

Vineyard Community Church

Brand Guidelines

Pocket Guide

What is a brand?

It's **language**.

It's **images**.

It's **experiences**.

Ultimately, it's a **perception or internal sense of belonging**.

As Vineyard Community Church grows, it is unquestionably important that our art, media, and communication create impressions that draw people into the church and, ultimately, a relationship with Christ.

These guidelines aren't just a bunch of rules. They're a set of principles and standards that help our staff, volunteers, and key leaders communicate our mission clearly and consistently.

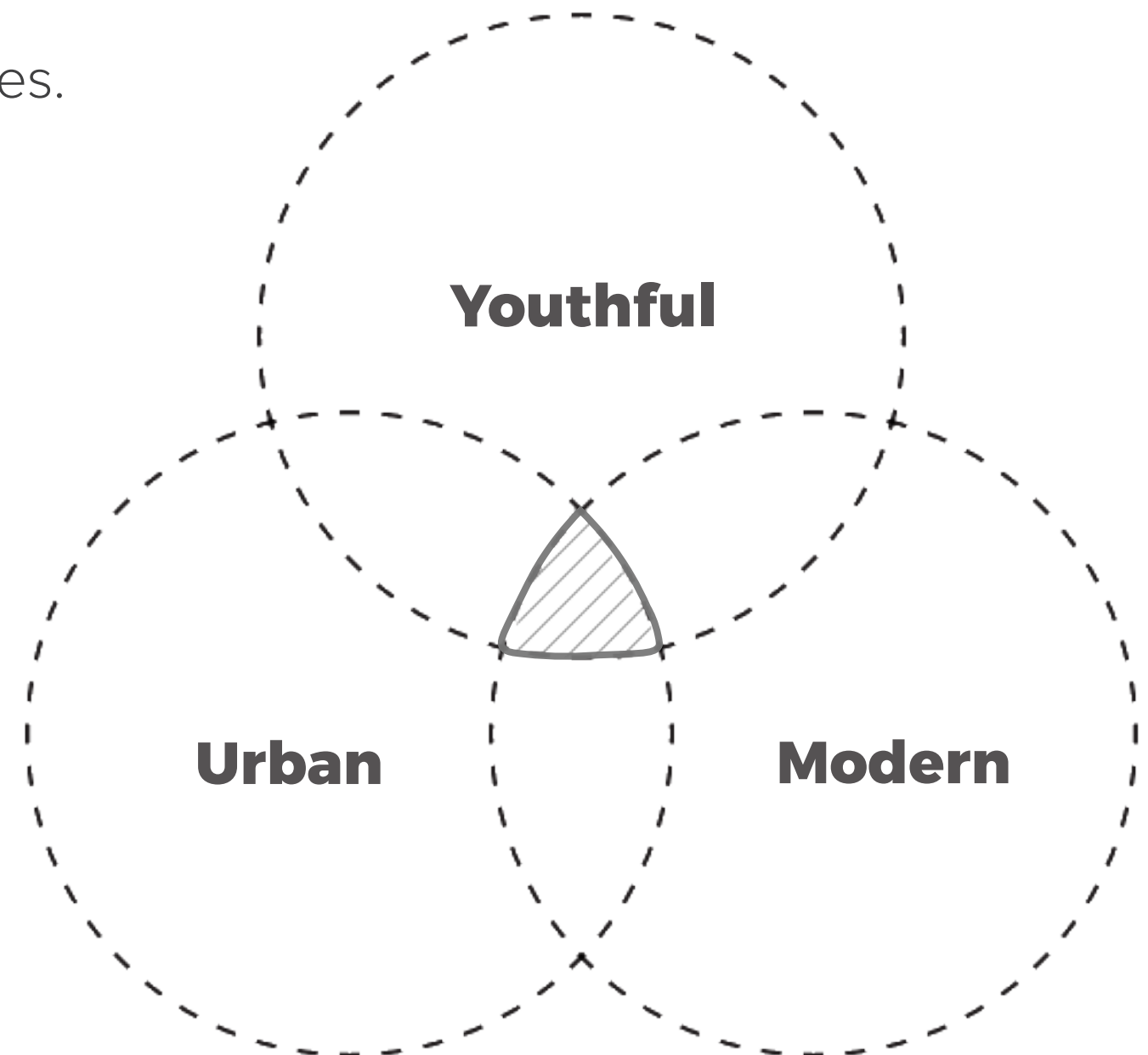
Our Bullseye: Youthful, Urban, & Modern

We aim at this demographic, knowing that doing so will also draw a range of people attracted to those qualities.

Youthful: We appeal to the young and young-at-heart. We want to reach all for Christ but appeal to **growing families** and **young professionals**.

Urban: Cities are the centers of **growth** and **progress**. We want VCC to be just as vibrant and cutting-edge.

Modern: We embrace **technology** and **innovation**. We look beyond today to **anticipate** what is relevant tomorrow.



Our Key Words

These characteristics are distilled from our mission and core values, and are the DNA of our visual and verbal communication.

Radical: We are on a **mission**. We know that Jesus **changes lives**, so we declare it **boldly**. We think **big**, look **forward**, and **expect results**. We expect God to move through what we do.

Personal: From Vineyard Kids to The Care Center, **relationships** are the essential building block of VCC. Everyone is significant to God, so we make it a point to focus on **people**.

Relatable: Our pastor's communication style is **genuine**, **straightforward**, and **practical**. So is our brand.

