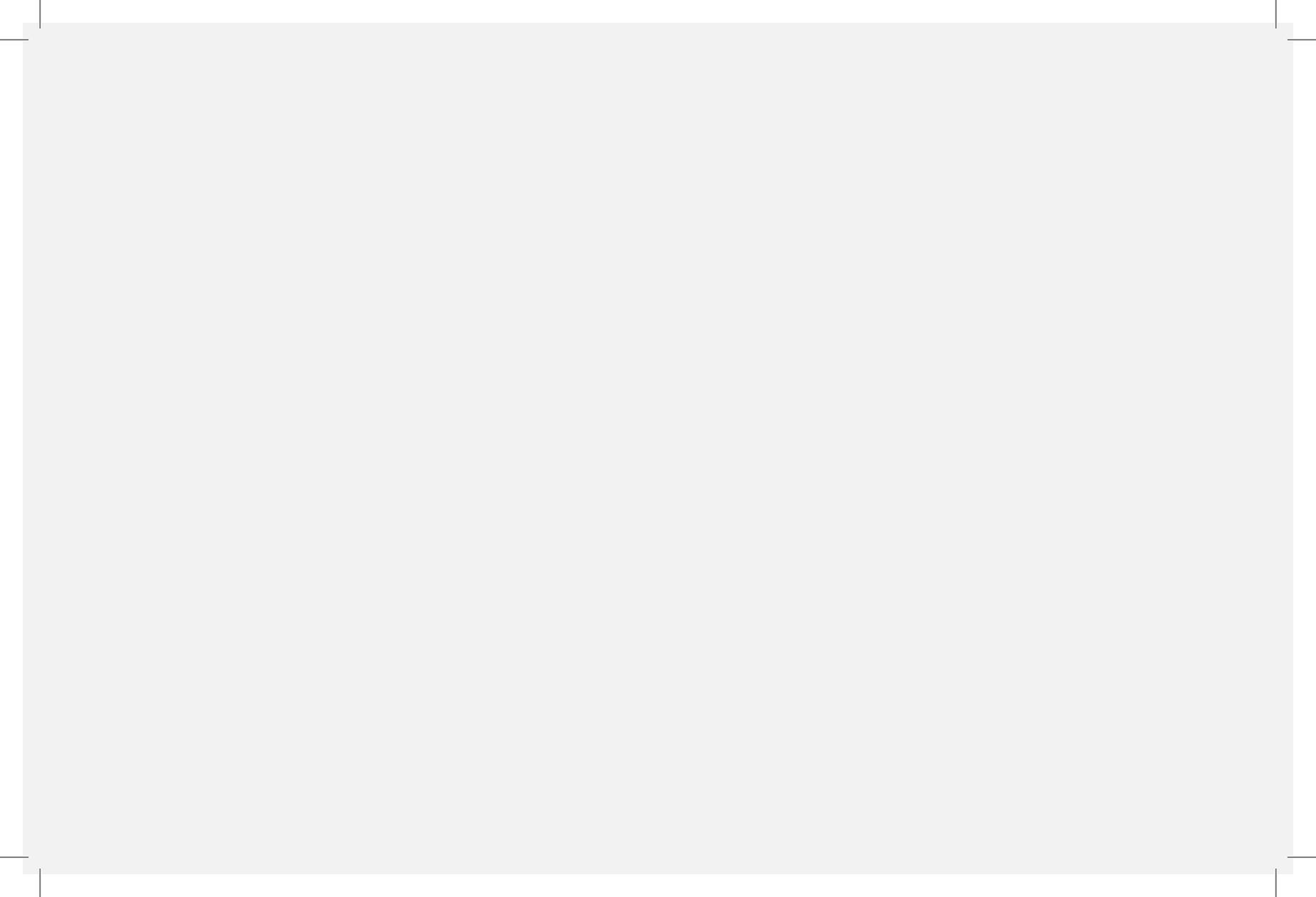