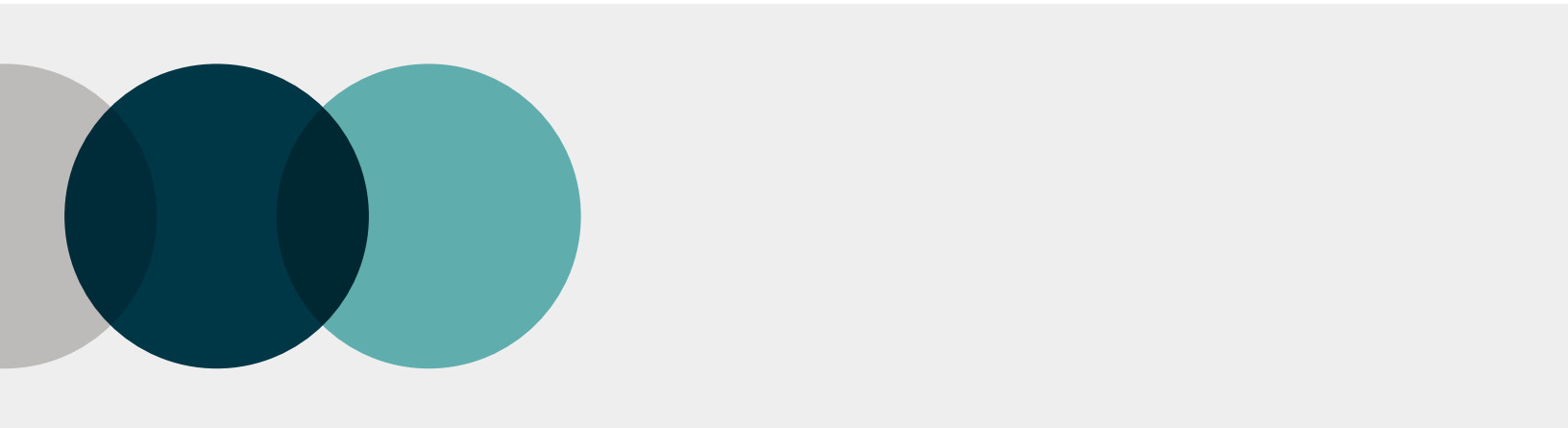


## Brand Style Guide



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Typography ..... 14

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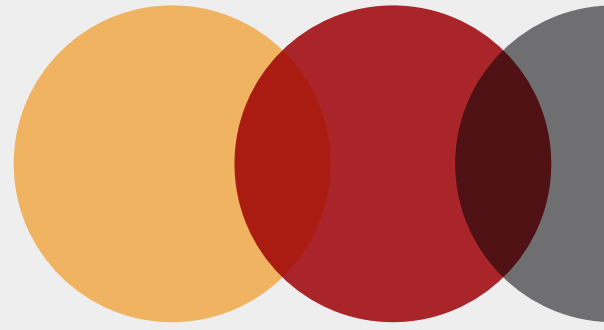
Print..... 19

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## THE BRAND:

Our vision is to be a life-changing community of authentic believers, passionately pursuing Christ, unshakably committed to His Word, thoroughly equipped to serve, contagiously influencing our world for Him.

The goal of the brand is to facilitate life change through clear communication of our values. We want our building, print materials, and web presence to clearly represent who we are as a church and what we stand for. Our brand should be clearly recognizable to guests and regular attenders both inside and outside our walls.

### Brand Summary:

**"A life-changing community, passionately pursuing Christ"**

### Brand Attributes:

**Authentic | Belonging | Unwavering | Life-Changing**



# CONTENT

## Adherence to Brand Attributes

All content, both written and visual, must adhere to the WRCC Brand Attributes of Authentic, Belonging, Unwavering, and Life-Change

Examples:

*Authentic* - photos of people are actual WRCC attenders, not stock photos

*Belonging* - videos are captioned, allowing our deaf and hard-of-hearing community to fully participate in services and online

### BELONGING

We create a sense of community  
We make WRCC feel like home  
We feel like a family  
We help people feel like insiders  
We exude a welcoming spirit

### AUTHENTIC

We acknowledge we are all sinners  
We are real about our struggles  
We are here to support, not judge  
We are transparent  
We are vulnerable  
We are passionate

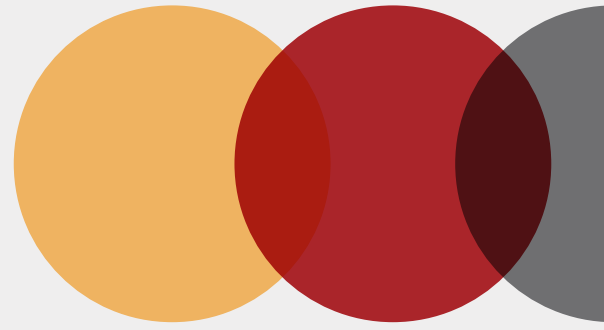
### JESUS

### UNWAVERING

We know what we stand for  
We know what we believe and why  
We are committed to God's Word  
We are focused on Jesus

### LIFE-CHANGE

We are in deepening relationship with Christ  
We are more purposefully utilizing our God-given gifts  
We are more fully surrendering to Christ  
We are more honestly opening ourselves to others



## Formatting of Written Material

In general, WRCC follows the AP style guide for written communications. The following are exceptions that help define our in-house style:

### Dates:

For single date events, write out the day of the week and month and use the suffix.

