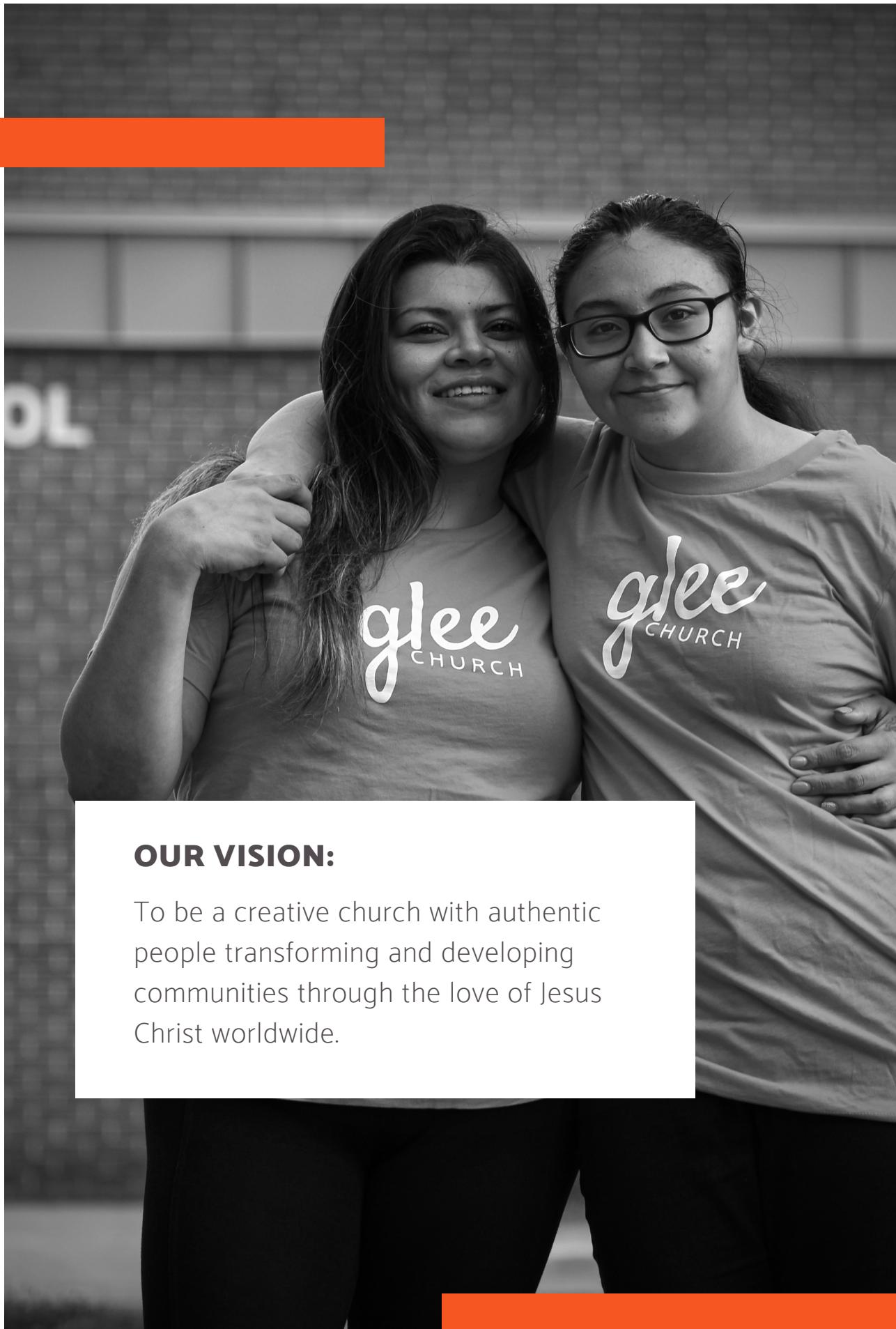


# style GUIDE

glee  
CHURCH



## OUR VISION:

To be a creative church with authentic people transforming and developing communities through the love of Jesus Christ worldwide.

