Word of Life®

Brand Guidelines

January 2023

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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.

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.*

Positioning Statement

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

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

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 walk. 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.
- Youth 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

*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.
CMYK: 73, 0, 0, 73; 48, 0, 0, 0; 0, 0, 0, 90; 0, 0, 0, 50
Logo typefaces: Helvetica Bold and Helvetica Light

All print and Social Media items need to be branded
with the appropriate Word of Life logo to maintain brand
recognition.

Shown here are the approved orientations of the Word of
Life logo.

Horizontal version

Vertical version

Mark alone version

Alternate vertical version

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.

It is not permissible to apply any color not found within the branding guidelines to any Word of Life logo. There may be the occasional exception, but such exceptions will be evaluated on a case-by-case basis. Please contact your project manager/branding manager for evaluation before applying any unapproved colors to logos.

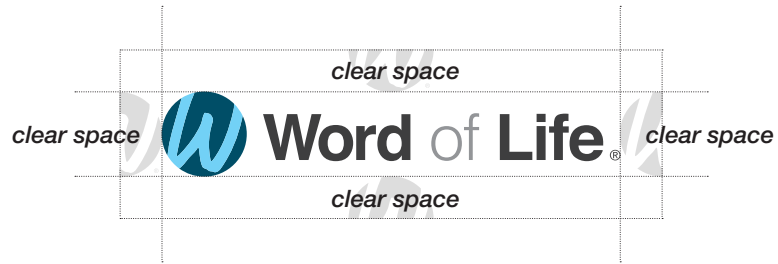*This is the original and preferred logo for all applications.*

This is the one-color version shown in Black.

This is the reversed logo shown White on Black.

clear space

clear space (W) **Word** of **Life** ® *clear space*

clear space

The minimum amount of clear space is equivalent to half 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 clear space. 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.

Not all Word of Life logos are represented on the following pages, but the general Word of Life logo is to be used as an example of how to treat all our logos. All Word of Life logos are to be used as they are in the approved setups, orientations, and color arrangements.

Do **not** change the color of the logos from the approved versions, take apart the logos or alter the logos in any way.

The following break branding and are not to be done to any Word of Life logo.

Do not –
add drop shadows

Do not –
apply outlines

Do not –
apply gradations

Do not –
add stroke

Do not –
change font

Do not –
change orientation

Do not –
add special effects

Do not –
stack logos

Do not –
invert logo colors

Do not –
rearrange logo elements

Do not –
fill with unapproved colors or patterns

Do not –
skew, rotate, stretch or distort

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 here are approximate sizes, not exact.

Minimum width 1 inch

Minimum width .25 inch

Word of Life is made up of many parts. Its sub-brands (Youth and Family Camps, International Ministries, Bible Institute and Youth 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.

Typography

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 to which 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.

Neue LTD Std, oblique or Italic versions of these weights are approved for use.

Do not use "Helvetica Rounded" or any of its correlated typefaces.

When Helvetica is not available, use Nimbus Sans instead.

**HELVETICA NEUE LT STD
77 BOLD CONDENSED**
**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890**

*HELVETICA NEUE LT STD
77 BOLD CONDENSED OBLIQUE*
*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890*

HELVETICA NEUE LT STD
55 ROMAN
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

*HELVETICA NEUE LT STD
56 ROMAN ITALIC*
*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890*

HELVETICA NEUE LT STD
45 LIGHT
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

*HELVETICA NEUE LT STD
46 LIGHT ITALIC*
*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890*

**HELVETICA NEUE LT STD
75 BOLD**
**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890**

***HELVETICA NEUE LT STD
76 BOLD ITALIC***
***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890***

Merriweather

Merriweather is used to inject variety into text heavy layouts as well as drawing attention to supplemental information.

MERRIWEATHER REGULAR
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

MERRIWEATHER ITALIC
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

**MERRIWEATHER
BOLD**
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

**MERRIWEATHER
BOLD ITALIC**
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

**MERRIWEATHER
BLACK**
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

**MERRIWEATHER
BLACK ITALIC**
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Web Font Options
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.