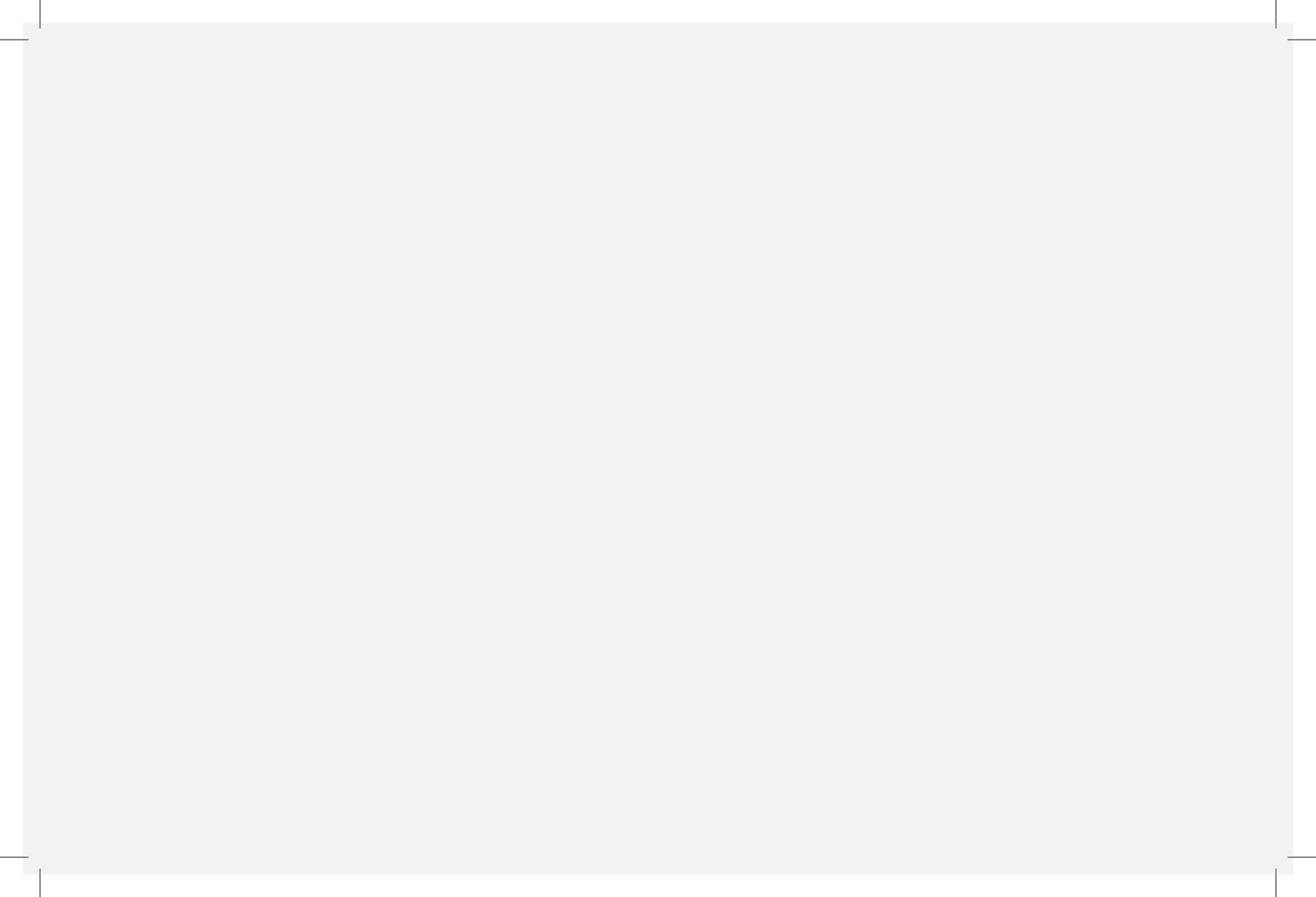# CENTRAL CHURCH
BRAND GUIDELINES

