

Sample

The content in this document is not actually for LifeMission Church.  
The purpose of this document is to provide a guide to help churches define their own brand.



**LIFEMISSION**  
CHURCH

## BRAND GUIDE DOCUMENT

Brand/Culture - a system of shared assumptions, values and beliefs that determine how people behave in an organization. It gets people from various background all on the same page.

To create a great culture we must define it. Culture is not scalable until it is defined.  
This Brand Guide defines the LifeMission Brand.

# OUR BRAND STANDARDS

The LifeMission Church brand conveys our vision and our personality. In order to maintain a strong brand, it is important to look past just a logo and a name. Who we are, what we believe in, and those we serve all play an integral role in creating a comprehensive understanding of the true LifeMission identity. We realize that our brand is complex, and it is up to us to communicate it effectively.

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**BRAND IDENTITY**

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**BRAND STRATEGY**

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**BRAND EXECUTION**

# BRAND IDENTITY

We are guest sensitive

We preach thought-provoking and engaging messages filled with truth and grace

We are a church where a seasoned believer can grow spiritually

We are a church that focuses on reaching kids and students in our community

We are a church where there is a tangible experience of God through our worship

We are a church that encourages people to have a personal devotional life

We are a church that motivates people towards a life of serving

We are a church that pushes people to grow in community groups

We are a church that is remarkably friendly

We have a culture of generosity

We are spiritual contributors not simply consumers

## PURPOSE

### WHY WE DO WHAT WE DO

To help people know God and realize they are known by God; that He loves them and has a plan for them.

## MISSION

### WHAT WE ASK PEOPLE TO DO

Love God, inspire faith, reach those far from God, connect people into community, and transform lives by revealing God's presence and purpose.

## VISION

### WHAT WE AS A CHURCH HOPE TO CREATE

Connect people purposefully into family by seeing people saved, healed, set free, disciplined, equipped, empowered and serving.

## WHAT WE CELEBRATE

Stories of life change  
Community groups  
People coming to Christ  
People on serve teams

Children and teens involved  
Baptisms  
More families in our Sunday morning services  
Mission Trips  
Generosity in giving of finances

## CORE VALUES

### WHAT GUIDES OUR PHILOSOPHY OF MINISTRY AND DECISION MAKING

There are five facets of our culture we want every team member to uphold. Each face is brought into focus; the corresponding core values and LifeMission-specific terminology follows:

#### **SALVATION (Lives committed to Jesus)**

Experiencing new life, forgiveness and purpose.

#### **FAMILY (People involved in groups)**

Connected for authentic, encouraging and life-giving relationships.

#### **FREEDOM (People graduating through our programs and classes)**

Overcoming obstacles and enjoying who God created us to be.

#### **GROWTH (People who are on serve teams)**

Maturing in the abundant life God has planned for us.

#### **MISSION (People who are involved in a local outreach and/or mission trip)**

Being used by God to touch the lives of others.

# OUR AUDIENCE

This is a description of the audiences we feel most equipped to reach in our community.

Life Mission seeks to reach the lost and spiritually hungry (from 0 to 40) who are looking for God's presence and purpose. We want to reach families and create a place where the whole family can feel like they belong. We do that through engaging, relevant ways through our services, environment, and programs.

## 1. Young Families

**30 somethings with young kids and teens**

### What they need

- Feel the need for practical application of faith in God so they do not ruin their children
- Want to connect with other parents and they want their kids to have quality friendships where they are accepted
- They desire a stable atmosphere that they can count on
- Looking for guidance in raising their kids

### What we offer

We have great kids/students programs that is well structured to provide a safe environment. Quality adults commit to mentoring young people in large group and small group environments. Parents are able to be involved in an empowering environment with their kids so share their faith to the next generation.

## 2. Lost Prodigals

**Primarily young adults in their 20's who are single or just married**

### What they need

- They have a need to know what they can get out of their involvement
- Have had a bad church experience and need a new perspective on what church is
- They know about God but have not developed a relationship with Him
- Once went to church but dropped out along the way because they did not get into community with life-giving results
- Want to connect with people to be known and form positive relationships
- They want to be part of something bigger than themselves

### What we offer

This is a place that is remarkably welcoming and friendly. People connect with each other in small groups and develop their relationship with God in a personal way. We provide a casual atmosphere where they feel alive when they walk in.

## 3. Mission Minded

**Churched people who want to be part of something beyond themselves**

### What they need

- Share life with others in the same season of life.
- Want to Feel motivated and encouraged through Biblical preaching
- Once went to a church but felt a need for something more meaningful
- Want their kids to have a good faith education, opportunities and influences

### What we offer

This is a place where people can grow in their faith as they become a part of something bigger than themselves. We have local and global outreaches and opportunities to serve others on a regular basis.

