ECC Brand Style Guide

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A complete branding guideline of logos, colors, and format, along with sub-brands for ministries within the church.

Primary Logo

The logo for The Experience is versatile and conveys a simple, genuine church that has no brand mark. Our blue is what makes it recognizable as well as the slab serif font in the unshortened versions of the logo.

The font to create the logo is "Jaapokki" but must not be used for regular body copy, headings or subheadings. This is to ensure the logo remains the differentiating object when seen with other text layouts and placement.

THE EXPERIENCE COMMUNITY CHURCH

Logo Variation Overview

Variations of the logo ensures that the brand is covered in all instances. When using the logo for external use, the full name should always be used. For internal use, the shortened or icon variation can be used. White versions of the logo should be included on darker backgrounds and photos, black should be included on lighter backgrounds and photos, and the blue logo should be included on official documents (such as letterheads, buisness cards, envelopes, etc.) and white or light backgrounds.

Further exploration on each logo variation along with campus variations will be listed later in the brand guideline.

THE EXPERIENCE COMMUNITY

Shortened - Horizontal

THE EXPERIENCE COMMUNITY CHURCH

Full Name - Horizontal

THE EXPERIENCE COMMUNITY CHURCH

Full Name - Stacked

ECC

Icon

ECC

Icon v.2

Campus Logo Variations

All campuses will use the main logo on official documents and graphics. To differentiate between campuses simply add the campus location underneath using the same spacing in Avenir medium.

Because we are "One Church, Different Locations," it's important to stress this idea by always using the main logo and differentiating only by location in certain circumstances.

| ECC MURFREESBORO | ECC CANNON COUNTY | ECC SHELBYVILLE | ECC TULLAHOMA |

The "ECC" and campus name should be centered within the square with clearance on the sides to allow for breathing room. The campus location should be in all caps with a 200 pt VA or letter spacing.
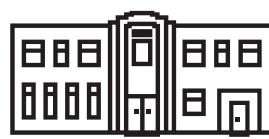
Along with the campus logos each campus has an icon that reflects the front of their building. The campus icons always has the campus name in all caps with a 150 pt VA or letter spacing. The icons are used in graphics, promotional materials, and more.

MURFREESBORO CAMPUS   **CANNON COUNTY CAMPUS**   **SHELBYVILLE CAMPUS**   **TULLAHOMA CAMPUS**

Safe Zone
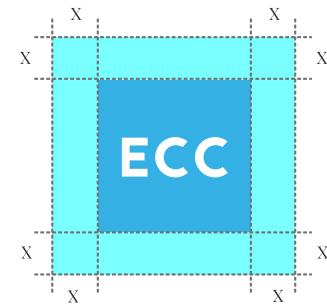
Paying attention to the "safe zone" may sound boring, but it's important to protect the logo and its uses. The logo needs breathing room when close to any other graphical elements or text.

The space around the logo should be about the size of an Avenir X (heavy) at 72pt or a 0.75" box all the way around each variation of the logo and at every size.

When using the logo on a document, keep the logo from the edge of the page by using either a 0.25", 0.375", or 0.5" margin depending on the situation. Minimum size requirements for the horizontal or stacked is 1.5" and the minimal size requirement for the ECC logo is .25."

Full Logo

Logo Mark

Logo Misuse

A strong brand is applied consistently. It is important that our logo is never altered. Altering the size or orientation of the logo, adding colors or effects that are not approved, etc. should not be put into practice or used on any material. These rules apply to every logo variation and campus.

do not -
Apply outlines

do not -
Apply dropshadows

do not -
Apply gradients

do not -
Skew, stretch

do not -
Change orientation

do not -
Adapt the logo

do not -
Mix colors or
use unapproved colors

do not -
Fill with patterns

Color Values

Color adds personality and instant recognizability to our church. Our primary colors are simple and welcoming using a bright blue. They're easily adaptable to multiple formats and pair well with secondary colors and ministry specific colors. These can include motion graphics for video, promotional materials, or as part of the different ministries.

