

2023

Generation Church Brand Guide



What's a Brand?

It's words.

It's images.

It's experiences.

Ultimately, it's a gut feeling. As Generation 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 aren't just a bunch of rules. They're a set of principles and standards that help our staff, volunteers, and contractors communicate our mission clearly and consistently.

Brand Principles

Our Bullseye: Young, Passionate, and Modern

We aim directly at this demographic, knowing that doing so will also draw a range of people attracted to those qualities.

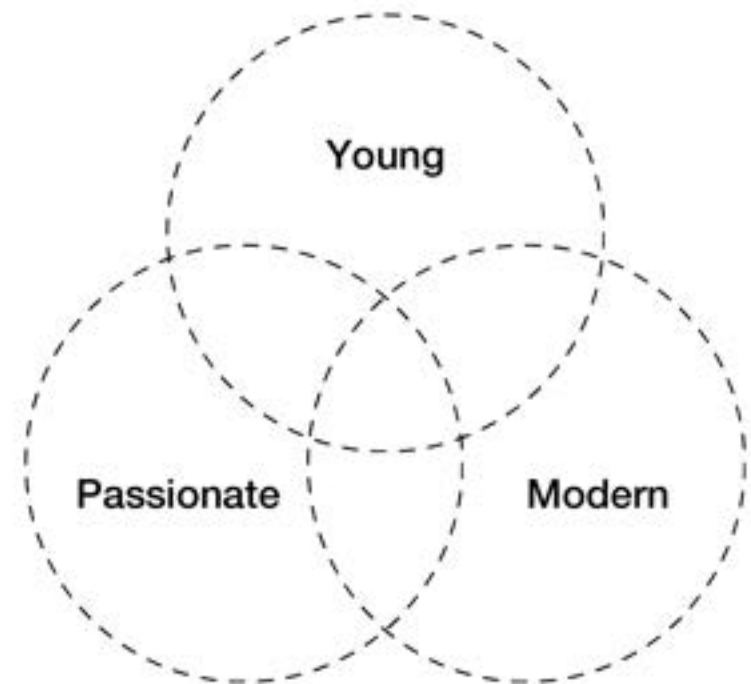
Young: We appeal to growing families and young professionals.

Passionate: We will take on the attitude and heart of the Prodigal Son's father so we will be passionate in getting people to the party.

Modern: We embrace technology and innovation. We look beyond today to anticipate what is relevant tomorrow.

Our Brand is: Bold, Simple, Clean, Active

Our Brand is not: Bland, Passive, Busy, Stagnate, Traditional



Key Words

These characteristics are distilled from our mission and values and are the DNA of our visual and verbal communication.

Visionary: We are on a mission. We know that our message changes lives, so we declare it boldly. We are focused on formation, committed to community, and moved on mission.

Personal: Relationships are the essential building block of Generation Church. We will always aim our focus on people.

Strong: Our Pastors' communication style is straightforward and practical. So is our brand.

Fun: We love this stuff, and our joy is infectious. We get to do this and always invite people along for the journey.

Authenticity Matters

Our brand is what we want to be, but also what we are.

Everything we create should be consistent with what a person will experience at Generation Church. We can set the tone, but when we lean on our own preferences or skew too trendy, we build false expectations.

Graphic Guidelines

Logos & Icon

The Generation Church identity is a seal of approval and a promise of excellence. Whether you are at a campus or online, you represent Generation Church every time you use the brand. By following these guidelines, you reap the benefits of the Generation Church identity and contribute to its strength.

Whether seen on-screen, in print, or on apparel, the logo is stable and unchanging. The identity can only make a positive impact if it is used consistently and correctly.

Standard Logo



Secondary Icon



Standard Icon



Secondary Icon



Secondary Logo & Icon

The GKIDS identity is the brand for the kid ministry at the church. When typing or writing out GKIDS, capitalize the entire word with the exception of "i".

The Generation Youth identity is the brand for the student ministry at the church. The full logo is used for any script devoted to parents and adults. Also it can be used within Generation Youth print material.

The secondary logo is used for in-house usage just as a "lingo" for the students in Youth.

