

VERSION 01 - JANUARY 2021

# The LifeFamily Brand Guide

A complete brand guide for LifeFamily.

# Overview and Mission

We exist to see every life **transformed** by the power of Jesus Christ. Transformation is awakening spiritually, connecting to others in authentic relationships and serving God, your Church, community and world through the gifts and purpose he has placed in you!

As LifeFamily grows, it is vitally important that our art, media, and communication create impressions that draw people into the church and, ultimately, a relationship with Christ. These guidelines aren't just rules, but principles and standards that help our staff, volunteers, and contractors communicate our mission clearly and consistently.

01.

# Table of Contents

# Contents

|           |                 |
|-----------|-----------------|
| <b>05</b> | The Logo        |
| <b>11</b> | Type Formatting |
| <b>13</b> | Typography      |
| <b>16</b> | Logo Misuse     |
| <b>18</b> | Social Media    |

|           |                |
|-----------|----------------|
| <b>20</b> | Colors         |
| <b>22</b> | Photography    |
| <b>24</b> | Ministry Logos |

**THE LOGO**

# Primary Logo

When representing LifeFamily, the logo should always appear in the standard horizontal format.

Wherever you are, you represent LifeFamily every time you use the brand. By following these guidelines, you reap the benefits of the LifeFamily identity and contribute to its strength.

Whether seen on-screen, in print, or on apparel, the logo is stable and unchanging. The identity can only make a positive impact if it is used consistently and correctly.



