



TOP 7 BRAND TIPS

QUICK REFERENCE GUIDE

1 BRAND NAME
Faith Chapel is the name of our local church and should *always* be used publicly or in conversation. We should *never* use the acronyms "FCCC" or "FC3." Our formal name, Faith Chapel Christian Center, will only be used in legal documents.

2 WHO WE ARE
We are a **HOW TO** Bible teaching church.

We do not simply tell you **WHAT** God's Word says without telling you **HOW TO** apply it to your life.

HOW TO should always be typed in all-caps.

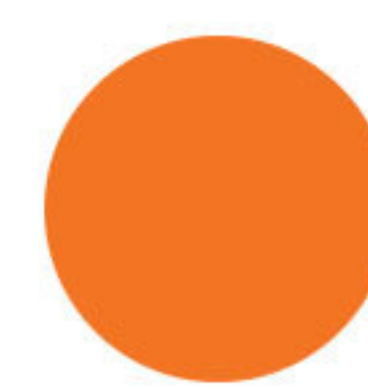
3 WHAT WE DO
We grow people up through God's Word to Just Be **Worship, Word, and Witness**.

Our **Worship** is for GOD, His **Word** is for US, and our **Witness** is for OTHERS.

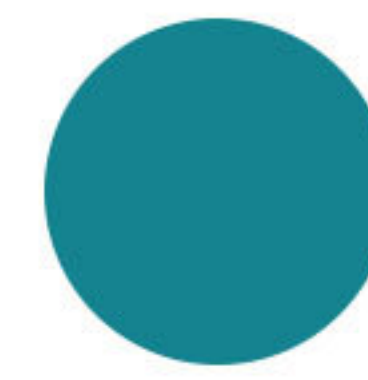
4 LOGO
The full color Faith Chapel logo (with or without tagline) is the preferred logo. Our logo should never be used without the crescent shape. All previous logos and icons should be discontinued immediately. For authorized logo variations, visit www.faithchapel.net/brand



5 BRAND COLORS
Our primary color is **TEAL** and our secondary color is **ORANGE**. We use **BLACK, WHITE, and GRAY** as our background colors. Please discontinue any and all other colors. See specific color codes below for printing and/or the web.



HEX CODE: #F37524 • PANTONE 158 C
FOR DIGITAL/WEB USE **R: 243 G: 117 B: 36**
FOR PRINTING USE **C: 0 M: 67 Y: 98 K: 0**



HEX CODE: #158390 • PANTONE 7474 C
FOR DIGITAL/WEB USE **R: 21 G: 131 B: 144**
FOR PRINTING USE **C: 84 M: 33 Y: 39 K: 5**

6 FONTS
Calibri is our **primary** font. Myriad Pro as our **secondary**. The use of varied font weights (e.g., light, bold, condensed, etc.) is acceptable. If Myriad Pro is not available on your computer, please substitute with the font *Helvetica*.

Primary: Calibri
Secondary: Myriad Pro

7 TERMINOLOGY
We believe in clear, consistent communication; especially with our terminology. Discontinue use of acronyms and old phrases (e.g., VP, Children's Ministry Christian Center, etc.) and *always* communicate the full names (i.e., Vision Partners, Faith Chapel Kids, and Faith Chapel Students). For the complete "Discontinue Use" list, visit www.faithchapel.net/brand