



# The Grace Brand

## Notes on the visual and verbal communication of Grace Church

## DOWNLOAD OUR LOGOS





## Contents.

The Grace brand and logo .....	3
The Grace monogram.....	5
The Grace palette .....	6
The official Grace fonts.....	7
Logo do's and don'ts.....	8
Family Ministry logo .....	10
Gracekids and Gracestudents logos .....	11
Additional stamps, illustrations, and more .....	12
Speaking Grace: A word about language.....	14
Clear communication.....	16
A final word .....	17

# The Grace brand and logo

EMBRACING OUR HISTORY, OUR CULTURE, & OUR CITY



PRIMARY LOGO

**Grace's primary logo was updated in 2021 with a** simple, refined icon and a serif font to evoke the warmth and friendliness of our church and our culture and brand.

Our primary brand color, orange, was first used in late 2010. Senior Pastor Mike Adkins preached a pivotal sermon series that year about needing to be Christians who carry both the light of truth and the heat of the Spirit with us; the colors of light (yellow) and heat (red) were combined into orange as a representation of that.

In this iteration of our brand, we carried the orange with forward and explored more of what it means -- a reflection of our distinctly Floridian city with its citrus past and bright future.

# The Grace brand and logo

## ALTERNATE VERSIONS

### Two alternate versions of our logo exist:

A formal, full stacked version that includes the word “church.”  
We can also use this version to add a ministry name in place of “church.”

A horizontal version for applications where the space or design requires a more compact look.

[DOWNLOAD OUR LOGOS](#)



FORMAL/FULL STACKED VERSION



HORIZONTAL VERSION

# The Grace monogram

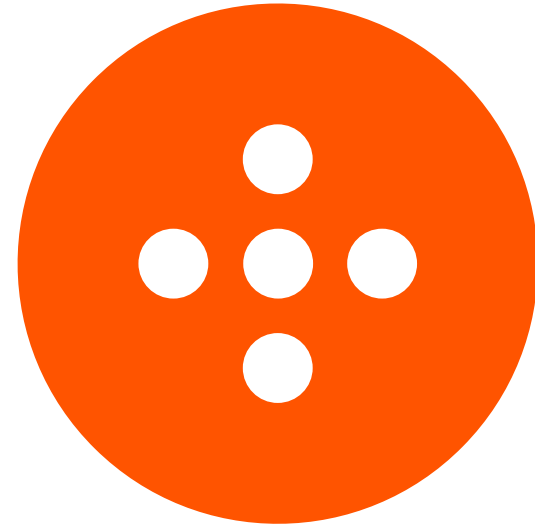
AFFECTIONATELY KNOWN AS “THE BUG”

## A great logo can stand alone.

The monogram is a one-pop, no-words, visual representation of the Grace brand. The dots form a simple cross, but they also convey the idea of individuals coming together in community.

The monogram, or “bug,” can be used when the wordmark is too small or too unreadable to achieve maximum impact, or in high graphic impact design spaces like t-shirts, signs, or banners.

It should never be used without additional copy somewhere that identifies Grace Church, preferably at least the website URL.



