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DELIVERANCE CHURCH INTERNATIONAL
LUKE 4:18
THE CHURCH OF CHOICE

Brand guidelines

These brand guidelines is designed to ensure consistency and create a strong visual and verbal identity for Deliverance Church International. By adhering to these guidelines, we can strengthen our brand's impact and effectively communicate our mission of inspiring and transforming lives through the love of God.

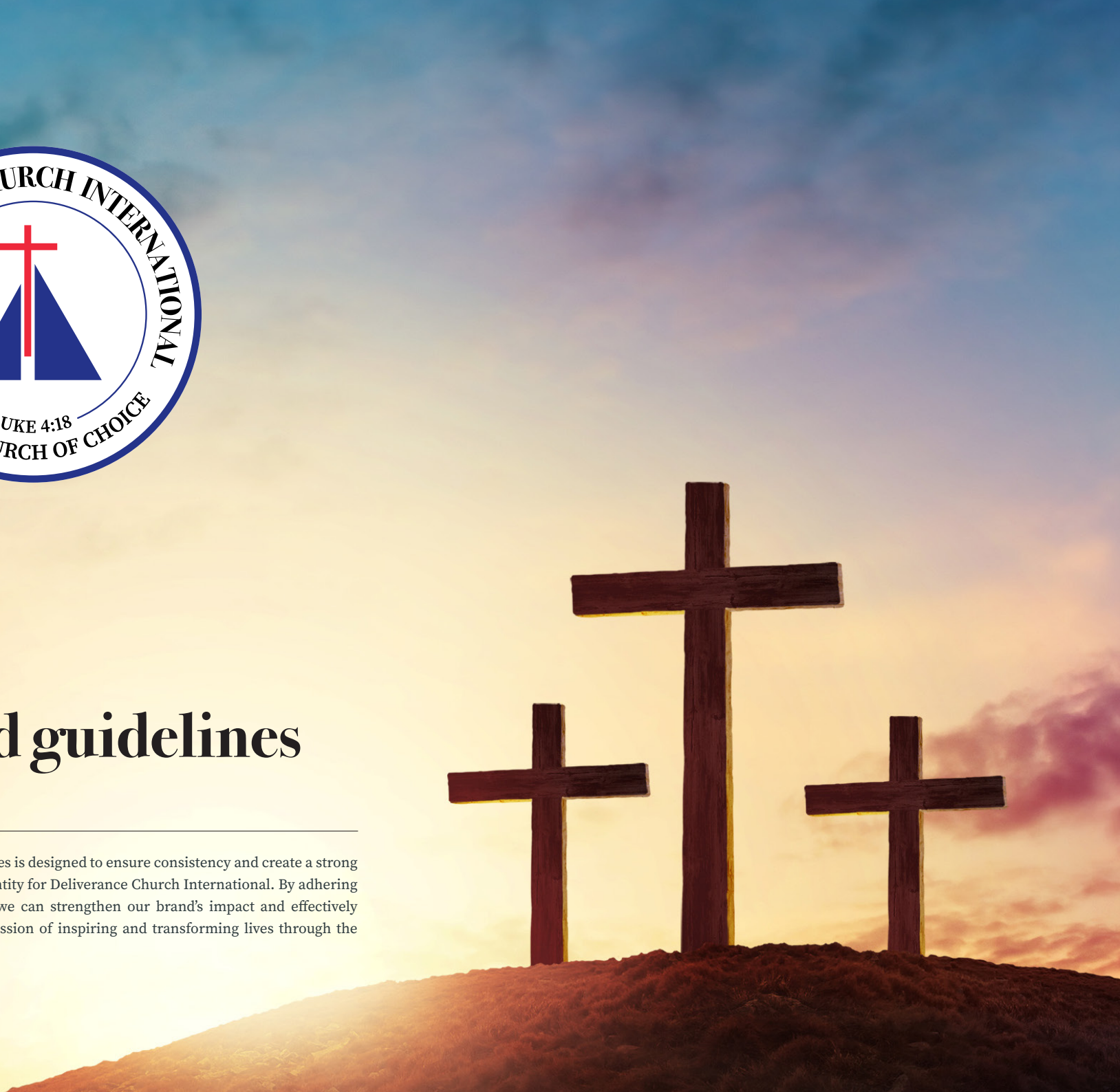


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Welcome to the official brand guidelines for Deliverance Church International

This document serves as a comprehensive resource to maintain consistency in our visual identity, messaging, and overall brand representation. By adhering to these guidelines, we ensure that our church's brand is communicated effectively, both internally and externally.

Branding & Logo design

01.1 Logo and usage

Deliverance Church International is a vibrant and inclusive church that seeks to inspire, empower, and transform lives through the love of God.

Primary Logomark

Logomark with Branch Name

Our Brand

Our brand essence revolves around faith, unity, compassion, and spiritual growth. It is essential to reflect these core values consistently across all communication channels.