GKiDS Logo



Youth Primary Logo

GENERATION YOUTH

Youth Secondary Logo



Logo Usage: Do's and Don'ts



The preferred logo use is the standard, two-color version. But, we do provide a one-color reversed option for specific uses on dark backgrounds.



Avoid these incorrect uses of the Generation Church logo :

- Do not use the Generation Church logo type by itself.
- Do not change the logo type.
- Do not warp, stretch, skew, or slant the logo.
- Do not add a stroke to the logo.
- Do not add embellishments to the logo, such as gradients or drop shadows.
- Do not place the logo on complex or patterned backgrounds.



Typography

Typography is another key element of the Generation Church brand identity, to be used in print, web, mobile, and video environments.

Like the logo, our primary typeface— Proxima Nova—communicates the personal, yet strong personality of the Generation Church brand.

The best use for this font would be for design assets, and social media.

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Proxima Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typography: Using Helvetica Neue

Helvetica Neue is the secondary typeface for Generation Church.

They should be used in bold for headlines, and regular for body copy.

The best use for this font would be for email, and documents.

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue Regular



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Colors

Like the logo and typography, the colors we use to represent our brand identity should remain consistent across all media.

Primary Colors	Hex Code	Complementary Colors	Hex Code
	F7941F		F5922B
	29282B		FFA73B
	717574		0073AB
	989A96		20B1F7
Triad Colors	Hex Code	Comp. Split Colors	Hex Code
	AB6005		27AB8E
	39F762		2DF7CC
	6607F7		051EAB
	4B0EAB		14357F

Imagery Guidelines for Photography & Video

Every Image Tells A Story

It's important that the stories we tell communicate our brand principles.

Additionally, they should also:

- Show the diversity of age, gender, and ethnicity.
- Engage the viewer as a participant, not an observer.
- Depict real people, living real moments - avoid stiff poses.



Key Practices and Policy

Shoot in natural light whenever possible.

Create depth through foreground-middle-background relationship.

Capture a wide variety of angles and views, both vertically and horizontally.

Capture scope, but also draw attention to details.

Includes shots containing empty space for text.

Generation Church has permission to capture photos and video of anyone present within its facility. By entering the premises of Generation Church, we have permission for the church to use any such photographs or video recordings in its promotional and marketing materials, both in print and online.

This may include but is not limited to, the church's website, social media platforms, newsletters, and other marketing materials. If anyone has any concerns or objections to being photographed or recorded, please inform a staff member of Generation Church.

Capturing Experiences

The goal is to convey the spectacle of the environment, complemented by intimate personal moments:

- Leverage the extreme contrast of light and shadows.
- Show the expanse of the experience; use the room.
- When focusing on one subject, capture the emotion (face, not hands).
- Capture the moment in action. Keep the focus on the celebration.



Capturing Speakers

- Shoot a hero angle of the speaker.
- Capture a variety of gestures and expressions - happy, relaxed, intense, but never angry.
- Place in context with stage/auditorium.



Capturing in Lobbies

The goal is all about relationships. Capture authentic moments of connection between people:

- Use eye contact and gestures to show the connection between people.
- Capture outbursts of emotion - laughter, surprise, joy, compassion.
- Include recognizable architecture, even if it's just a hint.



Capturing in Cafe and Outside

- Show relationship through action.
- Strong use of foreground elements to put the subject in context.



Capturing in GKIDS

The goal is to convey a fun and safe environment while capturing photos so that parents are comfortable dropping their kids off at GKIDS:

- Show relationship through action.
- Capture outbursts of emotion, laughter, joy, fun.

If a kid has a label attached to their name tag that says 'No Pics', then we are not able to capture their photo.



Capturing in Youth

Goal: Convey a fun and safe environment while capturing photos so that parents are comfortable dropping their students off at Youth. Capture engaging environment for teenagers:

- Show relationship through action.
- Capture outbursts of emotion, laughter, joy, fun.



Shooting Interviews & Portraits

Our goal is to establish credibility and context of each person we present:

- The subject looks both at and away from the camera.
- A mix of portrait and close-up.
- The subject is set apart through the color palette and depth of field.
- Leave space for text.



