

HOWDY!

-WBCC STYLEGUIDE

Welcome to the WBCC church styleguide. Thank you for your interest in keeping the visual aesthetics of the church at the highest level of awesomeness. Our desire is to regularly create awesome experiences that people want to bring their friends to. We like to imagine our brand as a person, a living breathing, talking individual. Right now our person is a relatively blank canvas...

and you can make that person someone you'd like to meet around.



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Brand Strategy

As our creative team grows and we are able to accomplish more and better communications, it is important that we communicate with a consistent voice & style. Ultimately everything we produce is a reflection of Wells Branch Community Church. Because of this, it is important that we stick to the ideas outlined in this styleguide. We purposefully created this styleguide with limitations in hopes that consistent communications will build a stronger brand that builds confidence & trust. Using just a few fonts & our own photography will be limiting for some circumstances. However we believe it is more important to communicate & reinforce the Wells Branch Community Church over a specific event or ministry.

Imagery

WBCC is in the community for the community. Our heart is to be a safe and authentic place for people to come to, as they seek God. Because of this, using imagery taken of real people from real events is at the heart of our presentation. We have our own full library of images taken from all kinds of events & services. Stock photography & clip art is never to be used as they do not support our brand voice.

We Are Still Learning

Thank you for your care in following creative guidelines. This styleguide is not meant to limit your capabilities but guide us as a team. From time to time things will change as we learn and better understand how to work together. If you have any thoughts, concerns or suggestions, we would love to hear & understand them so we can better work together.

P.S. We use Google Drive

Contact Casey if you need access to certain files.



Voice of the Church

Everything we create through creative ministry has a voice. What kind of voice is being used for your project? When you interact with a product, website or any other communication made by Apple, it communicates something. In everything they do, they communicate thinking different. You may or may not be a fan of what they communicate, but they are very clear about what they communicate. In the same way, we want to be very careful about what we communicate. If there is no unity in our design, we will be speaking with different voices and will be diluting and confusing our message.

SAFE

We are professional, experienced, reliable, capable & confident. But that does not mean that we are afraid of adventure.

TRUST WORTHY

We are credible, worthy of trust, reliable, relational & human. But that does not mean that we are passive or quiet.

COMMUNITY

We believe there is power in community. We are active, involved, relational & real. But that does not mean that we do not value the individual.

TRANSPARENT

We want to clearly communicate that we do not have any hidden agenda or ulterior motive. We clearly define what we believe & desire. But that does not mean that we don't value privacy & respect.

RELATIONAL

We believe life change happens in groups. We want relationships to be real. But that does mean that we are intrusive.

ACTIVE

We are making things happen. We are constantly moving & shaking. We are bold. We have a lot of great things to do. But that does not mean that we are careless.



WBCC Logos

When using any of the logos & icons please stick to the following guidelines:

COLOR

Many various color combinations (within the brand color palette) can be used, dependent on the background and context.

STYLING

Textures of any kind should never be used on the logo. It should be kept simple and clean at all times. Never crowd or layer images and/or text on top of the logo.

PLACEMENT

Make sure logo contrasts well enough from background. No gradients or effects should be applied to the logo.

*It is ok to use apply transparency to the leaf icon. It is also ok to slightly rotate the leaf icon and the Live For More icon. However, the main logo should never be rotated or transparent.



Primary Font: Ubuntu

AaBbCc0123

Ubuntu Light

Ubuntu Medium

Ubuntu Regular

Ubuntu Bold

GENESIS 1-2

1:1 In the beginning, God created the heavens and the earth. 2 The earth was without form and void, and darkness was over the face of the deep. And the Spirit of God was hovering over the face of the waters.

3 And God said, "Let there be light," and there was light. 4 And God saw that the light was good. And God separated the light from the darkness. 5 God called the light Day, and the darkness he called Night.

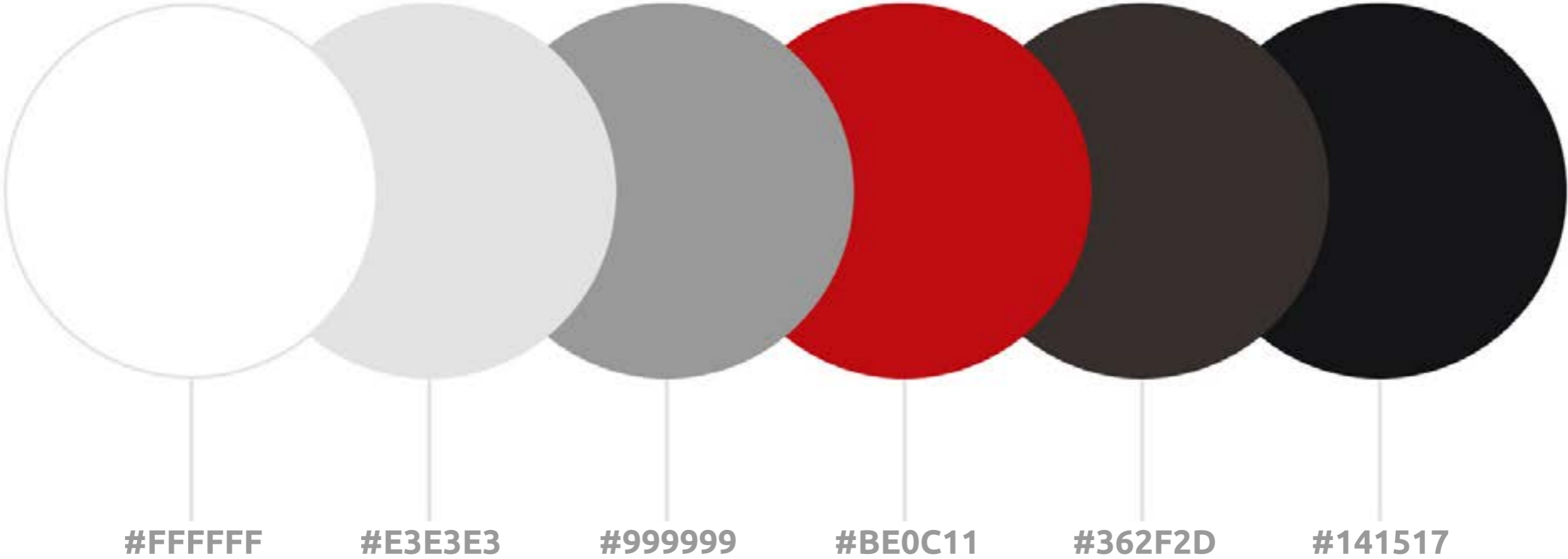
Wisdom Script

AaBbCc0123

Garamond

AaBbCc0123





Sunday Morning Slides

Sunday morning slide size should be - 1280 x 720. Keep in mind slides shown on the projectors in Church tend to be much less bright and detailed than what you see on your screen. Also, keep any important text away from the outside 10% of the slide in case of projector issues. When finished, tuck the saved JPEG in at Google Drive\WellsBranch\Slides\Screen so he is rip roaring ready to go for his big day.

Web Slides

Homepage Slider - 623 x 350

Event Image - 623 x 350

Community Groups - 464 x 347

Save to Google Drive\WellsBranch\Slides\Web

Playground Slides

Always fun.



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