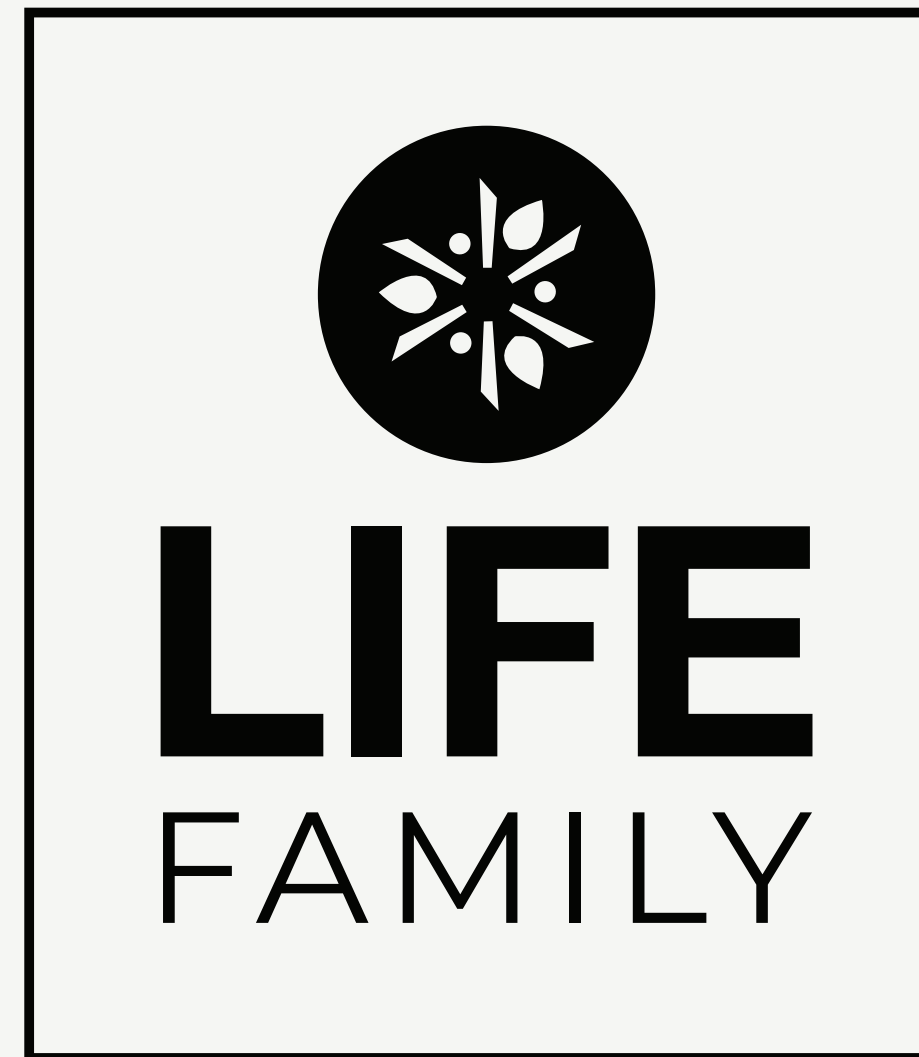
# White Logo

This is another way to use our logo when it needs to be placed on a darker background.



# Alternative logo styles

Here is an alternate way of using our brand. This version is great to use with vertical applications.



