Brand Guidelines

W Word of Life

March 2015

WHO WE ARE

Word of Life

is a multi-disciplinary non-profit organization that has a goal to present a cohesive, and effective visual brand to its audience.

Word of Life Logo - Who We Are

BRAND PROMISE

Word of Life's purpose can be summarized in its brand promise statement:

Experience Your Faith

The Brand Promise can be used in corporate, internal and promotional communication and should weave throughout the brand experience.

Word of Life Logo - Who We Are

BRAND ESSENCE

A Word of Life brand experience should be curated around the following goals:

Experience: Word of Life creates experiences that bring faith to life and teach spiritual principles in new and exciting ways.

Outreach: Word of Life ministries create opportunities to share the message of salvation with those who have never heard.

Life-Change: Word of Life gives people the chance to encounter God, then walks with them through their spiritual journeys, resulting in long-lasting, heart-level life change.

Eternal Impact: Word of Life desires to see every man, woman and child experience a relationship with Jesus, and our core purpose is to make an eternal impact on everyone's lives we touch.

The Brand Essence is NOT language to be used, but rather ideas to guide the creation of language.

Word of Life Logo - Who We Are

POSITIONING STATEMENT

The Word of Life positioning statement is THE summary statement for the End User :

Word of Life creates faith-defining experiences that give students and families the opportunity to encounter God and grow in their spiritual walks. Through camps, the Bible Institute, Local Church Ministries and International Ministries, Word of Life is a catalyst for lasting life-change and eternal impact.

Word of Life Logo - Who We Are

OVERVIEW STATEMENT

The Word of Life overview statement summarizes the scope of the Word of Life impact:

Word of Life is a nondenominational Christian organization creating faith-defining experiences that give students and families the chance to encounter God and grow in their spiritual walks. Through high-energy camping ministries, in-depth biblical training, local church ministries, and international missions, Word of Life shares the message of salvation with those who have never heard and helps believers grow in their faith. We are made up of four ministries:

- **Youth and Family Camps:** high-energy Christian camping experiences for youth and families
- **Bible Institute:** collegiate-level biblical study programs
- **Local Church Ministries:** curriculum, training and resources to equip local churches in their children's and youth ministries
- **International Ministries:** short- and long-term missions trips to share the Gospel around the world

Through each of these ministries, we create loving environments and engaging experiences where life-change happens. To learn more, **visit www.wol.org**.

LOGO

The Word of Life Logo

This is the original and preferred logo for all applications.

In order to maintain consistency and professionalism in the way we use our logo, a few simple guidelines should always be followed.

Several versions of our logo exist for use in different situations and with different printing requirements.

The preferred version of our logo is 4-color.
(**c: 73 m: 0 y: 0 k: 73** and **c: 48 m: 0 y: 0 k: 0** and **c: 0 m: 0 y: 0 k: 90** and **c: 0 m: 0 y: 0 k: 50**)

Logo typefaces: **Helvetica Bold** and Helvetica Light

The Word of Life Logo - Approved Orientations

Horizontal version

Mark alone

Vertical version

*Alternate Vertical
- for use in narrow layouts where
it seems appropriate*

The Word of Life Logo - Color Formats

STANDARD

This is the original and preferred logo for all applications.

This is the greyscale version.

This is the one color version shown in Black.

REVERSED

This is the reversed logo shown White on Black.

This is the reversed logo shown in less than 4 colors.

These color setups can be used with any of the Approved Orientations.

The logo can appear on color, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.

The full-color version should always appear on a white, light color or neutral background. Make sure there is enough contrast so that the logo is easily readable.

