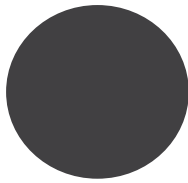
In special circumstances the brand colours may be used on fonts. The opacity may be changed but varying shades must never be used.

Correspondence & Tone

Our style of correspondence is modern, hence we don't use full stops at the end of a sentence in our advertised publications, unless in the middle of a paragraph.

Brand Colours

Our brand colours are listed below.



HTML	HTML	HTML
#414042	#8DC740	#F15B2C
RGB	RGB	RGB
R: 65 G: 64 B: 66	R: 141 G: 199 B: 64	R: 241 G: 91 B: 44
HSB	HSB	HSB
H: 270 S: 3 B: 26	H: 86 S: 68 B: 78	H: 14 S: 82 B: 95
LAB	LAB	LAB
L: 27 A: 1 B: -1	L: 74 A: -35 B: 58	L: 59 A: 57 B: 56
CMYK	CMYK	CMYK
C: 68 M: 62 Y: 58 K: 46	C: 49 M: 0 Y: 98 K: 0	C: 0 M: 80 Y: 92 K: 0

Logo

Logos can be found in our 'Public' drive under 'Logos & Signatures'.

Logo Usage

When using the Church logo, a different colour style has been created for different circumstances, this is to create contrast of colour so that our branding as a Church is more pleasant to the eye and easily seen. Examples are listed below:



To be used on lighter backgrounds, for example, screen projection to a white background.

This is our corporate brand logo and used for professional documentation and advertising.

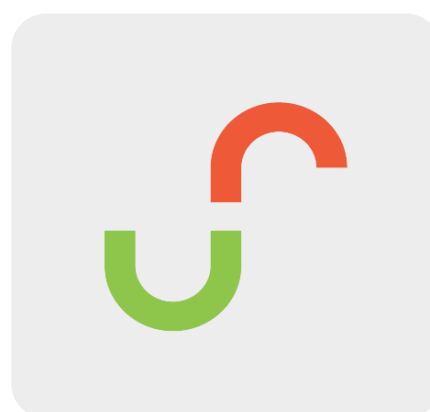


To be used on darker backgrounds, for example, in YouTube videos layered over different colours.

This is our corporate brand logo and used for professional documentation and advertising.



This logo should also be used in similar ways as the UR logo (right), it is a tag. It is symbolism and is recommended to be used internally as a recognition tag. Can be used in a variety of different ways but is not used formally.



This logo is recommended to be used as a tag. An example of this is combining it with words i.e., UR Groups, UR Youth. It is also used on t-shirt designs. Can be used in a variety of different ways but is not used formally.

Other Logo Combinations

Heroes Logo



This is our main Heroes logo.

It should never be used alone externally and must include the INC and/or the UR Church logo shown with it.



This logo is to be used as a tag only and not as the main logo. It can be used on flyers, t-shirts, and the kids KSOW.

It is also great background logo.

INC Logo



The inc logo must accompany alongside the U R Church logo on all formal documentation and promotional material.

Legislation requires that we must use this alongside our Church logo when seen by the general public.

Socialmedia

YouTube

Sermon Thumbnails

Consistency of style is very important when designing YouTube thumbnails. More detailed information available in 101 Designing a Thumbnail instructions.

Thumbnails have 3 essential elements:

1. Quality background images
2. Bold message titles
3. Engaging image of speakers



Element 1 - Background Image

- Match the clothes the speaker is wearing
- Be a textured image (*no patterns, picture or photo's*)
 - This helps focus on the speaker and title
 - Images can be sourced from
 - <https://unsplash.com/> or
 - <https://www.pexels.com/>



Element 2 - Message Title

Font: Bebe Neue [Download](#)

Font Size: 350pt

Colour: White* with black border

**From time to time, a word to colour to emphasise the message point*

Element 3 – Speaker Image

When cutting the person out and inserting them into your thumbnail it's important to make sure the edges are even and smooth. It is important to select a pose that is unique and different to previous weeks but ensure that the pose is appropriate and doesn't potentially embarrass the speaker.



