



06.2023

BRAND GUIDELINE 3.0

This section outlines the primary elements of the New Life Church identity. The entire brand system is inspired by the identity and posture of New Life as an organization.

New Life is a growing faith community located southeast of Seattle. We mobilize over 3,500 people each weekend to be the church and serve our community in redemptive ways. New Life Church exists to lead people into a fully devoted relationship with Jesus Christ. New Life gathers every weekend for a time of worship and practical Bible teaching. Our gatherings are authentic, warm and engaging. New Life is for everyone; people who are already Christ followers or people testing the

waters of Christianity. We challenge people to grow spiritually and become like Jesus. The heart of New Life is spiritual transformation. Jesus was clear about the missional commitment of the church: “Go and make disciples of all nations.”

New Life is NOT about creating Christian consumers. We are unapologetic about calling people to follow our Lord and Savior Jesus Christ. Throughout the year, our NLGroups meet all over the community in homes, coffee shops and even on our campuses. These NLGroups study, pray and share life together and intentionally find tangible ways to transform their culture together.

The church is not a building or a program. The church is a community of Christ followers who transform culture by serving and practically demonstrating the love of God to this hurting world. Our tangible expression of reaching this world is done through ACTS 13.

In a nutshell we: Gather. Grow. Go.

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Identity

This section outlines the primary elements of the New Life identity. The entire brand system is inspired by the identity and posture of New Life as an organization.

This mockup of the mark and wordmark is to be used most often in the brand when needed for a horizontal space/application.



Application

– For use in “Introductory” situations. I.e: Exterior Signage, Business Cards, Marketing, etc...

#231f20



#000000



#000000



It is important to provide adequate spacing around the wordmark. This minimum visual distance ensures legibility and differentiation from other elements surrounding it in any composition.



Clear Space: Space in which the identity element is protected from other graphic elements intrusion.

Typography

We've selected several typefaces to be used throughout the New Life brand in multiple weights and styles. Please reference the heirarchy or any previous work for acceptable pairings and sizings.

TYPEFACE

BEBAS NEUE

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!#\$%^&*()”{}<>?

TYPEFACE

Avenir

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!#\$%^&*()"{}<>?

TYPEFACE

GOTHAM

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!#\$%^&*()”{}<>?

SUBHEADER
FORMULA CONDENSED BOLD (ALL CAPS)

HEADLINE

SUBHEAD A
AVENIR BOOK

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

SUBHEAD B
AVENIR HEAVY (ALL CAPS)

LOREM IPSUM DOLOR SIT AMET

BODY COPY
AVENIR LIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

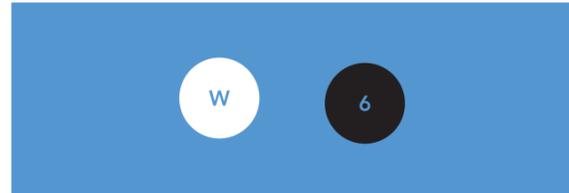
METADATA
AVENIR BOOK (ALL CAPS)

LOREM IPSUM DOLOR SIT AMET
LOREM IPSUM DOLOR

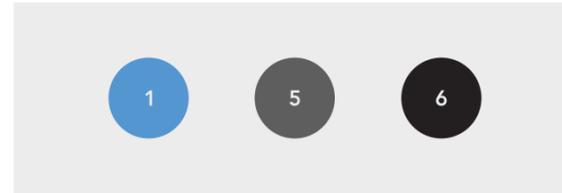
Color

The New Life logo can and should be used with a variety of colors. The colors overall are cool and calm, nothing too bright, with too much pop, or harsh on the eyes. The color pairings shown on the next page are the only acceptable pairings for type and backgrounds. Visibility and legibility are number 1 when it comes to making design choices.

Color Pairings



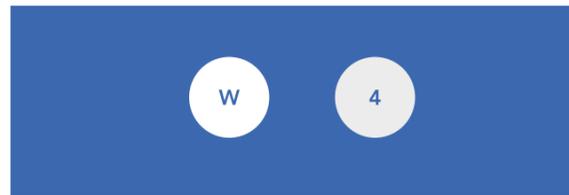
NO.1 RGB 84, 152, 210
HEX #5498D2
CMYK 66% 29% 0% 0%