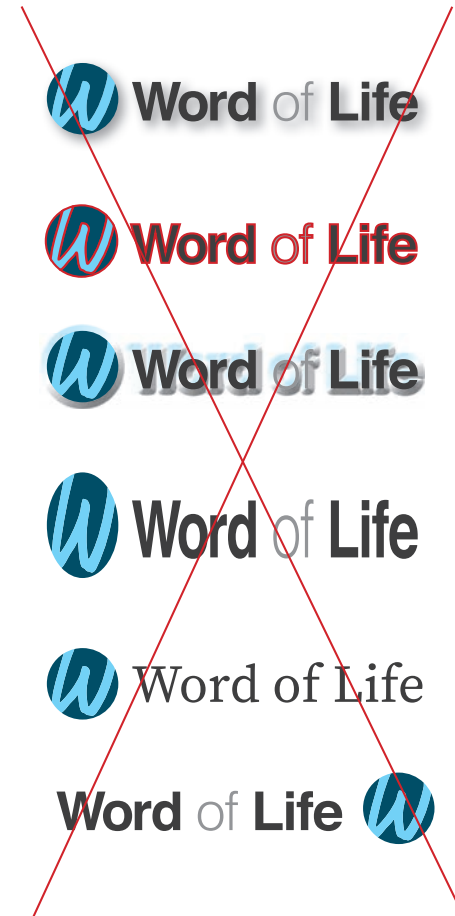# The Word of Life Logo - Clear Space

The minimum amount of clearspace is equivelent to the height and width of the logomark on every side of the logo. This amount changes depending on which Approved Orientation of the logo is used.

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact.

Using the logo in a consistent manner across all applications helps both to establish and reinforce immediate recognition of the Word of Life brand.

The Word of Life Logo - Off Limits

Adding drop shadows on the logo
Adding strokes around the logo
Beveling the logo
Stretching the logo
Changing the font of the logo
Rearranging the elements of the logo

The Word of Life Logo - Minimum Size

PRINT

1 inch wide

Word of **Life** | 1/8 inch tall

DIGITAL

100 pixels wide

Word of **Life** | 15 pixels tall

When you consider how small the complete logo can be exhibited, please let the words "Word of Life" guide this result. The words "Word of Life" should never be reproduced smaller than 1" wide and 1/8" tall.

PRINT

1/4 inch wide

| 1/4 inch tall

DIGITAL

25 pixels wide

| 25 pixels tall

When you consider how small the logo mark can be exhibited alone, please let the "W" guide this result. The "W" should never be reproduced smaller than 1/4" wide and 1/4" tall.

The Word of Life logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced too small in print and digital mediums, it is no longer legible and its impact is diminished. The minimum size of the logo for print/digital mediums should follow these guidelines:

the smallest version of the complete logo should never exhibit the words "Word of Life" smaller than 1" wide and 1/8" tall typography

the smallest version of the mark alone should never exhibit the circular mark smaller than 1/4" wide and 1/4" tall

logos shown above are approximate sizes, NOT exact

Word of Life

Word of Life Youth and Family Camps

Word of Life Bible Institute

Word of Life International Ministries

Word of Life Local Church Ministries

The Word of Life Logo - Sub-Brand Minimum Sizes

Word of **Life**
Youth and Family Camps

Word of **Life**
Bible Institute

Word of **Life**
International Ministries

1 inch wide

Word of **Life**
Local Church Ministries

Minimum size in regards to the sub-brand logos is observed to protect the legibility of the sub-brand names. When the logo is reproduced too small in print and digital mediums, it is no longer legible and its impact is diminished. The minimum size of the sub-brand logos for print/digital mediums should follow these guidelines:

No distortions/changes to the proportions of the sub-brand name in relationship to the words "Word of Life" and the "W" mark

The smallest version of a sub-brand logo should never exhibit the words "Word of Life" smaller than 1" wide typography

logos shown above are approximate sizes, NOT exact

The Word of Life Logo - Branded Category Tags

Word of Life is made up of many parts. Its sub-brands (*Youth and Family Camps, International Ministries, Bible Institute and Local Church Ministries*) enable many **products**, **events**, **missions** and **programs**. These entities require identities of their own while staying related to Word of Life. for this reason, there are a few methods that should be used to create a consistency among them.

logos shown above are approximate sizes, NOT exact

TYPOGRAPHY

The Word of Life Typography - Introduction

Typography and its consistent use is a fundamental way to create an effective brand experience for Word of Life. The Word of Life brand and its sub-brands use the same typefaces for core purposes. If you are required to use these typefaces on behalf of Word of Life you can acquire licensed versions by contacting the Word of Life Communications Department.

PRIMARY

The Helvetica Family of Typefaces

SECONDARY

The Merriweather Family of Typefaces

Typography and typeface options are specific to the sub-brands that they will be applied.

