



Brand Identity Guide

01 / 2021

HOW TO USE THIS GUIDE

Our updated brand and identity honors the Federated legacy, embraces the future and embodies our welcoming community.

A brand guide serves as a reference document and resource that communicates the parameters of the Federated brand. It is important for our brand to be:

CONSISTENT

By having set rules and restrictions, it becomes possible to communicate a consistent brand identity. Consistency is important in making our brand recognizable and reliable. When a brand's identity is cohesive, it increases the brand's perceived value.

RECOGNIZABLE

Maintaining these brand guidelines allows Federated to be more immediately recognizable within our community and with our target audience. Building a recognizable brand can take time and patience, but can be streamlined by adhering to the brand guidelines.

STANDARDIZED

Our brand guidelines are composed of standards regarding use of visual elements and messaging. These rules include when to use a logo, how to space the logo, guidance on imagery, the hierarchy of color and typography and messaging.

For questions about anything related to the Federated brand or communications, please contact communications@fedchurch.org.

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BRAND ATTRIBUTES

Our brand attributes are the key characteristics that make us who we are. They have inspired our new brand and the narrative that drives it.

You will see these attributes expressed for external use in the messaging pillars found on [page 4](#).

CONVEYS AN ACTIVE COMMUNITY

People can engage spiritually, culturally, socially or as humanitarians to grow personally, while impacting a larger community

HONORS OUR HISTORY

Honor the histories of the church and its people to create a legacy while welcoming those yet to be known that will contribute to Federated's impact and legacy for the future

FOCUSES ON STRENGTH IN UNITY

Come together to further influence Federated's purpose and value in the community

EXTENDS OUR WELCOME

Broaden to a growing classification of unchurched, "nothing in particulars" and spiritual seekers that might embrace a progressive, socially aware, safe and open place to enrich their lives

BUILDS ON OUR SERVICE ETHIC

Serve and support – through the Spirit – people throughout Northeastern Ohio

BRAND POSITION + TAGLINE

Our brand position is the guiding statement that drives our brand narrative.

Our tagline summarizes our brand position, highlighting the embracing and encouraging community at Federated. It is the foundation that guides and inspires all communications.

TAGLINE LOCKUP & USAGE

This short but impactful phrase encourages action, working as a call to action for people to engage with Federated. It reiterates that we are a community centered on Christ, and reinforces the inclusive nature of our brand.

While the logo does not need to appear in conjunction with the tagline at all times, the tagline should never appear in lieu of the full logo. Always use official logo files provided.

TONE + VOICE

Approachable
Welcoming
Sincere
Personal
Understanding / nonjudgmental

POSITION

Federated is a community centered on Christ, open to anyone seeking spiritual enrichment in their life and the lives of others. We believe people should be able to live out their faith in Christ knowing they are accepted and supported. Through this, we actively create a more loving and equitable impact.

Federated is a place to support, worship, act and grow.

TAGLINE

Live your faith

BRAND NARRATIVE

Our narrative is an extension of our brand position and tagline. These messaging pillars can be thought of as our key differentiators, or what sets us apart from other churches and communities. Use these messaging pillars and the conversation created around them to guide how we communicate with our community and one another. Depending on the audience and the tactic, some messages may be used more prominently than others.

MESSAGING PILLARS

Embracing Community

Welcoming all people as they are and supporting them in their spiritual journey

- Every spiritual journey is different. You can choose to live out your faith in a number of ways, whether that be spiritually, socially, culturally or as humanitarians.
- We want you to engage in ways that fulfill you and enrich your life and the lives of those around you.
- We enable members of the community to seek and engage with Federated through different avenues that are equally accepted and supported.
- Whether you choose to engage within the walls of our church or outwardly in the community, you are always recognized as a valuable and worthy member of Federated.
- We honor our history and legacy, steeped in tradition, while welcoming those yet to be known that will contribute to our impact for the future.

