



Exalt Christ
Equip Disciples
Engage Our Community

Wallenstein Bible Chapel Brand Identity Guidelines

FEBRUARY 2017

What is a Brand?

A brand is a unique identifying visual mark often used to distinguish organizations, products, and individuals in an effort to create a unique and recognizable identity. For example, branding has been a way for cattle ranchers to set their livestock apart from other rancher's property by creating a unique but consistent mark on each animal with a branding iron. In a similar fashion, businesses have used logos, markings, and signs to differentiate themselves from their competitors. A personal form of branding is the signature.

Interestingly, the early Church, as early as the second and third century, participated in a form of branding. Evidence discovered that the Ichthys symbol (fish)^a was adopted and may have been used as a visual way to identify other christians during times of persecution.

Does WBC need a Brand?

Does Wallenstein Bible Chapel need branding? Yes. Why?

1. An important focus of WBC is reaching people. This can be accomplished many ways, including social media, email, internet, along with traditional forms of collateral distribution such as pens, printed material, etc. A strong brand image helps viewers identify and connect with WBC content.
2. Our technology-driven society depends on visual content. Having a strong, unique visual identity helps add credibility.

These areas underscore the need for a well planned and consistent approach to design a unique and identifiable brand. WBC should care about its brand, especially with its community outreach focus

The main elements that should be represented in the brand are WBC's mission, vision, and strategy statements. These statements encapsulate the essence of WBC.

^a <http://www.christianitytoday.com/history/2008/august/what-is-origin-of-christian-fish-symbol.html>



Logo



2017 Refresh of Wallenstein Bible Chapel logo.

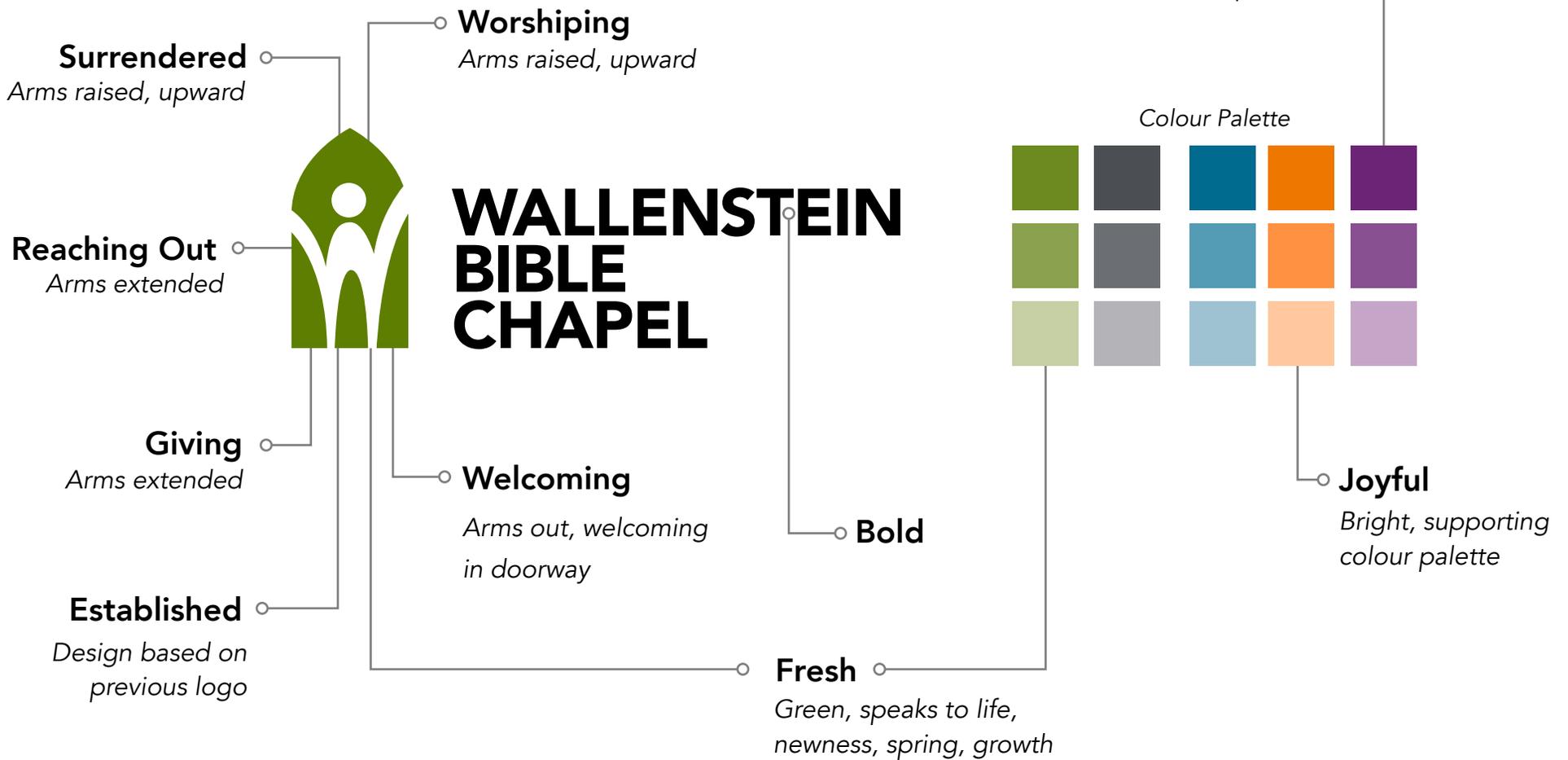
This design was based on the previous WBC logo created ten years earlier. The logo colours are green and black. Green is the colour of life and captures the freshness and new direction of WBC. The black, clear block lettering gives the logo a bold new feeling.