Ex. Saturday, July 18th

For multi-date ranges, abbreviate the month and don't use the suffix.

Ex. Wednesdays, Oct. 28 - Dec. 2

### Times:

Include am or pm on all times. Use lowercase letters and do not include a space after the time. If an event happens on the hour, omit :00; otherwise include the minutes. If both times of a time range are in the same half of the day, only include am or pm at the end; otherwise include both.

Ex. 6-8pm; 10:45am; 9am-1:30pm

### Biblical capitalizations:

We capitalize all names of God, but not pronouns associated with God. We capitalize the word Bible, a proper noun, but not biblical, an adjective.

Ex. God the Father sent the Holy Spirit. Jesus, you are the Prince of Peace.

### Punctuation:

Use a single space after a period.

Use a comma before a conjunction in a series.

Commas and periods go within quotation marks.



## LOGOS:

**PRIMARY**

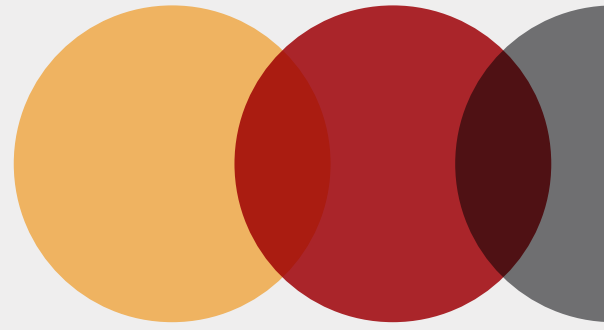


**PRIMARY**  
Reversed



**LOGOMARK**





## STACKED



**WINDSOR ROAD**  
CHRISTIAN CHURCH

## STACKED Reversed



## STACKED Variations



**WINDSOR ROAD**  
CHRISTIAN CHURCH



**WINDSOR ROAD**  
CHRISTIAN CHURCH



## LOGOS (CONT.)

### WORDMARK

**WINDSOR ROAD** CHRISTIAN CHURCH

### HORIZONTAL

Variation



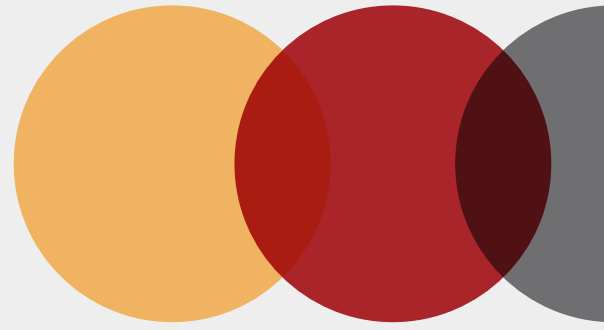
### STACKED

Reversed - Additional Colors

The stacked reverse option is available in all primary and secondary colors as shown below. Any other color background is strictly prohibited. See logo usage on page 13 for more information.







## Windsor Road-Branded Ministry Logos:

Other ministries, including Family Ministry and Guest Services, are permitted to use their own logo that complements the Windsor Road brand. All must be a consistent look, though ministries are able to pick a brand color of their choosing.



TAGLINE:

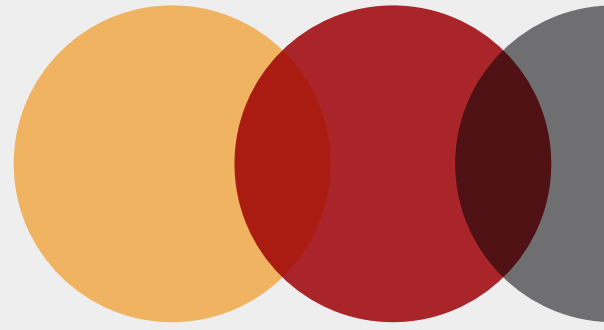




## SPECIFIC MINISTRY LOGOS:

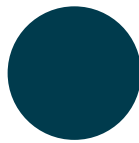
Only specific ministries have logos that are different than the main Windsor Road brand. These include Road Rally, Road Rally Jr., Collision, and Ignition. Those are shown below:





## COLORS:

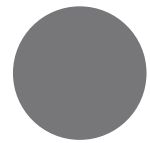
### PRIMARY:



PRINT  
CMYK: 100, 21, 28, 76  
Pantone: 548C  
ONLINE  
RGB: 0, 61, 76  
Hex Code: 003B4C



PRINT  
CMYK: 8, 5, 7, 16  
Pantone: Cool Gray 3  
ONLINE  
RGB: 200, 201, 199  
Hex Code: CAC8C8



