

LIFE CHURCH



LIFE CHURCH

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Permission to use the LIFECHURCH name, logo and official marks

The LIFECHURCH name, icon, and other official marks are legally registered trademarks and can only be used on official materials and communications produced by LIFECHURCH.

All uses of the above words, symbols and graphics must have prior, written approval from the Church. This applies to all forms of promotions, products, merchandise or externally produced communication, including printed materials such as internal and external posters, brochures and fliers, imprinted merchandise, videos, films, television, radio, and digital images and media, such as the internet, web sites, DVDs, CDs, etc.

For more information on appropriate use of the LIFECHURCH name, icon, and official marks, and to facilitate approvals for their use, contact the appropriate staff member of LIFECHURCH.



LIFE CHURCH

It is important for us to project a consistent, unified brand presence through our logo and in all of our marketing and communications. Each piece we create, whether written or visual, printed or electronic, makes a statement about who we are. For this reason, basic rules for proper use and consistent design have been developed to maintain the integrity of our logo.

The following graphic guidelines provide a detailed overview of the LIFECHURCH logo. They outline the basic graphic components of our logo, its proper use, fonts and colour palette.

Logo Components

The LIFECHURCH logo consists of two elements: the cross icon and the name.

When using the LIFECHURCH logo, the two elements must always appear together in one of these two “lockups.” A lockup is a combination of the elements.

The proportions between the icon and the name must never be altered.

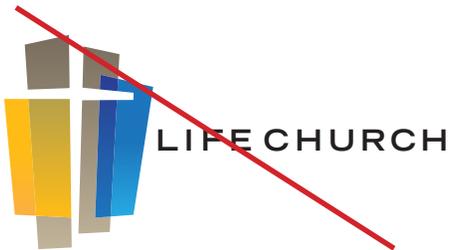
It is possible to use each of these elements separately. Please consult the following pages for further details on using the icon by itself.



Icon

LIFECHURCH

Name



Do not resize either element of the logo in relation to the other.

Clear Space

Clear space is the minimum area around the logo which must be kept free of any other graphics or text. It is needed to ensure the logo has enough visual breathing room to live within a given space and with other graphic elements.

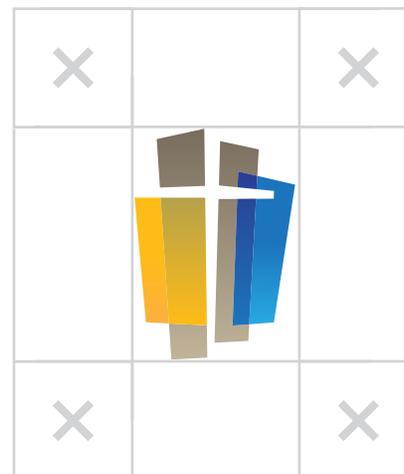
The clear space unit is equal to twice the height of the text "LIFECHURCH."

This same clear space unit applies to uses of the icon by itself.

Note - This is the minimum recommendation, and more clear space is preferable.



Do not put any text, graphics or logos in the clear space around the logo. This includes the use of taglines.



Minimum Size

The minimum size of the logo is based on the height of the icon. The logo cannot be any smaller than these values, because it would be difficult to recognize.

For conventional printing, use the measurement in millimeters.

For digital purposes, such as web display or PowerPoint, use the pixel measurement.

Note - This is the minimum recommendation. A larger logo is preferable.