The Wallenstein Bible Chapel logo is made up of two primary elements;

1. A round-headed character with arms raised. This pose can be interpreted as worshipping, reaching out, and is intended to portray WBC's vision of exalting, equipping, and engaging. The character's body shape also forms a definite "W" shape.
2. An upward pointing background shape modelled after the architectural window style at WBC. This shape can be interpreted as either a window or a doorway.

Logomark

Words that reflect WBC's brand refresh:



Logomark Options



**WALLENSTEIN
BIBLE
CHAPEL**

green and black



**WALLENSTEIN
BIBLE
CHAPEL**

black and white



**WALLENSTEIN
BIBLE
CHAPEL**

white on texture/colour

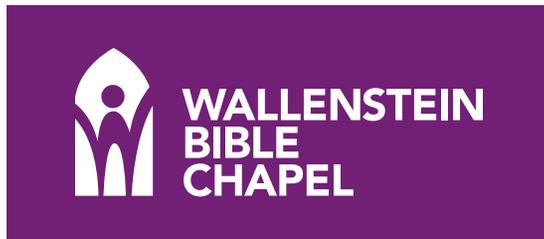
Logomark Spacing

Preferred amount of white space around the logo is illustrated below.



Correct Logo Usage

Examples of correct usage of the WBC logo.



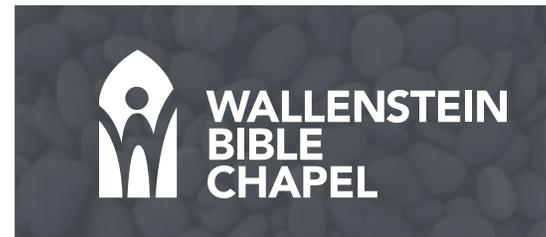
White on solid/texture



Colour Logo at proper aspect ratio



Black and white logo when no colour print options available



White version of logo on screened texture/image

Incorrect Logo Usage

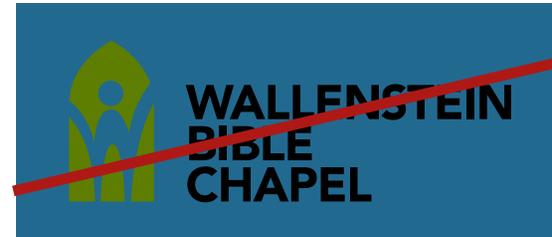
Examples of incorrect usage of the WBC logo. Not all incorrect usages have been shown.



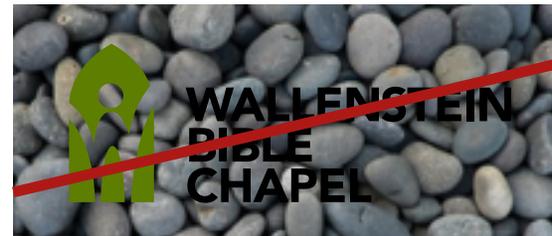
Logo distorted vertically (Don't stretch it)



Logo distorted horizontally (Don't squash it)



Colour logo on dark colour



Colour logo on busy/complex image

Typography

The primary font to be used is Avenir. It may be substituted by Helvetica or Arial if Avenir is not available.