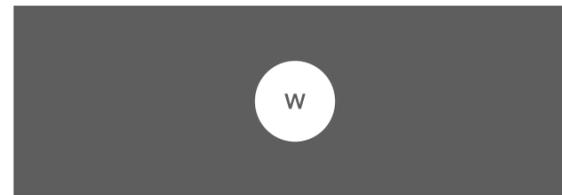
NO.4 RGB 283, 283, 283
HEX #EEEEEE
CMYK 5% 4% 4% 0%



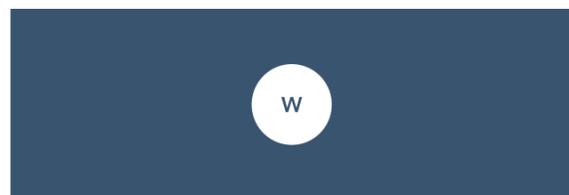
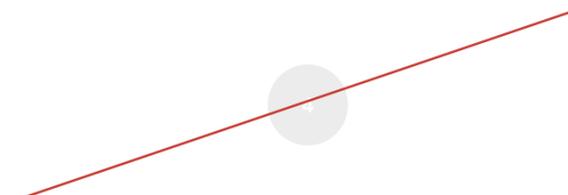
NO.7 RGB 246, 241, 226
HEX #F6F1E2
CMYK 3% 3% 11% 0%



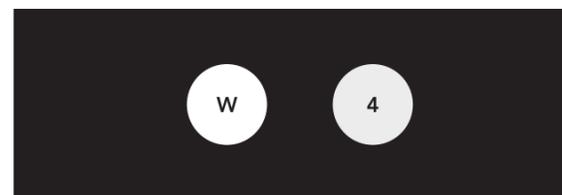
NO.2 RGB 60, 104, 177
HEX #3C68B1
CMYK 82% 61% 0% 0%



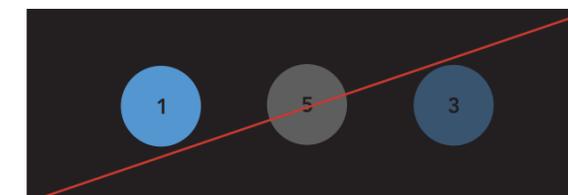
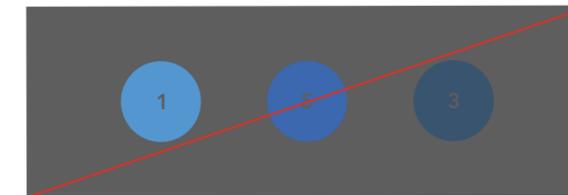
NO.5 RGB 94, 94, 94
HEX #5E5E5E
CMYK 62% 53% 53% 25%



NO.3 RGB 57, 84, 111
HEX #39546F
CMYK 84% 64% 37% 19%



NO.6 RGB 35, 31, 31
HEX #231F20
CMYK 70% 67% 64% 74%



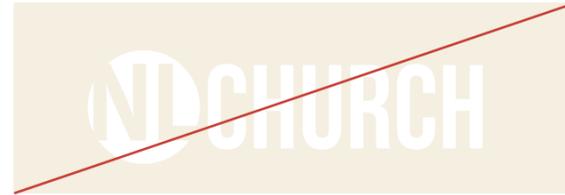
Do not use any of the above combinations. Any color combination that does not provide adequate contrast is not to be used.

Usage

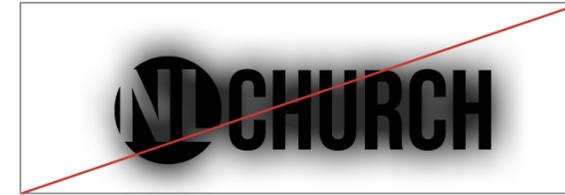
The New Life logo has the flexibility to be used across a variety of mediums and formats. The standard version of the logo is optimized for use at small sizes, making it the best choice for most marketing applications.



Don't change the size relationship of the symbol to the logotype.



Don't change place the logo on backgrounds that provide insufficient contrast.



Don't add effects like shadows, dimensions, and gradients to the logo.



Don't write out NEWLIFECHURCH following the logo. Only have the word "church" after.



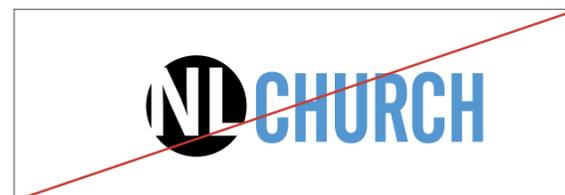
Don't stretch the logo.



Don't compress the logo.