# OUR BRAND STRATEGY

Good brands should be more than the sum of the programs and services they provide.

We serve our community on diverse levels, and this diversity must be reflected in our brand.

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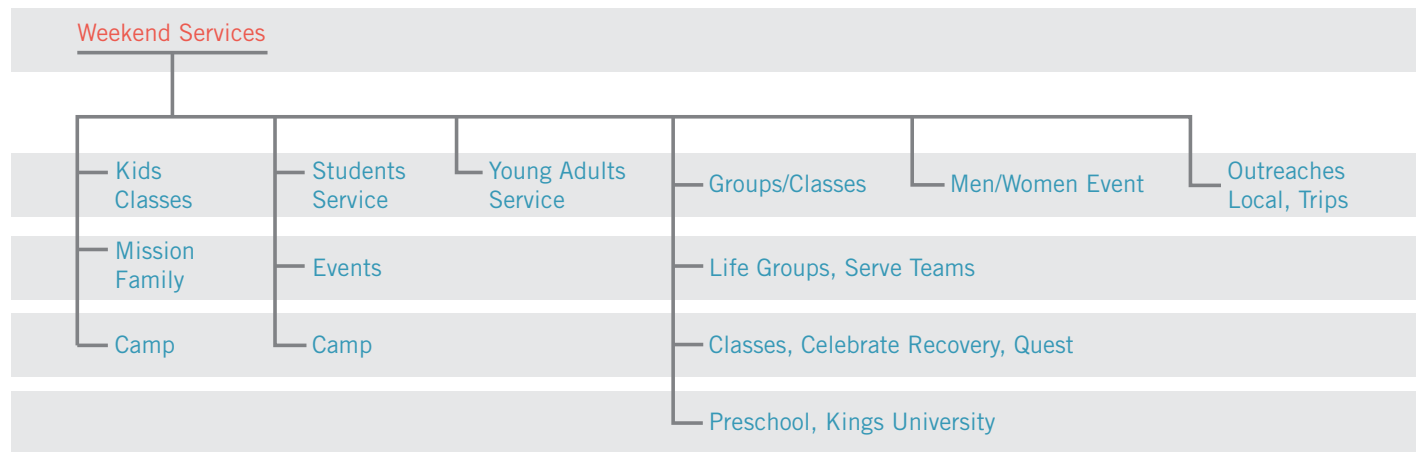
BRAND VISUALS

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BRAND EXECUTION

# BRAND ARCHITECTURE

This shows our church structure and what we have in place to lead people toward growth in their relationship with Jesus. This chart shows our various sub brands to serve large grouping in the church. It's important to keep them all organized so as not to lose our brand essence.



## TOUCH-POINTS

In order to be efficient and powerful in our brand, we need to communicate in a clear, consistent manner through all of our touch-points.

- Website
- Mailer
- Facebook
- Ad words
- Auditorium Screens
- Fliers
- Posters
- Banners
- Personal Invite Cards
- Video
- Bathroom posters

← SERVED BY OTHERS

→ SERVE OTHERS

Learn about the church

Get involved

Support the ministry

Share Responsibility

## CURIOUS

Have been touched by the church in some way and have attended services 1 or less times

- Weekend Services
- Old Settlers
- Vertical Kickoff
- Life Groups
- Vertical
- Thrive
- Celebrate Recovery
- Real Men
- Girl Time
- Mission Family
- Marriage Conference
- Divorce Care
- Local Outreach\*\*

\*\*reached by

## GUEST

Have attended services less than 5 times in a year

- Life Discovery (God, Church)
- Life Up Close
- Next Steps
- Weekend Services
- Life Groups
- Thrive
- Vertical
- Celebrate Recovery
- Life Assist Classes
- Real Men
- Girl Time
- Mission Family
- Marriage Conference
- Divorce Care
- Kings University
- Local Outreach

## ATTENDER

Attends services once a month on average

- Next Steps
- Baptism
- Weekend Services
- Life Groups
- Child Dedications
- Vertical
- Thrive
- Freedom Ministries
- Celebrate Recovery
- Quest/Heart Quest
- Real Men
- Girl Time
- Mission Family
- Marriage Conference
- Connected Parenting
- Spiritual Parenting
- Divorce Care
- Tithing
- Kings University
- Life Discovery (Purpose, Team)
- Serve Team
- Local Outreach
- Mission Trips
- Team Party

MEMBERSHIP

## MEMBER

Attends multiple times a month and has taken the steps to become a member

- Weekend Services
- Life Group (Leader)
- Thrive
- Vertical
- Celebrate Recovery
- Quest/Heart Quest
- Real Men
- Girl Time
- Mission Family
- Marriage Conference
- Tithing
- Kings University
- Serve Team
- Local Outreach
- Mission Trips
- Team Party

## LEADER

Attends multiple times a month, is a member, and leads a team/group/class

- Weekend Services
- Life Group\*
- Thrive\*
- Vertical\*
- Quest/Heart Quest
- Tithing
- Kings University
- Serve Team\*
- Local Outreach\*
- Mission Trips\*
- Team Party

\*Leader

### CORE VALUES

- **SALVATION**  
Experiencing new life, forgiveness and purpose.
- **FAMILY**  
Connected for authentic, encouraging and life-giving relationships.
- **FREEDOM**  
Overcoming obstacles and enjoying who God created us to be.
- **GROWTH**  
Maturing in the abundant life God has planned for us.
- **MISSION**  
Being used by God to touch the lives of others.