Helvetica

Helvetica is a broad type family that allows for great flexibility. Helvetica is our core font and can be used for most purposes: headlines, introductory copy, body copy, call-outs, as well as captions.

Oblique or Italic versions of these weights are approved for use.

DO NOT USE of "Helvetica Rounded" or any of its correlated typefaces.

WEB FONT OPTIONS
Helvetica is available as a desktop and web font at www.myfonts.com.

GENERIC DEFAULT FONT
When Helvetica is not available, use Nimbus Sans instead.

HELVETICA BLACK
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

HELVETICA LIGHT
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

HELVETICA REGULAR
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

HELVETICA BOLD
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

HELVETICA CONDENSED LIGHT
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

HELVETICA CONDENSED
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

HELVETICA CONDENSED BOLD
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Merriweather

Merriweather is used for sections of extended body copy to promote ease of reading. And, it can also be used to inject variety into text heavy layouts as well as drawing attention to supplemental information.

Merriweather is available as a desktop and web font at www.fontsquirrel.com or with Adobe Typekit as part of Adobe Creative Cloud.

GENERIC DEFAULT FONT

When Merriweather is not available, use Georgia instead.

MERRIWEATHER LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

MERRIWEATHER REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

MERRIWEATHER BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

MERRIWEATHER ULTRA BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

COLOR

Word of Life - Primary Brand Colors

PRIMARY BRAND COLORS

Word of Life has 5 brand colors that can be used in a variety of ways. There are many other colors found across the brand that are detailed later throughout corporate, sub-brand and internal communications sections.

COLOR HEIRARCHY

PMS 548C	PMS 2915	PMS 142	BLACK 90%	BLACK 50%
CMYK = 73 / 0 / 0 / 73	CMYK = 48 / 0 / 0 / 0	CMYK = 0 / 18 / 100 / 0	CMYK = 0 / 0 / 0 / 90	CMYK = 0 / 0 / 0 / 50
RGB = 0 / 79 / 104	RGB = 115 / 209 / 245	RGB = 255 / 207 / 1	RGB = 65 / 64 / 66	RGB = 147 / 149 / 152

CORPORATE BRAND VISUALS

Word of Life

has an incredibly flexible visual environment that has been created to maximize
the impact of its current story while simultaneously acknowledging its rich past.

The Word of Life - Corporate Brand

CORPORATE VISUAL CONCEPT

Characteristics of the Corporate Visual Brand are as follows:

A combination of irregularly sized rectangular cells contain combinations of textures, full color photos, text applied over solid color and headline applied over texture. Additionally, a vignette is applied to the whole composition.

The logo should also be displayed over the solid color area where the body copy is displayed.

Textures and photography can swap out with other textures and photography as it relates to the message of the promotion/communication.

As a general rule: Photos that, in a dominant fashion, throw off the overall feel of the approved brand color palette (neutrals, blues and yellows) should be "colorized" using one of the approved colors.

Certainly, with the Corporate Brand Visuals, the "colorized" photos would use the approved Primary Brand Colors.

The Word of Life - Corporate Brand

OVERALL VISUAL CONCEPT VARIATION

It is best practice to design the compositions in a way that utilizes the "standard" cell size for at least 50% of the visual space.

Standard cell

The sizes and placement of cells can change:

The visual intent is that the cells can change size and position for visual emphasis and adapt to support a variety of content volume.

SUB-BRAND VISUALS

The Word of Life - Youth and Family Camps Visuals

YOUTH AND FAMILY CAMPS SPECIFIC VISUAL ASSETS

Logo:

Word of Life
Youth and Family Camps

Sub-Brand Promise:

Launch Your Faith

Color:

Youth and Family Camps promotion should use the approved Primary Brand Color palette unless the composition is tied to a specific camp brand (example: Snow Camp) that has its own color palette. In which case, that color palette should be used.

Typography:

In addition to approved brand typography, Youth and Family Camps adds:

PHALANX

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

If the composition is tied to a specific camp brand (example: Snow Camp) that has its own approved typefaces, they should be respected and used.