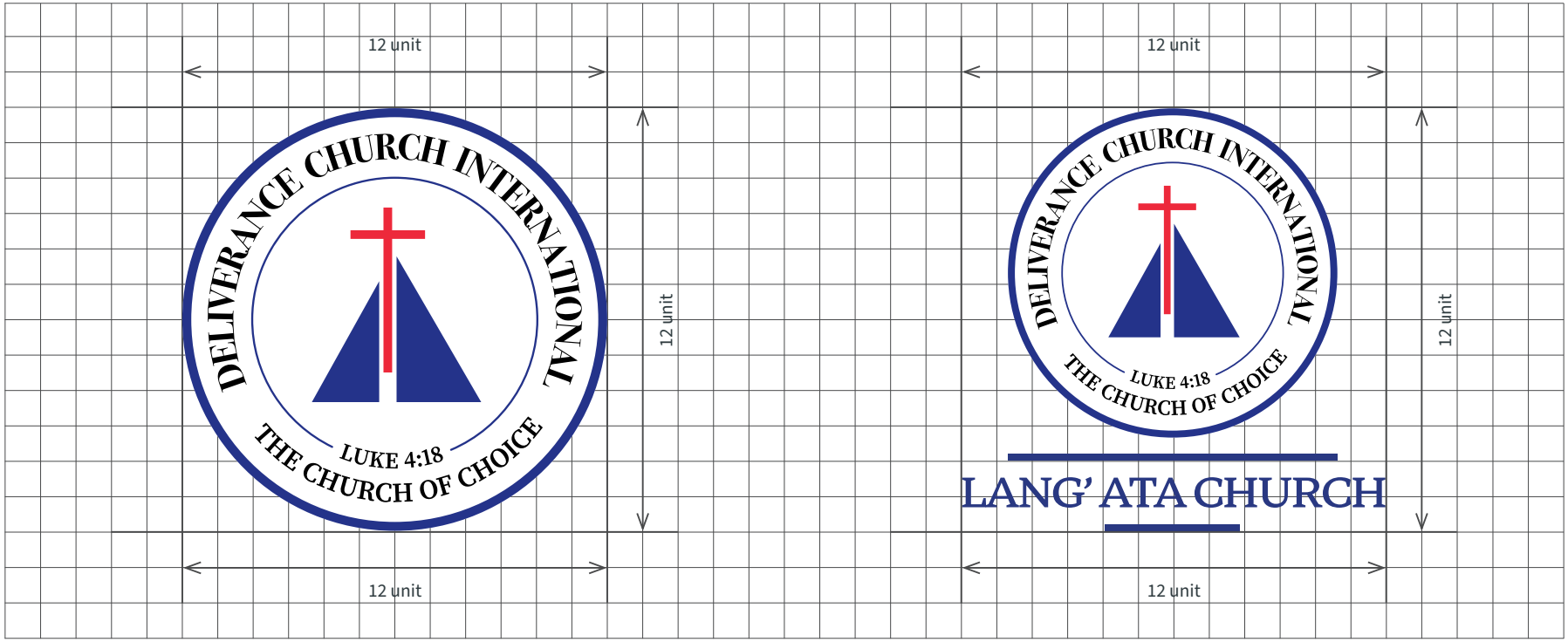
Light version

Black version

Gray scale version

01.2 Measurements of logo

The measurements of the Deliverance Church International logo can vary depending on the specific design and version of the logo. It is important to refer to the provided brand assets or consult with the appropriate graphic designer or brand manager to obtain the exact measurements for your logo usage.



Width and Height:

The width and height of the logo can be provided in pixels for digital applications or in inches or millimeters for print materials. For example, the logo may have a width of 200 pixels and a height of 100 pixels for digital usage.

Aspect Ratio:

The aspect ratio refers to the proportional relationship between the width and height of the logo. It is often expressed as a ratio (e.g., 1:1, 4:3, 16:9). Maintaining the aspect ratio is crucial to prevent the logo from appearing stretched or distorted. For example, if the aspect ratio is 1:1, it means the width and height of the logo are equal.

It is essential to use the correct measurements to ensure the logo retains its visual integrity and represents the Deliverance Church International brand accurately. Refer to the provided brand assets or consult with the appropriate resources to obtain the precise measurements for your specific logo usage.

01.3 Logo clearspace

Maintaining clearspace around the Deliverance Church International logo is crucial to preserve its visibility and impact.



Logo without tagline



Logo with tagline

Adhering to the clearspace guidelines will help protect the visibility and recognition of the Deliverance Church International logo. Consistently maintaining this clearspace across all applications and platforms ensures that our logo stands out, maintains its impact, and reinforces our brand identity.

Clearspace

Clearspace refers to the minimum amount of empty space that should surround the logo, free from any text, graphics, or other visual elements. This clearspace ensures that the logo remains visually distinct and legible in various applications.

Minimum Clearspace

The minimum clearspace around the Deliverance Church International logo should be equal to the height of the letter “Circle” in the logo.

This clearspace should be free from any text, imagery, or other design elements. It helps to maintain a clean and uncluttered appearance, allowing the logo to stand out effectively.

Protection Zone

The protection zone extends beyond the minimum clearspace and provides an additional buffer area around the logo. The protection zone should be at least twice the height of the letter “Circle” in the logo. Within this zone, no text, graphics, or other visual elements should appear.

Note:

The protection zone is especially important in applications where the logo may appear alongside other logos, text, or images. Maintaining this space helps prevent visual interference and ensures our logo remains visually impactful.

01.4 Minimum logo sizes

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To ensure the Deliverance Church International logo is visually clear and legible, it is important to adhere to the minimum size requirements. Adhering to the minimum logo sizes guarantees that the Deliverance Church International logo retains its visual impact and remains legible across various applications. Consistency in logo sizing maintains brand recognition and reinforces our church's identity.

Print Materials:

When using the logo in printed materials such as brochures, flyers, or banners, the minimum size should not be smaller than 5mm or 20px. This size ensures that the logo details are clearly visible and readable even when printed at a small scale.

Digital Applications:

In digital applications such as websites, social media profiles, or email signatures, the minimum size of the logo should be determined by the pixel dimensions. As a general guideline, the logo should not be displayed smaller than 15mm or 70px. This ensures that the logo retains its visual impact and legibility on digital screens.

Primary logo minimum size

Print 5 mm



Digital 20 px



Centered Logo minimum size

Print 15 mm



Digital 70 px



Responsive Design:

In responsive design contexts where the logo may scale dynamically based on screen size or device, ensure that the logo maintains its minimum size requirements. The logo should remain large enough to be easily recognizable and readable, regardless of the viewing device.

Exception for Social Media Avatars:

In cases where the logo is used as a social media avatar or profile picture, it may need to be scaled down further due to platform limitations. However, even in these instances, it is important to maintain a reasonable size that preserves the logo's visibility and ensures that key details are discernible.

01.5 Incorect logo use

The Deliverance Church International logo is a powerful representation of our identity.

1.



2.



3.



4.

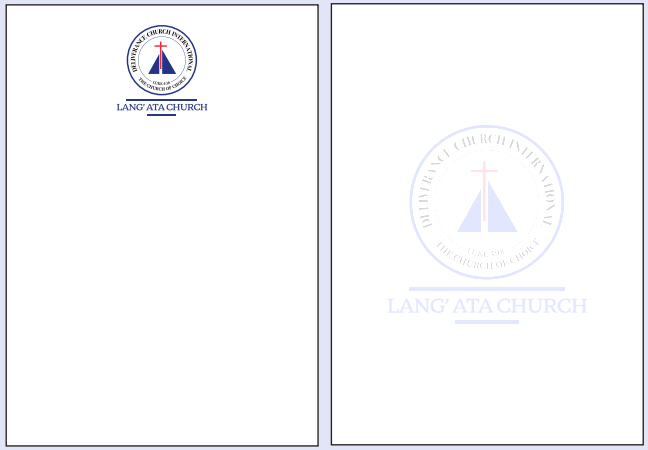


Logo Usage

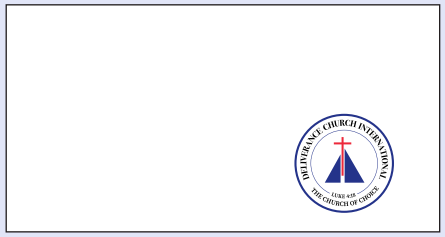
The logo should be used consistently and with care. The logo should never be altered, stretched, distorted, or redrawn in any way. Maintain the integrity of its proportions and always use the provided digital files for reproduction.

