relational
mission

Brand Identity
Guidelines

INK.

Contents:

Date: January 2013

1.0   Introduction

Overview

The purpose of this document is to explain how to implement the Relational Mission brand and visual identity. It is important that visual elements are used consistently in all communications to reinforce the brand and identity.

These guidelines apply to all publications, presentations, and marketing materials (both online and offline) and include guidance for use of the Relational Mission logo.

The new "identity"

The outward-looking face and personality of an organisation is known as a corporate identity. This perception of this identity is often as important as the products and services provided by an organisation.

Whilst organisational culture forms a large part of corporate identity, it is heavily influenced by the organisation's visual identity: their brand. This is the total effect of your logos, products, naming, trademarks, advertising, brochures, web-presence and presentations... everything that represents you.

If branding is so important, it should be used as powerfully and effectively as possible. It should not be diluted or compromised.

We've created these guidelines to ensure that you can use the Relational Mission branding as effectively as possible alongside your own branding without compromising its' integrity. The guidelines set in this document are not meant to inhibit but to inform and assist the creative process.

Hopefully by following these guidelines the materials created will represent your organisation and Relational Mission cohesively to the outside world.

The story behind the logo...

The visual elements discussed in this document have been carefully crafted by INK, working in close collaboration with key Relational Mission representatives throughout the creative process.

Out of conversations with the Relational Mission Apostolic team there were phrases that seemed to embody key values and the logo has been created visually expressing these phrases:

'Network of churches that are joined in an organic and relational way'

'Life giving connection'

'Celebrate people flying with their own gifting'

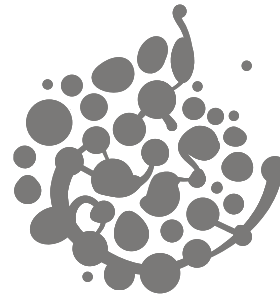'A movement, unfinished and full of life.'

2.0

The Logo Design

A logo is often a central component of a visual identity. It is important that a logo is used consistently and appropriately as even minor variations could undermine brand recognition and compromise corporate identity.
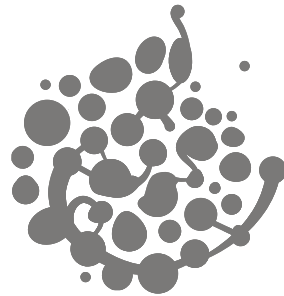
Primary logo - colour

relational
mission

Primary logo - greyscale

relational
mission

Primary logo -black and white

Relational Mission Symbol

2.1 The Logo Usage

Colour, form and pattern all play a part in communicating Relational Mission values through the logo. However, when using the logo, it is important to consider the context and medium in which it will be reproduced.

We would suggest using the most exciting and vibrant version possible with every project - subject to legibility, size and medium.

For example, online or in professional print this will likely mean a full colour version, whereas in low-cost home/office reproductions or black-and-white print a greyscale or flat-colour version would be more appropriate.

Exclusion Zone

The Relational Mission logo should always have room to breathe! Please make sure that text or other design elements do not encroach upon the logo.

By ensuring the 'exclusion zone' guidelines are met, the logo will always , and be identifiable, uncluttered and free from distraction.

X + 1/2

X + 1/2

X

X + 1/2

X + 1/2

X + 1/2

Don't distort the Logo

Don't crop or box in the logo

Don't apply effects to the Logo

Don't add taglines into the logo

Sample tagline here

2.2 Logo relationship to other logos

It is likely that the Relational Mission logo will often be used alongside other logos - such as individual churches or an organisation like Newfrontiers.

Whenever two logos are being used together, we would strongly recommend using the simplest available version of each. Preferably, each logo should be in a single colour. This will help avoid conflicting colour palettes, and can be a approach to dated or less-attractive logos.

In terms of hierarchy, we would suggest that the logo of the primary organisation (e.g. those hosting an event or producing a publication) should take precedence. All logos should be kept in proportion and equally weighted.

As a common example, the Relational Mission logo will often appear alongside the Newfrontiers logo. In most cases it should take a higher precedence than that of Newfrontiers, appearing above or to the left of the Newfrontiers logo.

Wherever possible, we would recommend that logos are placed next to each other. This is particularly important with the Relational Mission and Newfrontiers logos during the current phase of transition.

Use the primary wide logotype to the left of Newfrontiers, in proportion.

Always use the Newfrontiers logo in the same flat colour as Relational Mission.