The Word of Life - Youth and Family Camps Visuals

YOUTH AND FAMILY CAMPS VISUAL CONCEPT

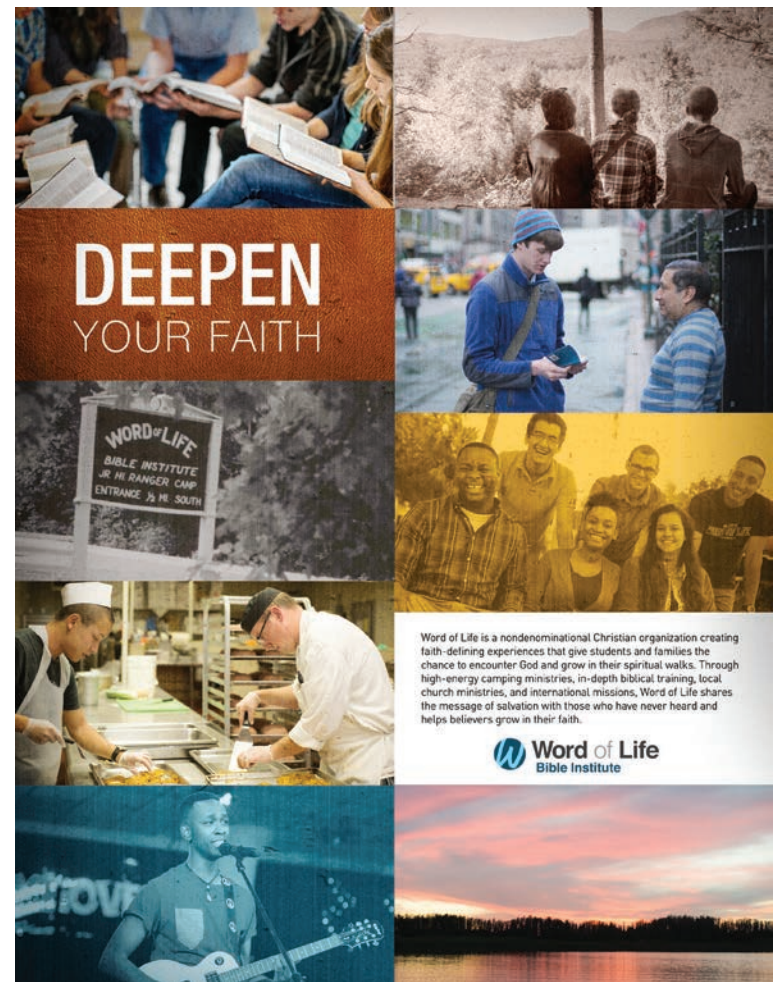**Characteristics of the Youth and Family Camps Visual Brand are as follows:**

A combination of irregularly sized rectangular cells contain combinations of textures, full color **"camps-specific"** photos, text applied over solid color and headline applied over texture. Additionally, a vignette is applied to the whole composition.

The logo should also be displayed over the solid color area where the body copy is displayed.

Textures and photography can swap out with other textures and photography as it relates to the message of the promotion/communication.

As a general rule: Photos that, in a dominant fashion, throw off the overall feel of the approved brand color palette (neutrals, blues and yellows) should be "colorized" using one of the approved colors.

Certainly, with the Corporate Brand Visuals (or promoting "Youth and Family Camps" as a whole), the "colorized" photos would use the approved Primary Brand Colors.

BIBLE INSTITUTE SPECIFIC VISUAL ASSETS

Logo:

Word of Life
Bible Institute

Sub-Brand Promise:

Deepen Your Faith

Color:

Bible Institute promotion should use the approved Primary Brand Color palette unless the composition is tied to a specific Bible Institute brand (example: Department of Music) that has its own color palette. In which case, that color palette should be used.

Typography:

In addition to approved brand typography, Bible Institute uses as its primary typeface:

HELVETICA CONDENSED MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA THIN

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

If the composition is tied to a specific Bible Institute brand (example: Department of Music) that has its own approved typefaces, they should be respected and used.

The Word of Life - Bible Institute Visuals

BIBLE INSTITUTE VISUAL CONCEPT

Characteristics of the Bible Institute Visual Brand are as follows:

A combination of irregularly sized rectangular cells contain combinations of textures, full color **"Bible institute-specific"** photos, text applied over solid color and headline applied over texture. Additionally, a vignette is applied to the whole composition.