ECC Blue

R53 G176 B229
HEX #35B0E5

C65 M4 Y2 K0
PANTONE 298 U

Dark Blue

R39 G116 B157
HEX #27749D

C85 M48 Y22 K2
PANTONE 2394 U

Window Teal

R0 G141 B179
HEX #008DB3

C81 M19 Y18 K0
PANTONE 7702 U

Bright Blue

R72 G189 B236
HEX #48BDEC

C59 M0 Y2 K0
PANTONE 292 U

Yellow

R255 G184 B56
HEX #FFB838

C0 M24 Y77 K0
PANTONE 7549 U

Rich Black

R0 G0 B0
HEX #000000

C0 M0 Y0 K100
PANTONE BLACK U

Grey

R147 G149 B152
HEX #818187

C52 M44 Y39 K6
PANTONE COOL GRAY 10 U

Mid-Grey

R183 G185 B188
HEX #B7B98C

C35 M27 Y27 K0
PANTONE COOL GRAY 6 U

Light Gray

R244 G244 B240
HEX #F4F4F0

C3 M2 Y4 K0
PANTONE 179-2 U

White

R255 G255 B255
HEX #FFFFFF

C0 M0 Y0 K0
PANTONE WHITE U

Primary Typography

The primary typeface was chosen because it's a lesser used default font for everyone to use and have easy access to. These are used in most if not all situations (ex. documents, text on graphics, text on videos, etc.) unless otherwise approved of based on creative direction. Book, Book Oblique / Oblique, and Medium are used for body copy primarily but can be used for sub-headings as well depending on visibility or emphasis. Avenir Black is only to be used for headings (lower-case) in most situations or in caps with 200pt. Avenir heavy can be used for emphasis in notes, body copy, or sub-headings.

Avenir Book / *Oblique*
Avenir Medium / *Oblique*
Avenir Heavy / *Oblique*
Avenir Black / *Oblique*
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#$%^&*()

Secondary Typeface

Avenir Next should only be used when additional weights are needed to provide some variety in the typography. Avenir Next Bold and Heavy should only be used in displays and headings.

Avenir Next Medium
Avenir Next Demi Bold
Avenir Next Bold
Avenir Next Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#$%^&*()

Font Pairing Examples

For emphasis on where the eye should look first, it's important to implement type pairing using the Avenir Family. Here are some examples used.

Some flexibility can be used in the arrangement of the pairings depending on what it's being used. Most headings will be title case in Avenir Black, if a heading is all caps, character tracking should be 150-200pt. Leading can vary but shouldn't extend more than 10pt above the text pt size. Body copy should have a minimum of 4pt in between the text pt size and the leading. For example, size16pt / 20pt character spacing.

Kerning - the space between two individual letters
Leading - the space between adjacent lines of type

AVENIR BLACK

Character - 18pt / Kerning - 200pt

Avenir Black

Character - 60pt / Kerning - 0pt

Avenir Medium
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()

Character - 24pt / Leading - 28pt

Avenir Heavy

Character - 18pt / Kerning - 0pt

AVENIR HEAVY

Character - 48pt / Kerning - 200pt

Avenir Medium Oblique
Avenir Book
abcdefghijklmnopqrstuvwxyz

Character - 24pt / Leading - 28pt

Avenir Heavy

Character - 18pt / Kerning - 0pt

Avenir Heavy

Character - 48pt / Kerning - 0pt

Avenir Heavy
Avenir Book
1234567890!@£$%^&*

Character - 24pt / Leading - 28pt

Placement on Documents

Typically, all layouts should have a heading, sub-heading, and then the body copy. The layout can be as straighforward or complex and creative as you want it to be as long as it has certain parameters.

All documents must have a margin of either 0.375" or 0.5". If the main logo or any ministry icon or square logo are placed, place in the right or left top corners. Using the horizontal versions of the logo, place centered on the bottom. If stacked logo is used, place on the top or bottom left corner. Typically a 6–10 column grid is used for all publication and editorial layouts.

Header 1 – Avenir Black 24pt
Note – Avenir Book Oblique 10pt

E C C

Header 2 – Avenir Heavy 9pt
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam.

Body Copy – Avenir Book 9pt
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Different Ministries, One Church

Each ministry has its own unique ethos and visual representation, but should still look like us!

TARGETED AUDIENCE

Each ministry has its own unique ethos, visual representation, goals, and demographics. Through design, we want to meet people where they are and have a distinct look and feel for the ministry that people serve in or are a part of. By adhering to over-arching ECC brand guidelines and ministry specific ones, we can promote cohesiveness and solidify the ministry in people's minds.

Most print-outs, lesson plans, and materials are from a third party for use during services. This is fine to use and won't need approval. However, if any forms, schedules, or announcements are given to congregants or volunteers they will need to be designed and approved of.

MINISTRY LOGO AND COLORS

White versions of the logo should be included on darker backgrounds and photos, black should be included on lighter backgrounds and photos, and the color logo should be included on official documents (such as letterheads, business cards, envelopes, etc) and white or light backgrounds. Other variations of the logos such as centered, stacked, black and white, and icons are reserved for situations where appropriate.