01.6 Correct logo placement

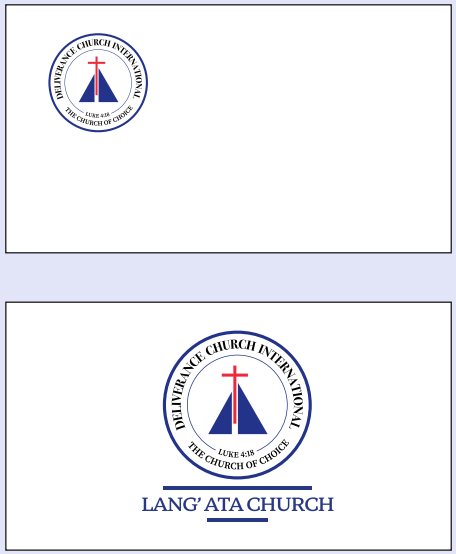
Proper placement of the Deliverance Church International logo is essential to maintain brand consistency and maximize its visibility and impact. The correct logo placement plays a vital role in enhancing brand recognition and reinforcing the identity of Deliverance Church International.



A4 paper format



Envelope DL



Business card

Here are key points to remember:

Primary Placement: Position the logo in the top-left corner of the designated space for maximum visibility and recognition.

Size and Scale: Maintain an appropriate size and scale that is clearly visible without being disproportionately large or small compared to other design elements.

Minimum Size: Ensure the logo is never reproduced below the minimum size requirement to guarantee readability and impact.

Background Contrast: Place the logo on a background that provides sufficient contrast to ensure optimal visibility and distinction.

Digital Applications: Position the logo prominently in the header or top section of websites and digital platforms to reinforce brand identity.

Print Materials: Place the logo in a prominent location, such as the top or bottom center, across printed materials for consistency.

Collaborative Context: Maintain clearspace around the logo when appearing alongside other logos, allowing it to stand out and maintain integrity.



Luke 4:18 KJV

The Spirit of the Lord is upon me, because he hath anointed me to preach the gospel to the poor; he hath sent me to heal the broken-hearted, to preach deliverance to the captives, and recovering of sight to the blind, to set at liberty them that are bruised,

Typography and lettering

02.1 Primary font

The typography chosen for Deliverance Church International embodies a balance of elegance and readability.

Bondoni 72

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890£$?!<>{}[]#¢™®

02.2 Secondary font

For headings and subheadings, use “**Source Serif Pro**” or “**TT Norms Pro Serif**” to create hierarchy and visual interest. When communicating lengthy texts, the font “**Source Serif Pro**” can be used for improved legibility.

Source Serif Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

123456789£$?!<>{}[]#¢™®

TT Norms Pro Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

123456789£$?<>{}[]#¢™®

02.3 Type hierarchy

Creating an effective type hierarchy is essential for delivering clear and organized messaging in Deliverance Church International's brand communications. By establishing a visual hierarchy of fonts, you can guide readers' attention, emphasize important information, and create a cohesive and visually pleasing design.

Bondoni 72 — Header

52 Deliverance Church International

Source Serif Pro — Slogan

35 The church of Choice

Source Serif Pro — Scripture

27 Luke 4:18

TT Norms Pro Serif — Branch

18 Lang' ata CHURCH

Headings:

Headings are used to introduce sections or key points and should be visually distinct to capture attention. Choose a bold and prominent typeface such as "Montserrat SemiBold" or "Montserrat Bold" for headings. Use a larger font size to differentiate them from the body text.

Subheadings:

Subheadings provide additional information or break down sections within a document or design. Use a slightly smaller font size and a slightly lighter weight than the headings while maintaining readability. You can use "Montserrat Regular" or "Montserrat Medium" for subheadings.

Body Text:

Body text is used for conveying detailed information and should be legible and easy to read. Choose a clean and versatile typeface such as "Lato" for the body text. Use a regular or light weight with a moderate font size that ensures readability across different mediums.

Consistency:

Maintain consistency in font choices, sizes, and styles across different materials and platforms. This consistency helps in creating a unified and recognizable brand identity for Deliverance Church International.

Brand
Color palette

03.1 Primary color palette

The primary color palette for Deliverance Church International represents the vibrancy, spirituality, and trust associated with our brand. These colors should be consistently used across various brand assets and communication channels.

Pantone P 99-16 C



COLOR CODE:

CMYK	**51, 20, 0, 55**
RGB	**56, 46, 115**
Web	**#382E73**

The primary color

This rich and deep shade of blue symbolizes trust, stability, and faith. It is the dominant color in our brand identity and should be prominently used in logo applications, backgrounds, and important design elements.

Pantone P 52-8 C



COLOR CODE:

CMYK	**0, 80, 70, 16**
RGB	**213, 42, 63**
Web	**#e51c2f**

The Secondary color

This color represents passion, spirituality, and the power of faith. Rusty Red can be used as an accent color to highlight significant details, such as headings, borders, or important elements within the design.

03.2 Accent color palette

Accent color

COLOR CODE:

CMYK	51, 20, 0, 55
RGB	56, 46, 115
Web	#382E73

80%
60%
40%
20%

COLOR CODE:

CMYK	51, 20, 0, 55
RGB	56, 46, 115
Web	#382E73

80%
60%
40%
20%

COLOR CODE:

CMYK	51, 20, 0, 55
RGB	56, 46, 115
Web	#382E73

80%
60%
40%
20%

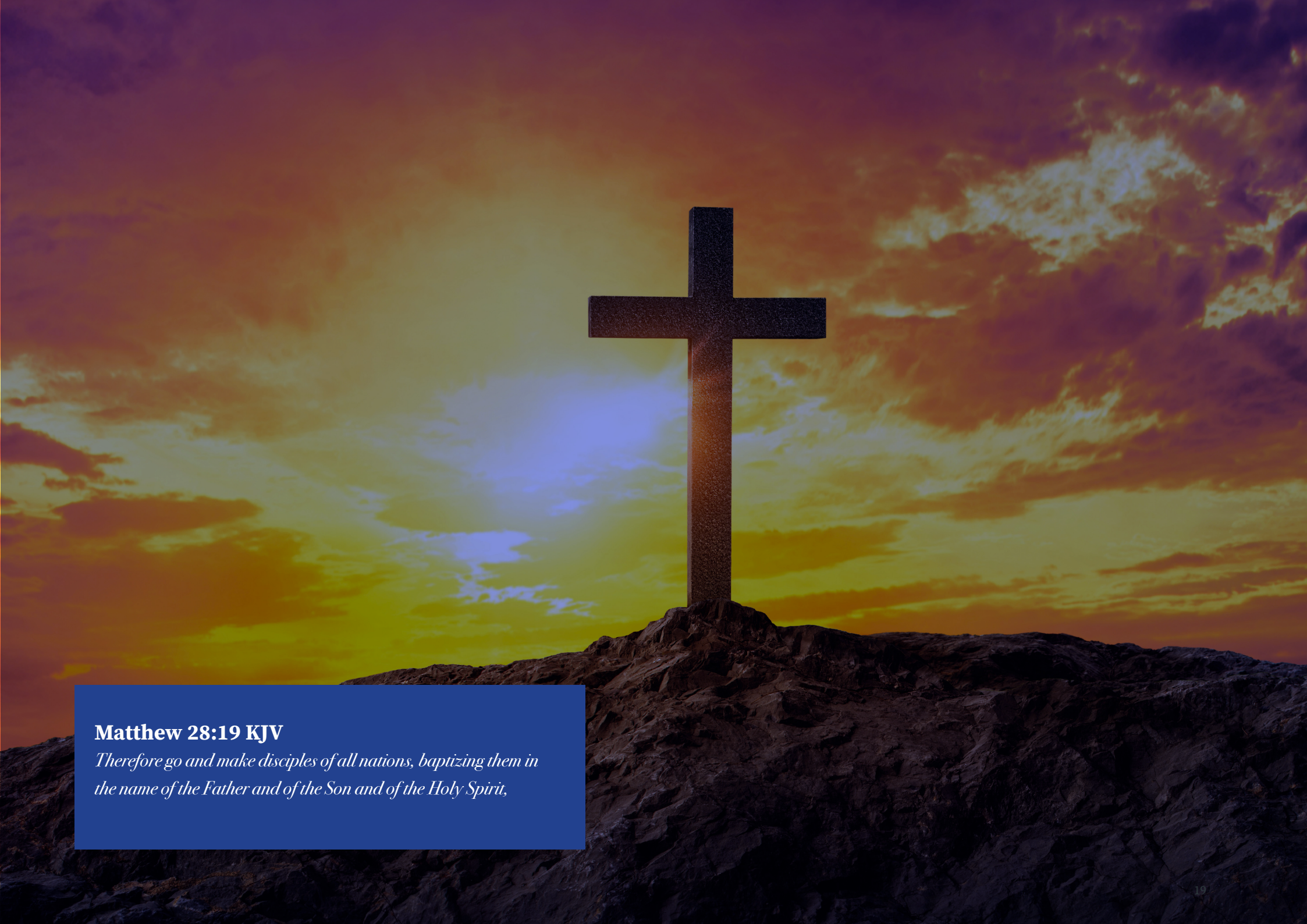
COLOR CODE:

CMYK	51, 20, 0, 55
RGB	56, 46, 115
Web	#382E73

80%
60%
40%
20%

In addition to the primary color palette, Deliverance Church International utilizes an accent color palette to add visual interest and versatility to our brand communications. The accent colors are intended to complement and enhance the primary colors while maintaining a cohesive and harmonious visual identity.

The accent color palette offers flexibility and creativity when designing various brand assets and communication materials. By using the accent colors strategically and consistently, we can create visually engaging and cohesive designs that resonate with our congregation and convey the values of Deliverance Church International.



Matthew 28:19 KJV

Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit,

Logo placement & presentation

04.1 Stationary

At Deliverance Church International, we recognize the importance of a cohesive and professional visual identity across all our brand touchpoints.



Letterhead

Use on A4 format

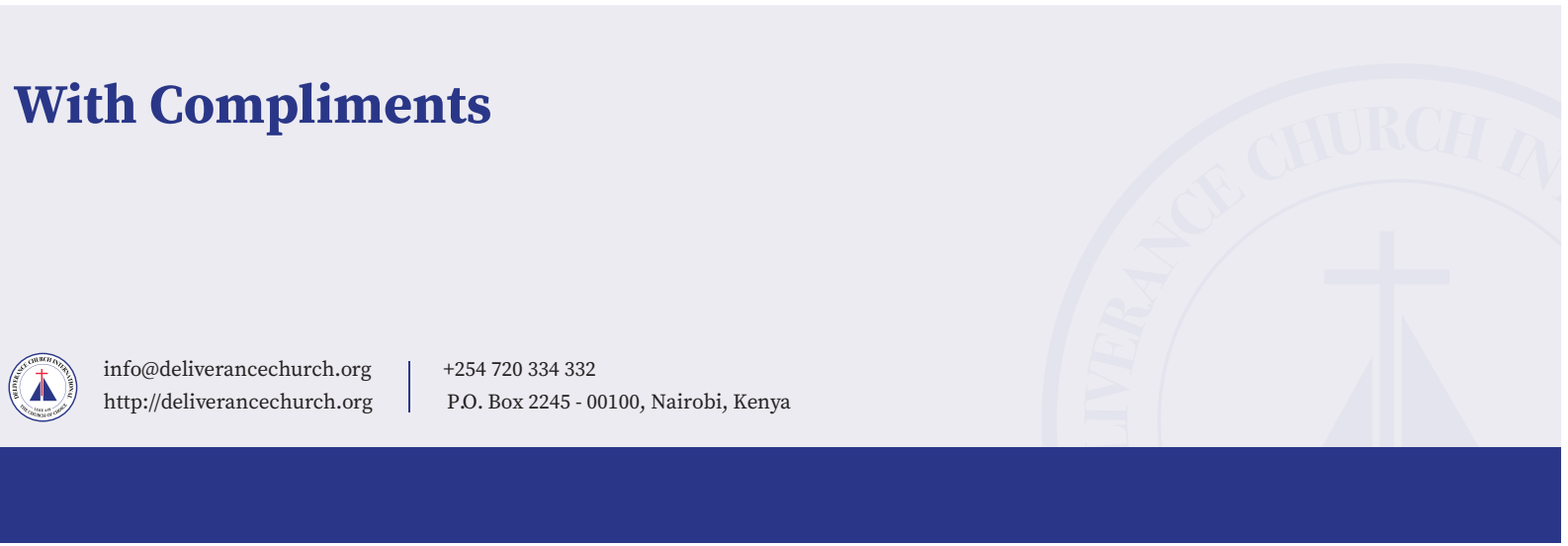
Letterhead is an essential stationery item that represents official correspondence from Deliverance Church International. It should feature our logo prominently at the top, aligned with the primary color palette. Include the full church name, address, contact information, and website details. Ensure the typography aligns with our brand guidelines, with clear hierarchy for headings, subheadings, and body text.

