

Life Vine Church

BRAND

BOOK

2022 EDITION

LVCTX.COM



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**Written
Communication**

**“So, wether you eat or drink,
or whatever you do, do all
to the glory of God.”**

- 1 Corinthians 10:31

(That includes representing our brand.)

This is our brand guide. A friendly manual to help us represent Life Vine Church. It is a guide, that is all.

Ultimately, our brand is not our logo or colors or fancy wording. It's who we are, how we live, and how others interpret those actions. It's our story, told to the world. A brand is a living thing that must be cared for and tended to.

That's not easy. In fact, it's hard work. But it's a good and worthy work. By being true to who we are and what God has called us to do, we reflect God back to the world. That is powerful and profound and a great honor.

Everyone who is part of Life Vine Church is a brand ambassador for the church and community. As Life Vine Church grows, it is vitally important that our art, media and communication create impressions that draw people into the church and, ultimately, a relationship with Christ.

These guidelines are not just a bunch of rules. They're a set of principles and standards that help our staff and volunteers communicate our mission clearly and consistently. Understanding is key. Clarity is essential. This guide helps clarify the brand and build understanding.





Life Vine
CHURCH

Clear space should frame the logo, as shown, separating it from other elements such as headlines, text, illustrations, imagery, and the outside edge of printed materials. The ideal minimum clear space is half the height of the letter 'L' of Life Vine Church word mark. Whenever possible, allow more than this amount of clear space to maximize brand visibility.

SIMPLICITY AND UNIQUENESS MATTER IN MINISTRY

In this day and age keeping a person's attention is a real challenge, let alone capturing it. We are a firm believer that if you have an important message to tell, the gospel of Jesus, it needs to be in the most simple way possible to be the most effective. The same goes for the logo and the ministry telling it.

As simple as the logo is, it communicates everything needed with its unique iconography and color scheme to spark interest and grab attention. After all, the logo is not the brand. It's the mark that represents the brand. The church body is the brand and the logo's job is to help point people to the message, not become it.

At Life Vine Church we hold fast to John 15:5: "I am the vine; you are the branches. If you remain in me and I in you, you will bear much fruit; apart from me you can do nothing." Our logo represents growth and new life in Christ, and what better way to celebrate new life than with each other in community, living and growing where we are planted, together.

DO NOT

Change proportions
of the logo elements

DO NOT

Change the arrangement
of the elements in the logo

DO NOT

Skew, stretch or
rotate the logo

DO NOT

Change the colors
of the logo

DO NOT

Place the logo on
complex backgrounds

DO NOT

Apply gradients
to the logo

DO NOT

Apply drop shadows
to the logo

DO NOT

Invade space around
the logo with other
graphic elements



10. MINISTRY LOGO LOCKUPS

Life Vine Church

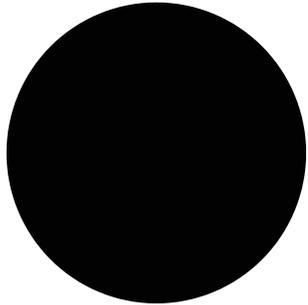


11. MINISTRY LOGO LOCKUPS



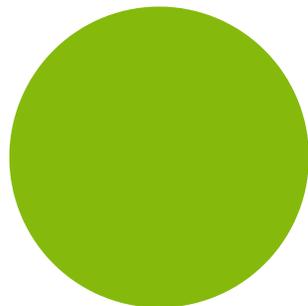
Warning:

**Using colors outside the
brand colors will result
in Pantone-monium.
(And bad puns.)**



BLACK

#020202



GREEN

#85BA0D

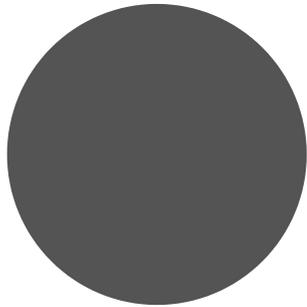
The Life Vine Church color palette is purposefully created to draw attention, but not distract.

Featuring a modern color base of black, fused with an accent color of electric green, the palette is designed to compliment, not overwhelm, Life Vine's desire to draw attention toward Jesus and His gospel while also displaying the life of the church. These colors should remain consistent across all media.