Don't place the logo over busy photographic backgrounds.



Don't alter the color specifications within the symbol or the logotype.



For larger departments that fall under the Gather, Grow, Go structure.

Language

How we word and phrase things is just as important to communication as the logo placement. We value consistency and accuracy with how we speak. Refer to the following pages on any language formatting or phrasing.

Naming Conventions /Copy Editing

When writing the church name in standard text, please use these guidelines:

1. On first reference, the church name is written "New Life Church". On second reference, the church is "New Life". The church name should appear in regular font style.

2. When referencing specific New Life Church Campus do this:

1ST REFERENCE

NEW LIFE CHURCH, RENTON CAMPUS.
NEW LIFE CHURCH, MAPLE VALLEY CAMPUS.
NEW LIFE CHURCH, NORMANDY PARK CAMPUS.
NEW LIFE CHURCH, ONLINE CAMPUS.

2ND REFERENCE

NLCHURCH RENTON
NLCHURCH MAPLE VALLEY
NLCHURCH NORMANDY PARK
NLCHURCH ONLINE

Consistency is important throughout all communications. Please stick to these copyediting guidelines.

ABBREVIATIONS

Generally speaking, please avoid. Especially when referencing events or groups. New people have not idea what you're talking about.

EXAMPLE:

New Life Church (not NL, NLC or New Life). New Life or NL Church are only used in second reference.

SENTENCES

Use active writing instead of passive. Passive voice lower the readability reference.

EXAMPLE:

New Life Nick decided. (Not "it was decided.")

TITLES

All titles should appear in italics for easier reading.

EXAMPLE

Pastor's Recallibrate Your Church.

DATES

Reference the year when appropriate, do not abbreviate.

EXAMPLE

Tuesday, Sept 1, 2021. (Tues., Sept 1, 2021)

ORDINAL INDICATORS

Do not use "th", "rd" or "nd" after a date.

EXAMPLE

January 2 (not Jan. 2nd).

EMAIL

In text, email addresses should be italicized and always lower case. NEVER underline.

EXAMPLE

info@nlchurch.com (not info@nlchurch.com)

NEVER publish volunteer personal email addresses in communication without permission

PHONE

Should be separated with hyphens, not periods. Use lowercase "x" for extension with no space. Always include extension for direct communication.

EXAMPLE

425-226-0880, x000 (not 425.226.0880 ext000)

NEVER publish volunteer personal phone numbers incommunications without permission.

TIMES

All times should be written consistently and completely. Use colons, and PM or AM. To avoid confusion, write noon instead of 12:00pm.

EXAMPLE

6:00PM (not 6pm, 6:00pm or 6p.m.)

DATES

Use lowercase for all web addresses. In text, addresses should be italicized, not underlined. Never hyphenate. Do not type "www" as that is not necessary.

Example: nlchurch.com (not www.nlchurch.com)

AGES

Always use numerals. The girl is 5 years old.) Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun.

EXAMPLE

(A 5-year-old-boy. The boy is 5 years old. The ministry is for 3-year-olds. The woman is in her 30s.)

GRADES

Use numerals (5th grade, 6-12th grade students). Hyphenate if you're substituting for a noun (5th-graders).

QUOTING SCRIPTURE

Do not abbreviate books of the Bible. (Do: Galatians. Don't: Gal.) Bible verses are always italicized. Always include the version

references. (See YouVersion.com for version abbreviations.) Use an ellipsis (...) if it is not a complete sentence. In the following example, note the space between the last letter and the ellipsis: For God so loved the world that he gave his one and only Son, ... John 3:16 NIV

Punctuation, Spelling, and Grammar

The section will help you avoid the common grammar, word choice, punctuation and spelling errors.

APOSTROPHE

Avoid using apostrophes in plurals. Use like this instead: CDs, URLs, FAQs, 1990s, etc...

BULLETS

Be consistent in the type of bullets used.

CAPITALIZATION

Avoid using all caps. It's the written equivalent of yelling. Would you yell that word you're capitalizing?

- Do not capitalize random words, only proper nouns

- Lowercase seasons (spring,

summer, winter, fall) unless it's part of a proper noun (Winter Carnival). Don't use seasonal references with a global audience.

WHEN TO CAPITALIZE

- Bible: always (because it's a proper noun).
- biblical: never (because it's an adjective).
- Scripture: always (because it's a proper noun).
- scriptural: never (because it's an adjective).
- He, Him, His, You, Your when referring to God (unless you're quoting Scripture and the translation you're using doesn't capitalize it).