Keywords: personal choice • engagement • enrichment • connection • community

Progressive Faith

Following Christ's example of love, acceptance and inclusivity

- Federated's progressive Christian faith is rooted in the principles of love, acceptance and inclusivity.
- We aspire to be a safe, open and affirming place for all people seeking enrichment in their lives, regardless of age, sexual orientation, race or culture.
- A socially aware community, we live our God-centered faith in worship and out beyond the church walls, connecting with social justice and other issues impacting Northeastern Ohio and the world.
- While our community is made up of different opinions, perspectives and backgrounds, we are united in our love for Christ and our shared views which strengthen our purpose and value.

Keywords: inclusive • open • accepting • socially aware • forward thinking

Purpose-Driven

Putting our faith into action

- With Christ, we offer hope and healing to change our world.
- Federated cares outwardly in the community, putting our faith in action and sharing God's love through active involvement and long-term partnerships.
- We have a commitment to serve and support – through the Spirit – each other, people locally throughout Northeastern Ohio and across the world.
- We are a recognized voice for justice, not only speaking up but acting on justice-minded and mission-ready initiatives.
- Our greater purpose is to provide life enrichment by fostering the spiritual growth of our members while positively impacting the larger community.

Keywords: community present • service • action • change • equity

LOGO USAGE

Our primary logo is a word mark and stylized “f” icon, accompanied by the tagline. The icon is comprised of three parts representing God as the base and foundation of the logo; Christ as the cross that forms the arms of the “f,” and the Holy Spirit as the flame that forms the crook of the “f.” The break in the “f” signifies how we as people are broken, not perfect, in need of Christ.

MINIMUM SIZE

There are the four iterations of our logo: stacked and horizontal with and without the tagline. The stacked configuration is the preferred logo and should be used foremost. The horizontal configuration is reserved for smaller spaces in which the full stacked logo would not fit at the recommended minimum width. The minimum width ensures that the tagline is never smaller than 0.9 inches in width.