Facebook

Consistency is key when it comes to social media & and your online image as a brand. It's important to make sure all aspects of our online image reflect our particular style. This style includes the formatting of your writing in posts, images used, and making sure everything is clear and simple.

How to write a Facebook post

The most important thing when typing a Facebook post is to write with correct grammar and formatting. This means separating key points into paragraphs and using proper punctuation. It's also beneficial to use appropriate emojis occasionally, this helps liven up the post and makes it more appealing to the reader. Only use emojis that are relevant to what is being said and avoid overuse of emojis, limiting to a maximum of 2-3 times per post. Never use inappropriate ones, as we reflect God's standards at all times. If possible, write as briefly and concise as possible

Use of images

We recommend you use an image with your Facebook post as this helps captivate people when they are scrolling through their feed. When it comes to using images with your Facebook post, it's important to keep in mind that the image is there to compliment the post. All the main information should be listed in the description of your post, if you decided to layer words over your image, make it short, simple, and only key points. When we are selecting an image to use for a post, we need to avoid; clip art, low quality images (blurry or pixelated), overtly religious images, heavily detailed pictures and clashing colour schemes with the writing.

Imagery & Colours

Clip Art

Clip art is a very simplistic style of drawing we would prefer a drawing that looks more realistic or photos as your image.



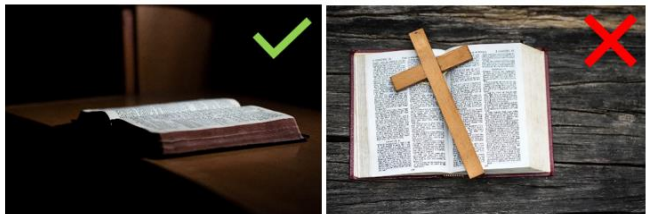
Low Quality Images

When selecting an image its important to make sure the photo is good quality, making sure it's not blurry and hard to see or pixelated.



Overtly Religious Images

Try to avoid overtly religious images, keep the image simple and relative to the point of the message you're trying to portray.



Heavily Detailed Pictures

Make sure images you choose don't have too much background noise and focuses on the subject in the image. To many details can distract from the image.



Clashing Colours

Research on Google 'Complementary Colours' if you're not certain what will work together. Refer to hues, shades, and tints of colours to make sure colours are of the same family and don't clash.

Never use red on green. eek!

Never use green on purple.

Never use blue on red. YUCK!

Don't use dark on dark

Don't use light on light

STAY AWAY FROM NEON COLORS! DONT USE TOO MANY BRIGHT COLORS!

Architecture

Colours

The below paint colours are to be used when designing your Church Buildings, interiors, and exteriors. Note: these colours printed are not true representations of the paint hues.

Sample <i>*Not true to colour</i>	Name, Brand & Formula	Use
	Dark Silhouette EB British Paints Neutral Base: B 6Y 0N E 2Y 28N M 0Y 56N W 2Y 40N	Interior <ul style="list-style-type: none"> • Doors • Trim • Stage Wall
	Grid UD Dulux	Signage <ul style="list-style-type: none"> • Logo Background
	Signature D Dulux	Exterior: <ul style="list-style-type: none"> • Trim • Features
	Chanson W Dulux White Base: B 4Y 59N E 0Y 60N	Walls <ul style="list-style-type: none"> • Interior • Exterior
	Roxanne Sky Taubman	Walls <ul style="list-style-type: none"> • Interior • Exterior
	Orange Vermillion H24 Taubman	Use as feature
	Lime Parfait D Dulux	Use as a Feature

Our Interior Style is Industrial

Industrial style allows for exposing some of the building structures and the functionality elements which help keep construction costs down.

Industrial Styling focuses on raw functionality of elements. Things like uncovered ductwork are accentuated instead of concealed, it takes something old, commercial, vintage or recycled and gives it second lease of life, without stripping it of its original character. It is streamlined and minimalistic, yet it has a lived-in feel.