COMMAS

In lists of three items or more, eliminate comma

before and/or. Example: He went to the church, gas station and store.

EXCLAMATIONS

Do not overuse!!!!!! One, if any, is enough.

HYPHENS & DASHSES

Hyphens should be used for hyphenated words, times, date ranges, and phone numbers. Do not allow websites or email addresses to become hyphenated; keep the entire address on one line.

NUMBERS

Spell out numbers one through nine and use numerals for 10 and above, except when referring to ages.

(Because of You is a two-week

series. Each weekend, more than 50,000 people attend 18 LifeChurch.tv locations in five states.)

Write out numbers at the beginning of sentences. (Three hundred people participated in The Chazown Experience. Thirty-five students gave their life to Christ.)

PERIODS

Once space after periods and at the end of sentences. Do not use periods in bulleted lists for incomplete sentences.

PUNCTUATION IN QUOTES

The period and the comma always go within the quotation marks. The dash, the semicolon,

Continued.

WORDINESS

Avoid redundancy and wordiness. Once you write a piece, see how much you can eliminate without losing meaning. Example: phrases like “for more information” can be cut.

Best Practices

Whether it's getting people to take part in an event or just try out New Life Church for the very first time, communication can help you reach your goals. These values, best practices, and guidelines are here to help you remove as many obstacles as possible that might get in the way of people taking their next steps with Christ.

GET A SECOND SET OF EYES ON IT

Have a qualified proofreader look over your piece. If there are typos and misspelled words, you can undermine a beautifully crafted piece. Not only is this a best practice, it's a must practice.

HAVE A GOAL

For every piece of communication, before you do anything else, determine the goal. Do whatever you need to do to gain clarity about the desired outcome and keep it in front of you during the entire creation process.

ADD AN EVALUATION STEP

Once the piece goes out, it's important to look back and ask whether it met its intended goal. What can we learn for future pieces?

KNOW YOUR AUDIENCE

The group we're talking to determines how we approach our communication. What is their experience with us? Put yourself into their shoes and communicate based on their perspective.

DON'T LOAD PEOPLE DOWN WITH TOO MUCH AT ONCE

Maybe you need to delay communicating one message so another has a better chance of getting through. It might mean you only present the first step in a process instead of five items.

CHOOSE THE RIGHT CHANNEL

Your message and your goal should determine the communication channel you use, whether it's a video, email newsletter, Facebook post, etc. For example, if people need to take action online, an online method of communication might be the best choice.

CONSIDER CONTEXT

Where is your content going to live? What else is being talked about there? Does what you're communicating conflict with that? Does it duplicate that? Is it out of place there?

LEAD WITH THE MOST IMPORTANT THING

Don't bury key information under several sentences or paragraphs. Use an inverted pyramid style,

keeping the most important, foundational information at the top.

CUT, CUT, CUT

Avoid redundancy and wordiness. Once you write a piece, see how much you can eliminate without losing meaning.

USE AN ACTIVE VOICE WHEN POSSIBLE

It is more direct and stronger than the passive. In active voice, the subject takes the action. Example: "Thousands attended the event," rather than "The event was attended by thousands." Or: "New Life Church partners with community organizations," instead of, "Community organizations are

being partnered with by New Life Church."

AVOID OVERUSED WORDS

Tired phrases and words that are used too often fail to communicate anything at all since we start tuning them out.

Examples

This section showcases several uses of the brand in print and digital deliverables. Use these examples to reference your own designs and see if they are in line with the overall brand.

1. Weekend event branding: What is shown is digital signage for lobby tv's, the backside of a touchcard, and a poster to go up in neighborhoods. areas of our brand.

2. Connection Card: These cards are present in every chair. Readability is huge for print materials since we have a wide range of ages that view our brand.

3. NL Groups Launch branding: What is shown is digital signage and a social media post.

4. Here are two sermon series graphics. We keep sermon titles brief and try as often to incorporate the scriptural reference in the title or tagline.



WHY DOES THIS MATTER?

If you use words, you communicate for New Life Church. Any time we send an email, post on Instagram and Facebook, put together a flyer, interact with a volunteer, etc., we represent! And we're not just representing our church—many people are making judgments about Christianity based on our actions. It's worth our time and effort to communicate with excellence.

If you have any questions, comments or feedback regarding this style guide or communications in general as it relates to New Life Church, please

DREW ROBERTSON

Communications Director

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