### MEMBERSHIP

Membership is an indication of your support of the vision and mission of the church.

Must have completed the requirements below to be a member of LifeMission Church:

- Salvation Experience
- Baptism (*Biblically baptized with a church*)
- Life Discovery
- Life Up Close
- Tithe
- Serve



# OUR BRAND VOICE

Communication is a very important aspect of any brand. The way we communicate sets the tone for how our audience feels about us. Not only will people have a clear idea of what LifeMission stands for, but they will also be able to easily connect to our brand.

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## BRAND PERSONALITY

Our brand personality defines our voice and image. The brand is described in human terms because the personality needs to resonate with the people delivering the brand, as well as those experiencing it.

- Friendly
- Family-oriented
- Caring
- Adaptable
- Approachable
- Truthful
- Organic
- Optimistic
- Forward-thinking
- Loving
- Energetic
- Worshipers
- Community focused
- Grace-centered
- Generous
- Serving

## EXPRESSING OUR MESSAGE

Our voice consists of both messaging and tone. These two communication aspects come together to create an effective strategy when speaking to our community and members. We want to create clear and consistent messaging that reflects our brand personality.

What is our voice?  
Our voice is what makes our personality stand out. The tone that we use to express our message should be:

- Positive
- Friendly
- Excellent
- Family
- Relevant
- Enthusiastic
- Consistent
- Clear
- Understanding

### PROMOTION COMMUNICATION GUIDE

- Problem - What are people struggling with and what are they feeling as a result?
- Solution - What are we presenting as the solution to the problem and what feeling will they have?
- Target Audience - Who is the intended audience for this event? (describe them in detail)

What do you want them to know?  
What do you want them to feel?  
What do you want them to do?

# OUR BRAND VISUALS

Now that we understand the essence of the LifeMission Church brand, we must also understand the specifics that build the base for it. Without the specifications that follow, we would not be able to create a cohesive and powerful brand.

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## LOGO

The logo is the embodiment of family, coupled with our undying passion for showing God's love to others. It should be used consistently to foster brand awareness.

### PRIMARY LOGO



### SECONDARY LOGO



## FONT SELECTION

LifeMission Church uses Proxima Nova as its primary font family. It should be used in all materials to maintain consistency in our messaging and branding. Proxima Nova Extra Condensed is to be used as a secondary font to accent information.

Proxima Nova Thin

Proxima Nova Regular

**Proxima Nova Bold**

**Proxima Nova Extra Bold**

**Proxima Nova Black**

Proxima Nova Extra Condensed Thin

Proxima Nova Extra Condensed Regular

**Proxima Nova Extra Condensed Bold**

**Proxima Nova Extra Condensed Extra Bold**

**Proxima Nova Extra Condensed Black**

# LOGO VARIABLES

Whether printed, on a video, or Online, the LifeMission Church logo is adaptable to any situation. These are approved logo variables.

Profile Logo



Dark background full color



Dark background / white



Light background / black



Medium background full color



Light background full color



Orange background



Mark



Mark with stroke



# COLORS

Consistent use of the LifeMission Church brand colors will ensure consistency of the brand across all mediums. The brand colors should be utilized across all messaging mediums.

## PRIMARY COLORS

Pantone 485 U  
CMYK 16•99•97•6  
RGB 195•35•41  
#C32329

Pantone 1505 U  
CMYK 0•60•100•0  
RGB 245•130•32  
#F58220

## SECONDARY COLORS

Pantone 632 U  
CMYK 74•35•30•2  
RGB 71•136•158  
#47889E

Pantone 308 U  
CMYK 88•61•41•23  
RGB 40•83•106  
#28536A

Pantone 390 U  
CMYK 53•25•100•5  
RGB 132•153•59  
#84993B

Pantone 410 U  
CMYK 49•45•47•9  
RGB 132•125•121  
#847D79

Pantone 115 U  
CMYK 0•24•100•0  
RGM 255•196•12  
#FFC40C

Pantone 115 U  
CMYK 0•24•100•0  
RGM 255•196•12  
#FFC40C



Generational Team



Welcome Team



Connect Team



Media Team

# OUR BRAND EXECUTION

Establishing a strong and consistent first impression is very important in reflecting a cohesive brand. In this section we will explore how our brand is executed throughout our spaces, series, collateral materials and website.