PRINT  
CMYK: 30, 22, 17, 57  
Pantone: Cool Gray 9  
ONLINE  
RGB: 117, 120, 123  
Hex Code: 77777A

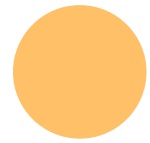
### SECONDARY:



PRINT  
CMYK: 49, 0, 24, 0  
Pantone: 7472U  
ONLINE  
RGB: 107, 189, 185  
Hex Code: 6BBCB9



PRINT  
CMYK: 5, 96, 80, 22  
Pantone: 1805C  
ONLINE  
RGB: 175, 39, 47  
Hex Code: B3282D



PRINT  
CMYK: 0, 28, 66, 0  
Pantone: 135U  
ONLINE  
RGB: 255, 194, 103  
Hex Code: FFC266

### STUDENT MINISTRY:



PRINT  
CMYK: 49, 0, 24, 0  
Pantone: 7472U  
ONLINE  
RGB: 107, 189, 185  
Hex Code: 6BBCB9



PRINT  
CMYK: 28, 0, 99, 13  
Pantone: 390U  
ONLINE  
RGB: 151, 169, 38  
Hex Code: 97A822

### CHILDREN'S MINISTRY:



PRINT  
CMYK: 5, 96, 80, 22  
Pantone: 1805C  
ONLINE  
RGB: 175, 39, 47  
Hex Code: B3282D



PRINT  
CMYK: 0, 28, 66, 0  
Pantone: 135U  
ONLINE  
RGB: 255, 194, 103  
Hex Code: FFC266



## LOGO USAGE:

### Control Area:

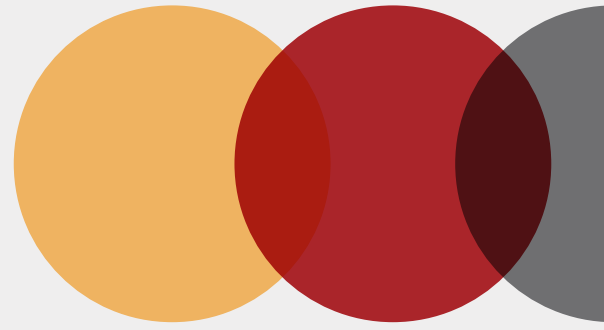
Do not crowd the logo or place other elements inside of the control area. The control area measurement (x) is equal to the height of the "W" in Windsor Road.



### Minimum Size:

When reproduced at minimum size, full length of the logo should be at least 1.5" wide. Using the stacked version would be recommended since the horizontal is illegible at this size.





## Misuse:

The logo should only be used according to the guidelines established in this document.

Do not:

STRETCH OR CONDENSE



USE UNAPPROVED COLORS



ABBREVIATE THE LOGO



USE UNAPPROVED FONTS



USE UNAPPROVED LAYOUTS





## PRIMARY TYPEFACE:

The primary typeface is Bebas Neue – in Light, Book and Bold (also called Regular) versions. The logo uses a customized version of Bebas Neue Bold and Book. Always use the outlined version of the logotype; do not type out the logotype in Bebas Neue. A wordmark is available if the “W” logo-mark is not preferred.

BEBAS NEUE LIGHT

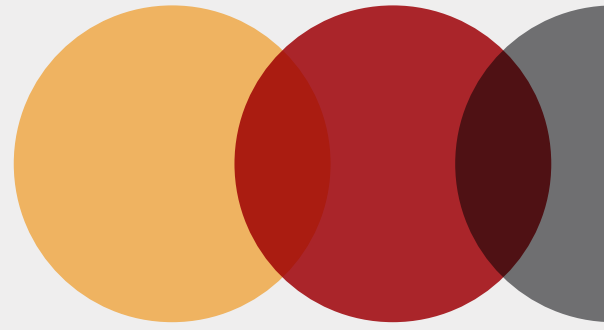
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#\$%^&\*

BEBAS NEUE BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#\$%^&\*

BEBAS NEUE BOLD (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#\$%^&\*



## AUXILIARY TYPEFACES:

Avenir is the preferred typeface used for body text for any Windsor Road Christian Church official documents.

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#%&\*

---

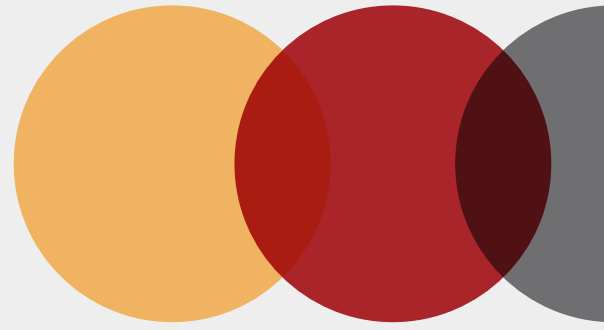
# PHOTOGRAPHY:

## Environmental

The environmental photography of Windsor Road should feature bold, clean shots. Focus on a single or group of key elements to keep things simple as well as the bright variety of colors around the church building.







