

BRANDING AND STYLE GUIDE 2017



CROSSLINK
community church

INTRODUCTION

THE MISSION OF CROSSLINK IS TO

“MAKE DISCIPLE WHO MAKE DISCIPLES.”

WE STRIVE TO DO THIS THROUGH CARING FOR PEOPLE

BY LINKING THEM TO GOD, OTHERS, AND SERVICE

BECAUSE OF THE MESSAGE OF RECONCILIATION

BY THE BLOOD OF CHRIST.

Please review and share this guide with anyone responsible for producing materials for or in association with Crosslink Community Church. Following these guidelines will help us communicate with excellence and consistency, however, deviation may create confusion and dilute the brand identity. Your understanding and cooperation of the brand elements presented here are essential to the success of our efforts in communication and sharing the core of who we are as Crosslink.

Thank you for championing the Crosslink Community Church’s brand identity by sharing the vision and mission with excellence.

BRAND IDENTITY

What is in a brand?

A brand is a person's gut feeling about a product, service, or organization. In our case, it is the perception of our church Crosslink Community Church. Brands are defined by the people experiencing them, and the perception of a brand varies from person to person. While we can't control it, we can influence that gut feeling through an excellent and consistent appearance which builds credibility and trust. This is the heart of a brand.

One of the major components of a brand is the logo. The golden arches of McDonalds or the simple, iconic blue bird we associate with Twitter are great examples of logos. The Crosslink logo is critical to our brand because that simple graphic is the "face" of the church. Our logo conveys a number of aspects about Crosslink that we want to communicate quickly, namely that it is the Cross the Links us to God, Others, and Service.

The other components that go into branding include: the choice of logo styles to use, a consistent usage of fonts families and colors, even the placement of the branding in relation to other text or graphics. In the following pages, you will learn about how to properly utilize the branding of Crosslink Community Church.

LOGO ANATOMY



CROSSLINK
community church

Cross/Figure Icon

This revamped icon maintains the integrity of the icon utilized in past versions of the logo. The flat look with rounded corners creates a modern feel. Learn more about the icon on the following page.

Element Sizes

The elements of the logo have been placed and sized in such a way to create balance. DO NOT attempt to resize the icon in relation to the text.

Font Family

The words “CROSSLINK” and “community church” are customized, utilizing the base font *Trebuchet*. “CROSSLINK” is a bold variation, whereas “community church” is the regular font style.

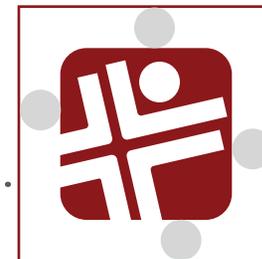
Font Casing

The word “CROSSLINK” is written in UPPERCASE letters. The words “community church” are written in lowercase letters.

Control Area

Do not crowd the logo or place other elements inside the control area.

The control area measurement is equal to the height/width of the head/world object inside the icon. This applies to all variations of the logo.



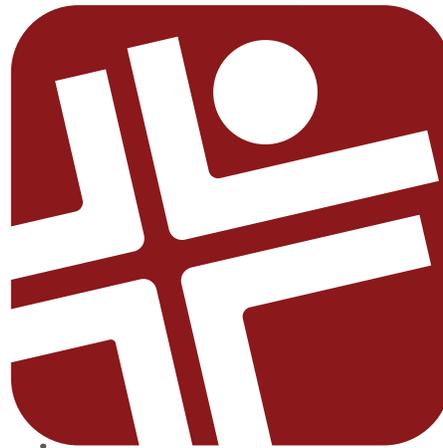
ANATOMY OF AN ICON

(ambiguous images)

Tilt your head to the left, and the icon looks like a cross with the world behind it, reminding us that Christ has reconciled the world to himself.
(2 Corinthians 5:19)

Tilt your head to the right, and the icon looks like a person figure with arms and legs spread wide, humbly surrendered before the cross.
(1 Peter 5:6-7)

The color red reminds us of the blood of Christ, which has saved us from our sins and brought us near to God.
(Ephesians 1:7, 2:13)



The color white bleeds off the sides of the square, requiring the mind's eye to "fill in" the rest of the cross. This reminds us of the purity found at the cross, because of the blood Christ shed.
(Revelation 7:14)

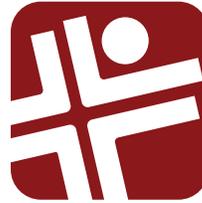
Portions of the cross/figure are made up of links, which are indicative of the name Crosslink. We are all linked together as the body of Christ
(1 Corinthians 12:12; Colossians 2:19)

LOGO VARIATIONS

There are three potential layout variations for our logo.