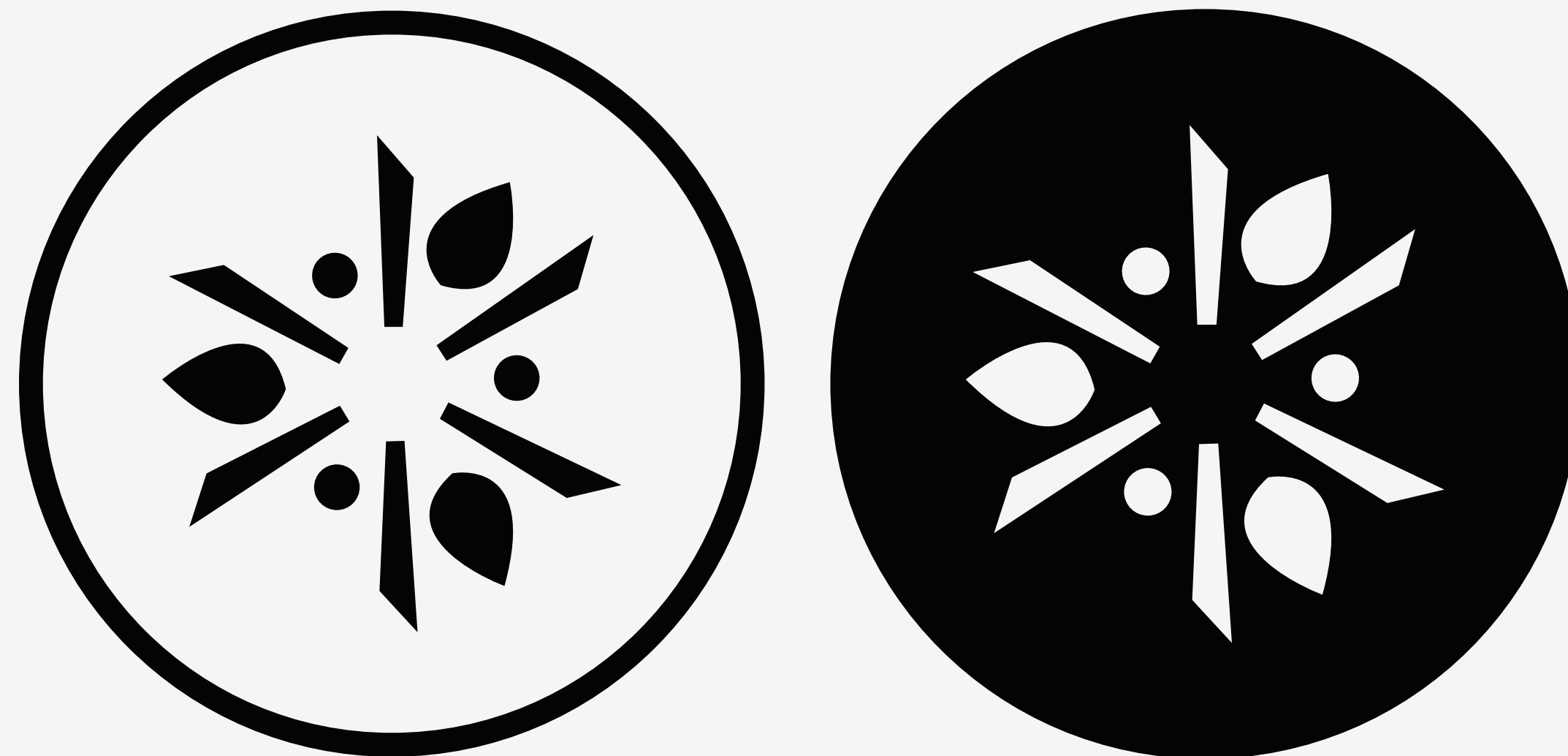


# The Logomark

Here are two ways to use our mark, also known as “bug.” It represents transformation and new life.

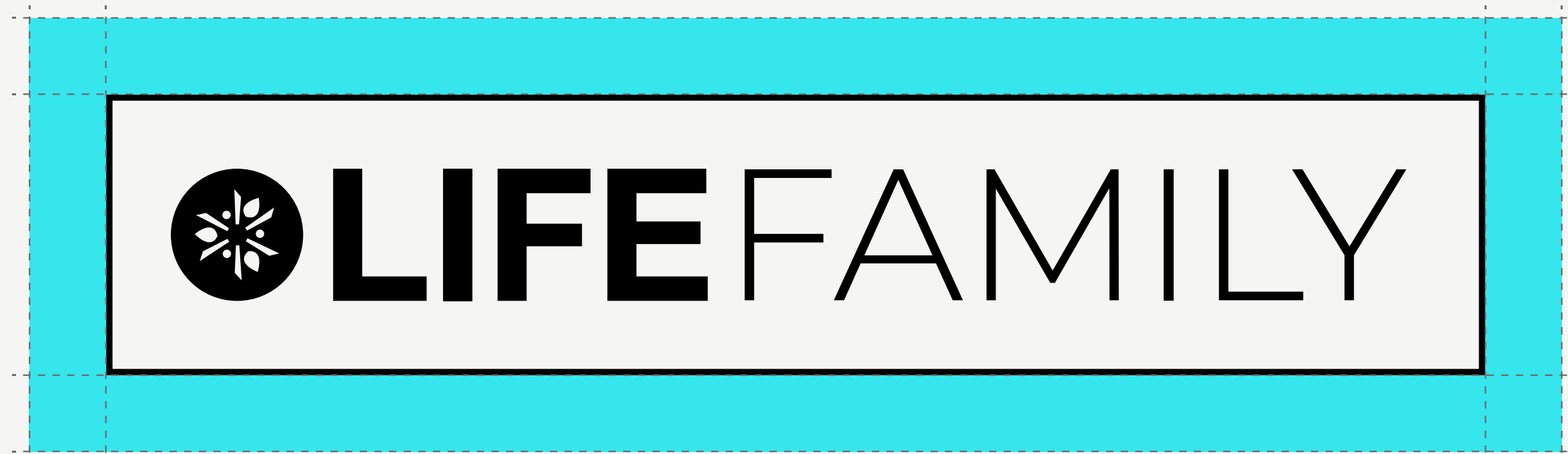
The bug is to always be shown in a circle.  
The circle needs to be outlined or solid as shown.  
Please do not add double circles around it.

The bug should always be oriented with vertical line at 12:00 noon.