WHY DO WE NEED A BRAND?

Branding is simply a tool to use to do ministry more effectively. Singular items such as logos, fonts, colors and graphics are all part of a cohesive brand identity. Together, they make up an impressionable 'visual story' about Central Church – by presenting simple visual and tangible symbolic representations of who we are and what we do.

REASONS FOR A BRAND

Brand standards increase the visibility and value of the Central Church identity in the marketplace. Brand standards create consistency and reduce confusion within our communication materials. They allow multiple staff, designers and vendors to utilize our graphic identity correctly and without guesswork. They give our audience a more complete understanding of our personality and our mission.

CONTENTS

SYMBOLIC MEANING
CONNECTING GOD & PEOPLE

The basic mechanics of the Central Church logomark are the combination of connecting 'C' shapes, each a reflection of the other. The symmetry and centrality of the logo echoes the heart of the Gospel, with Christ at its center.

The logo also employs typography in a mix of lower and uppercase fonts in varying weights, appealing to the friendly and outward focus of Central Church toward community and the world.

The overall intention of our symbol is to reflect the positioning of our church's mission to the world, which is:

CONNECTING PEOPLE TO A LIFE THAT COUNTS FOR ETERNITY.

At Central Church, we exist primarily to first help people understand how God can impact their lives, then to give them the tools, training, and wisdom to go and help others understand how God can impact their lives as well. We strongly emphasize reaching our oikos, which is a Greek word that essentially describes "the people in your relational world." Our goal is to reach people and help them experience God's love in a powerful, undeniable way. To us, community is not only important, but essential in bringing this goal to fruition.

The World
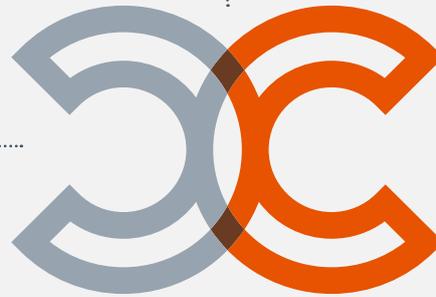
The Church

centralCHURCH

THE PRIMARY LOGO

The Central Church logo is the single most visible symbol of our church; it's an intangible yet vitally important asset. You can help preserve its value as a brand and trademark with correct and consistent usage.

Some important guidelines to remember are to:

MAINTAIN CLEAR SPACE

For ultimate visibility and impact, it's important to retain a designated minimum of 'clear space' around the logo. This area is designated as being AT LEAST equal to the base height of the letterforms in the identity. Our logo looks great against a white background; be sure to use it with enough white space to let it stand out properly.

ENSURE PROPER PROPORTIONS

The size of the Central Church symbol is balanced with the legibility of the typography. The proportions are as such: symbol width is set at 50% of the horizontal width of the text. Under no circumstances should these proportions be altered. Do not "type out" the logotype in another font – it has been customized in terms of size, weight and space between letters, and should not be modified.

ADHERE TO MINIMUM LOGO SIZE

Do not scale the logo to the point of indistinguishable legibility. In most instances, this may be an area of no less than 1" wide. For instances in which the logo must appear smaller, consider using the 'patch' logo instead (see page 4).

centralCHURCH

Clear space around logo should be maintained at all times.

25% | **50%** | **25%**

centralCHURCH

Do not deviate from porportions of symbols related to text.

centralCHURCH

Keep logo within a legible size at all times.

APPROVED LOGO VARIATIONS

The Central Church logo should remain as consistent as possible in all environments, from print to online to environmental usages. In order to ensure a cohesive identity, the following variations of the logo are approved for general use:

PRIMARY LOGO

The primary identity is to be used for most situations in which a light (white) background is applicable. If possible, print materials should allow for an increased area of white space that the logo can be placed within, at minimum ensuring the proper amount of clear space around the logo.

ONE COLOR LOGO

In instances where the full-color logo cannot be used, or in cases where multiple colors would compete with the overall messaging, a one-color logo may be used. The dark grey color is the approved one-color usage. In rare instances, the logo could also be printed in 100% black if custom colors are not available.

HEADER LOGO

The header logo can be used in place of the primary logo if space allows.

Primary logo

One–color

Header logo

DOT LOGO VARIATIONS

In cases where there may not be room to use the complete logo, a one-color logo 'patch' might be substituted. Examples of this usage would be over the top of a photo in an online presentation, or as part of a design using scripture or a key phrase. Each department needs to stick to their assigned colors or choose a nuetral dot logos when it makes sense. The dot logo is the most versatile and used logo for Central.

Central Dot logos

Neutral Dot logos

Student Central Dot logos

Kid Central Dot logos

College Central Dot logos

Young Adults Dot logos

LOGO MISUSE

Misuse of a logo is one of the most urgent matters to avoid in branding. Please take care to **NOT** use any of the following alterations of the Central Church logo:

1. *Please do not stretch or condense the logo to fit unusual spaces. There are other variations of the logo to consider if space is an issue.*

2. *Do not alter the approve colors for the logo under any circumstances.*

3. *Do not create new proportional variations of the logo. The approved symbol-to-text ratio is set and not to be deviated from.*

4. *Do not use alternate fonts for the text portion of the logo.*

5. *Do not omit any portion of the text in the logo.*

6. *Do not add additional graphic elements to the logo in any way.*

It's especially important that any and all vendors, designers and staff members understand and adhere to these rules of consistency. If you are at all unsure of how to best use the logo for your circumstance, please refer to our brand guide manager.