Primary Horizontal Layout

This is our standard logo, and should be the variation that is most often used. This is the logo that the community recognizes us by.



CROSSLINK
community church

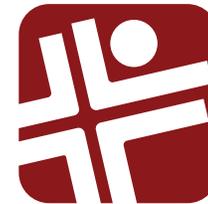


Icon Only Layout

Use this layout variation within internal communications at Crosslink (e.g., as a watermark on video / images)

Ministry Stacked Layout

Use the stacked layout only when branding for a specific ministry at Crosslink (e.g., Missions, Kids, Students, etc). In this case, the ministry should be proper cased, and equivalent to the size of the Crosslink text.



CROSSLINK
Missions

LOGO STYLES

There are three potential color options for our logo, each useful for different contexts and with different content. These styles can also be applied to any of the previously mentioned variations.



CROSSLINK
community church

Red, Black, and Grey on White

This is the official logo, that should be used in most common circumstances



CROSSLINK
community church

Black on White

This version can be used especially within print mediums that don't utilize color



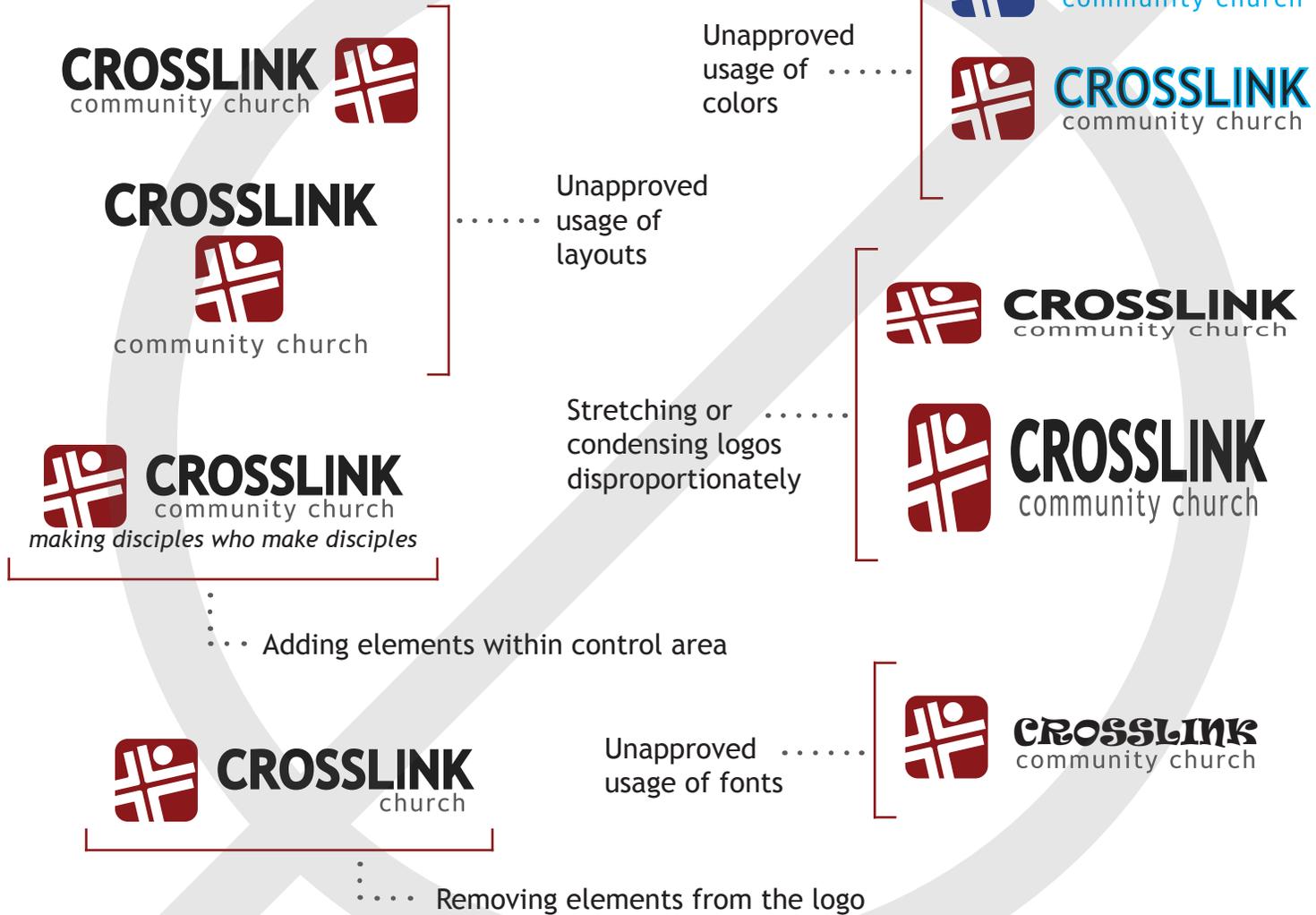
CROSSLINK
community church

White on color/texture

If you need to place the logo on some texture or color that must show through (doesn't have to be the grey in this background), this version can be used (sparingly).

LOGO MISUSE

The following are examples of misuse of the standard logo. DO NOT utilize the logo in any of the following ways.



These examples are not an exhaustive list, and the same principles should be applied to approved color and layout variations. If you find yourself manipulating the logo in any way, you are in violation of these guidelines.

FONTS

Crosslink Community Church logotype uses Trebuchet Bold and Trebuchet Regular fonts.

The primary font to be used for all Crosslink communications is Trebuchet. Trebuchet is a stylish sans-serif font that is easy to read. Cambria is a traditional serif font to be used in conjunction with the primary font.

Trebuchet

Use for HEADLINES, Subheaders, body text, display, etc.

