



# **Brand Guidelines**

# What's a brand?

It's **words**.

It's **images**.

It's **experiences**.

Ultimately, it's a **gut feeling**. As The Father's House grows, it is vitally important that our communication, media, and environments create impressions that draw people into the church and, ultimately, a relationship with Christ.

# Why a brand guidebook?

Colors, logos, textures, words, phrases, fonts...these are all elements that make up an organization's brand. A compelling, concise and consistent brand can instill trust and promote growth.

Who are we? How are we telling our story? A brand guidebook serves as just that...a guide. Every communication, whether it's a printed bulletin, or an Instagram post, should fall into the brand family--should feel similar to other material published by The Father's House. A brand guide shouldn't serve as an inhibitor, but an encourager and facilitator--a toolkit of parts and inspiration to build incredible messages.

# Who We Are

## Our Essence:

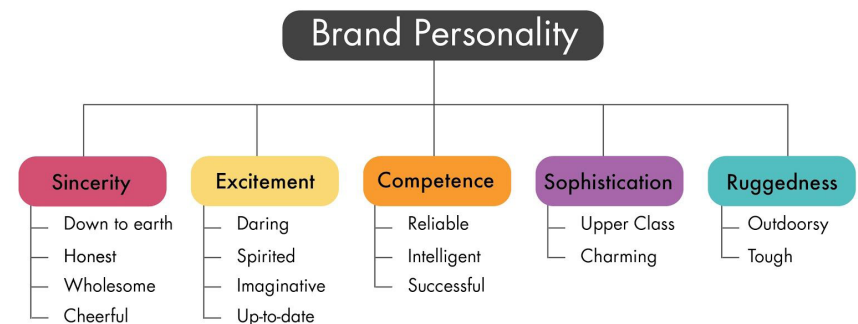
We are a beautifully broken people, bound together by our commitment to love each other, and love Christ. We are a family. A collection of misfits and outcasts and not quites. Of rebels and lost causes. We're real and we're raw. But the love. Oh, the love. It flows and grows and shines and weaves its way into our hearts. Knit together, our jagged loose ends find connection.

We are not perfect, but our God is. He is the fullness of love, the warmth of belonging.

Welcome home. Welcome to The Father's House.

## Our Brand Personality

Every brand has a personality. There are many ways to interpret and describe these attributes, but David Aakar, Vice-Chair at Prophet, global marketing and branding consultancy, also known as the "Father of Modern Branding," developed 5 key personality traits that the majority of brands fall into.



For the purposes of developing a consistent and compelling brand vocabulary, The Father's House, and its ministry outreach, first resides in the "Sincerity" space, then "Competence," then "Excitement." While all three of these personalities can exist together (and certainly some aspects might even be sophisticated or rugged), it's important to understand just where it is The Father's House falls in these parameters.

We are sincere. We are competent. And we're excited about what we do.

Sincerity and excitement are the personality traits that we may align with more easily, while competence is one that's trickier to navigate. It's important, however, that as we grow in public awareness, and become more transparent about the meaning of "convergence," that we portray ourselves as knowledgeable, trained, capable and qualified. Because we are.

# The Logo

The Father's House logo is an integral part of our identity, a seal of approval and a promise of love. You represent The Father's House every time you use the logo. By following these guidelines, you reap the benefits of our identity and contribute to our strength.

Whether seen on a screen, in print, or on apparel, the logo is stable and unchanging. The identity can only make a positive impact if it is used consistently and correctly.



# The Logo

STANDARD:



VERTICAL:



ICON (MARK):



# The Logo

RED & WHITE:



SINGLE COLOR (WHITE):



SINGLE COLOR (BLACK):





# The Logo

## Logo Misuse

In order to maintain the integrity of the logo, please do not deviate from or alter the established logos. The following are some of the most common forms of misuse.

### DO NOT STRETCH OR DISTORT THE LOGO

#ProTip: Hold shift when resizing the logo



### DO NOT ADD EFFECTS



### DO NOT RECREATE THE LOGO



### DO NOT ALTER COLORS

# The Logo

## Minimum Size

To ensure legibility, when reproduced at a minimum size, please refer to the space requirements below. Generally, if the text in the logo is too small to read, the entire logo is too small.



## Spacing

Do not crowd the logo or place other elements too close. Estimate the necessary space by taking the size of the icon.



## Ministry Logos

Certain ministries of The Father's House have been given their own logo. These include TFHKids and LaunchYouth. Generally requests for a ministry logo will be denied as this devalues the overall TFH brand. Remember, we are a branded house, not a house of brands.