14. COMPLIMENTARY COLOR PALETTE

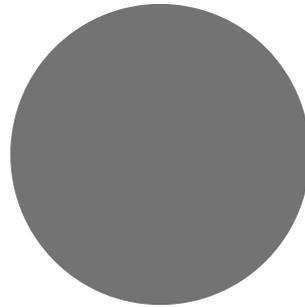
Life Vine Church

These are colors that can be used alongside the logo. Any other colors should be used sparingly, with the exception of sermon series and holiday graphics.



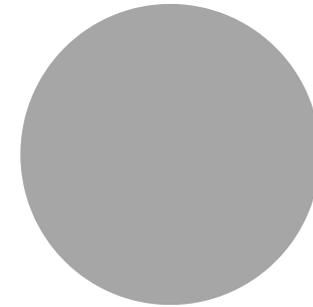
CHARCOAL

#545454



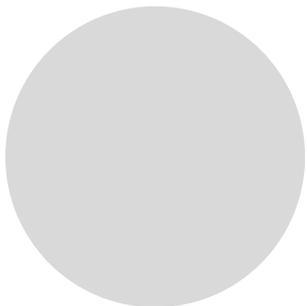
DARK GRAY

#737373



MEDIUM GRAY

##A6A6A6



LIGHT GRAY

#D9D9D9



VAPOR

#EEEEEE



MIST

#F7F7F7

**In case of comic sans,
perform an exorcism.**

LOGO

Cocon

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SECONDARY

LATO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Playlist Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPTIONAL FONTS

We have chosen standard typefaces to use in any printed or on screen material we produce for the church. This also includes church events, hand-outs, and anything that promotes a ministry of Life Vine Church. Should you not have these typefaces available, we have also selected variable fonts that you can use. These include: Avenir, Futura, Gotham, Montserrat, Open Sans, Poppins or Raleway font families.

PLEASE DO NOT USE MORE THAN TWO OR THREE FONTS PER PROJECT.

WE LIKE HEAVY FOR HEADINGS.

Medium or bold is good for subheadings.

A natural weight font is best for body text.

WRITTEN COMMUNICATION

Any time we send an email, post on social media, put together an invitation, etc., we represent Life Vine Church.

Good communication removes roadblocks. Whether it's getting people to take part in an event or to come to church for the first time, communication helps us reach people. These standards are here to help remove obstacles that may get in the way of people taking their next steps with Christ.

Bottom line, it's worth our time and effort to communicate with excellence.

***NOTE:** This is for communication on behalf of Life Vine Church. In some uses, the style may need modification. Please contact the Creative Department with any questions.*

COMMUNICATION STANDARDS

WE COMMUNICATE WITH EXCELLENCE

As a church, we are both an organization and a family. We communicate professionally, steering clear of errors and typos; but we also communicate with personality and warmth, inspiring our community.

WE COMMUNICATE WITH UNITY

We are one church, so we speak with one voice. We communicate with the same tone and grammatical standards from one medium to another.

WE COMMUNICATE WITH ACCURACY

This is an important step that should never be overlooked. Part of communicating with excellence is always having someone else proof for inaccurate information, typos, mis-spelled words, and grammatical errors. We always do our best, but we are human, so as always and in all things, we leave room for grace.

WE COMMUNICATE AND EVALUATE

When evaluating communication, always ask these two questions: Does it inspire? Does it inform? Our goal is to point to Jesus while building excitement and providing necessary details with absolute clarity. We answer the questions: who, what, when, where, why, and how. Clear beats clever.

Black Market Content

Help us help you.

In the Creative Department, we call any unapproved graphic design or visuals created outside of this department “Black Market Content.” This includes all things created with the best intentions, but perhaps deemed too minor to put in a project request for, or too last-minute that you thought you wouldn’t be able to get it in your necessary time frame.

The Creative Team exists to help you ensure that every touch point on every event and every team reinforces the importance of our message and the excellence we all desire to produce.

We are passionate about our brand as a church and also passionate about the ministry you are doing to reach people far from God. Keeping within these established brand standards will help us all communicate consistently and with excellence, helping build trust between our church and the people we are reaching and serving.

“Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you; behold, I am with you always, to the end of the age.”

- Jesus

Thank you!

This is the end of the brand book. If you've read all the way through, go ahead and high-five your friend, dance it out, or treat yourself to something special. We knew you could do it!



Life Vine
CHURCH