## OUR VALUES

### PARTNERSHIPS

WE LOVE COMMUNITY

### CREATIVITY

WE AIM TO BE RELEVANT

### GENEROSITY

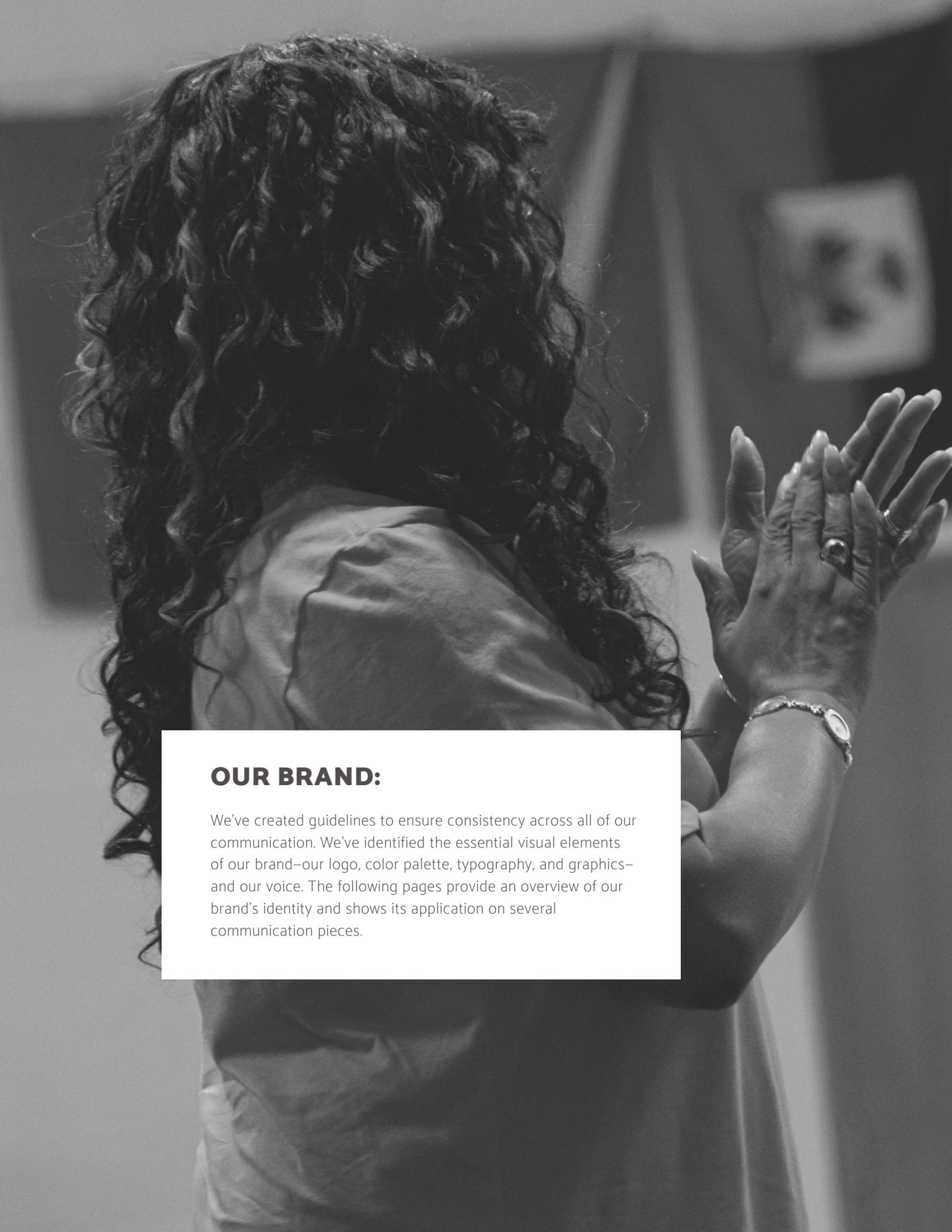
WE INSPIRE TO GIVE MORE

### EXCELLENCE

WE PURSUE EXCELLENCE

### FRIENDLINESS

WE CHOOSE TO BE HAPPY



## **OUR BRAND:**

We've created guidelines to ensure consistency across all of our communication. We've identified the essential visual elements of our brand—our logo, color palette, typography, and graphics—and our voice. The following pages provide an overview of our brand's identity and shows its application on several communication pieces.

# THE LOGO

It's critical to use the Glee Church logo correctly and consistently in all forms of communication. The Glee Church logo is not only a typographical representation of the name itself, but also the authentic purpose for why Glee Church exist. A creative and thoughtful approach has been taken for the development of the logo.

Our communication must imply humility, while subtly exhorting our creative style. A sense of unity should be conveyed to resonate with our local partners and audience.

**Glee Church Primary logo**

## Primary Logo

This is the primary logo used to represent the Glee Church brand. When possible, this representation of the brand should be used over other variations in color and layout.

Depending on color of the background, use discretion when choosing



## Gray & White Logo

The Glee Church can exist as a Gray or White Logo when necessary (i.e. one color printing or reduced size to increase legibility)

**Gray Logo on Light Background**



**White Logo on Dark Background**



# THE LOGO

## Promotional Logo

This logo is a simpler version of the primary logo. This application is best used for promotional materials.