Generous: We're here to **love people** and **help them become faith-filled** followers of Jesus. Whenever possible, we show a **sacrificial attitude** and **radical generosity** with a Kingdom Cause in mind.

Fun: We **love** what we do, and our **joy** is infectious! We always **invite** people along for the journey.

Vineyard Community Church Identity

The VCC identity is a seal of acceptance and a promise of excellence. Whether you are on campus, or out in the world, you **represent** Vineyard Community Church every time you use the brand. By following these guidelines, you reap the benefits of the VCC identity and **contribute** to its strength.

Whether seen on-screen, in print, or on apparel, the logo is **stable** and **unchanging**. The identity can only make a positive impact if it is used **consistently** and **correctly**.

Primary Logo



Primary Icon



Logo Options



Stacked Logo



Ministry Logo



Incorrect Logo Usage



Avoid these incorrect uses of the VCC logo:

Do not use the VCC logo type by itself.

VINEYARD
COMMUNITY CHURCH

Do not change the logo type.

VINEYARD
COMMUNITY CHURCH

Do not warp, stretch, skew, or slant the logo.

VINEYARD
COMMUNITY CHURCH

Do not add a stroke to the logo.

VINEYARD
COMMUNITY CHURCH

Do not add embellishments to the logo, such as gradients or drop shadows.

VINEYARD
COMMUNITY CHURCH

VINEYARD
COMMUNITY CHURCH



Do not place the logo on complex or patterned backgrounds.

Icon Usage

For materials that are going to be used **exclusively inside the campus building**, the Vineyard Community Church icon can be used to represent the brand (e.g. wall art, ProPresenter screens, etc.).

The icon can also be used when it is close viewing proximity to the full VCC logo (e.g. on the same print piece, on a piece of apparel, etc.).



Typography

Typography is another key element of the VCC brand identity, to be used in print, web, mobile, and video environments.

Like the logo, our *primary* typeface, **Proxima Nova**, communicates the **relatable**, yet **cutting-edge** personality of the VCC brand.

Proxima Nova Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Using Proxima Nova

Aa **Proxima Nova Black** should be used for headlines and display purposes.

Aa **Proxima Nova Medium** should be used for sub headings and call-out information, such as pull quotes.

Aa Proxima Nova Light should be used when setting body text.

Aa *Proxima Nova Light Italic* should be used to set URLs when being used on a design.

These typefaces should be used when producing communications materials in **print or video**.

Note: *Never use all caps for any headlines or titles. If you run into a situation where you think all caps would work best, please use Proxima Nova Black sentence case instead.*

Using Helvetica Neue & Arial

Helvetica Neue (Mac) or Arial (Windows) are the *secondary* typefaces for Vineyard Community Church.

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1
Aa

2
Aa

Helvetica Neue Bold (1) or Arial Bold (2) should be used for headlines and display purposes.

Aa

Aa

Helvetica Neue Regular (1) or Arial Regular (2) should be used when setting body text.

Aa

Aa

Helvetica Neue Italic (1) or Arial Italic (2) should be used to set URLs when being used on a design.

Brand Architecture

We are a “branded house,” not a “house of brands.” To reflect that, we have simplified the ministry and event brands to bring them in-line with the Vineyard Community Church brand. **Here are a few examples:**

Celebrations

Growth Track

Baptism

LifeGroups

Serving

Outreach

Colors



VCC Dark Gray

Black 7 C

0/0/0/90

62/57/53

#404041



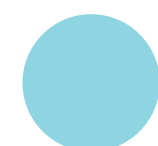
VCC Medium Gray

Cool Gray 9 C

55/47/44/10

119/119/121

#777779



Growth Track Aqua

Green 0921 C

41/0/11/0

144/214/225

#90d5e1



Baptism Blue

301 C

100/73/27/11

0/78/125

#004e7d



LifeGroups Green

360 C

47/0/80/0

146/202/100

#92ca64



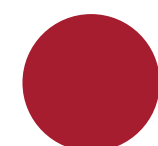
Outreach Orange

144 C

0/48/100/0

248/151/29

#f8971d



Serving Red

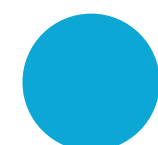
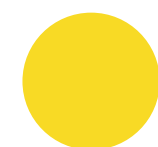
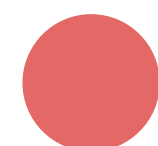
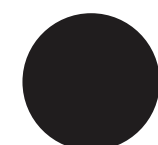
187 C

22/100/88/14

166/25/46

#a6192e

Colors



Color	Pantone	CMYK	RGB	Web #
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Young Vineyard Ultra Black	Black 6 C	70/67/64/74	34/31/32	#231f20
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Vineyard Kids Blue	305 C	56/0/16/0	99/201/215	#62c8d6
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Vineyard Kids Coral	2345 C	7/73/54/0	227/105/103	#e16966
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Vineyard Kids Yellow	107 C	3/10/92/0	250/218/44	#fada2c
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Giving Green	2413 C	76/6/58/0	37/173/140	#25ad8d
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Connect Blue	2995 C	74/15/6/0	8/167/213	#08a7d5
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Prayer Burnt Yellow	7408 C	0/30/99/0	253/185/23	#fdb917
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Contact the Communication Department

If you have questions, need answers, or just want to look at more cool branding things, contact our Communication Department:

Jon Stephens
Communications Director
jstephens@vccindy.org