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Introduction

The Brand

The brand of the Church of God (Seventh Day) in the United States and Canada was designed to better reflect the essence of who we are and where we are going as a church and Conference.

We're excited to share it with you. In this book you'll find the elements of the brand and you will gain an understanding of how and why we use it.

With your help and with our brand guide, we can ensure that our brand keeps its integrity.

Identity

We are a Christ-centered, grace-oriented, Sabbath-celebrating fellowship of believers being transformed by the Holy Spirit and committed to the written Word of God as our sole authority for belief and practice.

Purpose

We partner with God as He is reconciling the world to Himself in Christ (2 Corinthians 5:17-21).

Mission

We embody in community the kingdom of God, making disciples of Jesus Christ (Matthew 28:18-20).

Vision

It has been said that vision addresses the future by creating a clear picture of what we desire tomorrow to look like. The Church of God (Seventh Day)'s Vision for a Vibrant 21st Century Church, as briefly outlined below, defines our picture.

- Christ Centered - We believe that Christ is the head of the church. Therefore, we will exalt the Lord Jesus Christ to the highest in our worship, teaching, preaching, and ministry. He is the author of our salvation and the focus of our faith. Scripture says putting Him at the center of all we do pleases the Father.
- Spirit Formed - We desire to be a church with increasing passion to experience the fullness of the Holy Spirit, expressed in the way we live and do ministry, individually and corporately.
- Bible Based - We believe that Bible-based teaching and preaching honor God and edify people and that our ministry should reflect the highest commitment to integrity of interpretation of biblical truth and its application.

- Sabbath Celebrating - We believe that being fully Christ-centered and worshiping on the Sabbath are not in conflict. The Sabbath has never been more relevant than it is in today's world, filled with tired people.
- Distinct, Yet Inclusive - We believe that the kingdom of God extends beyond our denomination, that we are only a small part of the body of Christ, and that we have a legitimate place within, and responsibility to, the rest of the Christian community.
- Passionate in Worship - We believe that worship is a primary means by which we express our love for the Lord and that it should be a priority of the church. Spiritual passion in worshipping the Lord agrees with Scripture and demonstrates our deepening relationship with Him.
- Compassionate in Service - We believe that genuine love for the Lord will be transformed into ministry to others. Reaching out to the world through compassionate service honors the Lord and points people to Him.
- Engaging in Witness - We believe that lost people matter to God, that the Church has a mandate to evangelize, that each member has a role in that process, and that world conditions call us to be aggressive about winning the lost.
- United in Fellowship - We believe that a strong commitment to Christ calls us to a strong commitment to His body. Building up the Church through fellowship and through understanding, developing, and exercising our spiritual gifts is important.
- Committed to Discipleship - We believe that the goal of faith is to be conformed to the image of Christ, which happens best through the process of mentoring and discipleship. A healthy church is the result of the healthy spiritual development of individual believers.

Brand Idea

The brand idea is the central guiding concept that expresses the visual and verbal essence of the brand of the General Conference. It assures people that every time they interact with our brand, they will have the experience they've been promised.

It's a statement of intent that we use internally to guide our decisions and to inspire us. Our brand idea informs and influences every medium we employ.

Our brand idea is **Inspiring Vibrant Life in Christ.**

Brand Personality

Brand personality is the set of qualities with which we want people to associate every time they interact with us.

These qualities are the external manifestation of our Conference brand. These attributes are not a list of words that must be used in all interpretations of the brand. Rather, they are the associations that we want people to make whenever they interact with us.

Church of God (Seventh Day) is:

Vibrant

Because in Christ we are a new creation

Daring

Because in Christ we are empowered

Inspiring

Because in Christ we are filled with hope

Inviting

Because in Christ we are a thriving community

Visual Identity

First Impression Is Everything

The first interaction with church will almost always be visual. Whether it's through the logo, signage, printed material or our website, the visual identity is created in order to evoke certain feelings and experiences that the individual can expect.

It includes our logo, fonts, colors, photos, and any other visuals that we use to communicate who we are.



CHURCH OF GOD
(SEVENTH DAY) UNITED STATES & CANADA

Primary Logo

Each visual communication needs to be able to stand alone as a proper representation of the brand, but also work together as a complementary and cohesive collection of materials.