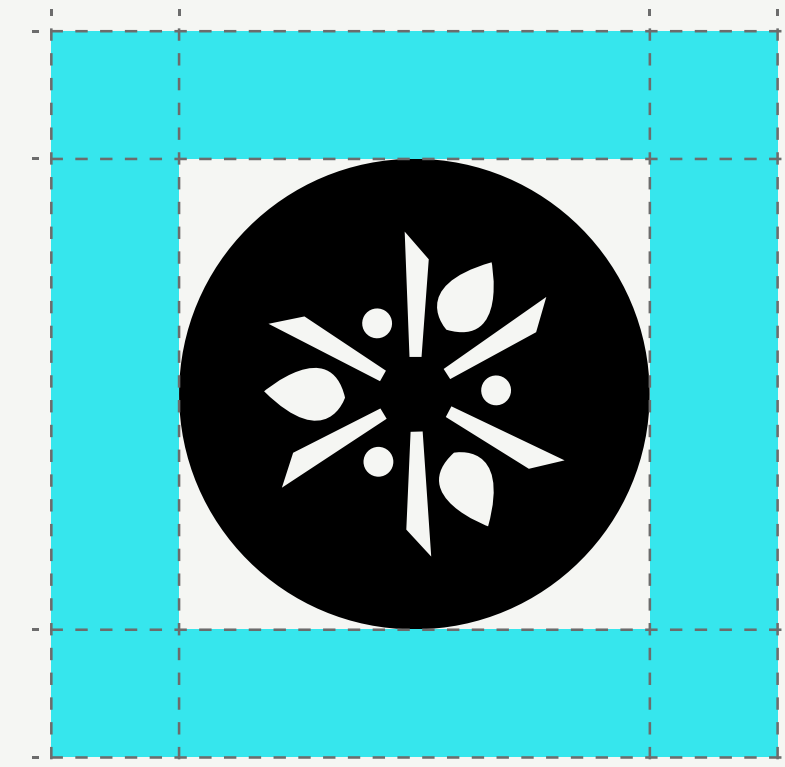


# Safe Zone

When using the logo, it should be surrounded with clear space to ensure its visibility and readability. No graphic elements should invade this zone shown to the right in blue.



Full Logo



Logo mark

03.

# Type Formatting

# Type Format

It is important for our overall brand to we have a consistent way of writing our location and ministry names. Please pay attention to spacing.

## **LifeFamily Formatting**

LifeFamily or LIFE FAMILY

LifeAustin or LIFE AUSTIN

## **Campus Name Formatting**

LifeAustin Southwest

LifeAustin Downtown

LifeAustin Mueller

Life Dripping Springs

Life Marble Falls

## **Other Formatting**

LifeKids | LifeStudents | LifeWomen | LifeMen or

LIFE KIDS | LIFE STUDENTS | LIFE WOMEN | LIFE MEN

DreamTeam or DREAM TEAM

LifeGroups or LIFE GROUPS

LifeTrack or LIFE TRACK

04.

# Typography

# Typography

## Primary Typeface

Typography is another key element of the LifeFamily brand identity, to be used in print, web, mobile and video environments.

### TYPES

Headlines, subheads, navigation, titles, buttons, UI elements and captions.

### USE

Can be used as lowercase or uppercase.

### ExtraBold

# Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*

Character Tracking - 20px

---

### SemiBold

# Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*

Character Tracking - 20px

---

### Light

# Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*

Character Tracking - 20px

---

# Typography

## Secondary Typeface

### TYPES

Headlines, subheads, navigation, titles, buttons, UI elements and captions.

### USE

Can be used as lowercase or uppercase.

Neue Bold

# Helvetica Neue

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@£\$%^&\***

05.

# Logo Misuse



# Misuse

A strong brand is applied consistently. It is important that a brand mark is never altered. Don't make our logo sad :(

**THE SAME THING APPLIES TO ANY OF OUR CAMPUS AND MINISTRY LOGOS.**



Do not -  
Apply Outlines



Do not -  
Apply dropshadows



Do not -  
Apply gradients



Do not -  
skew or stretch



Do not -  
change orientation



Do not -  
Adapt the logo



Do not -  
Mix Colors



Do not -  
Fill with Patterns



Do not -  
Contain in a shape



Do not -  
Take the box off



Do not -  
Take the box off and use  
without the bug



Do not -  
Add campus name below any  
of our church/ministry logos

06.

# Social Media

# Social Icons

Here are some suggested social profile uses.

Facebook: 360px x 360px

Instagram: 110px x 110px



Instagram  
110px x 110px



Facebook  
360px x 360px

07.

# Color Guide

# Color Guide

These are the primary 4 colors in our brand. These colors should not be altered for any reason.

