



**LIFEMISSION**  
CHURCH

# OUR BRAND STANDARDS

The Life Mission Church brand should convey 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 Life Mission Church 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 VOICE**

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**BRAND VISUALS**

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**BRAND EXECUTION**

# BRAND IDENTITY

Preach the word in a truthful way and we are seeker friendly

A church where an unbeliever will want to be a part of the culture

A church where a seasoned believer can grow spiritually

A church that focuses on reaching children in the community

A place where there is a tangible experience of God

We encourage a personal devotional life to develop people

A church that moves people into their own walk in the Word

A church that motivates people towards the things of God

Small groups are large part of the culture

We empower people to be what they need to be

We have a flat structure to prevent a lot of doors to go through

We are a church that is remarkably friendly

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**BRAND EXECUTION**

# VISION

The vision of the church changes from season to season to stay relevant to the needs of the community while staying true to our core values.

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# CORE VALUES

Family Ministry  
Community Groups  
Organic Discipleship

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# MISSION

Move people into their own walk in the Word through a welcoming environment, energetic worship, and truth based teaching; we emphasize children's ministry and community outreach events.

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# WHAT WE CELEBRATE

Stories  
Community groups  
People coming to Christ  
Number of people served  
Children and teens reached  
Baptisms

# OUR AUDIENCE

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

Life Mission Church seeks to reach unbelievers and the de-churched who have a need for something greater in their life. They want to be part of a vibrant community that can support them through the ups and the downs of life.

## NEW FATHERS & MOTHERS

We have a great children's program that helps parents raise their kids with good values and provides opportunities to do things together as a family.

- Looking for guidance in raising their kids
- Want to connect with other parents
- Want their kids to have quality friendships
- Want their kids to have good moral values
- Looking for things to do with their kids

## YOUNG PEOPLE WHO ARE SEEKING

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.

- Young adults who have had a bad church experience
- 18 to 30 years old
- May have never been in church
- Want to connect with people

## CHURCH SHOPPERS

This is a place where people can grow in their faith as they become a part of something bigger than themselves.

- Desire to learn more about God
- Want to be challenged in their faith
- They need to connect with like minded believers
- Seeking authentic worship of God
- Want to be part of giving to help others

# 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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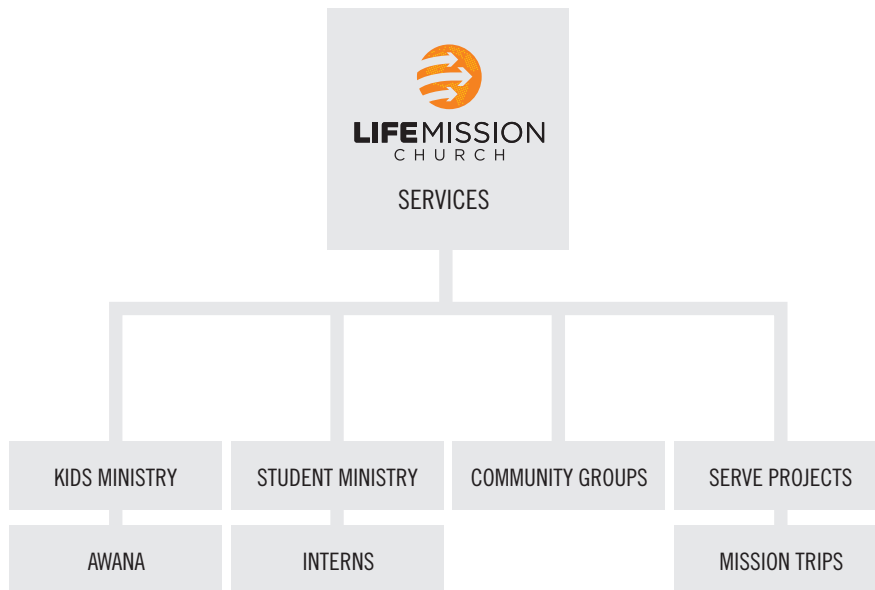
BRAND VISUALS

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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 groupings in the church. It's important to keep them all organized so as not to lose our brand essence



## TOUCHPOINTS

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

- Sunday Services
- Tuesday Awana
- Wednesday Students
- Community Groups
- Community Serve Events
- T-shirts
- Social Media
- Website
- Mailer
- Auditorium Screens
- Flyers
- Posters and Banners
- Invite Cards
- Personal Invites

# 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 Life Mission Church 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

# 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
- Excellence
- Family
- Relevant
- Enthusiastic
- Clear

# OUR BRAND VISUALS

Now that we understand the essence of the Life Mission 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 years of serving our community and family, coupled with our undying passion for experiencing God's presence, and guidance. It should be used consistently to foster brand awareness.