## People

Photography of people should promote diversity, family and togetherness. Use close-up shots for a dramatic effect and to tell a story about the personalities and vibrancy of the congregation.

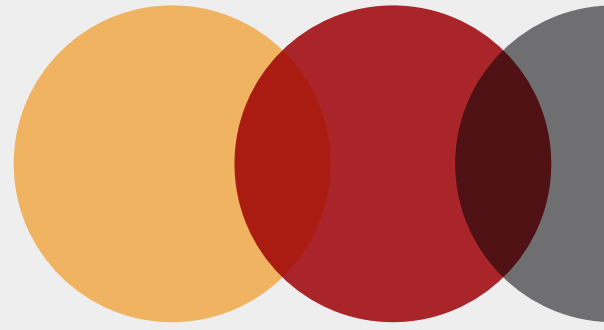


## PHOTOGRAPHY (CONT.)

### Natural Color & Lighting

Windsor Road has a great natural vibrancy within its walls. Keep the original color and lighting of the photography intact. Do not use photographic filters and effects or tint the photos. Keep the framing simple – do not contain images in complex shapes.





# PRINT:

## Business Cards

Shown actual size: 3.5 x 2 inches

### FRONT

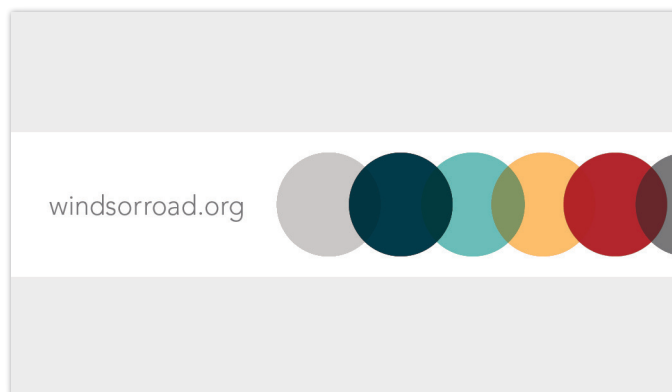
The name and title should be in Avenir 65 Medium in the same color as the logo



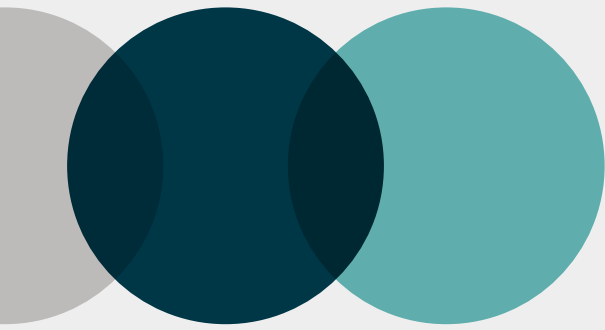
Available in navy, teal, and red.

The phone, email, and address should be in Avenir 35 Light in the light gray (Cool Gray 9)