Black

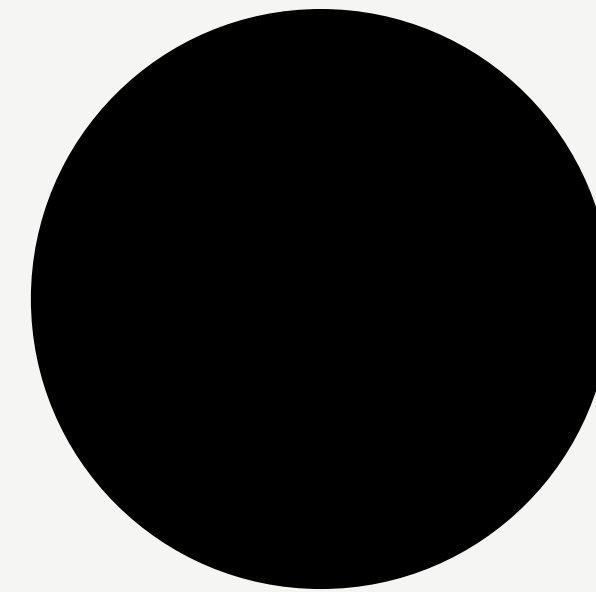
White

Medium Gray

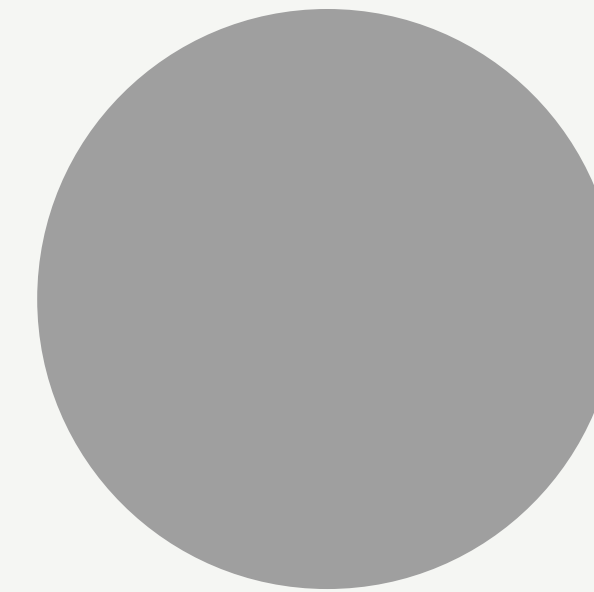
Blue



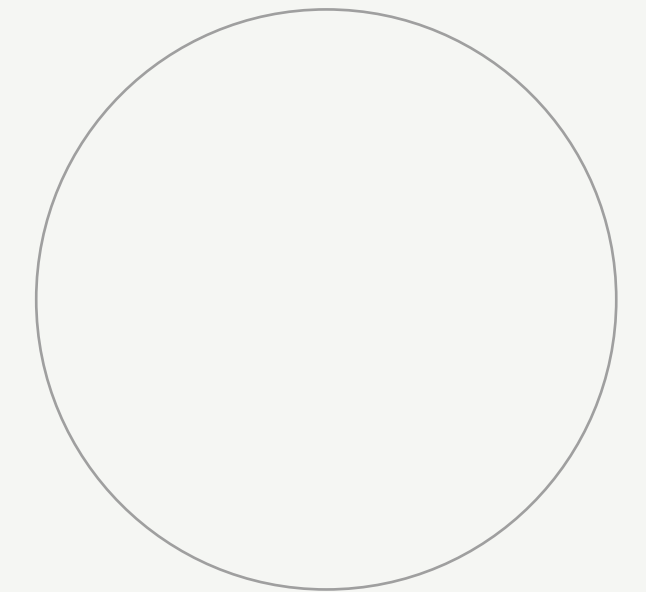
HEX #1380c1  
R19 G128 B193



HEX #000000  
R0 G0 B0



HEX #9f9f9f  
R159 G159 B159



HEX #ffffff  
R255 G255 B255

08.

# Photography

# Photography

It's important that the stories we tell communicate our Guiding Principles.