# THE LOGO SIZE

To ensure the Glee Church logo is legible in all uses, the following rules are recommended.

## Minimum Size

The Logo must have a minimum width of at least 1 inch. When used at it's minimum size, Gray should replace the Glee Church as the primary color to increase legibility.



1 INCH

To ensure the Glee Church logo is legible in all uses, the following rules are recommended.

## Clear Space

The Glee Church logo should never be obstructed by other logos or images. A specified clear space maintains the integrity and impact of the Glee Church logo. To determine the clear space of any sized logo, it is recommended to use half of the Cap Height (x) of the logotype for proportionate amount of space surrounding the logo.

In some cases where it is difficult to allow the recommended clear space, best judgement should be applied.



## PROPER USAGE

The following are a set of guidelines for proper usage of the Glee Church logo.



Do not stretch or distort the logo.



Do not use non-brand colors.



Do not use the logo on similar colored backgrounds



Do not rotate the logo.



When placing the logo over an image, insure the photograph doesn't limit logo legibility



Do not add styles to the logo

# COLOR PALETTE

The look and feel of our brand isn't determined by our logo alone, it's also built on consistent use of color. We've chosen colors that strengthen our brand and communicate the welcoming energy and warmth found at Glee Church.

## Glee Orange



**CMYK: 0, 65, 86, 4**

**RGB: 246, 87, 34**

**HEX: #f65722**

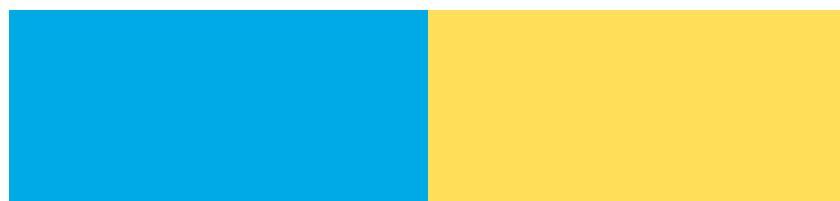
## Glee Charcoal



**CMYK: 0, 7, 1, 68**

**RGB: 82, 76, 81**

**HEX: #524c51**



**CMYK: 100, 26, 0, 10**

**RGB: 0, 170, 229**

**HEX: #00aae5**

**CMYK: 0, 13, 65, 0**

**RGB: 255, 222, 89**

**HEX: #ffde59**

## TYPOGRAPHY

This section is a basic guide for on-brand typography. We've approved a small selection of typefaces for use within the Glee brand. Combining these typefaces in brand materials will give our brand depth of character and a consistent image.

### Headlines

This is the primary type face for all headings and subheadings.

Catamaran

**WE'RE ALL ABOUT COMMUNITY**

League Spartan

**WE'RE ALL ABOUT COMMUNITY**

Lato

**WE'RE ALL ABOUT COMMUNITY**

Metropolis

**WE'RE ALL ABOUT COMMUNITY**

Aileron

**WE'RE ALL ABOUT COMMUNITY**

## **Decorative**

This typeface is only to be used as the a decorative or special font.

Benedict

*Worship*

Emitha

*Worship*

Silvertone

*Worship*

## **Body Text**

This typeface is to be used as the body copy for all main text articles.

Acherus Militant Light

We love community. At Glee Church we inspired to be relevant. One of the ways we live out our culture is through being authentic, and by helping each person who comes to Glee grow in their relationship with God.

Metropolis Thin

We love community. At Glee Church we inspired to be relevant. One of the ways we live out our culture is through being authentic, and by helping each person who comes to Glee grow in their relationship with God.

Catamaran Thin

We love community. At Glee Church we inspired to be relevant. One of the ways we live out our culture is through being authentic, and by helping each person who comes to Glee grow in their relationship with God.

# THE DESIGN CONCEPT

Our design concept is simplicity. Minimalism technique is characterized by its simplicity. It is different from the concepts of luxurious and highly decorative illustrations that form the plainest platform of messaging.