Example application

Below is a table laying out some general principals of how an (example) local church might communicate their relationships with Relational Mission and/or Newfrontiers

Textual Examples

'Adventure Community Church,
a part of Relational Mission'

'Adventure Community Church,
a part of Relational Mission and Newfrontiers.'

'Adventure Community Church,
a Relational Mission Church, part of Newfrontiers.'

'Adventure Church,
a Relational Mission Church'

Graphical Examples

Example Church
EVENT

relational mission

Example Church
EVENT

relational mission   newfrontiers
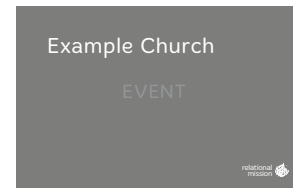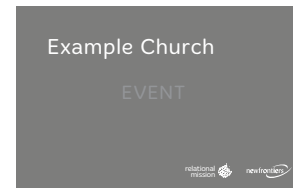
The direction to go with communication is to promote Relational Mission as the primary movement the local church is associated.

Example Church
EVENT

relational mission

Attention!

These are loose guidelines. It is worth pointing out that there might be moments when these principles might be overlooked. For example if communicating with a local council who have grown to trust NewFrontiers as a family of churches, it would then be valuable to include reference to NewFrontiers in that communication.

There are some potential insurance and risk management implications around the use of Relational Mission branding for events. As a result please contact James Taylor via (admin@relationalmission.com) in the first instance to discuss particularly if you are looking to use the Relational Mission branding in conjunction with local or regional events publicity

3.0 Colour Scheme

An accurate reproduction and clear, consistent of brand colours is key to a recognisable visual identity.

We have supplied a wide range of colours, divided into foundation and accent palettes. The Pantone versions of these colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

		Pantone colour ref.	CMYK	RGB	HEX
Primary Brand Colours		Pantone 215 C	27 / 100 / 53 / 13	165 / 29 / 80	#A51D4F
		Pantone 8201 C	69 / 44 / 40 / 10	90 / 119 / 130	#5a7782
		Pantone 1665 C	0 / 80 / 195 / 0	241 / 91 / 42	#f15b2a
Text / Content Colour		Pantone Hexachrome Black C	0 / 0 / 0 / 100	35 / 31 / 32	#231f20
Background / Base Colour		Pantone 628 C	25 / 3 / 9 / 0	188 / 221 / 226	#bcdde2
Background / Base Colour Alt.		Pantone 427 C	17 / 13 / 13 / 0	209 / 209 / 210	#d1d1d2
Base Colour		White	0 / 0 / 0 / 0	255 / 255 / 255	#ffffff

	Pantone colour ref.	CMYK	RGB	HEX
	Pantone 213 C	1 / 98 / 36 / 0	236 / 30 / 105	#ec1e69
	Pantone 2768 C	100 / 89 / 36 / 29	28 / 47 / 91	#1c2f5b
	Pantone 715 C	1 / 54 / 96 / 0	245 / 140 / 38	#f58c26
	Pantone 585 C	18 / 3 / 68 / 0	216 / 220 / 117	#d8dc75
	Pantone 637 C	62 / 0 / 15 / 0	74 / 196 / 215	#4ac4d7
	Pantone 8021 C	44 / 59 / 61 / 5	149 / 1 / 100	#956f64

Brand Accent Colours

Accent (secondary) colors are used in addition to Primary Brand colours and should not be used as stand-alone colors.
Additional colors to complement the signature are permitted.
Accent colors should be used sparingly, in addition to black.

4.0   Typography

Merge and Tahoma have been carefully selected for their quality, legibility and their form. Their modern, friendly and approachable style help communicate values held at the heart of Relational Mission.

It is important that these fonts are used in all RM publications - particularly when using them alongside the RM logo. Substitutions should not be necessary: Tahoma is widely available as a system font, and Merge is a free download.