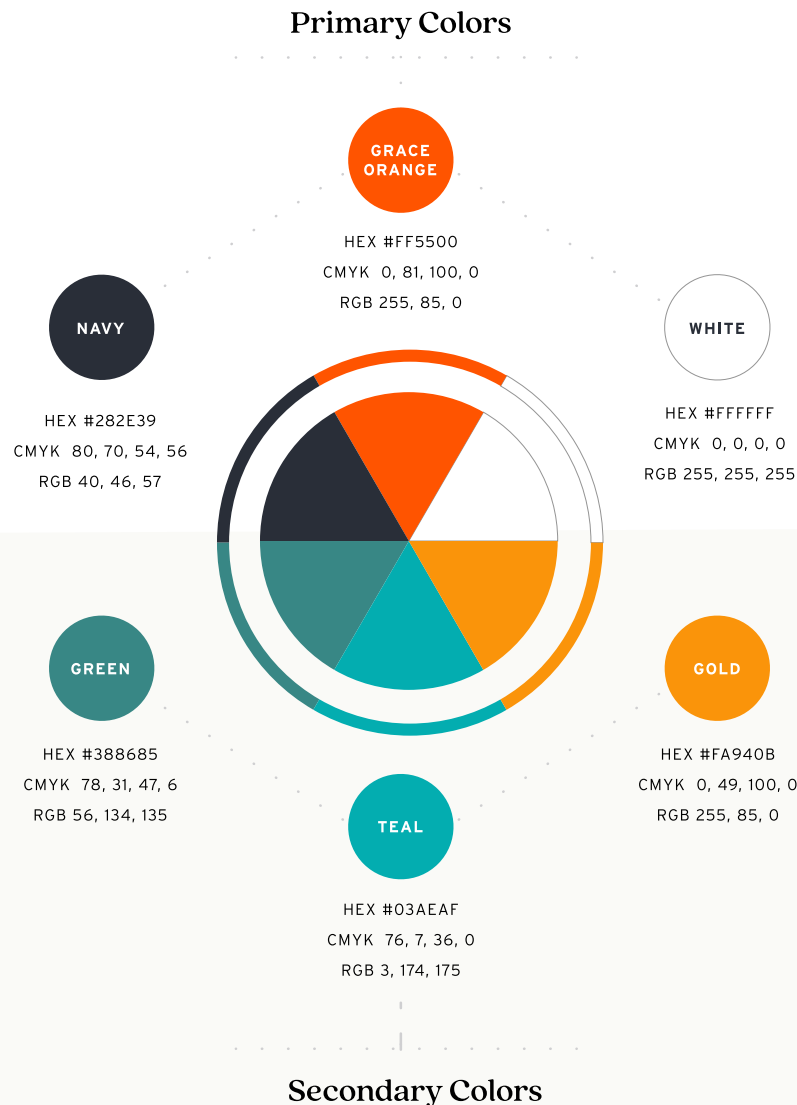
THE MONOGRAM

# The Grace palette

## OUR PRIMARY & SECONDARY COLORS

**Our six-color palette gives us room for everything from pastoral to party.**

Our three primary colors of navy, orange, and white anchor the brand, and our three secondary colors of green, teal, and gold bring in the fresh and fun.



# The official Grace fonts

TYPOGRAPHY FOR THE WIN

SERIF

Quincy

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

ALL CAPS

INTERSTATE

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

SANS SERIF

Greycliff

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Fonts are more important than you probably think:

they instantly communicate style, level of modernity, degree of formality, professionalism and mood. Using the same fonts in nearly all of our communication gives us a cohesive identity even as events and initiatives change.

DOWNLOAD OUR FONTS



[DOWNLOAD OUR TYPOGRAPHY GUIDELINES](#)

# Logo “Do’s”

## SOME HELPFUL GUIDELINES.

**Do** use the color version of our logo whenever possible.

**Do** leave a space around the logo equal to the height of the icon (example 1).

**Do** use a monochromatic white version of the logo when placing on a solid color (example 2).

**Do** display the logo large enough for readability, at least 1 inch or 100px wide on screen.



EXAMPLE 1



EXAMPLE 2



# Logo “Don’ts”

## SOME HELPFUL GUIDELINES

**Don’t use old versions of the logo.**

**Don’t make the logo a different color.**

*Orange, black, or white are acceptable.*

**Don’t alter the logo in anyway.**

**Don’t lockup the logo with other logos.**



NOPE



NOPE X 1000



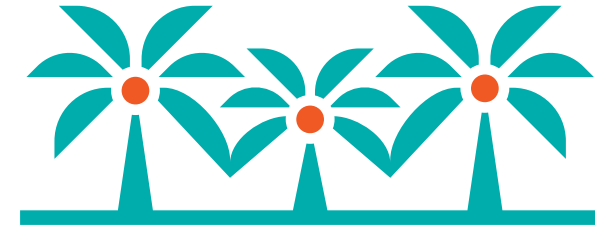
NOPE NOPE NOPE

# The Family Ministry logo

## AN UMBRELLA BRAND FOR OUR FAMILIES OF KIDS AND STUDENTS

Our Family Ministry Logo is a brand that covers all of our work with families, with kids, and with students at Grace.

The palm tree “parents” in the image who are guiding the child in the center – another fun nod to Florida – speak to our mission of the church and parents partnering together to help kids take steps toward Christ.



# Familyministry

[DOWNLOAD FAMILY MINISTRY LOGOS](#)

# The Gracekids and Gracestudents logos

GREAT LOOKS FOR GREAT MINISTRIES



GRACEKIDS ICON

Gracekids

GRACEKIDS WORDMARK

Our Gracekids and Gracestudents identities stick with our Florida feel – the young orange of gk growing up into the fullness of the geometric orange slice of GS.

Gracekids and Gracestudents are the only ministries that get their own brands. All other ministries are represented by derivatives of the primary brand.