Dimensions:	Paper:
A4	Uncoated, white, 120g/m

Complimentary Slip

Complimentary slip are an effective networking tool that allows individuals to represent Deliverance Church International. Design the cards with the logo and church name, complemented by the primary color palette. Include the individual's name, designation, and contact information. Maintain consistency with typography and layout, ensuring the slip is visually appealing and reflects our brand identity.

Dimensions:	Paper:
DL	Uncoated, white, 80g/m





Mark 16:15 KJV

And he said unto them, Go ye into all the world, and preach the gospel to every creature.

Envelope

Envelopes provide the first impression for recipients when receiving correspondence from Deliverance Church International. The envelope design should feature our logo, church name, and address aligned with our primary color palette. Consider using a branded pattern or a subtle design element to enhance visual interest while maintaining a professional appearance.

Dimensions:	Paper:
DL	Uncoated, white, 80g/m



Company Business Card

Business cards are an essential tool for networking and representing our church. Design the business cards with the logo, church name, individual's name, designation, and contact information. Adhere to our primary color palette and maintain consistency with typography and layout. Consider using the accent colors sparingly to add visual interest and highlight key details.

Dimensions:	Paper:
50 x 90 mm	Coated, white, 350g/m



Notebook

Notebooks with the Deliverance Church International branding can serve as promotional items or gifts. The cover design should prominently feature our logo, church name, and a relevant image or scripture. Use our primary color palette to create an appealing and cohesive design. Ensure the interior pages follow our typography guidelines and leave space for note-taking or journaling.

Dimensions: DL	Paper: Uncoated, white, 80g/m



Remember:

consistency is key when designing stationery items. Maintain the same logo, typography, color palette, and visual elements across all materials to strengthen our brand identity. By following these guidelines, we can create professional and visually appealing stationery that represents Deliverance Church International effectively and leaves a lasting impression on recipients.

04.2 Apparel

Deliverance Church International's brand identity extends beyond printed materials to apparel. Whether it's a polo t-shirt, round-neck t-shirt, or hoodie, incorporating our brand elements in apparel design helps create a sense of unity and pride among our congregation.

Polo T-shirt

The Deliverance Church International logo should be prominently placed on the left chest area of the polo t-shirt. Choose colors from our brand's palette, with deep blue as the base color, complemented by accents of white or other accent colors. Incorporate concise and impactful typography or messaging that reflects our values. Prioritize quality, comfort, and a range of sizes to cater to diverse body types.

Fabric Type:
Cotton





Round-neck T-shirt

Position the Deliverance Church International logo on the left chest area of the round-neck t-shirt. Select colors aligned with our brand's palette, with deep blue as the base color and complementary accent colors. Incorporate legible and impactful typography or messaging that represents our mission. Prioritize comfort, durability, and a range of sizes to accommodate different individuals.

Fabric Type:

Cotton



Hoodie

Place the Deliverance Church International logo on the front center or left chest area of the hoodie. Choose colors from our brand's palette, with deep blue as the base color and additional accent colors for visual interest. Incorporate typography or messaging that reflects our values and mission. Focus on high-quality materials, comfort, and a range of sizes to ensure a durable and appealing garment.

Fabric Type:

Cotton





In all apparel designs, maintain consistency in logo placement, colors, typography, and design elements to strengthen our brand identity. Prioritize comfort, quality, and inclusive sizing to cater to the diverse needs and preferences of our congregation. By thoughtfully incorporating our brand elements, apparel becomes a powerful tool for fostering a sense of community and pride within Deliverance Church International.



Acts 2:17

" 'In the last days, God says, I will pour out my Spirit on all people. Your sons and daughters will prophesy, your young men will see visions, your old men will dream dreams.

04.3 Advertisement

Effective advertisement design is crucial for promoting Deliverance Church International and engaging with the community. Whether it's billboards and signage, backdrops, or posters and flyers, incorporating our brand elements and compelling messaging is key.

Billboard and Signage

Design billboards and signage with the Deliverance Church International logo prominently displayed for visibility. Use colors from our brand palette, ensuring high contrast for readability. Keep messaging concise and impactful, utilizing clear and legible typography. Incorporate relevant imagery and visuals to resonate with the target audience.

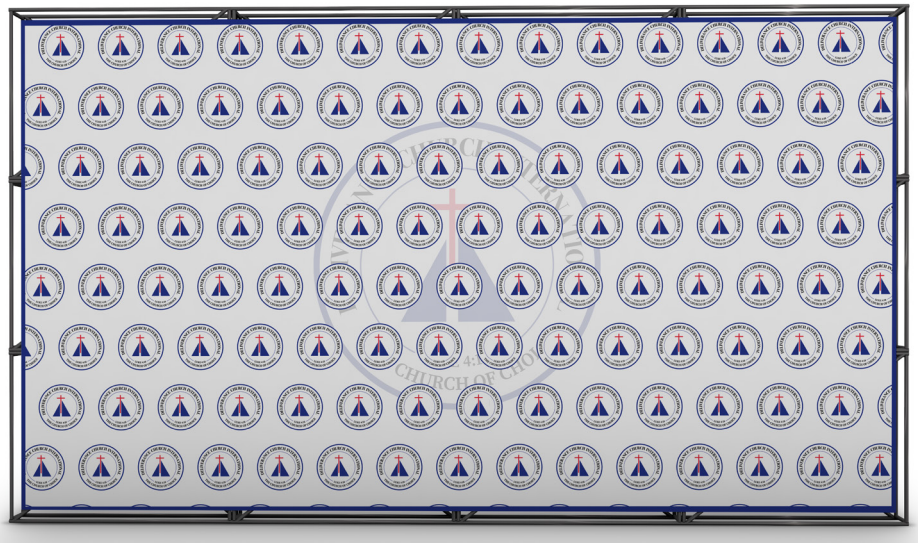
Dimensions:
8 x 120 mm



Backdrop

Create backdrops that feature the Deliverance Church International logo as the focal point. Use colors from our brand palette for visual consistency. Incorporate inspirational scriptures, relevant imagery, or patterns reflecting our mission and values. Ensure the logo is large and clearly visible, making a strong visual impact.