### BACK



Shown with the circles that are a continuing theme throughout all communications



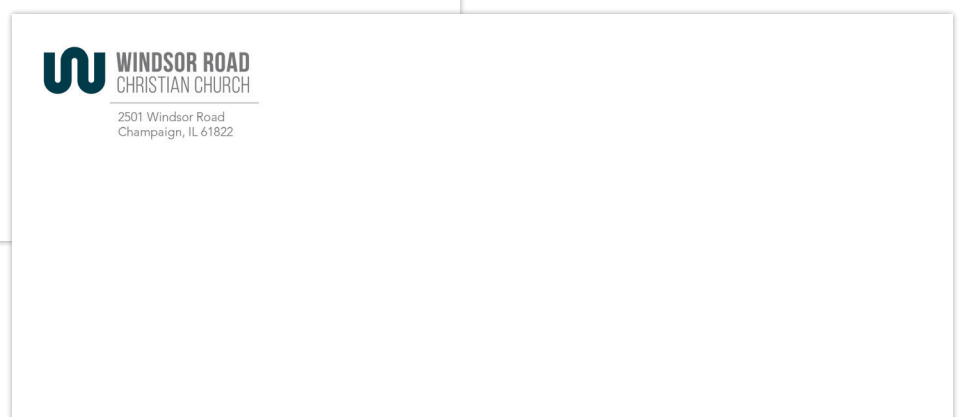
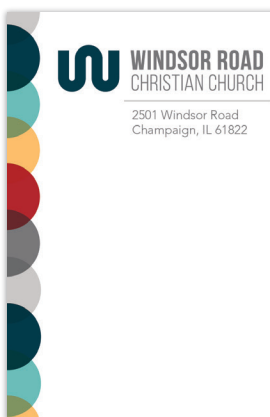
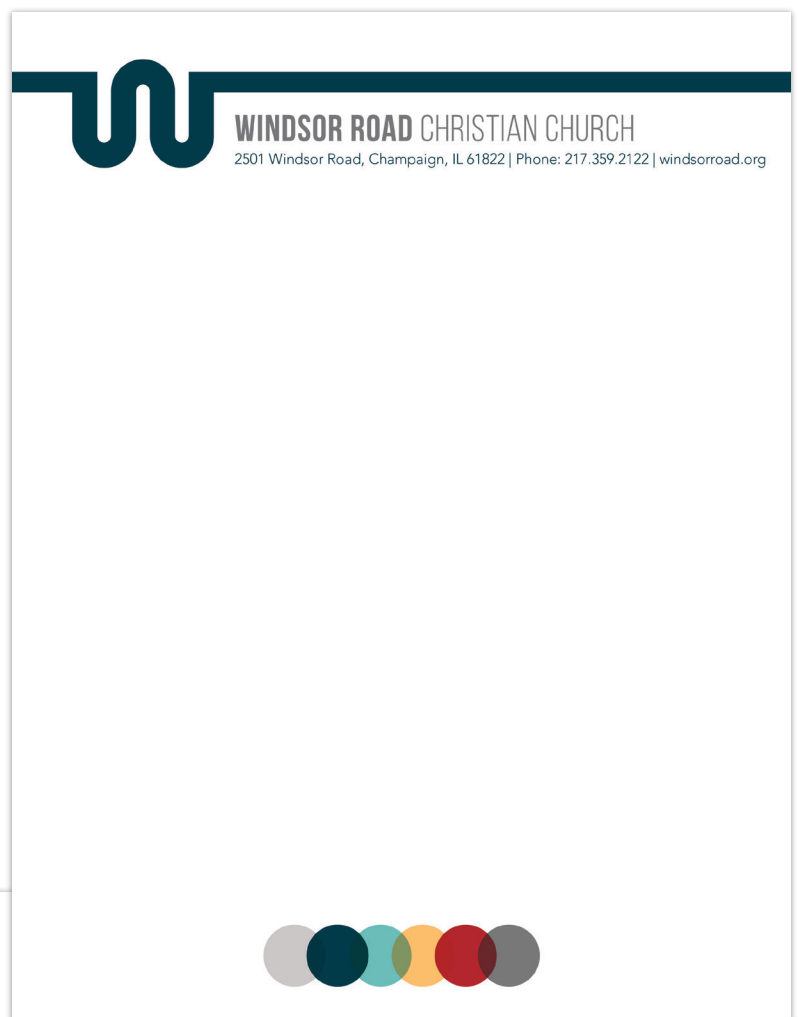
## PRINT (CONT.)

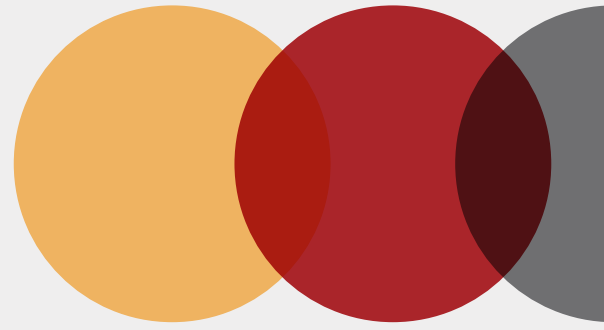
### Letterhead & Envelopes

Consistent with the rest of the brand, the letterhead and envelopes use variations of the Windsor Road logo in the primary color at the top, pulled together as one cohesive piece with the circle elements at the left and bottom.

The Avenir auxiliary typeface is used throughout both pieces, labeling the address and other key contact information.

A simpler variation is also shown for the envelopes.

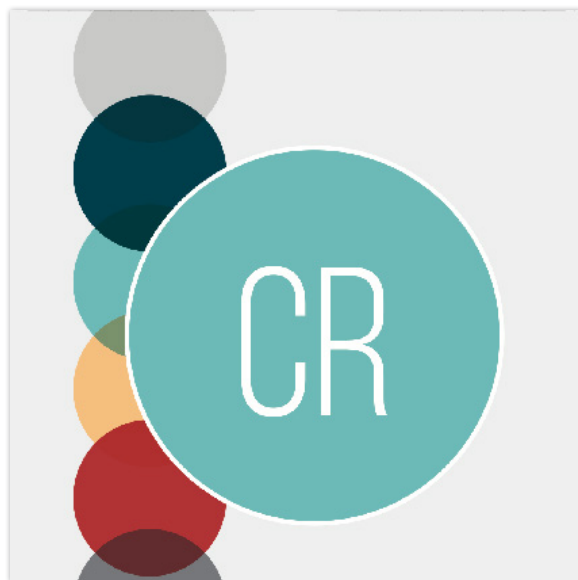




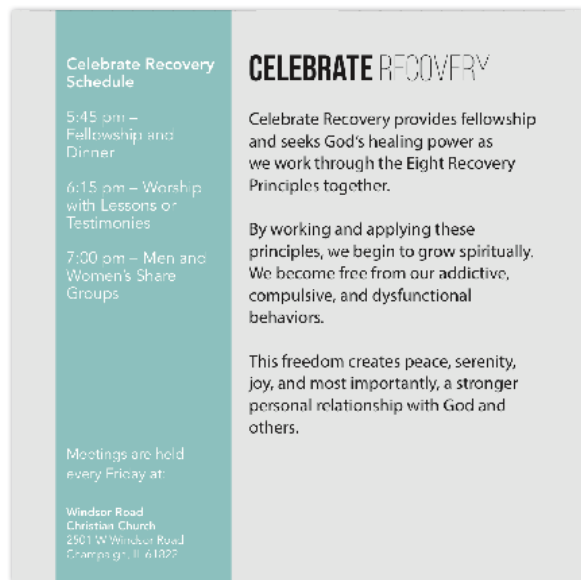
## Brochure & Handout Materials

Ministry fliers should all look consistent, but with a different color. Here is an example of the Celebrate Recovery ministry flier.