[DOWNLOAD FAMILY MINISTRY LOGOS](#)



GRACESTUDENTS ICON



GRACESTUDENTS LOGO

# Additional stamps, illustrations and more

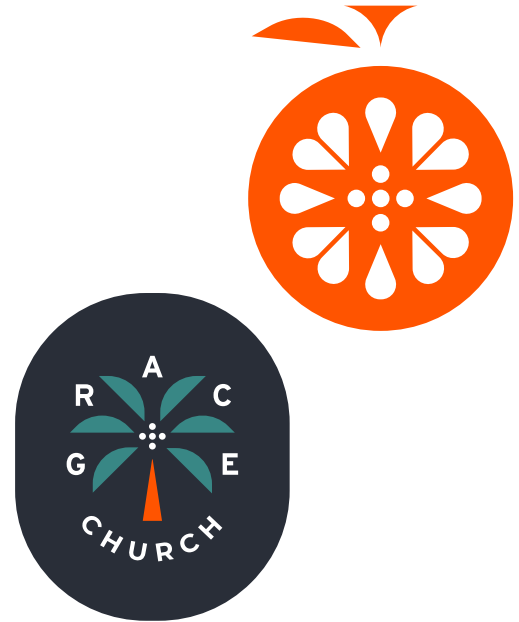
SOME OF THE DESIGNS AVAILABLE FOR USE BY COMMS TEAM UPON REQUEST



STAMPS & DOG TAGS



LOGO LOCKUP



PALM BUG & CITRUS BUG

# Speaking Grace: A note about language

When we use consistent language, we help people inside and outside the church develop a cohesive understanding of who Grace is.

**We call it like we see it.**

With few exceptions, **Grace calls something exactly what it is within its title** (e.g. Gracekids and GraceStudents, not vague titles like *Lighthouse* or *Amplify*). This eliminates confusion for guests and any additional need to explain the focus of the ministry to those inside or outside the church. We also use specific class names or offerings for men and women, like Men’s and Womens’ Theology, instead of Women’s Ministry or Men’s Ministry.

**HOT LIST**

**NOT LIST**

Community.....	Fellowship
Connection .....	Intimacy
Director/Team Leader.....	Supervisor
Gracekids .....	Children’s Ministry
Gracestudents .....	Student Ministry
Groups .....	Growth Groups, Home Groups, Small Groups
Guest.....	Visitor/Unchurched Person/Lost Person
Guest Services .....	First Impressions/Welcome Team (because Guest Services offers assistance for all guests, not just first-time guests)
Invite .....	Recruit
Local/Neighbor .....	Outreach
Next Step.....	Growth/Go Deeper
Opportunity .....	Need
Pastor.....	Minister
Serve .....	Volunteer (OK as a noun, as in “We love our volunteers.” Use serve as the verb: “We invite you to serve.”)
Team.....	Committee

**Speaking Grace** starts in our hearts and in what comes out of our mouths before it ever makes it to print or the screen. If we don't have the gospel in our hearts, it doesn't matter how many times we print it on paper. Here are some practical examples of gospel communication in verbal action:

**NOT...**

**BUT...**

---

They only come once a month.

We get to serve them once a month. They still have worship as a priority.

---

You never show up on time.

Awesome -- you made it! It's good to see you.

---

Where have you been?

We've missed you so much.

---

She's unreliable.

How can I help her take her next step?

---

He never serves.

I'm praying he sees what serving will mean to his life in Christ.

---

I can't believe you don't volunteer.

I can't wait to have the opportunity to serve with you one day.

---

People don't pay attention.

How can I care for people who are so overwhelmed with info?

---

They let me down.

I let people down, too.

---

I love my church! We are so great.

I love my church because Jesus is at work here.

# Clear communication\*

Every staff and staff volunteer should work to communicate clearly in all mediums. All writing should be

<b>ACCURATE</b>	Make sure all the facts, names, grammar and spellings are correct.
<b>BRIEF</b>	Get right to the point.
<b>ENGAGING</b>	Make it interesting: Tell me why.
<b>INFORMAL</b>	Mirror the warm, friendly tone and personality of our staff.
<b>FOCUSED</b>	Reflect our mission and House Rules
<b>CARING</b>	Show consideration for the reader.
<b>CONSISTENT</b>	Conform to the standards set forth in this guide.

\***Clear communication to the local media is even more critical.** If someone approaches contacts you from a newspaper, radio or television station or web service, we have trained back-up standing by. **With rare exception, Pastor Mike Adkins or Pastor Rick Garrett should be the public face of any Grace media communication.** Contact the Communications Department or one of these pastors immediately if you're contacted by the media.

# A final word.

**Anything designed for public promotion or presentation at Grace Church or on its behalf must be designed and/or approved by the Comms Team.**

**Thanks for your help.**

**Thanks for your patience.**

**And thanks for working with us to communicate the best news in the world.**

**Still have questions? Email us at [hello@discovergrace.com](mailto:hello@discovergrace.com)**