1.

2.

3.

4.

5.

6.

COLOR USAGE

Color is one of the most dominant aspects of a well-formulated brand. For Central Church, every effort has been made to create a modern color collection that not only stands out in the marketplace, but evokes both the foundational aspects of Christianity (blue/gray tones) and the excitement and anticipation of a life in Christ (orange tones). This complementary color palette 'plays well' in most applications that depict people and places. A secondary color palette has been established which further complements the primary logo colors, and should be used **sparingly** and as **accent only**.

COLOR USE IN TEXT

In most cases, orange should be used in headlines and subheaders only. Reserve body text for blue or off whites.

KID CENTRAL

c81f66   32c4f2   415364

STUDENT CENTRAL

9aca3c   e3dbdb   363b3e

COLLEGE CENTRAL

0086a0   f1c515   415364

YOUNG ADULT CENTRAL

55ad94   e2d3b6   415364

PANTONE 166 C

RGB:
R – 231
G – 83
B – 0

CMYK:
C – 4
M – 82
Y – 100
K – 0

Hex: E75300

Pantone Options:
PMS 166

PANTONE 7545 C

RGB:
R – 65
G – 83
B – 100

CMYK:
C – 78
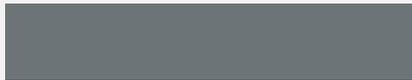M – 60
Y – 44
K – 25

Hex: 415364

Pantone Options:
PMS 7545

Hex: f2f2f2

R – 242	C – 4
G – 242	M – 2
B – 242	Y – 2
	K – 0

Hex: e8e8e0

R – 232	C – 8
G – 232	M – 5
B – 224	Y – 11
	K – 0

— **PRIMARY COLORS** —

— **SECONDARY COLORS** —

Hex: F0E1B8

R – 240	C – 6
G – 225	M – 9
B – 184	Y – 31
	K – 0

Hex: 363b3e

R – 54	C – 72
G – 59	M – 62
B – 62	Y – 58
	K – 50

Hex: d7816a

R – 215	C – 13
G – 129	M – 58
B – 106	Y – 58
	K – 1

Hex: a3d1da

R – 168	C – 35
G – 209	M – 5
B – 218	Y – 12
	K – 0

FONT USAGE

Typography is an essential component of the brand identity system, and the Central Church brand relies heavily on the multi-faceted use of a strategically chosen family of legible and modern fonts. A disciplined use of typographic standards helps maintain a strong and effective brand identity.

PRIMARY FONT

The primary font family for the Central Church identity is **Ridley Grotesk**. This font is available in multiple weights for any design circumstance. The font works well as body copy, headers, and subheaders in light, regular or italicized weights. Feel free to mix and match versions of this font for display or headlines in varying weights and styles as well.

SECONDARY FONTS

Secondary fonts are meant to be supplementary to the primary font. **Bebas Neue Pro** is a san serif typeface with a large range of weights and styles. Its modern, clean appearance works well in both body text and headers.

Quincy is a timeless serif font with a bold appearance that brings a contrast to Ridley, and should also be used for display and/or body text. Quincy is available in multiple weight options as well.

In the case of staff usage, or situations where customized font choices may not be available, a google doc substitute has been provided for use in Central Church documents.

THE FONT

Ridley Grotesk was inspired by the grotesque and neo-grotesque typefaces of the 20th century, and is intended to be a modern, minimalistic take on the genre. It has a low contrast between thick and thin strokes, and features a large x-height and open forms, giving it a clean and legible appearance. It comes in a range of weights and styles, including regular, bold, italic, and condensed, making it suitable for a variety of design applications.

RIDLEY GROTESK

PRIMARY FONT

SUBSTITUTE IN GOOGLE DOCS —— MONTSERRAT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

BOLD

0 1 2 3 4 5 6 7 8 9 0

NUMBERS

! – $ % / { } = ? ' : ; , + * ( ) ‹ › — ~ ¢ © | \ & ^

CHARACTERS

14

THE FONT

Bebas Neue Pro is a contemporary sans-serif typeface characterized by its bold, uppercase letterforms and clean, geometric lines. Designed as a refined version of the popular Bebas Neue, this pro edition offers enhanced legibility and versatility across various design applications. Its strong, assertive presence makes it ideal for headlines, posters, branding, and editorial design where impact and clarity are paramount. With a range of weights and styles, Bebas Neue Pro provides designers with a modern typographic solution that commands attention while maintaining a sleek and professional aesthetic.