### FRONT



### BACK



## SIGNAGE:

All signage must be approved by the Communications Director and fall under the guidelines listed in the style guide.

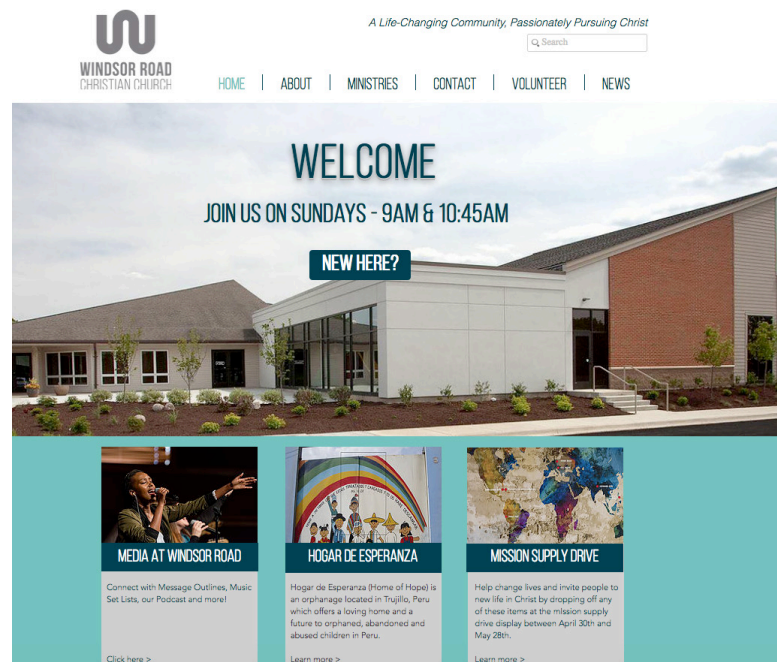
## WEB:

### Formatting Guidelines

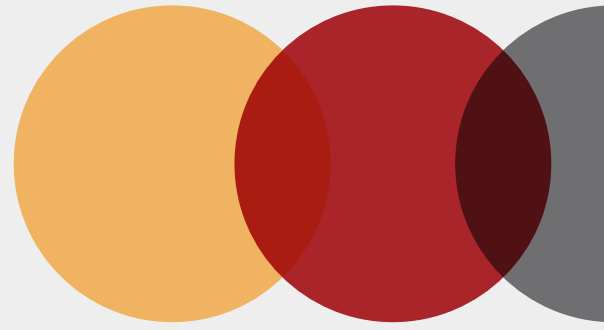
All formatting for the website should follow the style guide, including fonts (i.e., Bebas Neue used in all headers), colors, and general graphic elements. If you have questions, please contact the Communications Director.

**Photos** | Refer to the photography page for appropriate examples of photographs

**Content** | Content should always reflect the Windsor Road brand attributes







## Site Structure | The following are the list of pages and their names on the website:

### MAIN MENU

- Connect
  - I'm New
  - Starting Point
  - Sundays
  - Services
  - Midweek
  - Care Ministries
- Volunteer
  - At WRCC
  - In Our Community
  - Around the World
- Grow
  - Sermons & Music
  - Classes, Groups, Events
  - Spiritual Growth
    - Resources

### SUB-CATEGORY PAGES

- Volunteer
  - At WRCC
    - Discipleship Volunteers
    - Family Ministry Volunteers
    - Guest Services Volunteers
    - Outreach Volunteers
    - Worship Arts Volunteers
  - In Our Community
    - GEMS
    - Food Pantry
  - Around the World
    - Missionaries
    - Missions
- Grow
  - Sermons & Music
  - Worship Theology
  - Sermons
  - Worship Songs
  - Spiritual Growth Resources
    - New to Faith
    - Growing in Faith
    - Sharing Your Faith

### HEADER MENU

- About
  - Beliefs
  - History
- Playground
- Calendar
- Contact
  - Staff
  - Elders & Deacons
  - Prayer Requests
  - Careers
- Give
- I'm New
- Covid-19 Info

# PROMOTIONAL MATERIALS

## Worship Center Chair Flyers

Size: No larger than 8.5 in. x 5.5 in.

### Content:

Information that should be included in the body of text should be:

- Title of Event or Logo
- Date of the Event
- Time of the Event
- Location of the Event
- Short paragraph describing event

These can be double-sided.