Minimum Width for
Stacked Logo: 1.5 inches



Minimum Width for
Horizontal Logo: 1.75 inches



The tagline is never smaller
than 0.9 inches in width

UNACCEPTABLE EXAMPLES

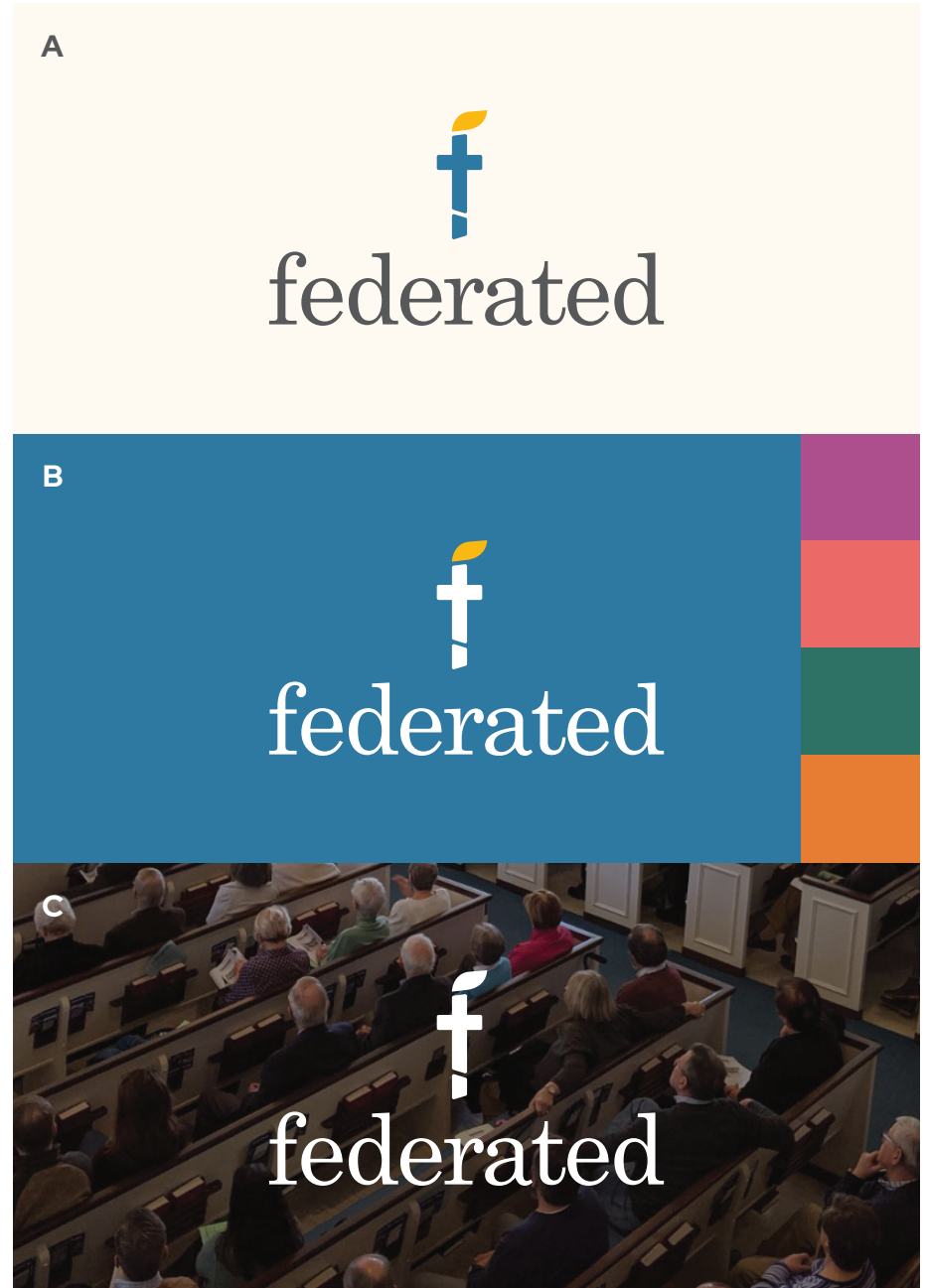
- Do not reproduce in a tint or screen.
- Do not add effects, including a drop shadow, bevel or glow.
- Do not alter the wordmark in any way, including changing the typeface or colors.
- Do not reproduce in color on a dark background.
- The logo should never live without the “f” icon.



LEGIBILITY + CLEAR SPACE

Our primary logo (A) should be used in full color when at all possible or reversed with the yellow flame (B) as a secondary option. If (B) is utilized, it should be placed on one of the approved brand colors indicated to the right. The fully reversed logo (C) may be placed on a photo as long as the contrast is great enough for clear legibility. This variant should be used sparingly.

To maximize legibility, always keep a minimum clear space around the logo. This exclusion space is the height of the lowercase “e” in the wordmark. This helps isolate the logo from any other graphic element ensuring it won’t conflict with or lessen the impact of the mark.



COLOR

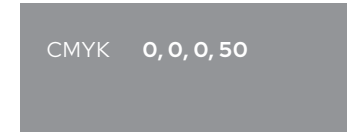
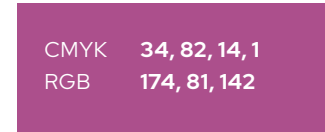
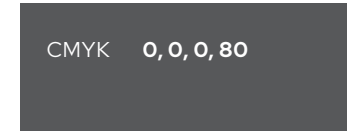
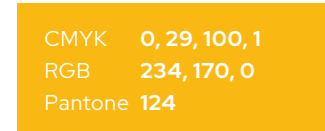
Color is an important part of the Federated brand. Not only do the bright colors evoke a joyful and vibrant feeling, they help distinguish the areas of focus of the church from each other (see “Program Identities” on [page 9](#) for more information).