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Brand Colours

	COLOUR	PANTONE VALUE	PRINT CMYK	WEB RGB
Primary Colours		P 370	C 65 M 26 Y 100 K 9	R 100 G 140 B 26
		P 7540	C 68 M 59 Y 52 K 33	R 75 G 79 B 84
Secondary Colours		P 7706	C 92 M 53 Y 27 K 6	R 0 G 105 B 143
		P 316	C 42 M 59 Y 100 K 33	R 118 G 83 B 26
		P 259	C 67 M 100 Y 19 K 6	R 113 G 33 B 119

The primary WBC brand colours are green and grey. Refer to the charts on this page for exact colour values.

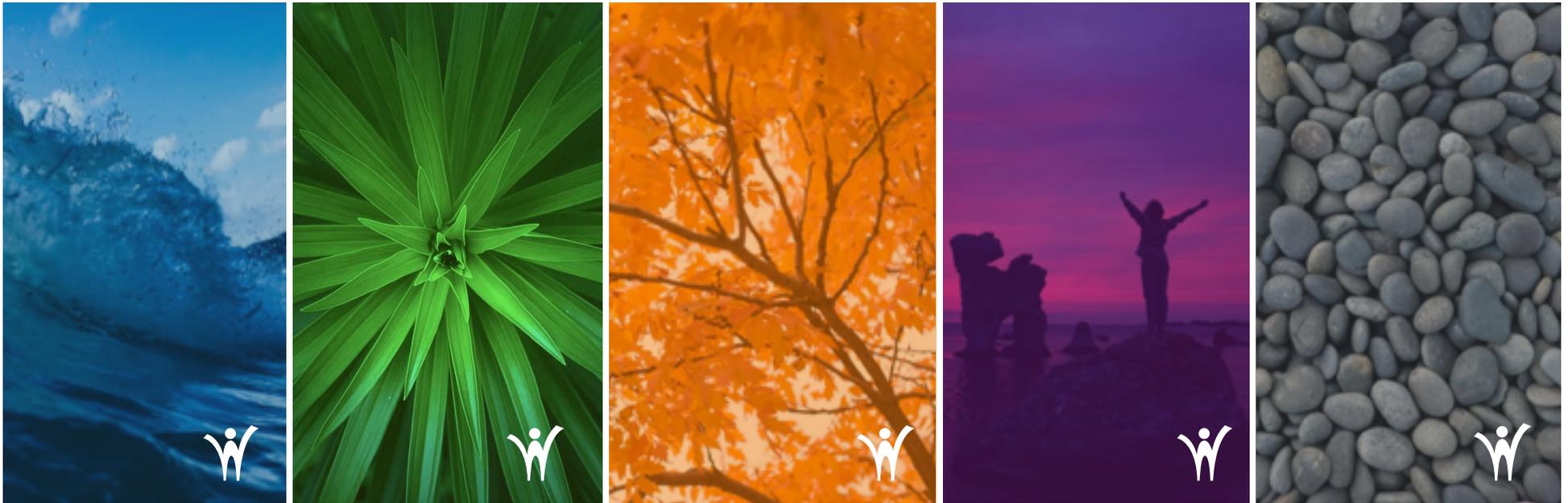
There are three accent, or secondary colours. They will typically be used individually alongside the primary grey colour. Bright hues will allow for fresh, passionate, and joyful approach to future WBC designs.



Full colour palette

Photos

When producing visual communication material for WBC, preference should be given to photos that match the WBC palette. Photos should generally attempt to convey our Mission: to Exalt Christ, Equip Disciples, Engage Our Community.



Mission Tagline

WBC's mission tagline may be used in conjunction with the logo. Below is an example of side-by-side layout.

Exalt Christ
Equip Disciples
Engage Our Community



Exalt Christ
Equip Disciples
Engage Our Community

Design

Conceptual designs using bold, new, fresh style.



Watermark

When to use the watermark

The watermark can be used as a watermark (i.e. videos, print material, Powerpoint slides, graphics, etc) when:

- A. Use of the official logo is already being used in the document
- B. The full logo is too heavy or unnecessary.
- C. As a watermark (e.g. videos and Powerpoint slides) to quickly identify as Wallenstein Bible Chapel produced material

When to not use the watermark

The watermark should not be used to replace the full logo on brochures or other official communication material.

Acceptable uses of the watermark



www.wbconline.ca





Wallenstein Bible Chapel

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