Color

Primary

Dark Blue

PMS 548C
CMYK = 73 / 0 / 0 / 73
RGB = 0 / 79 / 104
Hex# 004f68

Secondary

Light Blue

PMS 2915
CMYK = 48 / 0 / 0 / 0

RGB = 115 / 209 / 245
Hex# 73D1F5

Black 10%

CMYK = 0 / 0 / 0 / 10
RGB = 230 / 231 / 232

Black 50%

CMYK = 0 / 0 / 0 / 50
RGB = 147 / 149 / 152

Black 90%

CMYK = 0 / 0 / 0 / 90
RGB = 65 / 64 / 66

White

CMYK = 0 / 0 / 0 / 0
RGB = 255 / 255 / 255

Sub-Brand Colors

Word of Life has a number of 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.

Bible Institute Blue

PMS 2185c

CMYK = 73 / 0 / 0 / 42

RGB = 0 / 126 / 161

Hex# 007ea1

Camps Blue

PMS 2915

CMYK = 48 / 0 / 0 / 0

RGB = 115 / 209 / 245

Hex# 73d1f5

Youth Ministries Red

CMYK = 16 / 97 / 84 / 6

RGB = 196 / 42 / 54

Hex# c42a36

International Ministries Orange

CMYK = 6 / 47 / 94 / 0

RGB = 233 / 149 / 49

Hex# e99531

Graphic Elements

SHARE
YOUR FAITH

GROW
YOUR FAITH

LAUNCH
YOUR FAITH

DEEPEN
YOUR FAITH

International Ministries
Share Your Faith

Short and long-term missions trips to share the Gospel around the world

Youth Ministries
Grow Your Faith

Curriculum, training and resources to equip local churches in their children's and youth ministries

Youth and Family Camps
Launch Your Faith

High-energy Christian camping experiences for youth and families

Bible Institutes
Deepen Your Faith

Collegiate-level Biblical Study programs

Sub-Brand Visuals

International Ministries Specific Visual Assets

Logo:

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 theme that has its own color palette. In which case, that color palette should be used and/or incorporated.

For color overlays on images, use 70% opacity over black and white image

Typography:
In addition to approved brand typography, International Ministries uses as its primary typeface::

Title & Header
Helvetica Neue LT Std 75 Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy
Helvetica Neue LT Std 45 Light
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Youth Ministries Specific Visual Assets

Logo:

Sub-Brand Promise:
Grow Your Faith

Color:
Youth Ministries promotion should use the approved Primary Brand Color palette unless the composition is tied to a specific theme that has its own color palette. In which case, that color palette should be used and/or incorporated.

For color overlays on images, use 70% opacity over black and white image

Typography:
In addition to approved brand typography, Youth Ministries uses as its primary typeface::

Title & Header
Helvetica Neue LT Std 75 Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy
Helvetica Neue LT Std 45 Light
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Youth and Family Camps Specific Visual Assets

Logo:

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: Snowcamp) that has its own color palette. In which case, that color palette should be used.

For color overlays on images, use 70% opacity over black and white image

Typography:
In addition to approved brand typography,
Youth and Family Camps uses as its primary typeface:

Title
Helvetica Neue LT Std 77 Bold Condensed
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Header
Helvetica Neue LT Std 75 Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy
Helvetica Neue LT Std 45 Light
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Red vs. Blue

Gradient
Hex #1: 5db8d1
Hex #2: ff2f2f

Solid Colors
Blue Hex #1: 009ecc
Red Hex #2: ed1c29

Individual Camps

Each camp that falls under Youth and Family Camps uses a primary assigned color to strengthen its brand recognizability. A compiled pallet of these colors are on the following page.

