



August 2016

WHAT IS A BRAND?

A brand is a perception. It's a feeling. It's what comes to mind when people think of your name.

It's everything the public thinks it knows about your brand offering — both factual and emotional.

Your brand name exists objectively. People can see it. But your brand exists only in someone's mind. If we use our branding successfully, people will see a print piece, social post or video and recognize that it is from The Sanctuary based on its style, heart and message.

It is our goal to build a superior brand experience, lasting brand loyalty and differentiate ourselves from other churches.



Our audience and style

The Sanctuary Church strives to be a generational church, full of diversity in age, race and socioeconomic factors. We are unified by our love for Christ, our desire to reach out to our community and our effort to provide a safe and welcoming space for all who walk through our doors.

The style of our space is rustic industrial. Our space is characterized by strong textures and unique decor. We want to reflect that look and feel in all of the ways we communicate.

Our worship style is modern, relevant and a little edgy. We love using creativity to add a unique touch to all that we do.

We embrace technology and innovation. We strive to stay ahead of the constantly changing world of communication and make the best use of available resources to stay in touch with our audience.

Our mission and vision

Our mission:

Helping everyday people become passionate followers of Jesus Christ.

Our vision:

Building Homes of Faith

Our Code:

Leaving Safety for Adventure

Leaving Isolation for Community

Leaving Complacency for Commitment

Leaving Comfort for Compassion



Our key words

Visionary: We are on a mission. We know that what we do can change lives, so we look forward and focus on where God is calling us to go.

Relational: People are at the heart of everything we do. From babies to students to parents to the elderly, relationships come first. We believe in creating structure and systems, but people are the priority.

Authentic: We aren't perfect. We are a work in progress. We try to be transparent in our personal lives so people can see the transforming work of God's grace, rather than our personal achievements.

Open: We want to be a safe place for people to come just as they are. We are open to the hurting and hopeless. We want to be a resting place for everyone, regardless of age, race or status.

Committed: We don't want to remain stagnant. We are people who want to grow in our walk with Christ and constantly strive to learn more about Him.

Compassionate: We want to serve others and share what we have with those around us.

Fun: We love who we are and what we do. We want that to be obvious to those around us. We want to invite others in to be part of the fun!

Authenticity matters

Our brand is what we want to be, but also what we are.

Everything we create should be consistent with what a person will actually experience at The Sanctuary. We can set the tone, but when we lean too hard on our own preferences, or skew too trendy, we build false expectations.



WHY DOES BRAND MATTER?

If you use words or images, you communicate for The Sanctuary Church

E-mail, announcements, social media and conversations are all opportunities for you to represent our church, our leaders, and ultimately, Christ.

Good communication removes roadblocks.

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



Our communication values

We strive for excellence.

If it's worth putting into words, it's worth getting right. We communicate with excellence.

We make it clear and simple.

We answer: who, what, when, where, why and how? We include easy-to-find information for any next steps.

We avoid insider lingo.

We want to draw people in. We don't want to exclude them with language they don't understand. We don't use abbreviations or church lingo.

We avoid language that separates.

We avoid using words like "us" and "them." We don't talk about guests as if they aren't in the room. We don't make insider references to people or events that don't include everyone.

We say less to communicate more.

We keep it brief, knowing people are much more likely to engage with concise content.

We communicate what we want for people, not what we want from them.

We're not giving people to-dos. We're presenting them with opportunities.

We've got personality.

We let it shine through in our communication by being authentic, informal, sincere, positive, and fun.

Best Practices

Everyone needs an editor.

Whether you communicate with words, images or video, the final product will be better with another person's input. As a team, we are all stronger with each other's feedback. We believe it's important to have at least one other person look at written words, photos and video to check for spelling, grammar, punctuation and style. We also give each other feedback on content, length and presentation. Nothing should be printed, published or shown without being seen by at least two sets of eyes. Even your editor needs an editor.

Have a goal.

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

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.

Choose your lead.

Don't bury key information under several sentences or paragraphs. Keep the most important, foundational information at the top.

Less is more.

Maybe you have a lot to say. Or 100 good photos. But what is the main message you want people to absorb? Your main message will get lost if surrounded by too many competing ideas. Your best photo will have a far greater impact if it's not surrounded by 99 others.



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.

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."

Remove excess words.

Watch out for words like "that" and "the." Often they aren't necessary. For example: "She knows that patience is important." Instead: "She knows patience is important." Also: "It's time for the Membership Class." Instead: "It's time for Membership Class."

Choose concise words.

"Use" instead of "utilize."

OUR NAME AND LOGO

The Sanctuary logo is a seal of approval and a promise of excellence. Whether you are on staff or a volunteer, you represent The Sanctuary every time you use the brand. By following these guidelines, you are supported by The Sanctuary identity and you also contribute to its strength.

Whether in print, on screen or on apparel, the logo is consistent. The identity can only make a positive impact if it is used correctly. When representing The Sanctuary Church, the logo should always appear in the standard horizontal format. The type in The Sanctuary Church logo is a custom typeface and should only be used in the logo.

The Sanctuary Church should always be referred to by its name or nickname, but not initials. We are "The Sanctuary Church" or "The Sanctuary," but not TSC.



Logo spacing

When using the logo, it should be surrounded with clear space to ensure its visibility and readability.

No graphic elements should invade this zone.

Allow for space the height and width of the icon, as shown in the example.



Logo: Dos and Don'ts

The preferred logo use is the standard, color version. But, we do provide a one-color, and a one-color reversed option for specific uses.

Avoid these incorrect uses of the The Sanctuary logo:

- Do not change the logo type.
- Do not warp, stretch, skew, or slant the logo.
- Do not add a stroke to the logo.
- Do not add embellishments to the logo, such as gradients or drop shadows.
- Do not place the logo on complex or patterned backgrounds.