BEBAS NEUE PRO

SECONDARY FONT

SUBSTITUTE IN GOOGLE DOCS —— Oswald

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

BOLD

0 1 2 3 4 5 6 7 8 9 0

NUMBERS

! - $ % / { } = ? ' : ; , + * ( ) ‹ › — ¢ | \ & [ ] @

CHARACTERS

Quincy's refined letterforms and graceful serifs exude timeless elegance, making it the perfect choice for projects that demand a touch of refined tradition. Quincy ensures exceptional readability and versatility in its application, this font adapts seamlessly to various design contexts, from corporate branding to editorial layouts and digital platforms.

SECONDARY FONT

QUINCY

SUBSTITUTE IN GOOGLE DOCS — **Georgia**

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

NUMBERS

0 1 2 3 4 5 6 7 8 9 0

CHARACTERS

! - $ % / { } = ? ' : ; , + * ( ) ‹ › — ~ ¢ © | \ & ^

16

DESIGN STYLES & ARRANGEMENT

Many brands incorporate language and text graphics as part of their branding, both online and in print. Because we are a church, we often use pictures to portray the environment and events within the church. It's important then to utilize a unique and dynamic approach of shapes, lines, and text to add visual interest. Use these elements to connect groups of pictures or textboxes with pictures. Multiple pictures should often be grouped closed together. The design elements are symbolic of the various personalities, backgrounds, and people that walk through Central's doors.

Our design staff will find flexibility in the layout of shapes and type while still allowing the ability to create unique, easy-to-interpret messages for our audience.

LOREM IPSU

Lorem ipsum dolor sit
diam nonummy nibh e
aliquam erat volutpat.
nostrud exerci tation u
ipsum dolor sit amet, c
nonummy nibh euism
aliquam erat volutpat.
nostrud exerci tation u
ipsum dolor sit amet, c
nonummy nibh euism

Lorem ipsum dolor sit
diam nonummy nibh e
aliquam erat volutpat.
nostrud exerci tation u
ipsum dolor sit amet, c
nonummy nibh euism
aliquam erat volutpat.

SUM

or sit amet, consectetuer adipiscing elit, sed nibh euismod tincidunt ut laoreet dolore magna utpat. Ut wisi enim ad minim veniam, quis tion ullamcorper suscipit lobortis Lorem met, consectetuer adipiscing elit, sed diam euismod tincidunt ut laoreet dolore magna utpat. Ut wisi enim ad minim veniam, quis tion ullamcorper suscipit lobortis Lorem met, consectetuer adipiscing elit, sed diam euismod tincidunt ut laoreet dolore magna

or sit amet, consectetuer adipiscing elit, sed nibh euismod tincidunt ut laoreet dolore magna utpat. Ut wisi enim ad minim veniam, quis tion ullamcorper suscipit lobortis Lorem met, consectetuer adipiscing elit, sed diam euismod tincidunt ut laoreet dolore magna utpat. Ut wisi enim ad minim veniam, quis