## PRIMARY LOGO



## SECONDARY LOGO



## FONT SELECTION

Life Mission Church uses Trade Gothic as its primary font family. It should be used in all materials to maintain consistency in our messaging and branding. Lubalin is to be used as a secondary font to accent information. Gotham can be used for titles.

### FONT FAMILY

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Trade Gothic

*Trade Gothic Oblique*

**Trade Gothic Bold**

***Trade Gothic Bold Oblique***

Trade Gothic Condensed

**Trade Gothic Condensed Bold**

***Trade Gothic Condensed Bold Oblique***

ITC Lubalin

*ITC Lubalin Oblique*

**ITC Lubalin Bold**

***ITC Lubalin Bold Oblique***

Gotham Book

Gotham Light

**Gotham Medium**

**Gotham Bold**

**Gotham Black**

# LOGO VARIABLES

Whether printed, on a video, or Online, the Life Mission 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



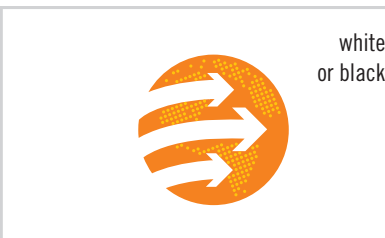
Light background full color



Orange background



Mark



Mark with stroke



# COLORS

Consistent use of the Life Mission 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

Pantone Black 6 U  
CMYK 0•0•0•100  
RGB 35•31•32  
#231F20

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

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

# 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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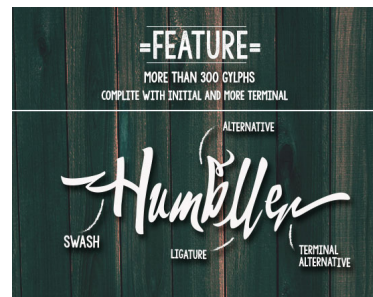
BRAND EXECUTION

# GRAPHIC

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.

Life Mission Church graphics should include photography of the church if possible. The designs are to be flat and trendy with a personality.

## PROMOTIONS





# GRAPHIC

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

Life Mission Church signage has a flat feel with clearly presented text. Graphics applied to the walls are strong elements for the brand.

## SIGNS

← **Preschool 4yrs**  
 ↑ **Preschool 5yrs**  
 ↑ **Restrooms**

→ **Grade School** Grades 1-6  
 ↑ **Image Youth** Grades 7-12



# 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

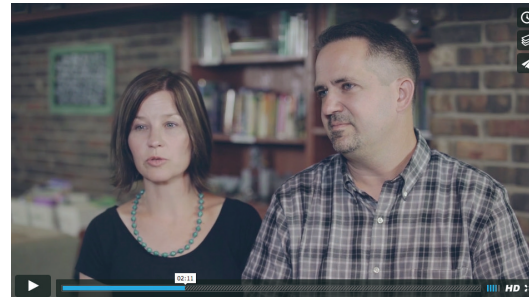


- Genuine emotion
- Slightly desaturated
- Slight warm filter
- Pertinent background
- Lighting even with primary and secondary light sources
- Audio must be clean and clear by using good mics
- On location shoot if possible

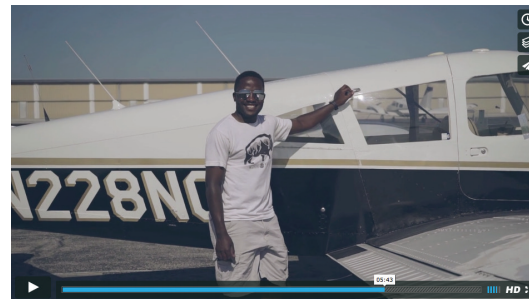
## VIDEO TESTIMONY



- 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 good mics
- 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