## Bulletin Text & Image

Text: The paragraph should contain no more than 358 character with spaces.

Image Size: 1.5 in. x 1.5 in.

The image could be a logo or picture related to the content in the paragraph you are providing.

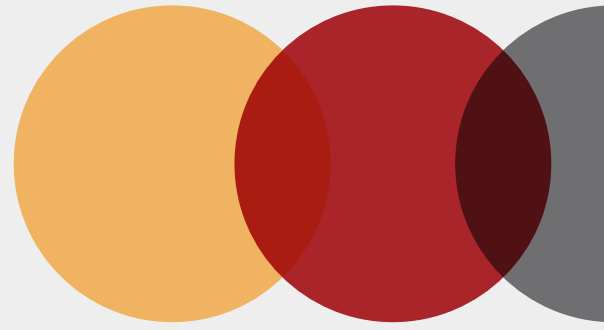


### STARTING POINT CLASS

This 4 week class series is offered every month and is designed to help you learn more about Windsor Road and how we want to help you grow in Christ. Classes meet from 10:45am-12:00pm in Room 106 on Sunday mornings. It's best to take all four classes at once, but if you miss one, you can make it up the next month. Next series of classes starts March 5th!







## Foyer Announcement Slides

Size: 16 in. x 9 in.

### Content:

Information that should be included on the slide:

- Title of Event
- Date of the Event
- Time of the Event
- Location of the Event
- Image representing event

A template of the slide is located on the server in the Communications folder.



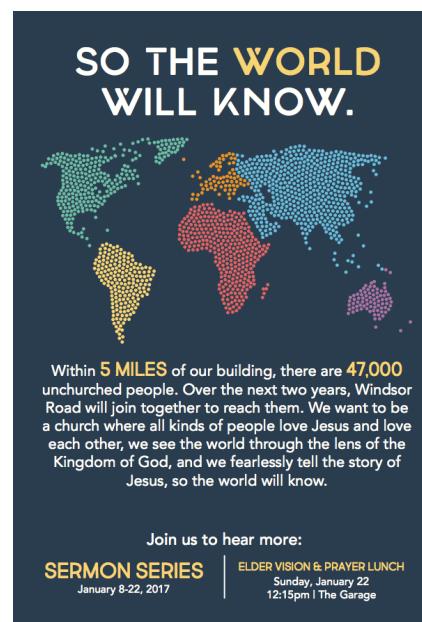
## Cafe Table Tent

Size: 4 in. x 6 in.

### Content:

Information that should be included on the card:

- Title of Event
- Date of the Event
- Time of the Event
- Location of the Event
- Small paragraph describing event





## Bathroom Door Hanger

Size: 8.5 in. x 11 in.

### Content:

Information that should be included on the hanger:

- Title of Event
- Date of the Event
- Time of the Event
- Location of the Event
- Small description of event



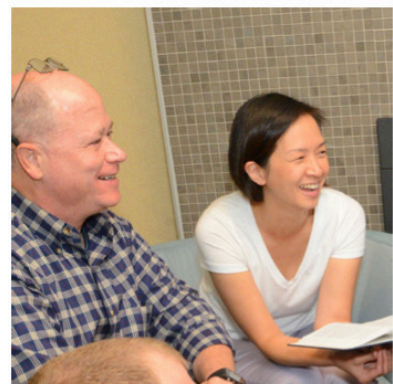
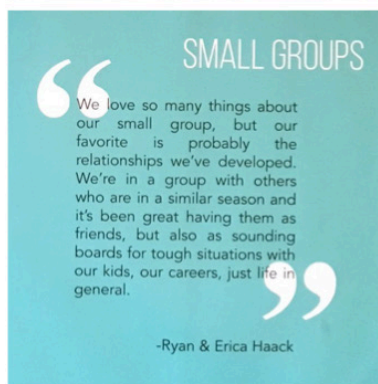
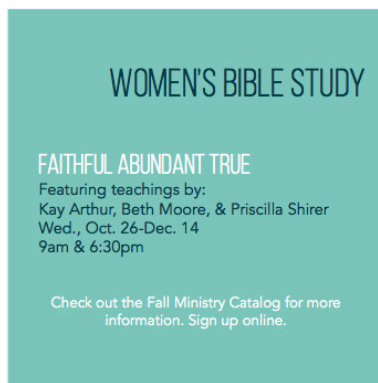
## Foyer Hanging Displays

Size: 24 in. x 24 in.

### Content:

There should be 3 image display posters and 3 text display posters for the 6 displays. For the 8 displays, there should be 4 image display posters and 4 text display posters. They should alternate between image and text.

Image Posters: Please refer to photography pages 14-16 for examples of appropriate photos. Stock images of objects are acceptable; stock images of people are not. (Brand value: authenticity). All poster images must be high resolution and not pixelated.



## Homepage Spotlights

There are three spots under the main image, on the homepage, that can be used to spotlight important events.