WORSHIP

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

EXAMPLE 1

EXAMPLE 2

Sat. - 5:00pm

Sun. - 8:00am
9:50am
11:15am

Join us this Sunday!
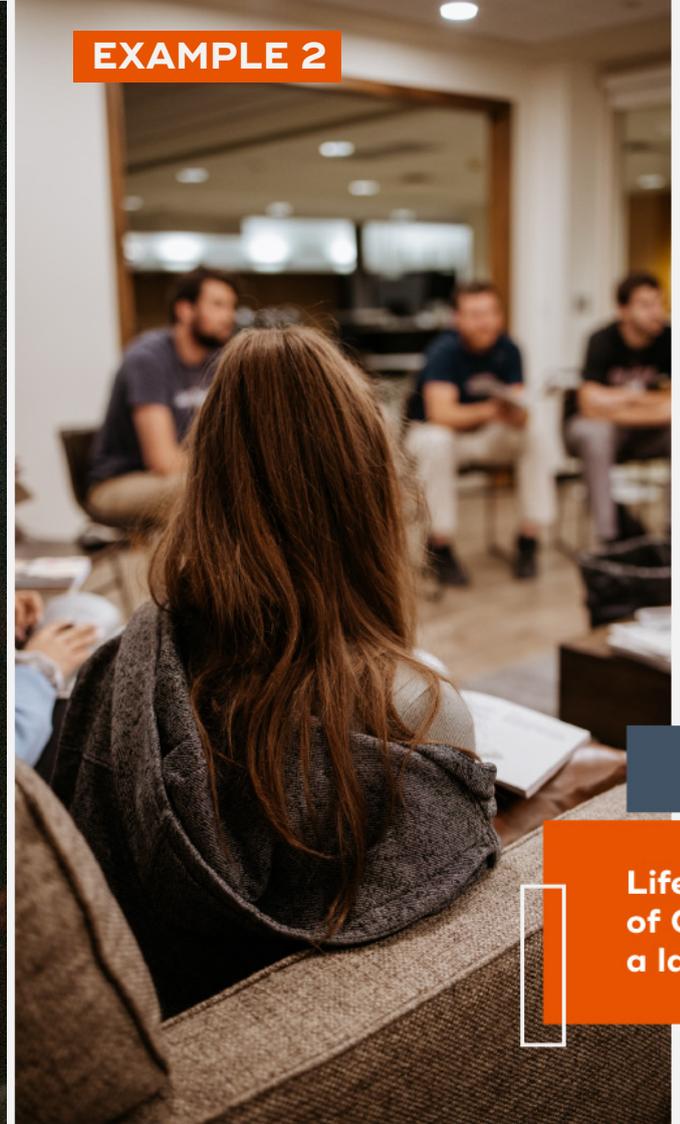
**Lifeg
of Co
a lar**