Primarily use the Regular and **Bold** styles, but contrasting *Italics* and ***Bold Italic*** font styles are available

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Cambria

Use for accenting, display of scripture, referencing, quotations, etc.

Primarily use the Regular style, but contrasting *Italics*, **Bold**, and ***Bold Italic*** font styles are available

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLORS

Our branding consists of four primary colors: Red, Black, Grey, and White.

Crosslink Red

RGB
140/24/25

HEX
#8C1819

PANTONE Solid Coated 7623 C

Crosslink Black

RGB
35 / 35 / 35

HEX
#232323

PANTONE Hexachrome Black C

White

RGB
255 / 255 / 255

HEX
#FFFFFF

Opaque White

Crosslink Grey

RGB
92 / 92 / 92

HEX
#5C5C5C

PANTONE Solid
Coated 425 C

White is the major color in our standard logo. It is used in the background, and to create the cross/figure within the icon. The red and black colors are the next colors to be used, while the grey color is used as an accent.

Likewise, our branding usage should utilize the same weights of colors.

WRITTEN USAGE

One aspect of branding that is not always considered is how the brand is utilized within written communications. Consistency in how you use the Crosslink brand within your writing will prevent confusion and create symmetry in the reader's perception of Crosslink.

The Name

The name should always formally be referred to primarily as “Crosslink Community Church”, but never refer to it as “Crosslink Community” or “Crosslink Church”. A shortened version of “Crosslink” is acceptable in informal correspondance or if the full name has already been referenced. Never refer to it as “CROSSLINK”, “Cross Link”, “CrossLink” or “crosslink” (this particular usage is only acceptable within internet URL/email addressing).

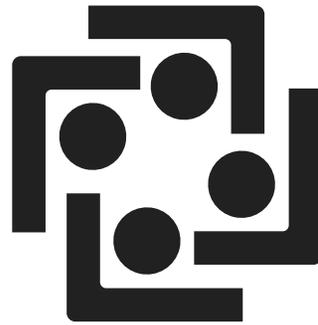
Ministries

The ministries at Crosslink can be referred to by including the shortened form of “Crosslink” followed by a proper cased one or two word phrase describing the ministry. For example, “Crosslink Kids” or “Crosslink Life Groups”.

IDENTIFIERS



GOD



PEOPLE



SERVICE