Additionally, they should also:

- Show diversity of age, gender, and ethnicity
- Engage the viewer as a participant, not an observer
- Capture authentic moments of connection between people
- Focus on capturing celebratory action shots
- Depict real people, living real moments — avoid staged scenes or stiff poses
- Please DO NOT use stock photography on our social media  
This comes across as inauthentic

Avoid capturing unfriendly faces, angry emotions or unhappy people. Always showcase our best!



Events and Services (Wide Shot)



Event Action Shot



Candid shots should be "person focused"



Speakers and Guests (Close Shot)

09.

# Ministry Logos



# Ministry Logos

A strong brand is applied consistently. It is important that a brand's logo is never altered.

We are also **NOT to add location/campus names** under or near our minstry logos. These logos represents the unity of LifeFamily and it's ministries.

These are the only ways our ministry logos should appear.

Reference page 15 to see how **NOT** to use our ministry logos.

**LIFEMEN**

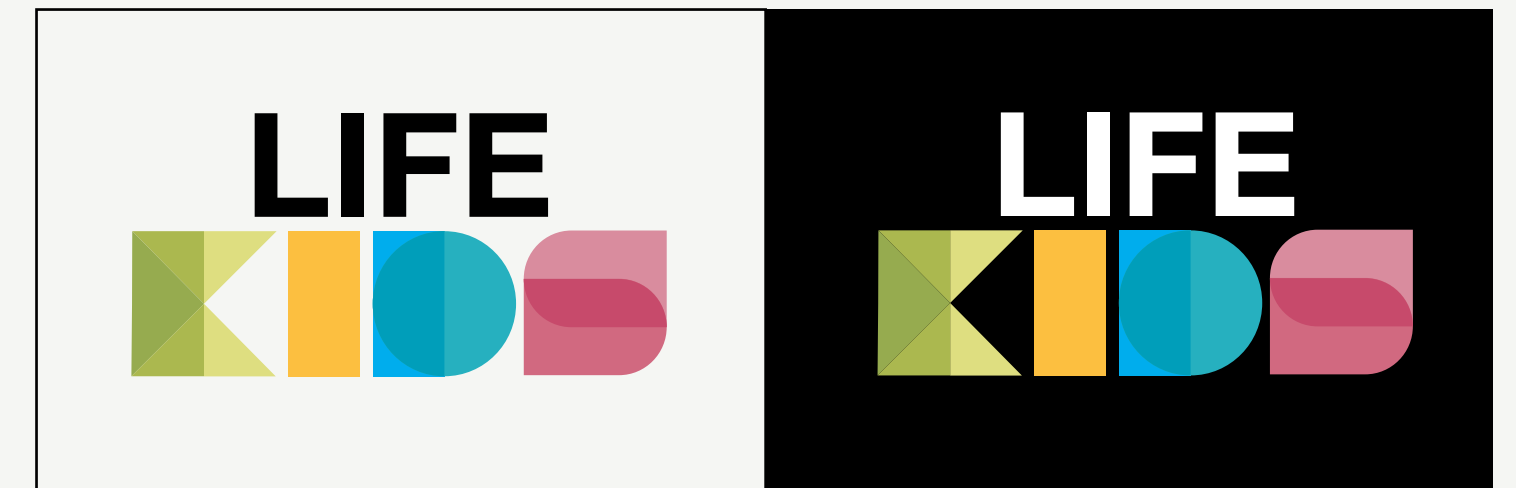
**LIFEWOMEN**

**LIFESTUDENTS**

**LIFEMEN**

**LIFEWOMEN**

**LIFESTUDENTS**



\* Only colors in the main logo to be used  
\* Please do not add any text on any of the shapes/letters in the LifeKids Logo

VERSION 01 - JANUARY 2021

# Thank You

WE REALLY APPRECIATE YOUR HELP IN KEEPING OUR BRAND CONSISTENT.  
CONTACT US IF YOU HAVE ANY ADDITIONAL QUESTIONS.  
[COMM@LIFE.FAMILY](mailto:COMM@LIFE.FAMILY)

