

# Focus Church

Our Brand &  
Language Guide

JANUARY 2019

# What is a Brand

**A BRAND IS NOT A LOGO.**

**A BRAND IS NOT A PRODUCT OR SERVICE.**

**A BRAND IS NOT WHO WE SAY WE ARE.**

**A BRAND IS WHO EVERYONE ELSE SAYS WE ARE.**

A brand is a person's feeling about a product, service, or organization. Brands are defined by the people experiencing them, not by the people "managing" them.

This means that our brand is our best tool and worst tool. It can be used for us or against us.

While we can't control the perception of our brand, since it varies from person to person, we can influence the emotions they feel when they encounter our brand through consistency and excellence.

# Why Our Brand Matters

The visual & verbal communication of a brand plays a large role in unifying the message being communicated to our audience.

The higher the quality and the more unified the communication, the easier it is for our audience to understand and trust our message. That means that everything, from signage to emails to documents, should be communicating the same message with the same excellence over and over again. When we do this, we will be able to see people experience life change through Christ.

## Using This Guide

The Communications Team exists to serve you and your ministry or department in crafting content and visual communications that match the excellence of the message we are presenting. Learning the how & why of our brand standards, the right way to use our logo, the fonts you should be using when creating documents, the preferred way to write titles and information about experiences, and even the reason behind why we use certain phrases, will help you to become the best brand ambassador that you can be. Then together we can cohesively represent the vision God has given to Pastors Mike & Ashton and our church.

# What We Are

At Focus Church, our style and brand are representations of how we see Jesus in our lives. We are bold, excellent, clear, energetic, passionate, and celebratory in everything that we do. Below are some words to use as a guide & filter when creating content & copy for our brand.

## OUR BRAND IS:

**CLEAR, BOLD,  
PASSIONATE, ALIVE**

## OUR BRAND IS NOT:

**DULL, BUSY,  
BORING, PASSIVE**

# Colors

Our color palette is unique and reflects the same boldness we desire to have as a brand. That said, please don't overuse the colors, but use them to tastefully complement more neutral colors. Raspberry is us - but it doesn't have to be on everything ;).

## FOCUS CHURCH



**PMS**

PMS 7648

PMS 387

**CMYK**

37/100/34/8

20/0/100/0

**HEX**

#9D1E65

#D7DF23

**RGB**

157/30/101

228/232/51

## FOCUS KIDS



**HEX** #BF1E8A

#EA7135

#0095BC

#02B827

#DD0200

## TWENTY/20 STUDENTS



**HEX** #096061

#DF6E28

# Logos + Usage

The logo can be used in the core brand Raspberry, Lime, black and reversed out.

*Black*

**Focus**  
CHURCH

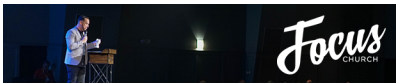
*Raspberry*

**Focus**  
CHURCH

*Lime*

**Focus**  
CHURCH

*Reversed*



*When reversing out, it should be kept to solid colors or non-complex images.*

## INCORRECT LOGO USAGE

- Stretching or compressing the logo
- Changing the color of the logo
- Changing the positioning of the word "Church" and/or removing the word "Church"
- Adding special effects to the logo (i.e. Bevel, Emboss, Drop Shadow, Outer Glow, etc.)

## CORRECT LOGO USAGE

- Keep an adequate amount of clearspace around the logo. A good way to measure is the size of the "C" in "Church"
- Ensure legibility over images & colors
- Stay in the approved color palette shown above

# Secondary Logos

NEXT GENERATION

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TWENTY/20

KIDS *Focus*  
CHURCH

OTHER

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LIFE GROUPS *Focus*

*Focus* OUTREACH

# Typography

We've chosen a standard typeface for you to use in your documents. Should you not have this typeface available (i.e. you're using Google Docs and they don't let you install your own fonts) we have also selected variable fonts that you can use.

## PRIMARY FONT

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Our primary, standard font is Gotham. You may use any of the weights/varieties provided in the Brand Folder.

**We like bold for headings.**

**Medium is good for sub headings.**

Gotham in its natural weight is best for body text.

## OPTIONAL FONTS

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When using an online program such as Google Docs where you can't install your own fonts, please use one of the following fonts when creating a document.

Open Sans ***\*preferred***

Promixa Nova

# Writing & Language Quick Guide

## CHURCH TITLES & EVENTS

### *USE THIS:*

Focus Church  
Focus (in-house communication)  
worship experience  
experience

### *NOT THIS:*

Focus church  
FOCUS Church  
worship service

## CHURCH ADDRESS

7000 Destiny Drive  
Raleigh, NC 27604

## LEADERSHIP TITLES

Pastor Mike or Pastor Mike Santiago  
Pastor Ashton or Pastor Ashton Santiago  
Pastors Mike & Ashton Santiago

(Descriptive) Pastor (Name)

*Example:* Family Ministries Pastor Michael Whitlock

## GUEST/VISITING SPEAKERS

Use the preferred title of the speaker.