The logo should also be displayed over the solid color area where the body copy is displayed.

Textures and photography can swap out with other textures and photography as it relates to the message of the promotion/communication.

As a general rule: Photos that, in a dominant fashion, throw off the overall feel of the approved brand color palette (neutrals, blues and yellows) should be "colorized" using one of the approved colors.

Certainly, with the Corporate Brand Visuals, (or promoting "Bible Institute" as a whole) the "colorized" photos would use the approved Primary Brand Colors.

DEEPEN YOUR FAITH

Word of Life is a nondenominational Christian organization creating faith-defining experiences that give students and families the chance to encounter God and grow in their spiritual walks. Through high-energy camping ministries, in-depth biblical training, local church ministries, and international missions, Word of Life shares the message of salvation with those who have never heard and helps believers grow in their faith.

Word of Life Bible Institute

INTERNATIONAL MINISTRIES SPECIFIC VISUAL ASSETS

Logo:

Word of Life
International Ministries

Sub-Brand Promise:

Share Your Faith

Color:

International Ministries promotion should use
the approved Primary Brand Color palette
unless the composition is tied to a specific
Ministry's brand (example: Haiti Mission
Trip) that has its own color palette. In which
case, that color palette should be used.

Typography:

In addition to approved brand typography,
International Ministries adds:

HELVETICA THIN

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA HEAVY

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

If the composition is tied to a specific
Ministry's brand (example: Haiti Mission
Trip) that has its own approved typefaces,
they should be respected and used.

The Word of Life - International Ministries Visuals

INTERNATIONAL MINISTRIES VISUAL CONCEPT

Characteristics of the International Ministries Visual Brand are as follows:

A combination of irregularly sized rectangular cells contain combinations of textures, full color **"International Ministries-specific"** photos, text applied over solid color and headline applied over texture.

The logo should also be displayed over the solid color area where the body copy is displayed.

Textures and photography can swap out with other textures and photography as it relates to the message of the promotion/communication.

As a general rule: Photos that, in a dominant fashion, throw off the overall feel of the approved brand color palette (neutrals, blues and yellows) should be "colorized" using one of the approved colors.

Certainly, with the Corporate Brand Visuals, (or promoting "International Ministries" as a whole) the "colorized" photos would use the approved Primary Brand Colors.

LOCAL CHURCH MINISTRIES SPECIFIC VISUAL ASSETS

Logo:

Word of Life
Local Church Ministries

Sub-Brand Promise:

Grow Your Faith

Color:

Local Church Ministries promotion should use the approved Primary Brand Color palette unless the composition is tied to a specific Local Church Ministries brand (example: Super Bowl Event) that has its own color palette. In which case, that color palette should be used.

Typography:

In addition to approved brand typography, Local Church Ministries adds:

HELVETICA BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA CONDENSED LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

If the composition is tied to a specific Local Church Ministries brand (example: Super Bowl Event) that has its own approved typefaces, they should be respected and used.

The Word of Life - Local Church Ministries Visuals

LOCAL CHURCH MINISTRIES VISUAL CONCEPT

Characteristics of the Local Church Ministries Visual Brand are as follows:

A combination of irregularly sized rectangular cells contain combinations of textures, full color **"Local Church Ministries-specific"** photos, text applied over solid color and headline applied over texture.

The logo should also be displayed over the solid color area where the body copy is displayed.

Textures and photography can swap out with other textures and photography as it relates to the message of the promotion/communication.

As a general rule: Photos that, in a dominant fashion, throw off the overall feel of the approved brand color palette (neutrals, blues and yellows) should be "colorized" using one of the approved colors.

Certainly, with the Corporate Brand Visuals, (or promoting "International Missions" as a whole) the "colorized" photos would use the approved Primary Brand Colors.

The Word of Life - Sub-Brands

OVERALL VISUAL CONCEPT VARIATION

It is best practice to design the compositions in a way that utilizes the "standard" cell size for at least 50% of the visual space.

