GRACE COMMUNION
INTERNATIONAL

LOCAL CONGREGATION

BRAND
GUIDELINES

STORY | PERSONALITY | LOGO | LOOK & FEEL

THIS BOOK IS ABOUT OUR BRAND

In Grace Communion International, we are passionate about proclaiming the relational nature of the triune God. Our goal is healthy churches who seek to be a part of God's renewing work in the world.

To support our local congregations in sharing the good news of Jesus with their communities, we have developed a local congregational branding kit. These resources are a starting point that can be edited and developed to reflect the unique context of each of our congregations.

We pray that these resources will support you in joining with Jesus to share his love with your community!

-GCI Media

Like every church and every person, God has created us with a unique personality and calling.

OUR BRAND STORY

You may be wondering, why should branding be a part of my ministry? A few key reasons are listed below:

- Branding is more than a logo or a name, it tells your corporate story.
- Branding promotes recognition and helps people identify your core values. It helps your guests and neighbors identify and know who you are.
- Branding also creates alignment and connection between our members locally and denominationally.

Your next question might be how can I best use this resource? Some next steps would be:

- Consider your congregational mission, values, and your target community. What changes would you need to make that could contextualize these resources to reflect your unique identity.
  - In editing make sure to maintain alignment. For example, keeping the color pallet but changing icons that might represent your local context. Or keeping the identity words but adding examples of how your congregation specially lives out these values
- Identify your creative leaders who could help edit and develop the resources for you congregation.
  - Invest in software to edit the materials and make them your own.

OUR IDENTITY WORDS

1. Inclusive

We are physically inclusive. That inclusivity means our brand is visibly diverse, open and welcoming.

2. Passionate

We are emotionally passionate. That passion means our brand is emotionally courageous, convinced and growing.

3. Intentional

We are intellectually intentional. That intention means the way our brand thinks is academic, thoughtful, and considered.

4. Loving

We are socially loving. That love means that relationally our brand is hopeful, gracious, and overflowing toward others.

5. Genuine

We are spiritually generous. That generosity means that stability, honesty, and humility are the things that anchor our brand.

COLOR

PRIMARY PALETTE

DARK BLUE
C84 / M76 / Y50 / K53
R37 / G43 / B61
#252B3D

Pantone:
Coated – 7547
Uncoated – 648

GOLD
C12 / M33 / Y93 / K0
R225 / G171 / B54
#E1AB36

Pantone:
Coated – 124
Uncoated – 7548

SECONDARY PALETTE

GRAY
C29 / M24 / Y20 / K0
R182 / G182/ B188
#B6B6BC

Pantone:
Coated – Cool Gray 4
Uncoated – Cool Gray 4

MEDIUM BLUE
C78 / M69 / Y47 / K39
R56/ G62 / B79
#383E4F

Pantone:
Coated – 7546
Uncoated – 647

Our color palette communicates the richness of the gospel and a passion for the kingdom reality of the triune God.

The deep blue is both serious and approachable while the gold is regal and warm.

These two colors are supported with the use of refreshing white and stabilizing gray.

The result is a simple color palette that feels modern yet timeless.
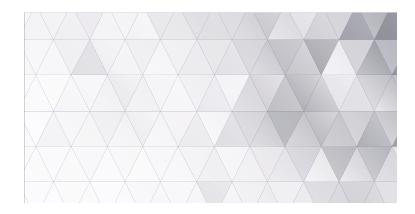
GRAPHIC ELEMENTS

A deep passion and respect for the Trinity and a richly textured understanding of trinitarian theology are precious to us. This triangular pattern is a subtle design connection to that concept and value.

The triangular pattern can be used to add texture to the design. Due to its complexity, it should be used as an accent and never as a full background.

The pattern can also be used as an overlay for photos when used at 80% of its original opacity.

An angle of color can be applied to the top and bottom of visual elements, including graphic shapes and photographic images. Abundant space should be provided around the angle; content should not be overlapping the joining areas.

While there is no exact predetermined degree that the angle should be set—we encourage that any angle does not exceed 20 degrees.

TYPOGRAPHY

The primary font faces for the GCI brand are within the GCI font family. GCI Medium should primarily be used for large headings and titles, while Bold can be used for subtitles, Regular used for body copy, Occasionally, Times New Roman can be used as an accent typeface. Reserved for secondary information.

GCI MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!$%^&*)+=?"|]

GCI BOLD
ABCDEFGHIJKLMNOPQRSTU-VWXYZ
1234567890!$%^&*)+=?"|]

GCI REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz
1234567890!$%^&*)+=?"|]

TIMES NEW ROMAN REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz
1234567890!$%^&*)+=?"|]

GRACE COMMUNION
INTERNATIONAL