Our logo is the face and flagship of our visual identity. The more consistent our logo looks and is used, the more likely it will be remembered and associated with who we are.

This is the logo for use in all branding materials or visual communications from or about the Church of God (Seventh Day) - United States & Canada.

The logomark represents three things.

1. The Harmony of Grace and Truth

Tilt your head to the left and you see a dove's wing representing being Spirit Formed.

Tilt your head to the right and you see the pages of a Bible representing being Bible Based.

These two images, combined and pointed upward, signify the upward focus on Jesus — Christ Centered — and the forward progress we desire.

2. The Three Parts of our Core Identifying Phrase

The three parts and three colors represent the three statements:

Christ Centered, Grace Oriented, and Sabbath Celebrating

3. The Three Areas of Organization

The three parts and three colors represent the three areas of organization of the Church of God (Seventh Day) — Local Ministries, District Ministries, and GC Ministries. The circle denotes the spirit of trust and mutual submission.

Secondary Logos

Stacked



CHURCH OF GOD
(SEVENTH DAY) UNITED STATES & CANADA

Logo Mark



Block Format



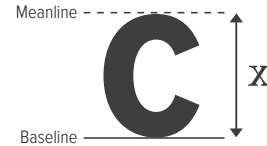
CHURCH OF GOD
(SEVENTH DAY) UNITED STATES & CANADA

Clear Space

Having sufficient space around the logotype or logomark makes our designs look better.

The clear space of the logo is determined by the “x”, which is a typographic unit that is measured from the baseline to the mean line of our main name.

A minimum distance of “x” must be maintained on the top and bottom of the logo beginning at the top and bottom of the logomark. A minimum of “x+x” must be maintained on the left and right.



Minimum Size

Our logos should be always visible.

While our logos can be resized to fit different types of collateral, it's important that you never scale them down below the recommended height measuring from the top of the logomark to the bottom of the mark.



Unacceptable Usage

Our logo is the basis of our brand; therefore it is critical that we take good care of it. To ensure our brand's strongest impact, do not modify or distort the logo. The uses shown are all unacceptable treatments of the logo. Most questions about logo usage will be answered by reviewing the unacceptable examples.

- A. Do not alter the colors of the logo.
- B. Do not stretch or squash.
- C. Do not resize, rearrange, or alter the elements of the logo.
- D. Do not change the font of the logo.
- E. Do not place on contrasting colors.
- F. Do not place on complex or busy backgrounds.
- G. Do not embellish or add effects to the logo.
- H. Do not add unapproved taglines or text.



Typeface

From websites to brochures, typefaces can help unify the look of many different types of materials. Even with pieces that may have different photos or layouts, the typeface is an element that, when used consistently, can unify all the materials.

Our main typeface is the Proxima Nova Condensed family. This sanserif font is used for main copy, headlines, and display. Multiple weights help establish a clear hierarchy and draw the reader's attention to important content.

Aa

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

BOLD

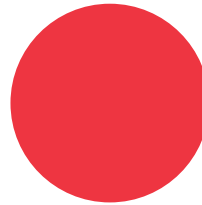
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color Palette

Color is an integral part of our brand identity, and ours is colorful — a true reflection of our *vibrant 21st Century Church*.

Consistent use of the color palette will not only reinforce the cohesiveness of the brand but it will also set a standard of what Conference material should look like.

Our four-color palette should appear in every piece of communication that allows color.



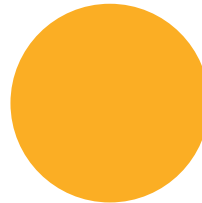
BRIGHT RED

CMYK: 0, 93, 76, 0

RGB: 255, 47, 60

Hex: #FF2F3C

Pantone: 1788 C



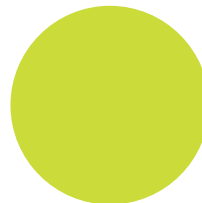
ORANGE YELLOW

CMYK: 0, 36, 96, 0

RGB: 255, 175, 35

Hex: #FFAF23

Pantone: 7549 C



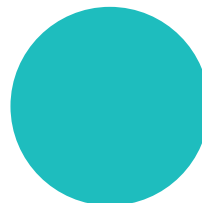
GREEN

CMYK: 24, 0, 93, 0

RGB: 204, 224, 55

Hex: #CCDC3A

Pantone: 381 C



BLUE

CMYK: 71, 0, 29, 0

RGB: 0, 193, 194

Hex: #00C1C2

Pantone: 3252 C

Photography

Telling a visual story.