When representing a Sanctuary ministry, always use the appropriate team logo.



Icon Use

For materials that are going to be used exclusively inside our facility, The Sanctuary icon can be used separately.

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

TYPOGRAPHY

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

Like the logo, our primary typeface— Avant Garde— communicates the personal, yet unique personality of The Sanctuary brand.



Using Avant Garde

Avant Garde is the primary typeface for The Sanctuary Church.

Avant Garde Demi should be used for headlines and display purposes.

Avant Garde Book should be used when setting body text. These typefaces should be used when producing communications materials in print or video. Note: Never use all caps for any headlines or titles.

Using Myriad Pro

Myriad Pro is the secondary typeface for The Sanctuary Church.

It should be used in bold for headlines, and regular for body copy.



Colors

Like the logo and typography, the colors we use represent our brand identity, and should remain consistent across all media.

blue

CMYK: 84, 38, 38, 7

#207b8b

light gray

CMYK: 43, 35, 35, 1

#999999

yellow

CMYK: 29, 20, 86, 1

#bdb54b

dark gray

CMYK: 69, 63, 62, 58

#333333

STYLE GUIDE

When expert opinions don't agree about usage, it's called a style issue. In those cases, it's up to an organization to determine what to do—and stick to it.

The goal is to be consistent. Often, two choices are correct. However, we use *AP Style* so we are all on the same page.



Do's and Don'ts

DO

The Sanctuary Church in titles, signatures, and locations

The Sanctuary in internal communication

Web address:

[cometothesanctuary.org](http://www.cometothesanctuary.org)

Times:

8 a.m., 8:30 p.m., 6 to 9 p.m.

Times on signs and banners:

For spacing and clarity, use
8 AM, 7 PM

Days and Dates:

If an event is happening in the next seven days, use the day of the week.

Membership class is Tuesday.

Otherwise, use the date, without the year:

Jan. 21

Feb. 20

March 16

July 12

May 31 to June 1

DON'T

the Sanctuary
TSC

<http://www.cometothesanctuary.org>

8:00 a.m., 8:30 P.M., 6-9 p.m.

January 21, 2016

Feb. 20th

Mar. 16

(Please abbreviate Jan., Feb., Aug., Sept., Oct., Nov., Dec.)

Do's and Dont's

DO

Numbers:

Spell out whole numbers below

10: one, two, three

She had six cats.

Use figures for 10 and above.

We need 10 crayons.

Ages:

Always use figures when writing ages. Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens.

a 5-year-old boy

The boy is 5 years old.

Capitalize: God, Saviour, the Holy Spirit and the pronoun "He" when referring to one of these.

Spelling:

afterward

toward

anyway

worshipping

Commas: Use only one comma when separating a sequence of three.

DON'T

She had 5 dogs.

Do you have 15 pieces of paper?

a five year old boy

The boy is five years old.

afterwards

towards

anyways

worshipping



DO

She had one brother, two sisters and a cat.

Titles: Capitalize a title before a name. Do not capitalize after a name.

Pastor Ronn
Ronn Smith, pastor of The
Sanctuary Church

Exclamation marks: Never use more than one.
We can't wait to see you!

Message titles:
At the Movies

Bold type:
We try to improve readability by putting dates and times in bold.
The Fight Club meets at **7:30 a.m. on Saturday.**

Youth:
We use junior high and high school.

DON'T

She had one brother, two sisters, and a cat.

pastor Ronn
Ronn Smith, Pastor of The
Sanctuary Church

We can't wait to see you!!!

"At the Movies"

We don't use middle school or senior high.

PHOTOGRAPHY

It's important that the stories we tell communicate our brand principles—that's a given. Additionally, they should also:

- Show diversity of age, gender, and ethnicity
- Engage the viewer as a participant, not an observer
- Depict real people, living real moments.
- Avoid staged scenes, stiff poses or stock photos.



Shooting guidelines

Shoot in natural light whenever possible.

Create depth through foreground-middle-background relationship. Capture a wide variety of angles and views, both vertically and horizontally. Capture scope, but also draw attention to details.

Include shots containing empty space for text.

Use video to show action or anticipation—not just scenery.

When focusing on one subject, capture the emotion through facial expression

No fisheye lens

Editing images

The goal when editing images is to provide a consistent look across a wide range of images and settings.

Colors are strong and vibrant.

There will be occasions where it is appropriate to make stylistic decisions that diverge from these guidelines. Those exceptions should be specific and very intentional.



SOCIAL MEDIA

Social media isn't just a place for us to announce what we are doing. It's a place for us to reach our community and the world with the love of Christ. With intentionality and effort, social media is a ministry. As we shape who The Sanctuary is online, it's important to keep these values in mind:

Keep it real.

The Sanctuary is about people and community, so be intentional about sharing faces, people, and stories in an authentic, human way. We want to keep the focus on what God is doing in our body, not one specific person.

Share with excellence.

Every post, picture, and snap is worth being excellent. Social media might be the first or only way someone learns about our church. We strive to be consistent, interesting, authentic and fun.

Invest in our relationships.

Social media is a two-way form of communication. We try to be genuine through interaction. Respond to comments in a timely manner. Encourage others and let them know you are praying for them.



Image guidelines

Instagram images that are designed, or that have content, need to have The Sanctuary Church logo on them.

Plain photographs do not need a logo, but we prefer to brand them with The Sanctuary Church logo as often as possible.

When adding text to images, please use our primary font, Avant Garde. Please use complete sentences and capitalize the first word of the sentence. (All caps feels like you are yelling.)