Shooting Interviews & Portraits Continued

- Use the rule of thirds: don't center the subject in the frame.
- The subject looks across the camera frame, no more than 30 degrees (unless used as the secondary angle).
- The background is related to the subject or topic when possible.
- The camera is at eye level or above unless used for effect.
- The background should be uncluttered or out of focus and not distracting.



Editing Images

Our goal is to provide a consistent look across a wide range of images and settings:

- The colors are clean and vibrant.
- This is the default Generation Church look. There will be occasions when it is appropriate to make stylistic decisions that diverge from these guidelines. Those exceptions should be specific and very intentional.



Communications Guidelines

Why Does Communications Matter?

If you use words, you communicate for Generation Church. Emails, social media, conversations...they're all opportunities for you to represent our church, our leaders, and ultimately, Christ.

Good communication removes roadblocks. Whether it's getting people to take part in an event or just trying Generation Church for the very first time, communication can help you reach your goals. These values and guidelines are here to help you remove obstacles that might get in the way of people taking their next steps with Christ.

Our Communication Values

We're advocates for our audience. Our communication makes people's lives easier, not more difficult. We're on their side and put their interests before our own.

We're not lousy. If it's worth putting into words, it's worth getting right. We communicate with excellence.

We're user-friendly. We answer: who, what, when, where, why, and how? We include easy-to-find information for any next steps. Clear beats clever.

We avoid insider lingo. We won't use words that are hard to understand. We explain Generation Church terms and any phrases that may be confusing to someone who has never stepped inside a church.

Our Communication Values

We say less to communicate more. We keep it brief, knowing people are much more likely to engage with concise content.

We don't sell. We understand people tune out advertising and manipulation. We inform, cast vision, and share experience. We describe real outcomes that can benefit our audience.

We communicate what we want for people, not what we want from them. We're not giving people to-dos. We're presenting them with opportunities.

We've got personality. We let it shine through in our communication by being authentic, informal, sincere, positive, and fun.

Our Communication Best Practices

Get a second set of eyes on it. Have a qualified proofreader look over your piece. Typos and misspelled words undermine a beautifully crafted piece. Not only is this a best practice, but it's also a must-practice.

Have a goal. For every piece of communication, before you do anything else, determine the goal. Do whatever is needed to gain clarity about the desired outcome and keep it in front of you during the entire creation process.

Add an evaluation step. Once the piece goes out, it's important to look back and ask whether it met its intended goal. What can we learn for future pieces?

Know your audience. The group we're talking to determines how we approach our communication. What is their experience with us? Put yourself in their shoes and communicate based on their perspective.

Our Communication Best Practices

Don't load people down with too much at once. Maybe you need to delay communicating one message so another has a better chance of getting through. Or it might mean you only present the first step in a process instead of five action items.

Choose the right channel. Your message and your goal should determine the communication channel you use, whether it's a video, email newsletter, Facebook post, etc. For example, if people need to take action online, an online method of communication might be the best choice.

Consider context. Where is your content going to live? What else is being talked about there? Does what you're communicating conflict with that? Does it duplicate that? Is it out of place there?

Lead with the most important thing. Don't bury key information under several sentences or paragraphs. Keep the most important, foundational information at the top.

Our Communication Best Practices

Cut, cut, cut! Avoid redundancy and wordiness. Once you write a piece, see how much you can eliminate without losing meaning.

Use an active voice when possible. It is more direct and stronger than a passive voice. In active voice, the subject takes action. Example: "Thousands attended the event," rather than "The event was attended by thousands." Or: "Generation Church partners with community organizations," instead of, "Community organizations are being partnered with by Generation Church."

Avoid overused words. Tired phrases and words that are used too often fail to communicate anything at all since we start tuning them out.