Dimensions:
350 mm x 120 mm



Poster and Flyers

Design posters and flyers with the Deliverance Church International logo prominently displayed. Utilize colors from our brand palette for visual consistency. Include clear and concise messaging, impactful typography, and relevant visuals. Communicate the event, service, or message effectively to engage with the community.

Dimensions:
8 x 120 mm





Maintain consistency in logo usage, colors, typography, and overall branding across all advertisement materials. Reinforce our brand identity and build recognition. Reflect our church's mission, values, and spirit in the design, aligning with the overall brand messaging.

By incorporating our brand elements, compelling visuals, concise messaging, and clear calls-to-action, advertisements become powerful tools for attracting attention, conveying our message, and engaging with the community. Consistency in branding strengthens our brand identity and leaves a lasting impact.



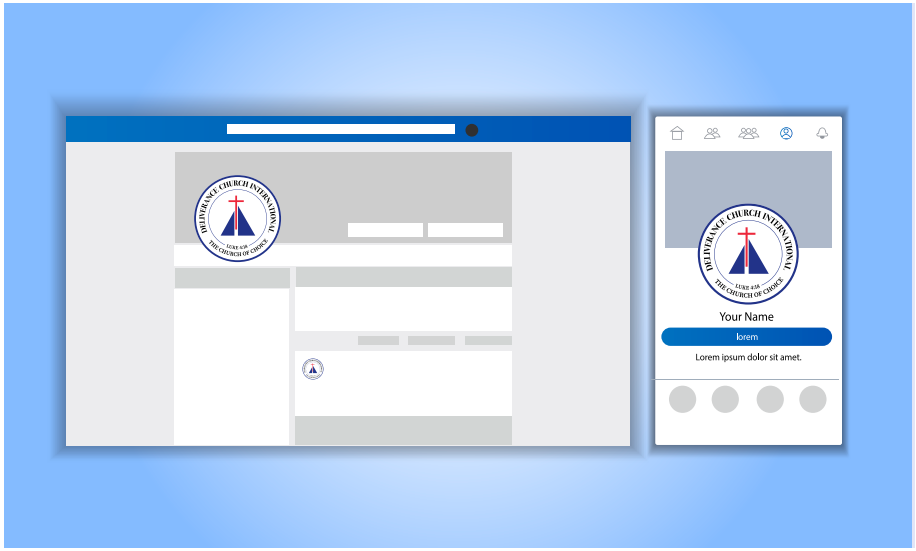
John 19:30 KJV

When Jesus therefore had received the vinegar, he said,
It is finished: and he bowed his head, and gave up the ghost.

05 Social media

Facebook

Use the official Deliverance Church International logo as the profile picture to establish brand recognition. Create a visually compelling cover photo that reflects our values and resonates with our audience. Share uplifting messages, event updates, and community stories with a compassionate and uplifting tone. Incorporate high-quality visual content that aligns with our brand identity and captivates our followers. Utilize relevant hashtags and tag individuals or organizations when appropriate to expand our reach. Engage with our audience by responding promptly and fostering meaningful conversations. Consistency in branding elements and adherence to the established brand guidelines will ensure a cohesive and impactful brand presence on Facebook.



Brand Usage on Social Media Platforms

Social media has become a vital platform for engaging with our congregation and reaching out to the wider community. Developing a robust social media strategy ensures that our brand is effectively represented and our message resonates with our target audience.

To ensure a consistent and impactful brand presence on social media platforms like Facebook, Twitter, and Instagram, follow these instructions for using the Deliverance Church International brand.

Profile Picture

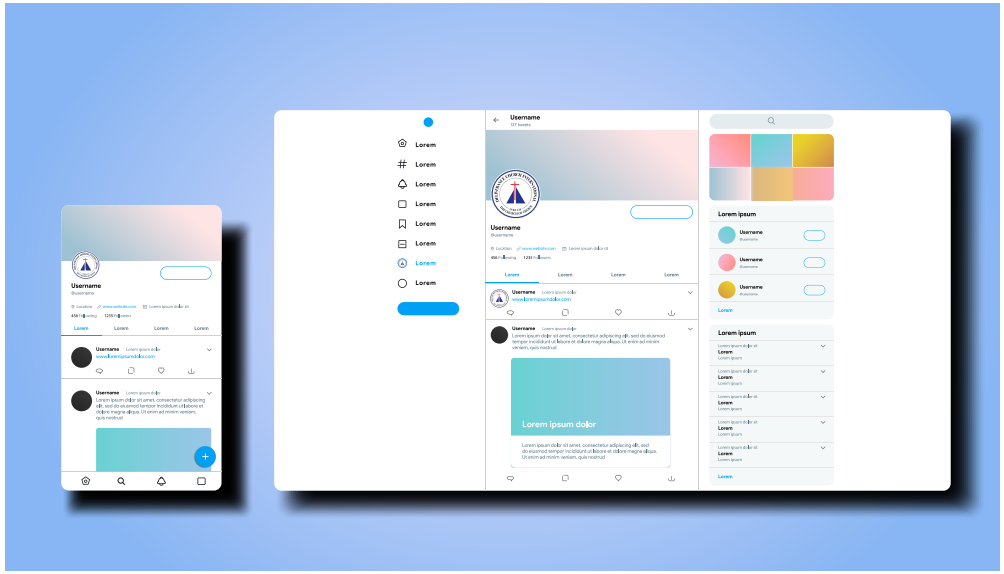
Use the official Deliverance Church International logo as the profile picture across all platforms. Ensure the logo is clear, visible, and properly sized for each platform's specifications. Maintain the logo's integrity by not altering its proportions or adding any additional elements.

Cover Photo

Create a visually compelling cover photo that reflects the spirit and values of Deliverance Church International. Incorporate the primary colors and imagery that resonates with our congregation and target audience. Align the design with our brand guidelines, maintaining a cohesive and professional look.

Twitter

Utilize the official Deliverance Church International logo as the profile picture to maintain brand consistency. Design a visually appealing header image that represents our values and aligns with our brand guidelines. Share concise and impactful messages, scripture reflections, and event updates to engage our followers. Incorporate high-quality visual content and relevant hashtags to increase visibility and participation. Engage with our audience through thoughtful responses and interactions, fostering meaningful connections. Consistency in branding elements, such as logo usage and adherence to the established brand guidelines, will contribute to a unified and impactful brand presence on Twitter.