Ministry Logos

hospitality
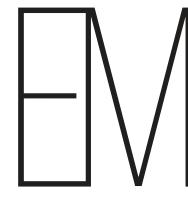
PRAYER TEAM

SECURITY AND
MEDICAL TEAM

P
PARKING TEAM

ECC
PRODUCTION

EM
EXPERIENCE MUSIC

FAMILY MINISTRIES

ECCOKIDS

EMERGE
THE EXPERIENCE COMMUNITY SPECIAL NEEDS MINISTRY

EON

ENCOUNTER

EXPERIENCE STUDENTS

DEVELOPMENT

FOLLOWING JESUS

PREPARING FOR
Marriage
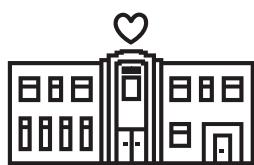
Experience
Finance

AUTHENTIC
DISCIPLESHIP

Marriage
REBOOT

COMMUNITY

*(Each campus has their only logo
with a heart above the icon).*

EVIDENT
LIFE GROUPS

LIFE GROUPS

Ministry Logos

5000

BAR MINISTRY · Drive Safe

ECC JAIL MINISTRY

ECC MISSIONS

NETWORK

Common Questions

ECC podcast

THE EXPERIENCE COMMUNITY · M.I.T. · MINISTERS IN TRAINING

ECC EXPERIENCE ART MINISTRY

CREATIVE TEAM

PHOTO TEAM
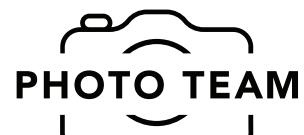
Ministry Color Guide
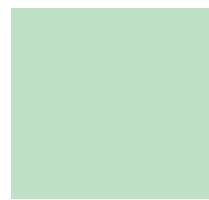
Kids Ministries

**ECCO KIDS
RED**
#FF6633
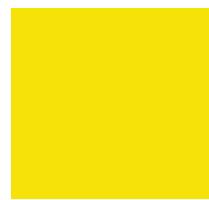
**ECCO KIDS
ROYAL BLUE**
#105C89

**ECCO KIDS
MINT**
#BEE1C6

**ECCO KIDS
PINK**
#F5896E
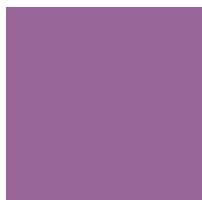
**ECCO KIDS
YELLOW**
#F7E208

**EMERGE KIDS
PINK**
#FDC49A
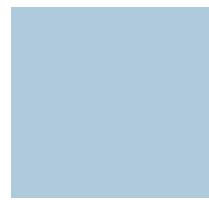
Student Ministries

**EON
PURPLE**
#986698

**ENCOUNTER
YELLOW**
#FFCC33

**EMERGE T/A
ICY BLUE**
#AFCBDB

**EMERGE
BROWN**
#BA9C82

**STUDENT
MINISTRIES
ORANGE**
#FAA41A

Development

**EVIDENT
BLACK**
#000000

**EVIDENT
GREY**
#818187

**EXPERIENCE
FINANCE**
#27AAE1
#FFDE17

**LIFE GROUPS
DARK BLUE**
#F7E208
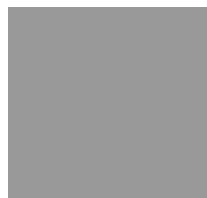
**LIFE GROUPS
ECC BLUE**
#35B0E5

Outreach

5000 YELLOW
#FFCD34

5000 GREY
#999999

BAR MINISTRY RED
#CC3D36

BAR MINISTRY ORANGE
#F5B047
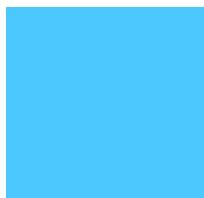
BAR MINISTRY YELLOW
#FFCC33
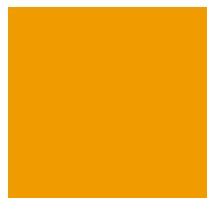
ECC MISSIONS ECC BLUE
#35B0E5

Network

CREATIVE NEON BLUE
#4CC8FF

COMMON QUESTIONS YELLOW
#F09C00

COMMON QUESTIONS RED
#A74039

EXPERIENCE MUSIC BLACK
#000000

M.I.T. NAVY
#023F68
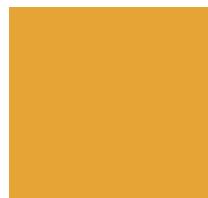
PHOTO TEAM MUSTARD
#E6A437

PHOTO TEAM GREEN
#36493A

SECURITY VIOLET BLUE
#476DC4

Misc

The logos listed below are apart of the ECC brand and can be in our ECC Blue, white, or black.

- Authentic Discipleship
- Congregational Care
- ECC Missions
- ECC Podcast

- ECC Production
- Following Jesus
- Hospitality
- Jail Ministry

- Marriage Reboot
- Parking Team
- Prayer Team
- Preparing for Marriage

THE EXPERIENCE COMMUNITY