Writing and Copy Quick Guide

Church Titles

Correct: Generation Church

Correct: Generation (in-house)

Correct: GC (in-house)

Correct: Worship Experience

Incorrect: worship service, worship experience

Church Address

Building Address:

960 Hwy 52 W

Portland, TN 37148

Mailing Address (use this on all mailed pieces):

P.O. Box 115

Portland, TN 37148

Writing and Copy Quick Guide

Leadership Titles

Pastor Brandon or Pastor Brandon Petty

Pastor Jessica or Pastor Jessica Petty

Pastor B (in-house)

Pastor (Name): A pastor is anyone who has been currently ordained. You will find a list of pastors on our website. (Example: Pastor Tyler or Pastor Tyler Gilman)

(Descriptive) Coordinator (Name)

(Example: GKIDS Coordinator Kellie Russell)

Visiting Speakers

Use the preferred titles of the speaker. (Example: Pastor Carl Nichols)

Writing and Copy Quick Guide

Sermon Series Or Events

Correct: For Generations To Come

Correct: Easter At GC

Incorrect: "For Generations To Come"

Incorrect: "Easter At GC"

Dates

Correct: March 4th

Correct: March 4, 2012

Correct: 3/4/12

Incorrect: Mar. 4

Incorrect: March 4

Incorrect: 3.4.12

Incorrect: 3-4-12

Writing and Copy Quick Guide

Times

Correct: 8:15 AM

Correct: 8:15 & 10:00 AM

Correct: 8:15, 10:00, & 11:45 AM

Correct: 8:15 AM, 10:00 AM, 11:45 AM

Correct: 8:15 AM + 10:00 AM + 11:45 AM

Incorrect: 11am

Incorrect: 11AM

Incorrect: 11:45 am

Incorrect: 11:45 a.m.

Incorrect: 11:45 A.M.

Incorrect: 9:00, 11:00 AM, 1:00 PM

Writing and Copy Quick Guide

Phone Numbers

Correct: (615)745-5293

Incorrect: 615-745-5293

Incorrect: 615.745.5293

Website

Correct: generationchurch.me

Incorrect: www.generationchurch.me

Incorrect: <http://www.generationchurch.me>

Numbers

Spell out numbers one through nine, unless in an address.

10 and above - use numerals.

Writing and Copy Quick Guide

Tenses

In most cases use first person (I and we) - don't speak at people, but help them understand that we are all in this together.

Periods/Spacing

One space after periods. Modern software adjusts spacing to make double spacing relevant and spaced in-proportional.

Commas

Correct: this, that, and the other.

Incorrect: this, that and the other.

Writing and Copy Quick Guide

Semicolons

Semicolons can bring variety and break the monotony in large blocks of copy. However, they are often overused or misused. Semicolons should only be used to connect clauses that are related somewhat, or placed before coordinating conjunctions. Semicolons can be valuable to your text; don't use them if you are unsure.

Exclamation Points

Use sparingly! Let your message get people excited, not your punctuation. In the event that you deem it necessary, use either one or three exclamation points. Never two!!!

Copy Body

The body of all documents should be set to justify whenever possible. This creates a look of symmetry and order to our documents.

Black Market Graphics

Semicolons

In the Communications Team, we call any unapproved graphic design or visuals created outside of our department “Black Market Graphics”. This includes all the things that were created with the best intentions, but perhaps deemed last minute to put in a creative request for, or desired last minute and you thought you wouldn’t be able to get in your necessary time frame. The Communications Team exists to help you ensure that every touch point of our church or event reinforces the importance of our message and the excellence we all desire to produce.

Branding Guide

We are passionate about our brand as a church and also passionate about the ministry you are doing to connect, engage, and empower people. Keeping with 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.

Social Media Values

The Opportunity

Amidst their scrolling, what many people are looking for is a better version of their life. They want to take a different path than the one they're on. They realize something is missing or not quite right and they're searching for answers. They want to fix the mess of their finances, or make friends who support better choices, or figure out how to dig out of their family dysfunction. They want to find something to counteract the pain they are experiencing in their circumstances. They want to escape the loneliness, anxiety, or depression they feel.

Hope Embodied

Through social media, we help people see that Generation Church, and ultimately Christ is where they can turn for answers to their problems.

Show the church. We visualize hope by showing what life in the church can look like. We show the vibrancy of the weekend, loving relationships in action, and stories of transformation. As we do, we will lean toward an aspirational look and feel in our content to help people see what a new path in life could look like.

Be the church. We also want to leverage our social media presence to bring people into belonging. We don't need to wait until they get here on the weekend, we can engage with them, and minister to them right where they are. With every post, we are striving to welcome people into conversation and community.

Hope Embodied

More of this:

Inspiration

Teaching

Ministry

Invitation

Less of this:

Billboard-style promotion

Hype

Guilt