EXAMPLE 3

ifegroups are a key part
f Central's visions to make
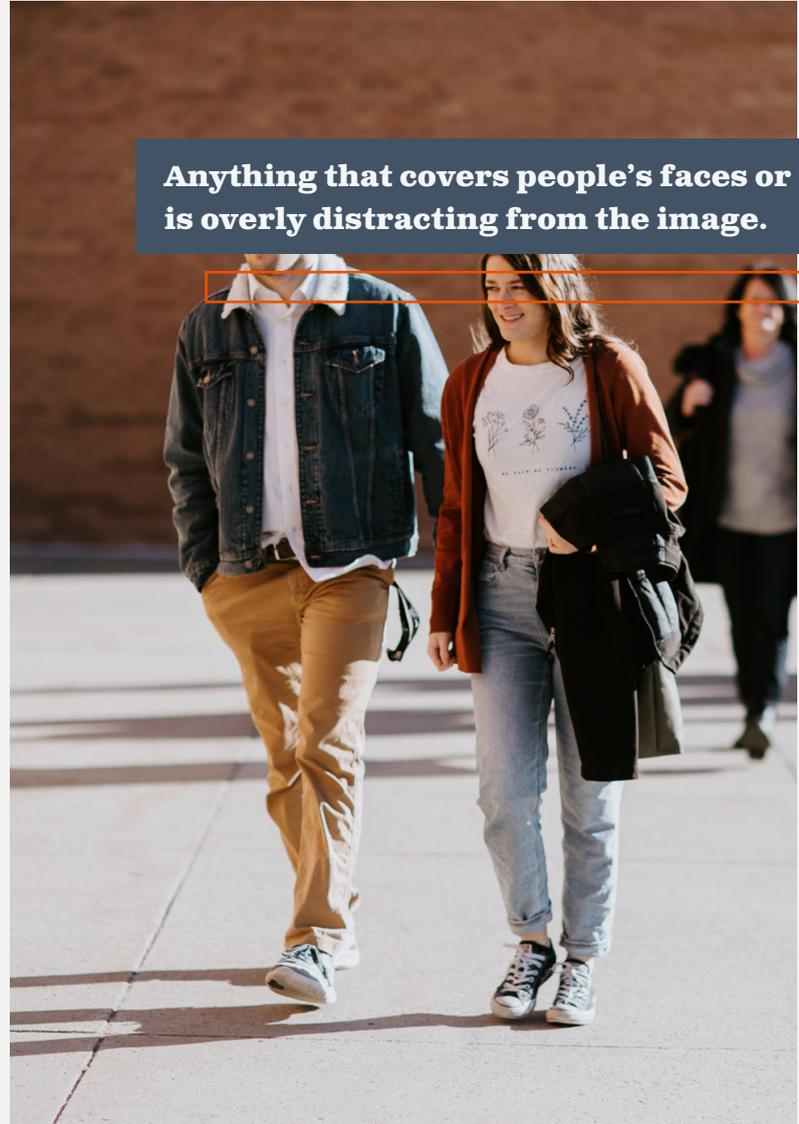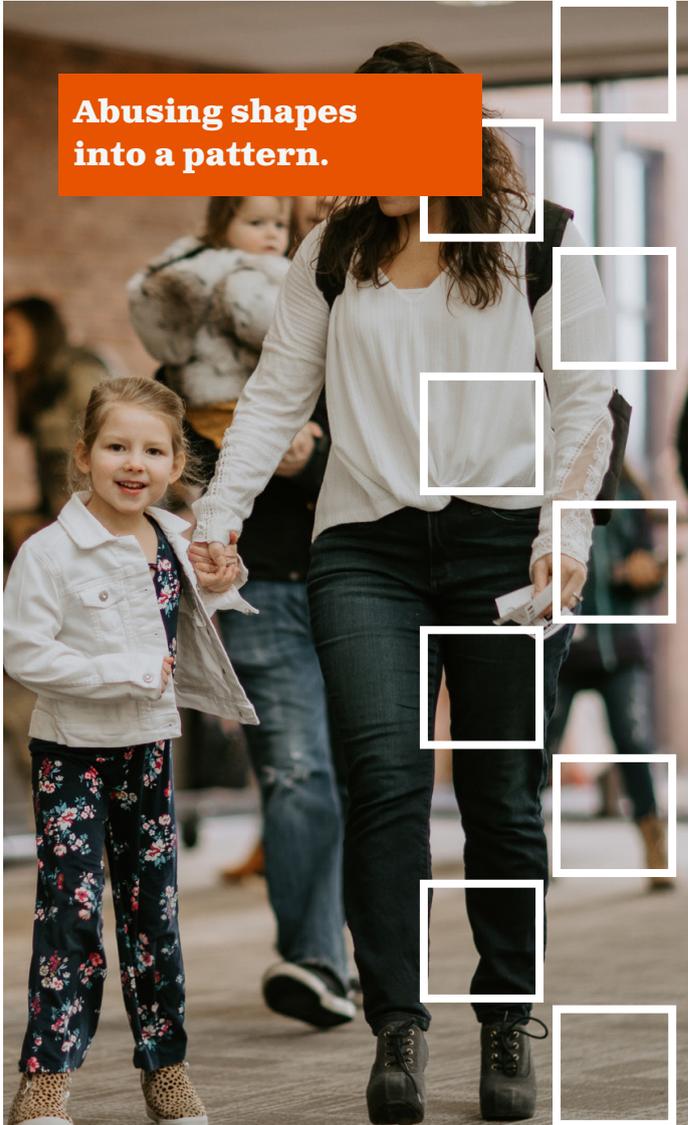large church feel small.

JOIN US FOR
**WORSHIP**

MISUSING DESIGN STYLES & ARRANGEMENT

Anything that covers people's faces or is overly distracting from the image.

Abusing shapes into a pattern.