## Attributes:

- Minimal elements used
- Selective number of colors utilized
- Communicates message in a straight-forward manner

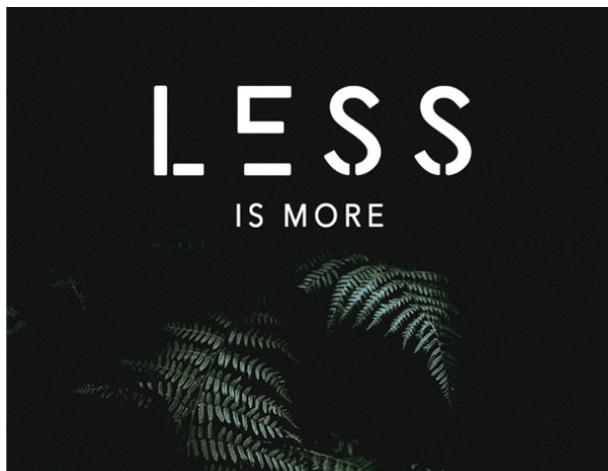
## Blends well with:

- Luxurious
- Abstract
- Professional
- Feminine
- Geometric
- Flat

Minimalist graphic design follows a few key rules. When creating your next project, be sure to refer to this checklist. Keep in mind that sometimes a minimalist design can work against you if there is no balance or if the empty spaces are too stark and overwhelming. Remember to keep it balanced, and that is a rule for all types of design.

- Less is more
- Keep it simple
- Leave empty spaces
- Use only the bare necessities
- Implement a flat design
- Keep it balanced
- Use grids to maintain order

## EXAMPLES OF A MINIMALIST BRAND



KEEP IT SIMPLE



3



Leave  
empty spaces

4



KEEP THE  
BARE  
NECESSITIES

5



USE  
GRIDS TO  
MAINTAIN  
ORDER

## WRITING TIPS

In order to maintain consistency throughout all platforms, the following standards are recommended.

### TIMES

-  10:45 AM or 1:00 PM - 4:00 PM
-  1-4pm

### DATES

-  Sunday, October 21, 2015 or Sunday, Oct 21st
-  Oct. 21, 2015
-  October 21st, 2015

### WEBSITES

-  gleechurch.com
-  www.gleechurch.com
-  http://www.gleechurch.com

### PHONE NUMBERS

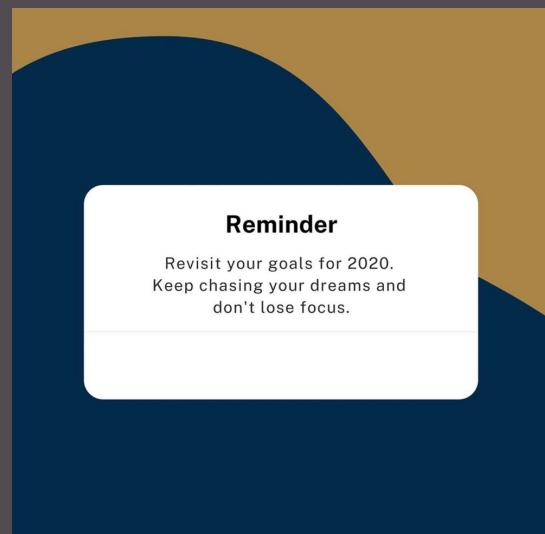
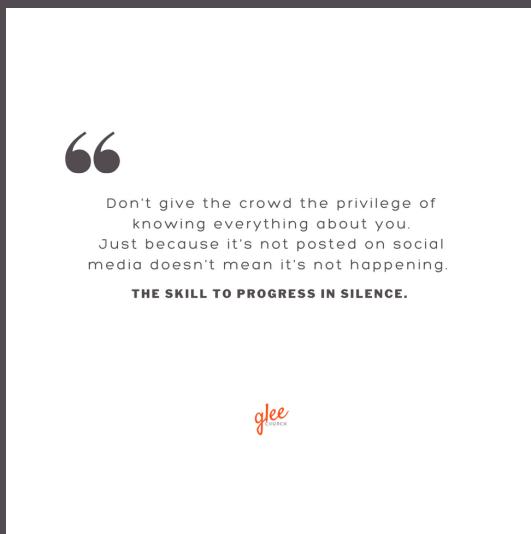
-  301-000-0000
-  (301)000-0000
-  301.000.0000

# BRAND USAGE EXAMPLES

The following pages showcase a few real-world examples of Glee-branded material. We've collected these pieces to display the versatility and diversity of the Glee brand.