Brand Messaging

Develop a consistent brand voice and tone that aligns with Deliverance Church International's values. Use inclusive language that embraces our diverse congregation and promotes unity. Share inspirational messages, scripture reflections, event updates, and community stories in a compassionate and uplifting manner.

Visual Content

Use high-quality and visually appealing images and videos that align with our brand identity. Incorporate our primary colors and accentuate our logo when possible to reinforce brand recognition. Ensure the content is relevant, engaging, and authentic to resonate with our audience.

Hashtags and Tagging

Utilize relevant hashtags related to our church, ministry focus, or community interests in our posts. Create unique hashtags for specific campaigns or events to encourage engagement and participation. Tag relevant individuals, organizations, or partners when appropriate to foster collaboration and reach a wider audience.

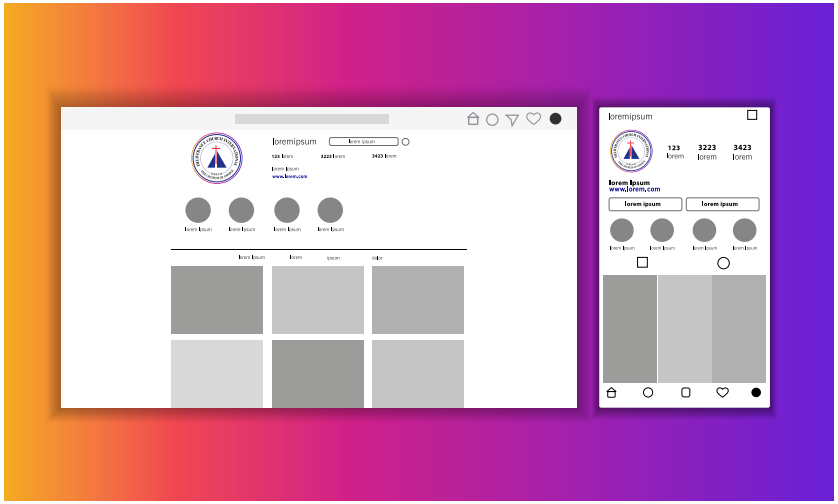
Engagement and Response

Regularly monitor comments, messages, and mentions on social media platforms. Engage with our audience by responding promptly, respectfully, and thoughtfully.

Foster conversations, answer inquiries, and express gratitude for community engagement.

Instagram

Establish a strong brand presence by using the official Deliverance Church International logo as the profile picture. Create visually captivating posts that reflect our values and resonate with our audience. Share inspirational messages, event highlights, and community stories to engage and inspire our followers. Utilize high-quality visual content that incorporates our primary colors and logo, maintaining a consistent and visually appealing feed. Use relevant hashtags and tag individuals or organizations to expand our reach and foster connections. Engage with our audience through comments, messages, and mentions, building a sense of community and connection. Consistency in branding elements, such as logo usage and adherence to the established brand guidelines, will ensure a cohesive and impactful brand presence on Instagram.



Consistency and Brand Guidelines

Maintain consistency in branding elements, including logo usage, colors, typography, and visual identity. Refer to the brand guidelines to ensure adherence to the established brand standards. Regularly review and update social media profiles and content to align with any brand updates or changes.

Social media is an opportunity to extend our church's mission and values beyond physical walls. With a well-planned strategy, consistent branding, engaging content, and active engagement, we can cultivate a thriving social media presence that connects with our congregation and reaches a broader community with the message of Deliverance Church International.



Mark 16:15 KJV

And he said unto them, Go ye into all the world, and preach the gospel to every creature.

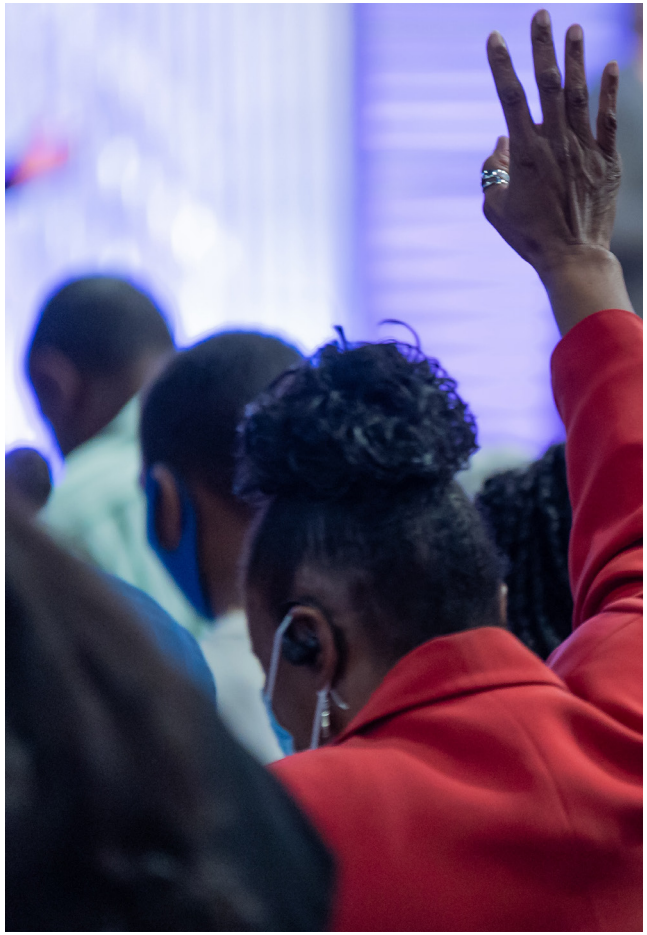
Images and blending modes

06.1 Corporate image - black & white

Black and white can be a powerful choice for establishing a corporate image for Deliverance Church International. This classic and timeless color scheme evokes a sense of sophistication, elegance, and simplicity. Adhere to a consistent black and white color scheme throughout all branding materials. This consistency reinforces the corporate image and enhances recognition. Ensure that black and white are used consistently across digital and print platforms to create a cohesive and unified visual identity.







By embracing a black and white color palette in our corporate image, Deliverance Church International can communicate a sense of elegance, simplicity, and timelessness. The careful use of black and white in logo design, stationery, visuals, typography, and maintaining consistency will contribute to a strong and impactful corporate image.



06.2 Blending modes for images

When incorporating images into our designs for Deliverance Church International, understanding blending modes can enhance their visual impact and create unique effects. Blending modes allow us to combine images or layers in ways that interact with each other, creating captivating visuals. Blending modes offer creative opportunities to elevate our designs and make them visually captivating. By understanding the effects of different blending modes and experimenting with images and layers, we can create impactful visuals that align with the brand identity of Deliverance Church International. Blending modes offer creative opportunities to elevate our designs and make them visually captivating. By understanding the effects of different blending modes and experimenting with images and layers, we can create impactful visuals that align with the brand identity of Deliverance Church International.