Using excessively long body text on pictures that usually relays information that is vital to the person reading it. This makes it difficult to read and hurts everyones eyes. You see how cute this picture is? You probably didn't even notice because we've been trying to read this absurd body text that distracts you from the emotion and creativity of it. Don't ever do this.
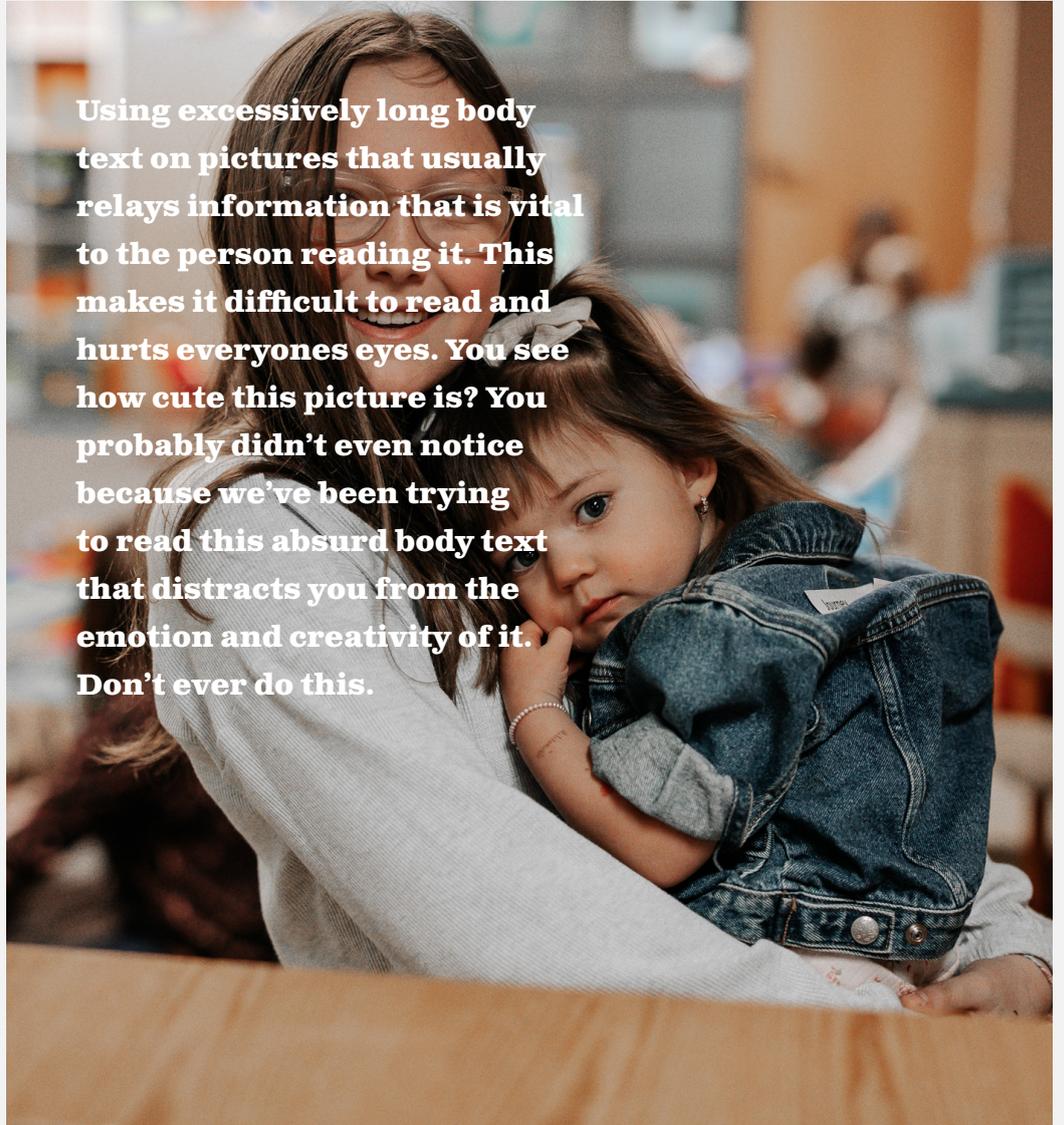
VIDEO & PHOTOGRAPHIC STYLES

Video and photographic elements should capture the essence of the Central Church brand. When possible it is preferred that images are shot using professional equipment. The most favorable photography is often more focused in nature, with the main subject placed creatively in the frame, and background out of focus.

Some subject matter that is especially appealing for our mission:

PEOPLE *– the heart of our ministry. Use close-up shots that emphasize personalities and story.*
ENVIRONMENTAL *– emphasizing use of bold, clean shots with unique angles and perspectives.*
STORYTELLING *– journalistic imagery that can create a narrative without words.*

PRESCHOOL & KINDERGARTEN LOGO

Central Church has established a companion logo for its Preschool and Kindergarten. For the most part, this logo is created using the same standards set throughout this guide, with a couple of exceptions.

ADDITIONAL COLOR

Pantone 2925 Blue has been established as a distinguishing color for the CPK identity, and is used in addition to the other colors that have been established for the Central brand identity.

REVERSE LOGO

A second logo version has been established for CPK that simplifies and de-emphasizes the text portion of the logo. This version can be used in instances when the primary logo version becomes too busy or competes with surrounding graphics. The background color for the reverse logo should always be Pantone 2925.

All other standards that apply for the primary logos for Central Church apply for these logos as well. Please do not alter these versions in any way (refer to page 5 of this document for examples of alterations that are not acceptable).
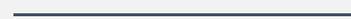
Primary identity for Central Preschool and Kindergarten