Minimum size for print
10 mm at 300 dpi



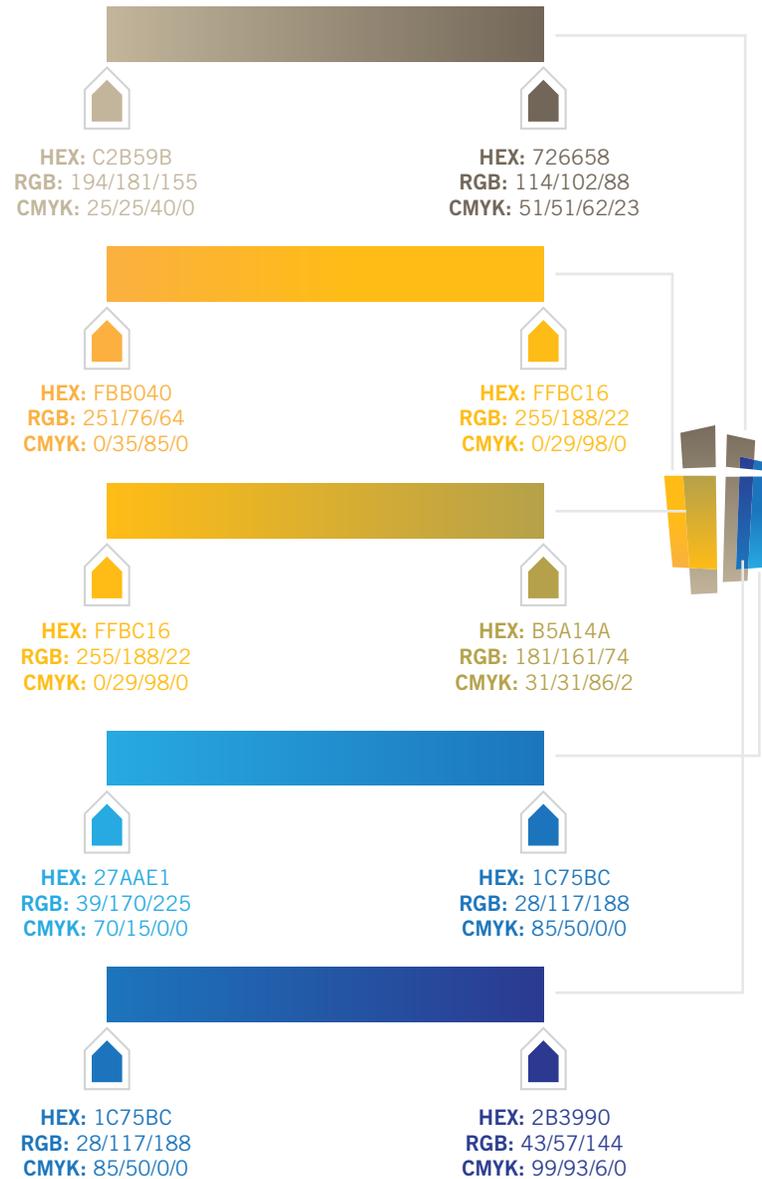
Minimum size for digital
20 px high x 84 px wide

Color Palette

To add depth to logo applications a colour palette has been created for use in printed and digital materials. These colors are taken from the LIFECHURCH logo. This chart provides the color values in CMYK, RGB and HTML (Hex Values) colors.

Note - The colors show here are only a representation. **Do not** sample colors from this document.

Note - When using the logo be mindful of the print medium and use the correct version of the logo to maintain color standards. If displaying an item on a screen, use the Hex Values. If using a color copier use the RGB version. If using an outside printer, use the CMYK version.