### Content Needed:


- Image: 3:2 ratio
- Title of Event
- Teaser description of the event should be a maximum of 2 sentences (178 characters with spaces).
- URL to page that contains more information.



### MISSION SUPPLY DRIVE

Help change lives and invite people to new life in Christ by dropping off any of these items at the mission supply drive display between April 30th and May 28th.


[Learn more >](#)



#### MEDIA AT WINDSOR ROAD

Connect with Message Outlines, Music Set Lists, our Podcast and more!


[Click here >](#)



#### HOGAR DE ESPERANZA

Hogar de Esperanza (Home of Hope) is an orphanage located in Trujillo, Peru which offers a loving home and a future to orphaned, abandoned and abused children in Peru.


[Learn more >](#)




#### MISSION SUPPLY DRIVE

Help change lives and invite people to new life in Christ by dropping off any of these items at the mission supply drive display between April 30th and May 28th.


[Learn more >](#)




NEW HERE



CALENDAR

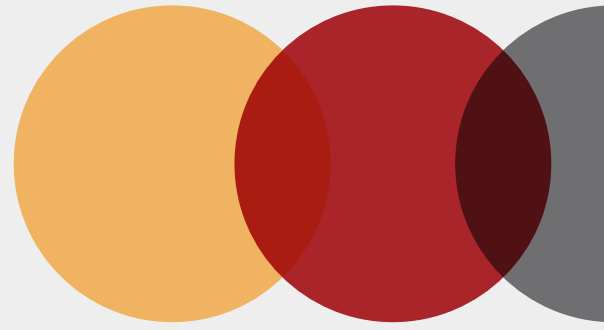


PLAYGROUND



GIVE





## Classes, Groups, and Events Page

This page serves as a one-stop shop of all classes, groups, and events that are currently happening at Windsor Road.

Each category is arranged chronologically.

### Content Needed:

- Image: 1:1 ratio
- Title of Event
- Date, Time, Place
- Description of Event, including target audience
- URL for registration, if needed

#### EVENTS



### Outdoor Movie Night

Wednesday, October 14th, 6-8pm at WRCC

4th-12th grades

Ignition & Collision students and their friends are invited to our Outdoor Movie Night. We'll have a projector set up under the tent to watch Daddy Day Care and popcorn will be provided. Please be sure to bring a lawn chair to sit on and warm blankets to cover up with! Space is limited so that we're able to practice social distancing and MASKS ARE REQUIRED.

[Sign Up](#)



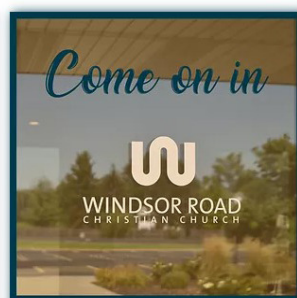
### Fasting Relay

October 15th-17th

Fasting is one of the spiritual weapons we believers have against the darkness of this world. In this season of so much division and unrest, let's stand united as citizens of heaven. Join our church family on a 3-day fasting relay October 15, 16, and 17th. Our fasting focus will be breakthrough healing and restoration in our nation; and unity and resilience in our church family.

The task is simple. Pick one of those days to engage in a food-related fast. On the day you choose, you will abstain from food either all day, for one meal, or only certain foods. Let God guide you on how specifically He wants you to fast.

After your fast, you will be



### Morning Service

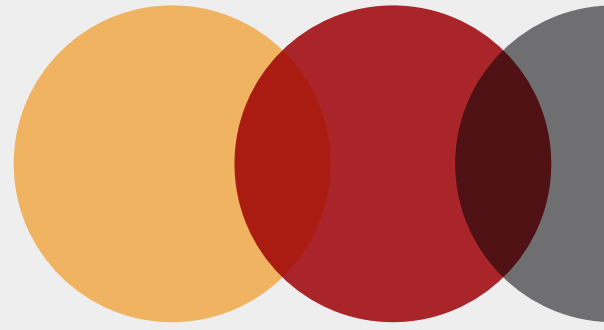
Sunday, October 18th, 9am in The Worship Center

Our Indoor Worship Service will be a time to safely gather within our Worship Center. Please park in the rear lot and enter the building through the southeast door by the tent.

We will be entering the Worship Center through the hall doors across from the main restrooms, and will follow strict social distancing guidelines seating one family every other row. Please provide a mask for each person in your family (over the age of 2).

At the conclusion of the service, we will dismiss through the emergency exit doors leading to the parking lot. You may stay and safely visit





## VIDEO:

### Captioning

All videos must be closed captioned prior to showing in service or posting online. This is in alignment with our brand attribute of Belonging. Captions should be a single line on the screen.

### Orientation

Videos that will play in service, on YouTube, or in a social media feed must be in landscape orientation (16:9 ratio). Videos that will play in social media stories must be in portrait orientation (9:16 ratio).

### Resolution

In general, higher resolution is better! Aim for a framerate of 30 fps if possible, and be aware that lower resolution videos may not be usable for different platforms. DO NOT record a video to be shown in service or via social media on a webcam. Most cell phone videos are acceptable.