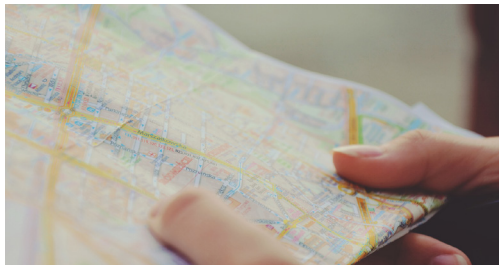
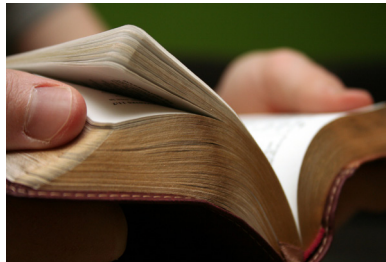
Photography offers a unique opportunity to make a powerful and professional impression with our audience. A great image can capture an audience with the first look. The ideal photo not only gives visual to the text, but also can tell a story on its own.

Styles To Follow:

- Journalistic style
- Real people in real moments
- Natural lighting and color tones (not overly bright or over-saturated)
- Interesting perspective or depth of focus
- Genuine emotion (no insincere smiles, thumbs up, or high fives)
- Real diversity (not forced)

Styles To Avoid:

- Overly posed
- Staged
- Not authentic or natural
- Not “in the moment”
- Unnatural/overly bright lighting
- Models vs. real people
- Cliché or overly used imagery
- Clip art
- Images that fail to tell a story or evoke emotion



Verbal Identity

Verbal Identity

Our visual identity is often the first impression that people will have with our Conference, but how we communicate in our verbiage is how people will know who we are, what we are about, and what they can expect.

Our verbal identity is built on our vision to be a vibrant 21st Century Church. It speaks life, vision, and the hope and joy we have in Jesus.

Voice

The way in which we speak, write, and interact with one another is a reflection of our brand. The written “voice” communicates the brand personality in every piece of communication. It is consistent and unchanging (while style considerations, like tone and diction, change according to the situation and the audience).

Our voice is:

Vibrant

- Use vivid descriptions and examples
- Tell an engaging and lively story
- Communicate with passion

Daring

- Always present a call to action
- Use forward-thinking, active voice
- Use compelling verbs

Inspiring

- Express gratitude for Christ and each other
- Use real life examples
- Use affirming language

Inviting

- Communicate commonalities, not differences
- Be honest and authentic
- Use “we” language; converse, don’t tell
- Know your audience and speak to them

Core Brand Descriptors

- A Vibrant 21st Century Church
- Christ Centered, Grace Oriented, Sabbath Celebrating

Brand Phrases

Every form of communication offers an opportunity to reinforce our brand. Beyond following the guidelines for visual identity, you can incorporate these brand phrases. They are not required elements, so don't overuse them and don't try to fit them in if they aren't working. But in certain instances, they may offer quick sound bites for speeches, headers for PowerPoint slides – or they could even be used on promotional materials.

- Discover the Harmony of Grace and Truth in Jesus.
- Focus on Jesus. Follow His plan.
- Come as you are. Come to be transformed.
- Transcend the Ordinary.
- Embrace. Engage. Embody.
- We are Better Together.

Vision Phrases

- | | |
|---------------------------|-----------------------------|
| • Christ Centered | • Passionate in Worship |
| • Spirit Formed | • Compassionate in Service |
| • Bible Based | • Engaged in Evangelism |
| • Sabbath Celebrating | • United in Fellowship |
| • Distinct, Yet Inclusive | • Committed to Discipleship |

Application

How We Use Our Brand

Every portion of our visual and verbal identity has been carefully and thoughtfully crafted. Much attention has been given to the importance of each element, in relation to the other elements, and how they are displayed.

This section highlights a few of the ways that we can practically use our brand in our common communication.

Sub-Branding

Our brand has been designed so we can incorporate our ministries and agencies. Each sub-brand will use the logo mark and Church of God (Seventh Day) text, but will have an additional text element for their name, separated by a line.