Standard cell

The sizes and placement of cells can change:

The visual intent is that the cells can change size and position for visual emphasis and adapt to support a variety of content volume.

INTERNAL BRAND VISUALS

The Word of Life - Internal Brand Visuals

A very simple visual approach has been created to promote quick recognition of communication that is intended to be for internal audiences.

**Characteristics of the Internal Visual Brand are as follows:**

Large feilds of solid brand colors with simple text (Helvetica as primary typeface). Layouts capitalize on tasteful use of negative space.

If available, Plans and Reports prepared, for Word of Life, by The A Group can be referrenced as a foundation for internal communication layout and design
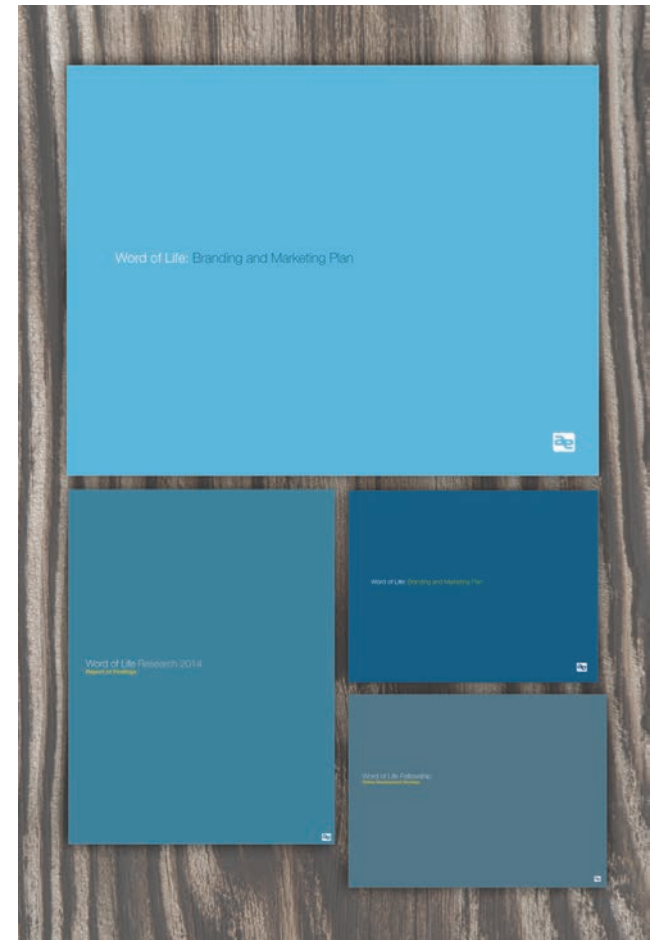
The Word of Life - Internal Brand Visuals

4/23/15 Currently, an exception to the overall internal brand visual consistency, would be Power Point templates. As these can be used for external purposes as well.
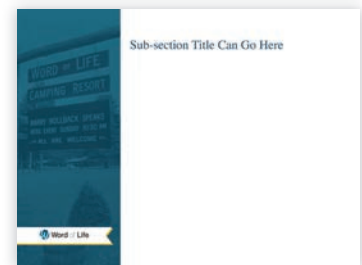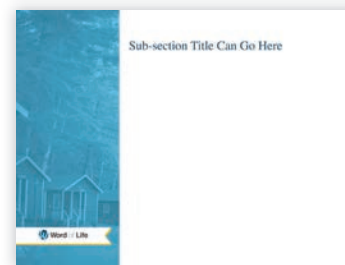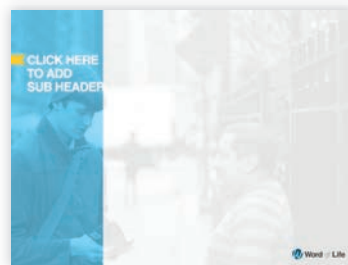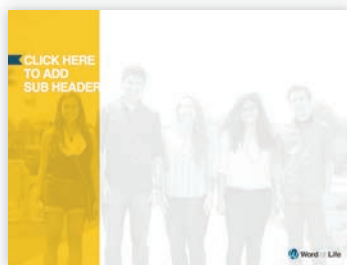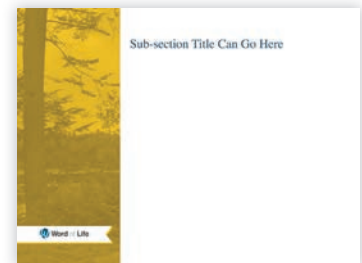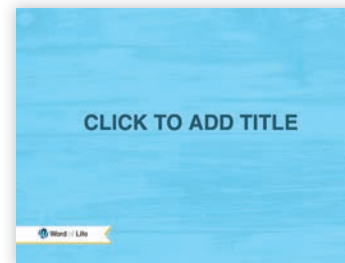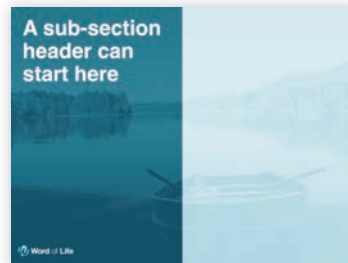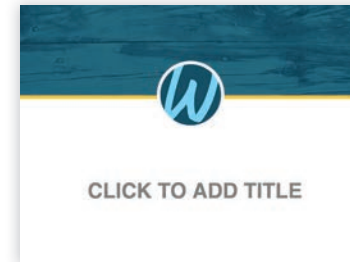
GRAPHIC ELEMENTS AND PHOTOGRAPHY