The colors shown at right comprise our color palette and brand identity. Use only these colors on our communications.

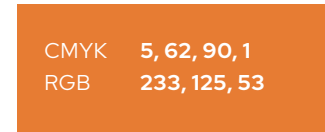
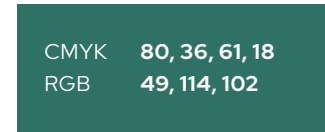
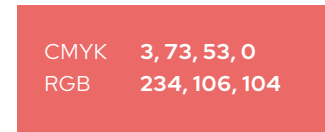
Blue is our dominant color, and should be treated as such. Gold, purple, pink, green, orange and our two greys can also be used as secondary colors. The secondary colors align with specific areas of focus within our community and are noted on [page 9](#).

Use abundant white space to give communications a crisp, professional look.

Be conscious of legibility and readability when choosing a color for body copy. Our gold should never be used in text; it is reserved for use in our logo and tagline lockup.



**Note, the blue CMYK mix has been adjusted from the Pantone mix to better color match in standard printing.*



TYPOGRAPHY

Red Hat Display is the primary typeface for all our communications and should be used for both headlines and body copy. It consists of four weights: Regular, Medium, Bold and Black. For each weight, there is also an italic version. It is a free Google font, available for [download](#).

The font used in our logo, Century Schoolbook, **should never be used in anything other than the logo itself**. This creates hierarchy between running copy and the logo, and emphasizes that the logo is special.

SUBSTITUTE FONTS

In the event you are not be able to use Red Hat Display, use Calibri in Word and Powerpoint. Times New Roman may also be used for Microsoft documents.

RED HAT DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$€%&?/'"^^,.

Regular	Medium	Bold	Black
<i>Italic</i>	<i>Medium Italic</i>	<i>Bold Italic</i>	<i>Black Italic</i>

CENTURY SCHOOLBOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$€%&?/'"^^,.

Regular	Medium	Bold	Black
<i>Italic</i>	<i>Medium Italic</i>	<i>Bold Italic</i>	<i>Black Italic</i>

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$€%&?/'"^^,.

Regular	Bold
<i>Italic</i>	<i>Bold Italic</i>

TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$€%&?/'"^^,.

Regular	Bold
<i>Italic</i>	<i>Bold Italic</i>

PROGRAM IDENTITIES

The Federated community expresses their love for Christ through participation in various programs and ministries. We have identified four areas of programmatic focus that form a foundation for these groups, each of which help make up the Federated Community: Federated Support, Federated Worship, Federated Act and Federated Grow.

We have developed an extended brand architecture that allows for distinct but cohesive identification of each Federated program. This architecture uses color to distinguish focus areas from each other and typography to establish brand hierarchy.

Program names should always be locked up with its designated area of focus. An easy-to-use template is available for customization.

Areas of focus may be used as a stand alone mark as needed to support accompanying communications.

These marks should never be used in communications without also including the main Federated logo. Each use will require discernment, examples of typical lockup to logo relationships are included in this guide.