This is made up of:

- Timber either rough or finished, stained light or dark often distressed
- Cement for walls, floors (polished) or bench tops as long as not in excess
- Exposed rock or brick work features
- Steel and other metals should be in chrome, copper, or painted black
- Pared down colour scheme built around darker neutrals with accents of lighter neutrals
- Open, clutter free format with tall ceilings
- Contrasting textures paired together like polished with raw e.g., glass with wood, leather with plywood, steel with brick
- Heavy use of metals
- Sleek, modernized finishes coupled with antique elements
- Statement low hanging wide shade lighting, with exposed bulbs. Multi directional floor lamps or spotlighting, strip lights and fairy lights
- Accent walls of colour, wallpaper, large artwork, and geometric designs
- Furniture is often block shapes or squared lines, curvy lines are used to a minimum
- Unique focal points using pops of colour
- Plants to soften the look

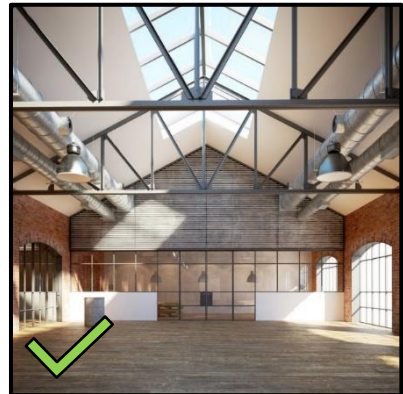
See the appendix for examples of the industrial style described above.

Artwork

There will be some set artwork available to you from the Townsville U R Church, e.g., Parents room image of mother and baby.

Other artwork may be hung but the images must not be exclusively or overtly religious, in other words when your facility is hired out the artwork is not to be offensive to the community or something they see as adversely Christian e.g. You are now entering your mission field but rather an image that speaks that to Christians like a picture of fish swimming in the shape of the world.

Examples of Industrial Styled Buildings



Facility Usage

Main Hall

This is to be used for Sunday Church Gatherings. However, it should also be able to be hired out to the community for events like Weddings, Funerals and for Business Conferences & Training. The hall is to be welcoming for the community and not offensive with overtly Christian paraphernalia. The hall is not to be hired out to groups or for activities that do not represent our Christian values.

The hall is to have concealed or discreet hooks to hang fairy lights etc. Sticky taping items to the walls or ceilings are not to be done as this may cause damage. Blu-tac may be used for short durations only.

The stage wall is to be dark in colour and the stage is to have mostly black items and leads are to be concealed or black to reduce business and clutter. The stage set should be changed every three months or for special events.

The Main Hall is always to be themed for Christmas and Easter. These two dates are a great opportunity for the Church congregation to invite visitors, when we regularly put in a good effort at these times the congregation will feel more confident to invite people.

Please make use of the U R Church resource centre for stage sets and themed room décor.

The main hall should be simply furnished so as to allow easy and safe flow of traffic. The sound desk needs to be kept locked and de-cluttered where possible. It is best to be situated where it doesn't hinder flow of traffic or block the congregation from seeing the stage.

Parents Room (newborns – 2yrs)

We will endeavour to provide a discreet place for babies to be fed and changed. This room or nook is a place to quieten a crying toddler or baby and not a place to leave them to sleep; it is a safety issue to do so. The room is also used for toddlers to play, so it is recommended that you have some easy to clean, age safe toys

Equipment recommended for this room is non fabric chairs with arm rests to assist feeding parents. Nappy Change tables, toys in a storage box, small microwave to heat bottles. Where possible speakers and a two-way window or TV. This is important for the parents to be able to still enjoy the service and not feel so disconnected during the season of infant demands.

We do not provide baby changing items as parents provide these items with their nappy bags, however disinfectant wipes will be provided to disinfect the change table between baby's using it. As soiled nappies are a hazard waste it is encouraged for parents to take them home with them unless proper sanitized bins are rented.

Toilets

There should, where possible, be male and female toilets along with regulation toilets for disabilities and ambient requirements. If toilets must be unisex, then ensure that they have appropriate privacy. Please don't neglect making this space attractive, however it is recommended to keep them simple for hygienic reasons. Toiletries are not required beyond toilet paper and hand soap.

Foyer

The foyer creates a haven for visitors to feel safe and check out how they feel before being confronted with lots of people or a live service.

However, if you do not have a foyer, then place the information desk on a lockable, movable item of furniture that is kept near an entry or at the back of the room. The purpose of the information desk is to give a recognisable point for people who are looking for assistance in any way.