The Word of Life - Graphic Elements

A number of graphic elements are used in concert with Word of Life photography to create the overall "look" for the brand.

These currently include:

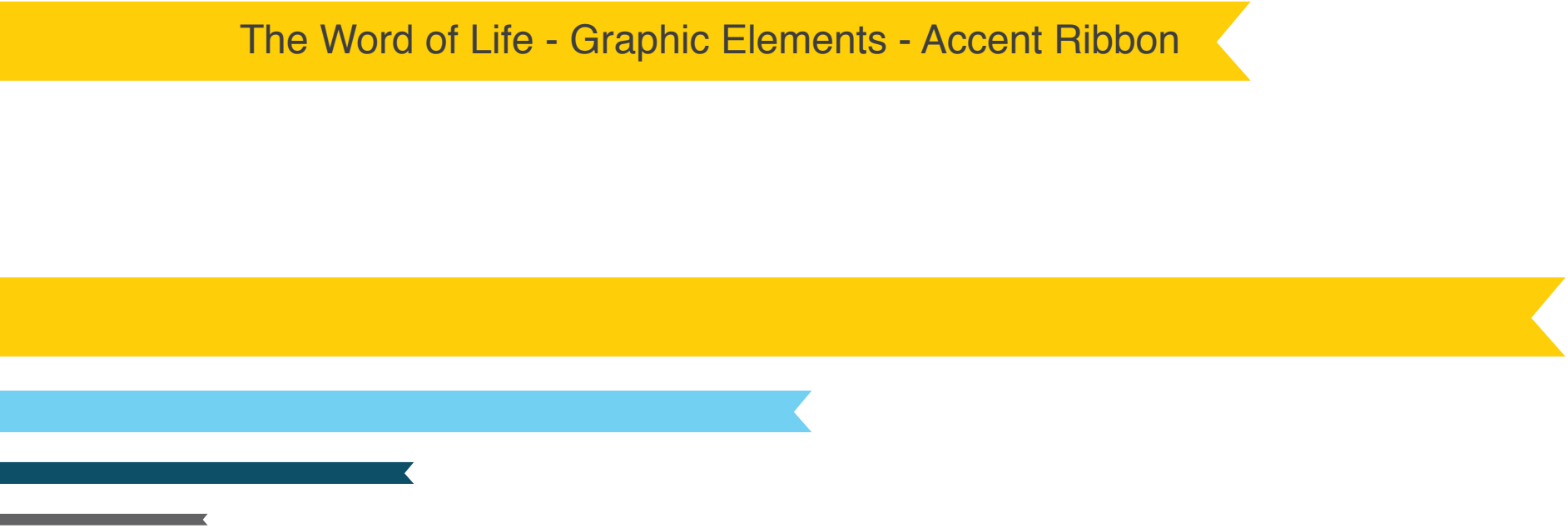**The Word of Life accent Ribbon**
The Vignette
The Digital Noise
Color Gels
The Textures

We will explain these graphic elements in detail over the following pages.