THE LEGACY FUND

federated 
support

federated 
support

federated 
worship

federated 
act

federated 
grow

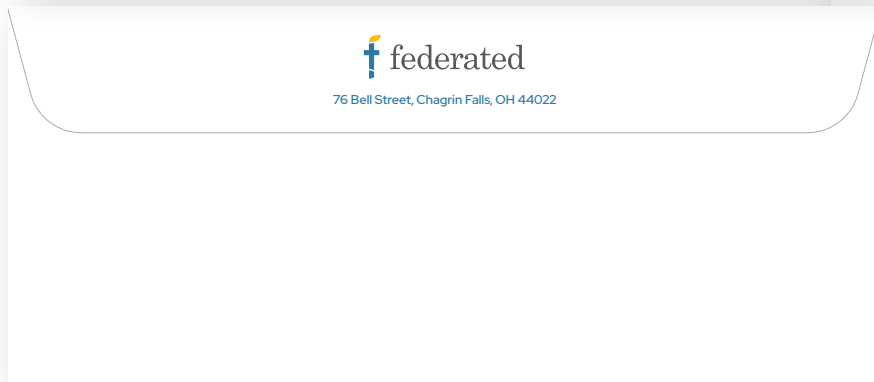
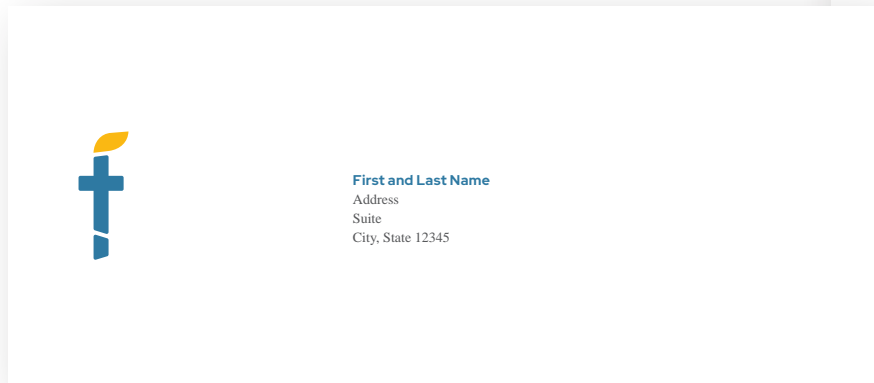
federated 
support

federated 
worship

federated 
act

federated 
grow

SAMPLE COMMUNICATIONS



Envelope



440.247.6490 | fedchurch@fedchurch.org | fedchurch.org | 76 Bell Street, Chagrin Falls, OH 44022

To whom it may concern,

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Yours in Christ,

Rev. Hamilton Throckmorton
SENIOR PASTOR

Letterhead

SAMPLE COMMUNICATIONS

THE LEGACY FUND
federated support


Generosity & Giving

As faithful followers of Christ and active citizens of the world in which we live, we at Federated Church are called to share our blessings for the greater good.

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NAM ET FACCCUM voluptiae eos debitat faccull aborrum et et remquuntus dem inulliquis dolo voluptaquid que vendest.

fedchurch.org

f federated

Flyer Example

THE LEGACY FUND
federated support


Generosity & Giving

As faithful followers of Christ and active citizens of the world in which we live, we at Federated Church are called to share our blessings for the greater good.

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fedchurch.org

f federated

THE LEGACY FUND
federated support

Bifold Brochure Example

SAMPLE COMMUNICATIONS

Breaker in every color




Example Powerpoint Template




Example Breaker Slide

Subhead Goes Here



This is a Title Header

This is filler text. Example of words on the powerpoint slide.




This is a Title Header

SUBHEADS SHOULD BE ALL CAPS


Example text goes here.
Example text goes here.
Example text goes here.
Example text goes here.
Example text goes here.
Example text goes here.
Example text goes here.
Example text goes here.

SUBHEADS SHOULD BE ALL CAPS

Example text goes here.
Example text goes here.
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Example text goes here.
Example text goes here.





Here's a photo caption
This paragraph describes the photo.




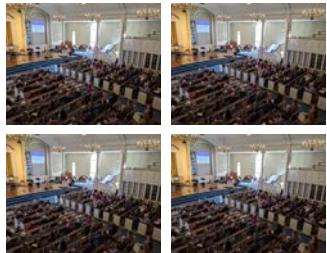
Alt. Photo Page

This paragraph describes the photo.



Many photos slide

This paragraph describes the photos.



federated

live your faith

fedchurchesfedchurch.org | fedchurch.org

Powerpoint Template Example

SAMPLE COMMUNICATIONS



Business Card



Email Signature

“Do not be afraid; for see – I am bringing you good news of great joy for all the people: to you is born this day in the city of David a Savior, who is the Messiah, the Lord.” *Luke 2:10-11*

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