Primary Display Typeface

Merge

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶•ªº-−_=+{}[];:/\,.˜
å∫ç∂´ƒ©˙ˆ∆˚¬µ˜øπœ®ß†¨√∑≈¥Ω

Body Typeface

Tahoma

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶•ªº-–_=+{}[];:/\,.~
å∫ç∂´ƒ©˙^Δ°¬µ~ø∏œ®ß†¨√∑≈¥Ω

Merge Light
Lorem ipsum dolor sit

Merge
Lorem ipsum dolor sit

Merge Bold
~~Lorem ipsum dolor sit~~

Merge Black
~~Lorem ipsum dolor sit~~

Merge light and Tahoma

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam at nulla ac nunc elementum eleifend. Cras nec dolor et felis ultricies porttitor et vel nunc. In libero urna, vulputate sit amet dapibus vel, convallis sit amet nisi. Aliquam a mi nunc. Nam a lorem ipsum. Sed varius aliquet justo ac fermentum. Donec non leo id mauris vulputate commodo. Vivamus sit amet velit sapien, ut pretium sem. Fusce in libero mi, nec commodo mi.

Fusce convallis consectetur arcu quis dapibus. Aliquam malesuada sem vehicula metus faucibus pharetra sagittis ipsum gravida. Nam mi sapien, vestibulum non pharetra eu, vestibulum et risus. Cras elementum nulla quis quam porta iaculis accumsan purus pharetra. Duis magna tellus, condimentum non pretium vel, aliquet ac diam. Sed sed dignissim nisi. Nunc rutrum eleifend tellus et pharetra. Vivamus quis felis enim. Sed urna tellus, dignissim ac suscipit nec, euismod vitae est. Etiam vestibulum massa ut metus lobortis consequat. Phasellus ornare libero vel est aliquet pretium. Donec ut tincidunt neque.

Example body text in Tohoma

5.0   Pattern

This pattern featues in the logo and we would also suggest using it as a standalone design element.

It is formed of geometric shapes, fractured and multicoloured.

This allows it to be cropped
in a varietey of ways for different appications.

Be bold and creative with the application of this pattern!
See the example on page 24.

Cropping? That's a fun idea!
Just have fun!

6.0 Photography

People and relationships are at the core of Relational Mission. As such, photography is essential in communicating this effectively.

We recommend that photos:

- feature people, rather than places or abstract objects;

- should be grounded, natural and unstaged;

- should capturing expressive moments and personality;

- should be clear (not distorted or overly processed);

- should be bright and well lit, avoiding studio shots and edging towards over-exposed.

It is important that the photography reflects the reality of life and diversity of church. It should remain positive and upbeat it but not imply perfection. Wrinkles are in, models are out!

Keywords: Mid-converastion, natural, outside, discussion, portrait, foreground blur, people, food, comedy, sillyness.

7.0 Brand Application Example

Scandinavia Day
Buidling Momentum for Mission

Church planting in Scandinavia is mission on the frontlines.

With church plants in Stockholm, Oslo and Malmo underway and with plans for a church plant in Helsinki we are only beginning to play our part. There is much more to come.

- Are you interested in joining an existing church planting team or a brand new one?
- Do you have a heart for the nations of Denmark, Finland, Norway and Sweden?
- Are you willing to support these pioneer ventures in prayer?

If so we'd love to see you this autumn at our Scandinavia Day. It will be an opportunity to meet and talk with some of the leaders involved, a chance to hear the vision and to seek God together. We'd love to see you there.

When
10.00–3.00
29th September

Venue
The Fletton Centre
139b Fletton Avenue
Peterborough
Cambridgeshire
PE2 8BY

Booking
relationalmission.com
/Scandinavia-Day

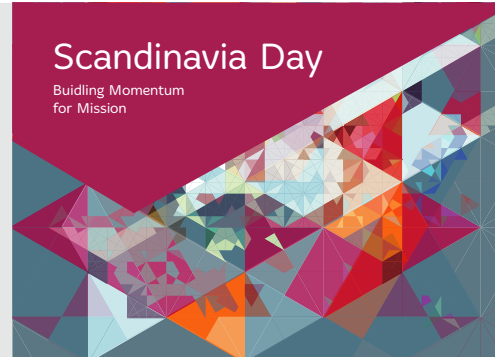'The Scandinavian nations are... the most radically secularized nations on earth.'
Al Mohler.

relational mission

newfrontiers

Using Scandinavia Day as an example, we have put together a few A6 postcards to demonstrate how a graphic designer could implement RM brand elements.

On the left is a example of a simple layout using colour blocks from the RM pallete that could be created by a local church.

To the right are more dynamic layouts using the RM pattern as a basis. This could be used for events run by Relational Mission.

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'The Scandinavian nations are... the most radically secularized nations on earth.'
Al Mohler.

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Email: admin@relationalmission.com

Web: http://www.relationalmission.com/

8.0 **Contact Details**

Designer: hello@wewritetheweb.org

INK.