As they are easily accessed upon attendee's entry or exit of the mail hall, the foyer is also the appropriate place for the tithes & giving resources.

Junior Heroes (3yrs – Grade 1)

This room needs to be near toilets for the parents to take their child when necessary. They will also need a low table and chairs for the children to do crafts. Floor space for activities and play is essential. A safe and secure entry and sign in area is required for parents to keep children inside once signed in. A sink is advantageous for children to wash hands and for craft items to be cleaned. A projector and screen or TV for movies etc is also advantageous.

This room is to be painted in the theme of creation to reflect the focus of the lessons for this age group. The room will require being dark for some of the creation lessons, so the ability to block all light sources is essential

Senior Heroes (Grade 2 – Grade 6)

A safe and secure entry and sign in area is required for parents to keep children inside once signed in. The children sit on chairs for the story to help create the feel of the adult church service, however the floor is also appropriate. They will also need folding tables for the children to do crafts

The flooring preference is vinyl as there are some activities that can create a mess. A large floor space for games and activities is also essential. A safe outside space can also be good for the messy activities. A sink is advantageous for children to wash hands and for craft items to be cleaned. A projector and screen for movies etc

is essential, a TV is not a good idea unless it can be secured away as some of ball activities may damage it. Senior Heroes also require whiteboard or chalk board.

This room is to be painted in the theme of Heroes to reflect the focus of the Sunday school name. The room will require being dark for some of the lessons, so the ability to block all light sources is essential.

Shared Heroes Space

When the Junior and Senior Heroes space must be in the one area due to the building layout, there has to be designated areas that provide the appropriate resources and space for both. Both will require a chalkboard or whiteboard, and multimedia for showing videos. If the space doesn't allow separate areas, then it is suggested that the Senior Heroes stay in the service with the Adults until communion then they can go out to join the Junior Heroes, who would have been running their free play & activities part of the program. The two groups can then have the Senior Story told to them and do the prayer tool together before sitting apart to do craft until the end of the service when the Adults retrieve them.

Heroes Resources

The Senior and Junior Heroes program requires storage space at least the size of a 40ft storage container. Strong shelving systems are a must along with a table for preparing materials.

Playground

If the property has the space playgrounds are a wonderful way of giving the children somewhere to focus and contain all their energy after a church service.

The playgrounds need to be age appropriate and must meet the Australian safety requirements. The safety requirements will state that there must be supervision of the children on the playground, this is best done by the parents/carers so seating will be needed for them.

Tech Storeroom

This storage is to hold the items needed to support the Creative Arts ministry. It will require a moisture free environment filled with shelving and hooks to organise the equipment and electronics. It is preferable to have easy access to the stage in the main hall from this storeroom.

Entertainment/Dining

This area requires easy flow through of traffic. It can be made up of tables and chairs, coffee tables and lounges, stools and benches. Providing different options is advantageous in attracting the different generations.

If there is not a café, a free tea and coffee station is to be set up in this area, along with a small tuck shop to help raise funds for church ministries e.g. Heroes Children's Ministry. A serving area is advantageous for different events.

Note: the tea and coffee station and the tuck shop are not to try and meet everyone's needs just some basic and popular choices are to be provided.

Rubbish collection is a must along with the division between general waste and items that can be recycled for funds e.g. aluminium cans.

Kitchen

It is a huge advantage to have an industrial kitchen in which to run events and to have a café, however this is not a requirement. What is required is a fridge, sink, and heating equipment e.g. microwave, Bain Marie. A pantry is another requirement, along with some basic storage space.

Cleaning Storage

As the cleaning items are hazardous, the cleaning cupboard/storeroom needs to be lockable but accessible to water for ease of cleaning e.g. mopping. It should also be located where it is easily accessed by all the different areas.

Office Space

Office space is needed. You will need desks and appropriate seating; photocopier/scanner/printer; safe; internet access; phone; computers and some storage for paperwork and books

It is preferable to have the office situated where weekly visitors can easily locate it. Its size will depend on the number of staff employed/volunteering; however, the bare minimum should be desks for at least two staff.