The Ridge

Hex #707540
CMYK = 55 / 39 / 87 / 20
RGB = 112 / 117 / 64

The Pines

Hex #4f5e35
CMYK = 65 / 43 / 88 / 33
RGB = 79 / 94 / 53

The Island

Hex #248a96
CMYK = 81 / 30 / 38 / 3
RGB = 36 / 138 / 150

Florida RV Park & Retreat Center

Hex #2fb9ac
CMYK = 71 / 1 / 40 / 0
RGB = 47 / 185 / 172

The Coast

Hex #2fb9ac
CMYK = 71 / 1 / 40 / 0
RGB = 47 / 185 / 172

Snowcamp

Hex #83151f
CMYK = 29 / 100 / 90 / 35
RGB = 131 / 21 / 31
100% Black
90% Black

The Ranch

Hex #d92e3a
CMYK = 9 / 96 / 82 / 1
RGB = 217 / 46 / 58

Pursuit Camp

Hex #754f8b
CMYK = 64 / 80 / 16 / 2
RGB = 117 / 79 / 139

Word of Life Bible Institute Specific Visual Assets

Logo:

Sub-Brand Promise:
Deepen Your Faith

Color:
Bible Institute promotion should use the approved Primary Brand Color palette.

For color overlays on images, use 70% opacity over black and white image

Typography:

Title
Helvetica Neue LT Std 77 Bold Condensed
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Header
Helvetica Neue LT Std 75 Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy
Helvetica Neue LT Std 45 Light
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Word of Life Bible Institute Huskies

Logos:

Primary logo can be used independently without supporting text and/or Word of Life logos. Use the Primary logo for most projects.

Secondary logo is not to be used independently outside the organization – for projects outside the organization, it must be paired with Word of Life Bible Institute Logo and/or supporting text.

Primary: *Secondary:*   *For combined Word of Life Bible Insitute and Davis projects only:*

Huskies Navy

PMS = Pantone 295 C
Hex #062c4c
CMYK = 100 / 83 / 42 / 41
RGB = 6 / 44 / 76

Huskies Gray

PMS = Solid Uncoated Cool Gray 4 U
Hex #a7a9ac
CMYK = 0 / 0 / 0 / 40
RGB = 167 / 169 / 172

Photography

Visual trends

Flickr Account: Word of Life Fellowship

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 its most powerful testaments to the dynamic experiences and deep legacy that the organization needs to portray.

Color Overlays

Some photography for Word of Life uses Color Overlays. More often than not these Overlays will be applied to photography using the Adobe software. The photo must be black and white and the solid color block placed on top of it with an opacity of 70% and a layer style of "normal." The Color Overlays may be in any of the Primary Brand or Sub-brand colors.

Choosing photos

Flickr Account: Word of Life Fellowship

When choosing photos for Word of Life, keep the following in mind:

- Diversity in nationality, gender, interests
- Preferably show people's faces rather than backs
- Avoid any questionable/inappropriate poses/touching
- Avoid children in swimwear on print pieces
- Avoid photos that aren't flattering of the individual (middle of blinking/talking, poses, etc.)
- Avoid duplicate appearances of the same individual in the same design
- Limit/avoid stock photos as much as possible

Stock Photos

At times, it might be necessary to use stock photos. When this is the case, DO NOT PULL IMAGES FROM GOOGLE. Only pull from this website: **www.unsplash.com**.

If you still can't find what you need, ask your supervisor for their opinion for purchase or different photo option.

Apparel

Apparel

When placing orders and designing new pieces of apparel, please use the following guidelines.

Each piece must have either a form of the Word of Life logo or one of the sub-brand (or their branches) logos on the apparel. It is up to the designer or person ordering the apparel to decide which form and color version of the logo should be used. This will vary because of the different colors of the apparel.

For each type of apparel piece we would like to use the logo in the same spot each time. This will ensure that the logo is used while still allowing the designer to be creative. Below is the location of where we would like to use the logo. As we inform our vendors - they should begin to learn where the logo should be placed each time. See the list below for specifics:

All upper body apparel without a hood (t-shirts, long sleeve, tank top, etc.) – Tag line on back collar, below the seam

- All upper body apparel with a hood (hoodie, zip-up, jacket, etc.) – sleeve, either at shoulder or near wrist seam
- Shorts – side, bottom left seam
- Pants – side, left near pocket or side seam
- Hats – back, bottom or above snapback