## Digital Graphics

- a) Social Media Post
- Quotes / Memes



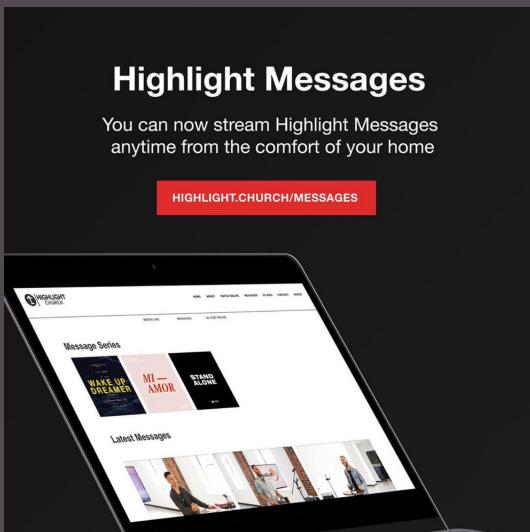
## Federal Holidays



## News/Events



## Promotion/Engagement



## Glee Staff Welcome/Birthdays



## Facebook Banner



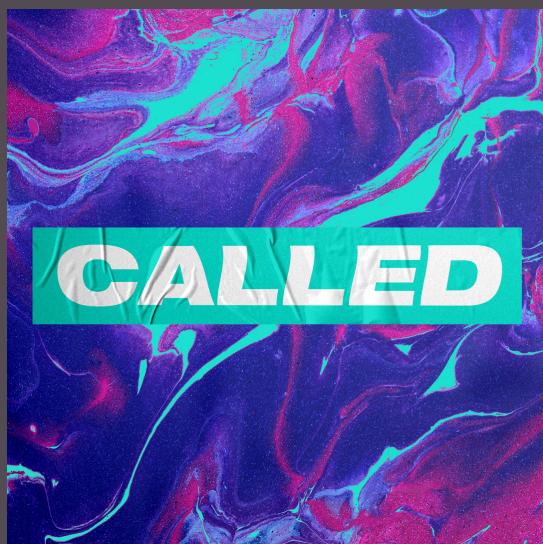
## Digital Graphics

b) Sermon illustration

Artwork File: Saved as Jpg & Png  
1280 x 720 px



Social Media Square File: Saved as Jpg & Png  
1080 x 1080 px



Point Slide File: Saved as Jpg & png  
1080 x 1080 px



Footnote File: Saved as Jpg & png



# BRAND USAGE EXAMPLES

The following pages showcase a few real-world examples of Glee-branded material. We've collected these pieces to display the versatility and diversity of the Glee brand.

## Printed Graphics

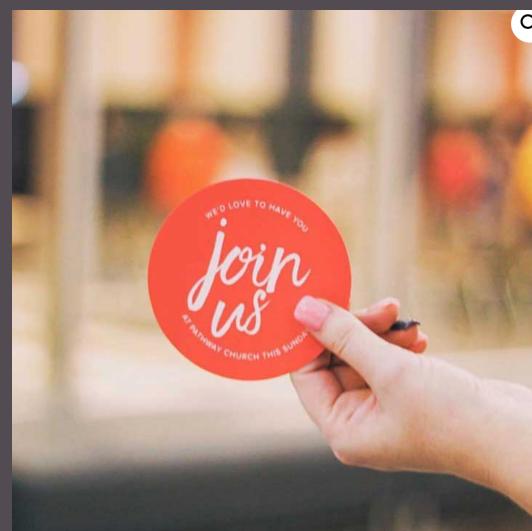
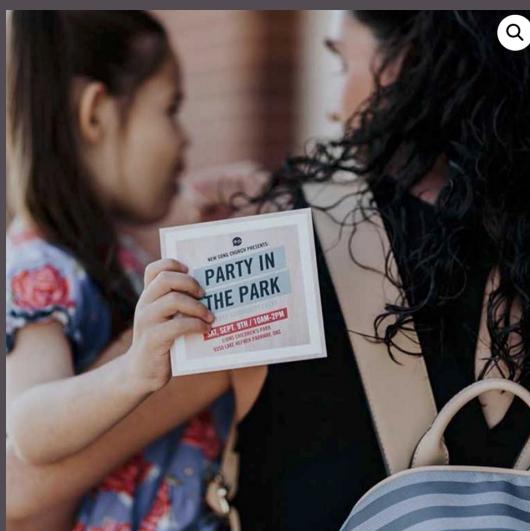
a) Connection Cards: Saved as PDF & Png

8.625 x 3.625 px



Invite Cards: Saved as PDF & Png

4.125x 4.125



# RESOURCES

The following are sites that can be used as a reference.

## **Printed Graphics Templates**

Radiant Printing

[radiantprinting.com](http://radiantprinting.com)

## **Social Media Post (Instagram)**

Metro Church

[metrochurchdc](https://www.instagram.com/metrochurchdc/)

Rock City Church

[rockcitychurch](https://www.instagram.com/rockcitychurch/)

People Church Chicago

[peoplechurch](https://www.instagram.com/peoplechurch/)

Destiny Church

[yourdestinychurch](https://www.instagram.com/yourdestinychurch/)

Highlight Church

[highlightchurch](https://www.instagram.com/highlightchurch/)

*glee*  
CHURCH