# Colors

Like the logo, the colors we use represent our brand identity, and should remain consistent across all media. The traditional “Father’s House red” is our primary color, rooted alongside a deep, warm, earthy brown:

# Colors

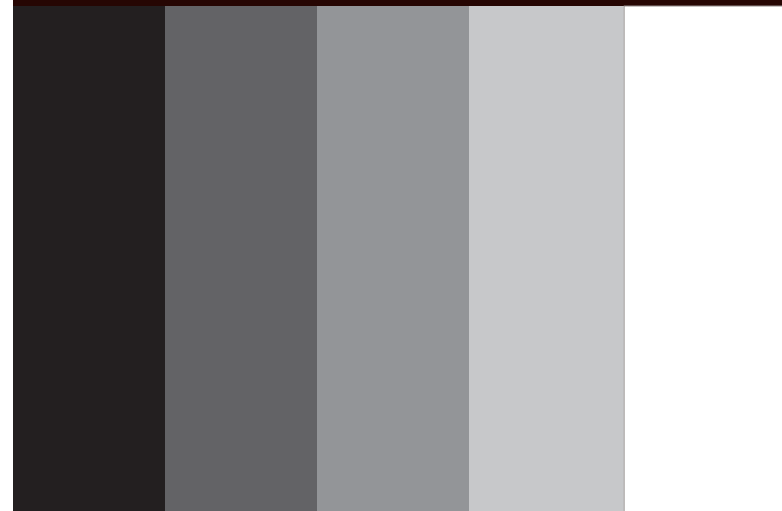
## STANDARD COLORS:

### TFH RED

Pantone: 3571CP  
Web: #C52026

### BROWN

Pantone: Black 4 C  
Web: #C52026



# Typography

Typography is another key element of The Father's House brand identity, to be used in print, web, mobile, and video environments. Like the logo, our primary typeface—Avenir Next—communicates the personality of The Father's House brand.

# Typography

Avenir Next is the primary typeface for TFH. Helvetica Neue or Arial is the secondary typeface for TFH to be used when Avenir Next is unavailable. Avenir Next Heavy should be used for **headlines and display purposes**. Avenir Next Bold should be used in all caps with the tracking set high for **sub headings**. Avenir Next Regular should be used when setting **body text**.

These typefaces should be used when producing communications materials in print, digitally, or video.

## Avenir Next Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

## Avenir Next Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

## Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Arial Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

## Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

## Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Lato is the default typeface for the TFH website. It should be used similarly to Avenir Next.*

# Photography

If a picture is worth a thousand words, then choosing just the right image for your Facebook post, flyer, or other communication should be done with thoughtful intention. If possible, our preferred images are:

- - Clear: no out-of-focus photos (except stylistic)
- - Close: no far away shots when a more closely-cropped image would be more powerful
- - Candid: photos should reflect actual events and not be overly staged

While quality photography is the primary need, there are other elements to consider when choosing which image is right for your message:

- - Engaging: does the image spark interest or curiosity?
- - Informative: does the image give more information about the activity, program, etc.?
- - Inspirational: are others inspired to get involved?

# Photography

Above ALL else, we will strive to use as many REAL photos from our services, events, and congregation as possible. Stock photography can be a wonderful resource, but it's infinitely better to show faces and places others might actually see when they visit The Father's House.



## PEOPLE

It's all about relationships. Capture authentic moments of connection between people. Use eye contact and gestures to show connection between people. Capture outbursts of emotion such as laughter, surprise, and joy.

## ENVIRONMENTS

Convey the spectacle of the environment complemented by intimate personal moments. Leverage the extreme contrast of light and shadows. Capture the moment in action.



# Tone of Voice

If you use words, you communicate on behalf of The Father's House. Emails, social media, conversations... they're all opportunities for you to represent our church, our leaders, and ultimately, Christ.

Good communication removes roadblocks. Whether it's getting people to take part in an event or just try TFH for the very first time, communication can help you reach your goals. These guidelines are here to help you remove obstacles that might get in the way of creating an atmosphere of Unconditional Love.

## **COMMUNICATION VALUES:**

### **We always put the guest first.**

We answer: who, what, when, where, why, and how? We include easy-to-find information for any next steps. Clear beats clever. We won't use words that are hard to understand. We explain terms and phrases that may be confusing to someone who has never stepped inside a church.

### **We communicate what we want for people, not what we want from them.**

We don't give to-dos or beg for anything. We understand people tune out advertising and manipulation. We present opportunities and next steps. We inform, cast vision, and share experience. We describe real outcomes that can benefit our audience.

### **We are consistently excellent.**

If it's worth putting into words, it's worth getting right. We communicate clearly and with excellence. We take time to edit, proofread, and ensure that we've had multiple outside opinions on our content.

# Style Guide

## WRITING

When expert opinions don't agree about usage, it's called a style issue. In those cases, it's up to an organization to determine what to do—and stick to it.

	DO	DON'T
The Father's House	Capitalize in titles, signatures, sentences, etc.	the father's house or Our Father's House
Times	8:00am, 8:30pm 6:00-8:00pm, 8:00am-5:00pm	8a, 8AM, 8:30PM 6-8pm or 6:00a to 8:00p
Dates	Tuesday, April 28 February 9 May 31-June 1	Tuesday, April 28th February 9th
Number, Ages, Grades	One, two, three 10, 11, 12 5 year olds 5th grade or 5th graders Ages 5 years-5th grade	1, 2, 3 ten, eleven, twelve Five year olds 5-year-olds Fifth grade
Message Titles	<i>The Eagles</i>	The Eagles or "The Eagles"
Exclamation Marks	Sign up today!	Sign up today!!!!!!!!!!!!!!
Commas	The event will feature games, food, and prizes.	The event will feature games, food and prizes. (Always used the oxford comma)
Email	Email or email lucas@fathershouse.net	e-mail Lucas@fathershouse.net
Capitalization	Avoid all caps Bible & Scripture Pronouns referring to God: He, Him, His	People will think you're YELLING

*These guidelines can be bent/broken when using a specific stylistic approach. But use this freedom with caution.*