(For instructions on using the Conference logo in your local church, please see page 30-31)



1. Main Logo

This remains the same.

2. Sub-brand

Proxima Nova Condensed Extra Bold and following color scheme

- *Local Ministries*
- *District Ministries/Agencies*
- *General Conference Ministries/Agencies*

Spanish Logos

Many of our churches and ministries in the United States and Canada are either bilingual or Spanish language. Spanish is such a large part of who we are as a Conference, and the diversity of our church captures the vibrancy that we envision for the future.

Here is our new logo in Spanish.

(Note: the logo guidelines on pages 15-17 apply to the Spanish version as well.)



Local Church Logo Use

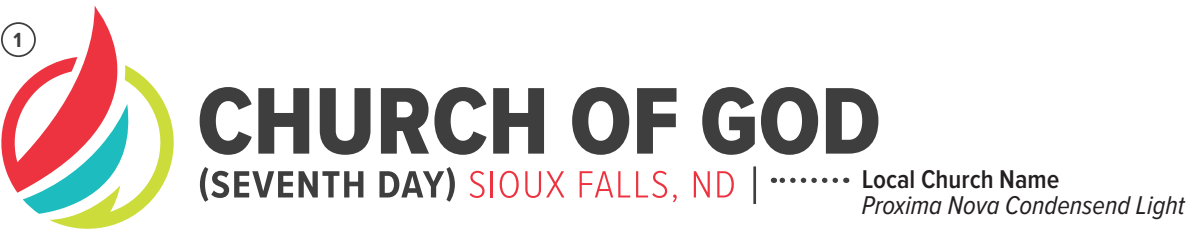
Every local church in our Conference has a unique identity and we want our new Conference logo to work well with your local church identity. Below are the three approved ways in which your local church can use or partner with the Conference logo.

Full Logo

If your local congregation does not have a logo for your church, you can use the conference logo as your own.*

Logo Mark and Church Name

Many of our local congregations have their own name or are named for the city or area they are in. If your church has a name but no individual logo, you can use the new logo with your name.*



Local Church Partnership

A number of our congregations have taken the time to develop a full logo and name for their church. We encourage local churches to explore an identity that makes sense for them and their community. When this is the case, we also encourage you to use one of the following partnership formats on your church website, social media, and/or printed material.*



*We are an affiliate of the General Conference
of the Church of God (Seventh Day)
For more information visit www.cog7.org*



*We are an affiliate of the
General Conference of the Church of God (Seventh Day)
For more information visit www.cog7.org*

**Any use of the logo, name, fonts, and colors of the Conference brand must adhere to the guidelines set in this brand book.*

Print Collateral

Print collateral is design to unify communication and to promote consistency. While print collateral is not used as often as digital, it is important to unify all forms of communication within the Conference.



CHURCH OF GOD
(SEVENTH DAY) UNITED STATES & CANADA

James Smith Jones
12345 Address Way
Raleigh, NC 27895

Dear James, Lorem ipsum dolor sit amet, consectetur 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, consectetur 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, consectetur 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.

Sincerely,
John Smith

P.O. Box 33677, Denver, CO 80233 | 303-452-7973 | cog7.org



CHURCH OF GOD
(SEVENTH DAY) UNITED STATES & CANADA

Jody McCoy
Executive Director
303-452-7973 | jody.mccoy@cog7.org



Christ-centered, Grace-oriented, Sabbath-celebrating
www.cog7.org

Email Signatures

Consistent email signatures deliver a visually coherent look across all agencies and ministries of the Conference. Just as our business cards follow a standardized approach, email signatures should be consistent.

Email signatures should include:

- Your name
- Job title
- Phone number | Email
- Location
- Logo

Arial Narrow Bold | **Loren Stacy**
Arial Narrow | President

Arial Narrow Italic | 303-452-7973 | loren.stacy@cog7.org
330 West 152nd Avenue
Broomfield, CO 80023

Logo |  **CHURCH OF GOD**
(SEVENTH DAY) UNITED STATES & CANADA

Promotional

Promotional items are great ways to promote our organization and create a high level of visibility for our brand. We encourage the use of the Conference brand to create practical promotional items.

T-shirts, polos, and other items must follow the branding guides and properly use the Conference logo and color palette.





P.O. Box 33677, Denver, CO 80233 | 303-452-7973 | cog7.org