LIFE CHURCH

HEX: 231F20
RGB: 35/31/32
CMYK: 70/68/74/64

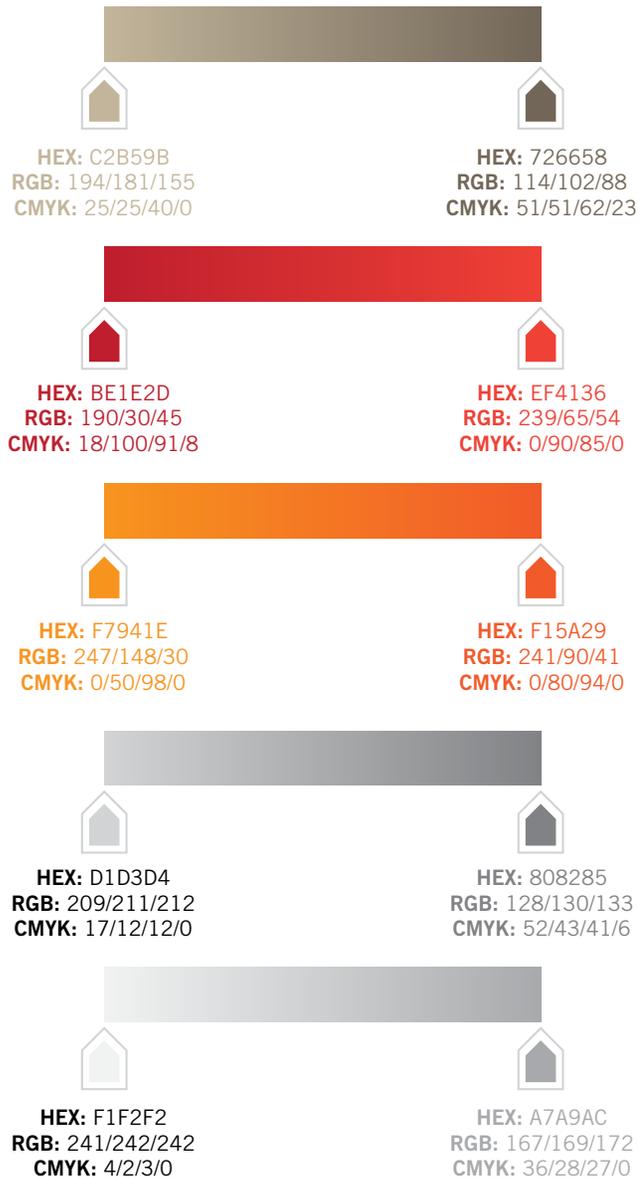
Extra Colors

The general idea behind the color scheme of LIFECHURCH is overlaid gradients. Almost like crystal shapes, the important part is to use subtly-changing gradients for large background spaces and images.

Make sure that these gradients are all very gradual, with the colors running from end to end. Combining two bold color gradients, like this red and orange, against more neutral shades, like this brown from the logo and these greys.

Really, you could use a wide variety of colors, just follow these general principles. If you have any questions, please speak with the appropriate LIFECHURCH staff member.

Note - The colors show here are only a representation. **Do not** sample colors from this document.



Logo Color

The logo should appear in full color, but greyscale, single color reversed white versions have been created to address different printing and design needs.

If you are using just the icon, use ONLY the full color version. The icon by itself should never appear in any other version.

Note - Not sure which version to use? Please consult the appropriate LIFECHURCH staff member before print and web items are produced to ensure the best possible results.



Typefaces

The LIFECHURCH font family is Trade Gothic. It was selected for its boldness and flexibility. The LIFECHURCH is set in Trade Gothic Bold Extended, all caps.

The family has quite a number of variations, and you can see them displayed on the right. This is an excellent design resource from which artists can draw.

Use Trade Gothic Bold Extended for headings, titles, and all brand-related elements, such as signage, business cards, letterhead and names.

Use Trade Gothic regular for copy on institutional materials, such as publications, brochures and advertising.

Arial — which is a standard font available on most computers — should be used as a web alternate for Trade Gothic headings.

Georgia — which is a standard font available on most computers — should be used as for large amounts of printed body copy or web purposes.

You can purchase the license for this font at this web address: <http://new.myfonts.com/fonts/adobe/trade-gothic/>

Trade Gothic

Trade Gothic Regular

Trade Gothic Oblique

Trade Gothic Bold 2

Trade Gothic Bold 2 Oblique

Trade Gothic Light

Trade Gothic Light Oblique

Trade Gothic Extended

Trade Gothic Bold Extended

Trade Gothic Condensed

Trade Gothic Condensed Oblique

Trade Gothic Bold Condensed

Trade Gothic Bold Condensed Oblique

Georgia

Georgia Regular

Georgia Italic

Georgia Bold

Georgia Bold Italic

Brand Elements

The design nature of the LIFECHURCH logo allows for a lot of flexibility. This can show up in the categorization of church departments, signage for the building, as well as signatures for staff emails.

The general rules of the logo, such as colors, minimum size, and clear space should be followed when implementing these designs.



LIFE CHURCH TEAMS



LIFE CHURCH WORSHIP



LIFE CHURCH FAMILY



LIFE CHURCH MEDIA



LIFE CHURCH SMALLGROUPS

Dustin Jones

WORSHIP PASTOR

Brian Lightsey

SENIOR PASTOR

Logo on Backgrounds

In some instances, the logo may need to appear on a photographic, graphic or illustrative background. Because some visuals may be busy, please ensure the background on which the logo sits is simple and neutral enough to enhance legibility. Refer to the examples on the right.



Do not place the logo on a busy background.



Improper Logo Use

The universal rule of thumb is to never alter the electronic artwork in any way. Here are some examples of what not to do with the logo. **Do not** attempt to re-create the logo.

To obtain approved final art files, email the appropriate LIFECHURCH staff member.



Do not rotate the logo.



Do not alter the relationship between the icon and the name.



Do not stretch or distort the logo.



Do not remove or add any words to the logo.



Do not stack elements of the logo.



Do not make the script portion of the icon opaque. It should always be reversed.



Do not stack the icon on top of the name.



Do not alter the configuration of the name around the icon.



Do not alter the font of the name or icon.