*Example:* Dr. Michael Hudson, Pastor Travis Jones

## SERMON TITLES/SERIES

Capitalize the first letter of every word in a sermon title or series. Add quotation marks to the sermon titles ONLY.

*Example:* “Under New Management”

Check out Pastor Mike’s sermon, “Under New Management.”

*Example:* Dancing with Delilah series

Join us as we kick off our new series, Dancing with Delilah.

## WEBSITES

- Some websites do not use www, so be clear that you’re referring to an online destination in the copy. For online links, some software won’t recognize URLs without an http:// or other prefixes, so make sure your link works before you share it.
- When using electronic communication channels like email or social media, always hyperlink the website so it’s a clickable link.

*USE THIS:*

www.focus.church  
focuschurch.online  
focus.church/party

*NOT THIS:*

https://www.focus.church

## DEPARTMENTS OR TEAMS

Capitalize the first letter of each word.

*LIKE THIS:*

Creative Team  
Focus Worship  
First Impressions  
Next Generation  
Life Groups

## **EVENT & MINISTRY NAMES**

Christmas at Focus

Twenty/20 or Twenty/20 students

Focus Kids

Life Groups

- *Note: this is two words, not one.*

Outreach

- Local Outreach
- National Outreach
- Global Outreach

Volunteer Vision Rally

## **WORSHIP ALBUMS & SONG TITLES**

Capitalize the first letter of each word (except - of, the, and).

Put quotes around song titles.

*LIKE THIS:*

*The Sound of Focus*

"United"

"Living Water"

## **COMMON NAMES/PHRASES**

*USE THIS:*

the Bible, biblical, Word of God, the Word, scripture, the gospel, godly, God's Spirit, man's spirit, earth, heaven, king of Israel, God's kingdom/kingdom of God.

- He, Him, His, You, Your when referring to God (unless you're quoting Scripture and the translation you're using doesn't capitalize it)

# A Matter of Style

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 it will do and stick to it. Please use the guidelines below in all Focus Church communication.

## **DATES**

### *USE THIS:*

September 9

September 9, 2012

(only include the year if it's not the current year)

### *NOT THIS:*

Sept. 9

September 9th

September 9, '12

## **TIMES**

### *USE THIS:*

9:30am

9:30 & 11:00am

9:30, 11:00am, & 6:00pm

### *NOT THIS:*

9am

9:30a.m.

9 A.M.

## **PHONE NUMBERS**

### *USE THIS:*

919-335-5171

### *NOT THIS:*

(919) 335-5171

919.335.5171

## **NUMBERS**

Spell out numbers one through nine, unless in an address. 10 and above - use numerals

For grades of kids & students, use numerals and endings.

*Example:* 5th graders

## **PERIODS/SPACING**

One space after periods. No double spacing. That ended after high school and this isn't your term paper ;).

## **COMMAS**

*USE THIS:*

this, that, and the other.

*NOT THIS:*

this, that and the other.

## **EXCLAMATION POINTS**

Use sparingly!!! Let your message get people excited, NOT YOUR PUNCTUATION OR CAPITALIZATION

## **TENSE**

In most cases use first person (I and we) - don't speak at people, but help them understand that we are all in this together.

When referring to Focus Church use the wording "our church" when communicating internally to volunteers/staff.

*Example:*

Thank you for being part of our church.



# Black Market Content

## HELP US HELP YOU.

In the Communications Department, we call any unapproved graphic design, visuals, or mass communications created outside of our department “Black Market Content.” This includes all things that were created with the best intentions, but perhaps deemed too minor to put in a project request for, or too last-minute that you thought you wouldn’t be able to get it in your necessary time frame.

The Communications Team exists to help you ensure that every touch point on every event, every campus, and every team reinforces the importance of our message and the excellence we all desire to produce.

We are passionate about our brand as a church and also passionate about the ministry you are doing to reach people far from God. Keeping within these established brand standards will help us all communicate consistently and with excellence, helping build trust between our church and the people we are reaching and serving.

# Want more?

You can find an online copy of this guide on Google Drive, as well as on our internal staff page at [focus.church/internal](https://focus.church/internal)

If you have any other specific questions in regards to our brand or communications, like “should I print this?” or “should I write that?” just ask and we’ll be happy to help! Email us at **[communications@focus.church](mailto:communications@focus.church)**