



Gateway Foursquare Church Style Guide

Updated: September 2016



Why a Style Guide?

The primary mission of the church is to make disciples. This is done through a variety of means but at the end of the day communication is required. As a church we use multiple forms of communication to reach as many people as possible. We want to leverage all we do to best reach our city. As Gateway Foursquare Church grows, it is vitally important that our graphics, media, and communication create impressions that draw people into the church and, ultimately, a relationship with Christ.

These guidelines aren't just a bunch of rules. They're a set of principles and standards that help our staff and volunteers communicate our mission clearly and consistently.

Desired Look

In order to create a cohesive look across multiple forms of communication keep these key words in mind.

Modern: We are moving forward into God's great plans for us. We want to speak to our media driven culture in fresh ways.

Excellent: God is creative and He does a very good job. We desire to reflect this in all we do.

Man-Friendly: We want to reach all types of people but historically the church has not been as effective at reaching men. In our communication we want to have a balanced aesthetic that avoids unnecessarily feminine elements.

Family: We love life and doing it together with God's people. While we want to maintain a professional look we are not a bank... we're family.

Fonts

A key element in any design is the choice of font. Our primary fonts are:

Goudy Book Letter

Our logo font may also be used sparingly for titles.

Gill Sans Regular

Perfect for titles, headings and emphasized text.

Gill Sans Light

Used primarily for body text. *Don't use bold option.*

Alternate

Avenir Medium

Avenir Light

In designing posters, invites or graphics other fonts can be used. Ensure all fonts are legible and clear.

Logo Use

Our logo is the primary way we identify who we are as a church. While its is not always necessary to use on items that will only be seen internally it is important to appropriately incorporate it in all external communications.

There are 6 ways to use the logo: Vertical, Horizontal and Icon in full colour or all white. It should not be altered or edited in anyway.



The Do's

- When possible use the 5 colour logo to show our Foursquare colours.
- Maintain adequate spacing from other elements.
- Use a size large enough to maintain visibility.

The Don'ts

- Do not use the Gateway Foursquare Church logo type by itself i.e. The words without the cross icon.
- Do not change the font.
- 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 excessive drop shadows.
- Do not place the logo on complex or patterned backgrounds

Digital files of the logo are available on the website under the media section.

General Style Conventions

Phone numbers should be separated by periods.

✓ 250.287.8133 not ✗ 250-287-8133 or (250) 287-8133

Times should be presented consistently.

✓ 7:00pm, 9:00-11:00am not ✗ 7PM, 7:00 p.m., 9-11am

Bible references should not be abbreviated.

✓ Hebrews 13:8 not ✗ Heb 13:8 or HEB 13:8

Foursquare Colours

Our logo uses specific colours shared with our Foursquare family around the globe.

	Colour	Hexadecimal	CMYK	RGB	Pantone
●	Red	#B32317	0, 95, 100, 29	179, 25, 33	484C
●	Yellow	#FDB924	0, 30, 95, 0	253, 184, 35	7409C
●	Blue	#0067AC	100, 50, 0, 10	0, 104, 172	7462C
●	Purple	#362C66	76, 78, 0, 47	53, 44, 102	669C

Design Process

1. Identify the Project

- Consider the goal and audience of the project. Tailor the project to maximize the effectiveness.

2. Produce the Project or Submit a Request to the Office

- Find someone with the skills and tools to create the project.
- Send requests to the office at info@gatewayfoursquare.ca.

3. Editing

- Have second set of eyes edit for grammar and to ensure accuracy and compliance to Style Guide.

4. Submit to the Office for Approval

- This step ensures consistency of our communication across the church.
- Send to info@gatewayfoursquare.ca.

5. Print or Publish Online

- Colour printing is available at the church office in a variety of sizes.
- Social Media communication should be published by the official church page or profile.
- Send website projects to matt@gatewayfoursquare.ca