Screen Blending Mode:

The Screen blending mode lightens the underlying layers, making them appear brighter. It can be useful for adding highlights or a glowing effect to elements in our designs.

Overlay Blending Mode:

The Overlay blending mode combines the Multiply and Screen modes. It enhances contrast and saturation, making colors more vibrant. It can be used to add drama and intensity to images or design elements.

Multiply Blending Mode

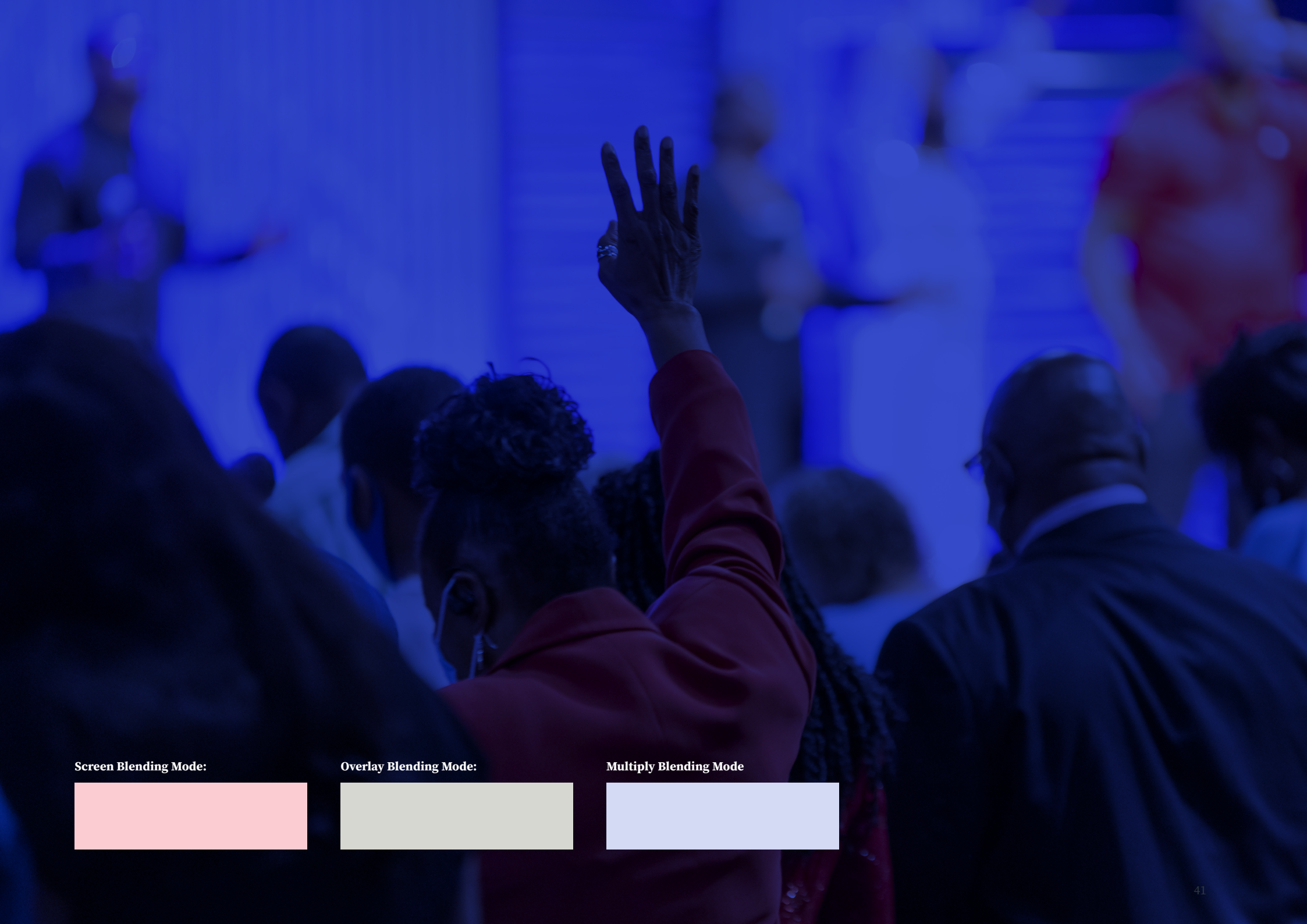
The Multiply blending mode darkens the underlying layers and blends the colors together. It can be used to create shadows, depth, or add a sense of richness to an image or design.

Overview

Blending modes are settings that determine how an image or layer interacts with the layers beneath it. Each blending mode produces different results, such as adjusting transparency, brightness, contrast, or colors. Experimenting with blending modes can add depth, texture, and visual interest to our designs.

Don't be afraid to experiment with different blending modes and layer combinations. Each blending mode offers unique possibilities, and the results can vary depending on the images and layers used. Play with opacity, layer order, and adjustments to achieve the desired effect.

Maintain consistency in blending modes across our designs to create a cohesive visual style. Choose blending modes that align with the mood, message, and brand identity of Deliverance Church International. Ensure that the blending modes enhance the overall design rather than distracting from the intended focus.


Screen Blending Mode:
Overlay Blending Mode:
Multiply Blending Mode

Conclusion

These Brand Guidelines for Deliverance Church International provide a comprehensive framework for maintaining a consistent and impactful brand identity. By adhering to these guidelines, we ensure that our visual representation accurately reflects our church's values, mission, and spirit.

From the logo design and its proper usage to color palettes, typography, and imagery, every aspect of our brand has been carefully considered to create a cohesive and recognizable identity. These guidelines provide the foundation for consistent branding across various touchpoints, including print materials, digital platforms, and social media.

Consistency is key in building brand recognition and establishing a strong connection with our congregation and the wider community. By following these guidelines, we foster a sense of trust, professionalism, and unity among our audience.

Furthermore, these guidelines encourage creativity and flexibility within the defined brand parameters. They provide room for innovation and adaptation while maintaining the core elements that define Deliverance Church International's visual identity.

As we move forward, it is essential to keep these guidelines updated and relevant to evolving trends and audience preferences. Regularly revisit and review the guidelines to ensure they align with our church's growth and changing needs.

By embracing and implementing these Brand Guidelines, we present a unified and consistent image that resonates with our congregation, connects with our community, and reinforces the core values of Deliverance Church International.



Deliverance Church International

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