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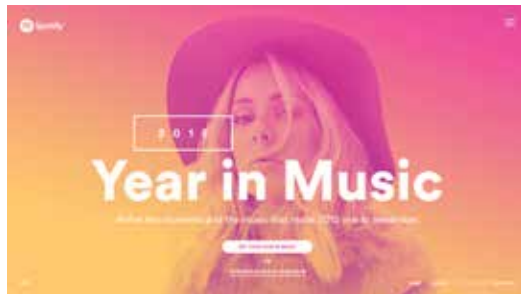
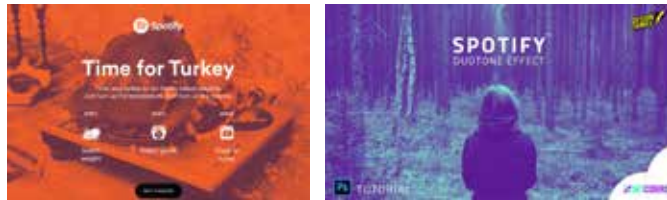
BRAND EXECUTION

# GRAPHIC: DESIGN

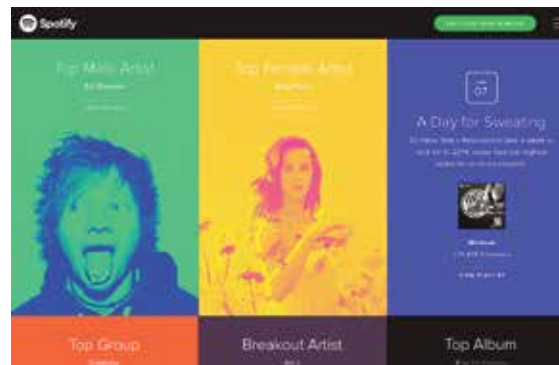
Graphic elements should reflect the personality of the church so people have a consistent experience from the moment they see a promotion to the point when they experience a service.

LifeMission Church graphics should include photography if possible. The designs are to be flat with a personality that is uplifting, worshipful or service oriented. Simple icons can be used.

Duotone background with white text on top



Full color image with text on top



Strong grid structure





# GRAPHIC: SERIES

Sermon series are one of the main components of a church's brand so the artwork needs to reflect the topic of the series as well as the personality of the church.

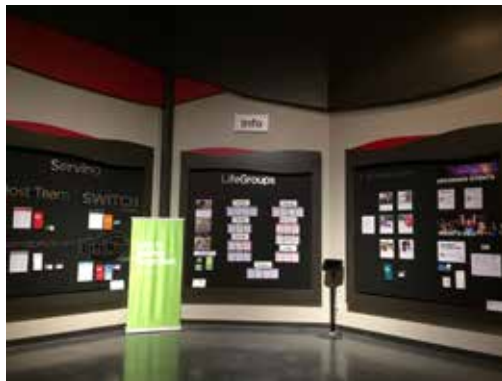
## SERMON SERIES



## GRAPHIC: FACILITY

Facility signs are a key part of welcoming people. The sign system should be very functional while being true to the personality of the church.

LifeMission Church signage has a flat feel with clear text. Graphics and photography applied to the walls are strong elements for the brand. The signs communicate vision.



# PHOTOGRAPHIC AND VIDEO STYLES

The photos and videos should reflect the brand values and have a consistent feel over time based on the descriptions provided in this document.

## PHOTOGRAPHY



Photos should show genuine emotions. The image should show a feeling or experience which is taking place. People should have smiles, be taken from flattering angles, and represent the community in a positive way.

- Slightly desaturated
- Selective focus
- Kids and student ministries
- Welcoming
- Greeters, ushers and other hospitality

- Show emotions
- Focus on a feeling rather than a person
- Show ministry taking place
- Capture worship and praise
- Show people interacting together

- Show features/benefits of the church
- Capture the experiences
- Pictures of environments

# PHOTOGRAPHIC AND VIDEO STYLES

Videos should capture a moment and allow people to connect to the feeling of the moment. Audio, lighting and framing of the subject are necessary to get right to help people engage.

## PROMO/HIGHLIGHT



- Genuine emotion
- Slightly desaturated
- Slight warm filter
- Pertinent background
- Lighting even with primary and secondary light sources
- Audio must be clean and clear by using a good mic
- On location shoot if possible

## VIDEO TESTIMONY



- Genuine emotion
- Slightly desaturated
- Slight warm filter
- Selective focus
- Pertinent background



- Lighting even with primary and secondary light sources
- Audio must be clean and clear by using a good Mic
- 2 camera set up if possible



- B-roll of pertinent situation to help the viewers engage with the story
- Voice over B-roll as you cut back and forth from the subject