The Word of Life - Graphic Elements - Accent Ribbon

The accent ribbon is a graphic element that can be used to call attention to a piece of text or another visual focal point. It also can be used to create a visual break between compact thoughts/sections/chapters. It is usually used on a very clean layout, and RARELY combined with the visual brand's photo collages.

You can use any of the brand colors with the Accent Ribbon.

If the Accent Ribbon is used at a size that is too small for text to be applied onto it, it should be used as a visual break device.

The Word of Life - Graphic Elements - Vignette

Almost all Word of Life branded visual compositions will contain **The Vignette.**
The Vignette brings a visual tone of "richness", and contributes to the marriage of
a complex visual palette.

With the vignette

Without the vignette

The Word of Life - Graphic Elements - Digital Noise

When a number of photographs are used in a branded layout for Word of Life, a variety of Graphic Elements are used to create the rich complex visual combinations that have been presented before in these guidelines. **The Digital Noise** graphic element is used as a simple way to create variety among multiple full color images. It is typical for The Digital Noise Graphic Element to be applied over a full-color image using the Adobe Photoshop layer-style "vivid light" at an opacity of 24%.

Digital Noise

Without Digital Noise

With Digital Noise

The Word of Life - Graphic Elements - Color Gels

Some photography for Word of Life uses **Color Gel** overlays. More often than not these gels will be applied to photography using the Adobe Photoshop layer style "Color" with an opacity of 100%. Examples of the Color Gel's effect on photography are below, and then identified on a sample layout.

Notice the Color Gels in use

The Word of Life - Graphic Elements - Textures

Textures are used in the Word of Life visual brand to separate sub-brand visuals from one another. Typically, they have a warm or cool neutral Color Gel applied to them. The textures are intended to relate, in some fashion, to the sub-brand.

For example:
Word of Life Youth and Family Camps = wood slats
Word of Life International Ministries = thatched roof
Word of Life Bible Institute = leather
Word of Life Local Church Ministries = stone and grout

Textures can be added for other parts of the brand, but should always be relative to their application in these previously exhibited ways.

Typically, **Textures** will have a brand statement, or sub-brand statement applied over them to increase the functionality of the space. See these examples:
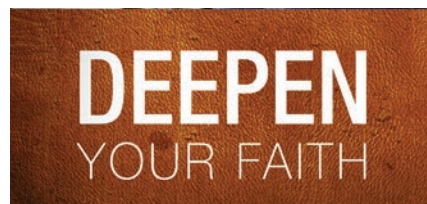
The Word of Life - Photography

Photography plays a central role in Word of Life's visual brand. The rich library of photography that Word of Life has preserved through the years is one of it's most powerful testaments to the dynamic experiences and deep legacy that the organization needs to portray.

There are some common ways that we exhibit the great photography of Word of Life.

These common practices include:

Full Color applications
Using Color Gels

We will explain these photo applications in detail over the following pages.

The Word of Life - Photography - Full color Photos

Full color photos can be adjusted in a variety of ways. We want Word of Life's photography to stylisticly adapt to treatments and trends that are relevant over time. Here are a variety of ways that Word of Life currently adjusts their photos to creat a visually rich tone:

The Word of Life - Photography - Color Gels

Some photography for Word of Life uses **Color Gel** overlays. More often than not these gels will be applied to photography using the Adobe Photoshop layer style "Color" with an opacity of 100%. Examples of the Color Gel's effect on photography are below, and then identified on a sample layout. *This info is the same as pg. 46*

Notice the Color Gels in use

THE WoL BRAND APPLIED

The Word of Life - What the Brand looks like in Action

The following is a gallery of successful applications of the Word of Life Visual Brand.

Stationary

Core Brand Promotional Collateral

The Word of Life - What the Brand looks like in Action

(continued)

Social Media and Mobile

Environmental Design and Trade Setup

The Word of Life - What the Brand looks like in Action

(continued)

Callout Banners

Branded Wearables

The Word of Life - What the Brand looks like in Action

(continued)

Campus Branding

Camps Sub-Branding