MARYLAND

COMMUNITY CHURCH

Brand Style Guide

CONTENTS

THE MARYLAND COMMUNITY CHURCH "BRAND"

BRAND SUMMARY

IDENTITY:
Maryland Community Church is a COMMUNITY of people following CHRIST and serving in His CAUSE.

MISSION:
Our mission is to help people take one step closer to Christ.

VISION:
Our vision is to see thousands of people in our church, community and world take one step closer to Christ.

BRAND ATTRIBUTES

This is what MCC "looks like."

1. RELEVANT

We strive to stay in touch with the current culture and speak in a language that is familiar to the average attender.

2. FUN

The message of Christ is filled with hope, and so we believe MCC should reflect the joy that comes from a relationship with Christ.It's okay to "have fun" as a follower of Christ.

3. ADVANCING

The Gospel is not stagnant; it's alive. And so we are in motion, actively participating in the cause of Christ.

MCC CORE VALUES

BRAND SUMMARY

BRAND ATTRIBUTES

1. REACH

   To reach people no one is reaching, we do things no one is doing.

2. RELATIONSHIP

   We believe life is fully lived in relationship with Christ and each other.

3. EFFECTIVENESS

   We value results over activity.

4. EXCELLENCE

   We always bring our best, spending our time on what God desires.

5. AUTHENTICITY

   We pursue Jesus with integrity and transparency.

LOGO

PRIMARY

PRIMARY - REVERSED

LOGO

STACKED

STACKED - REVERSED

LOGO

LOGOMARK

LOGOMARK - REVERSED & SOLID BLACK

LOGO USAGE

MINOR TITLE

Do not crowd the logo or place other elements inside of the control area. The control area measurement ("x") is equal to the height of the "M" in Maryland.

MINIMUM SIZE

To ensure legibility, when reproduced at minimum size, full length of the logo should be at least .75" wide. Examples are not actual size.

MISUSE

The logo should only be used according to the guidelines established in this document. Do not:

Use unapproved layouts

Use unapproved colors

Stretch or condense

Add elements within control area

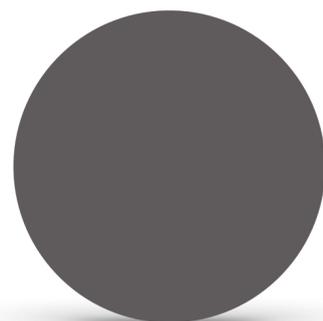Use unapproved fonts

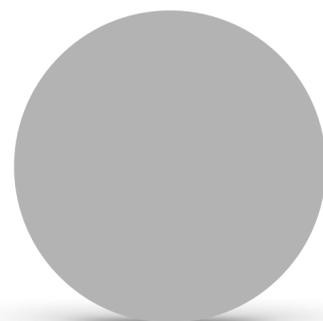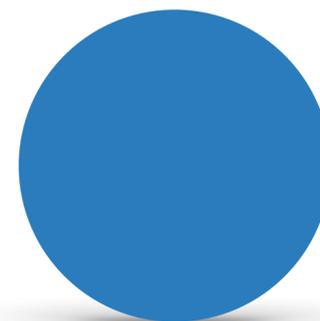Separate elements or use incomplete mark

COLORS - PRIMARY

These are the approved colors for use with the MCC brand. If the logo is used as one solid color it should be one of these colors or a simple black or white.

#494445   #a9a9a9   #0D6BB3

TYPOGRAPHY

PRIMARY TYPEFACE

The primary typeface is Proxima Nova. It is available to use in multiple weights (thin, light, regular, semibold, bold, extra bold, and black).

Proxima Nova (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*

Proxima Nova (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*

Proxima Nova (Thin)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*

AUXILLARY TYPEFACES

The following typefaces are only recommended when the official typeface is not available for use (for example, web text).

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*

PRINT

LETTERHEAD / ENVELOPE

When sending letters and memos through mail always use official MCC letterhead for your cover letter. It is acceptable to include other documents or materials within the same envelope, but it should open in such a way that the letterhead is on top and seen first.

When writing your letter make sure to include ample whitespace in the design to continue the clean look and feel as well as provide functionality. And always use approved MCC typefaces if typing the letter on a computer (ie. Proxima Nova, Arial or Helvetica).
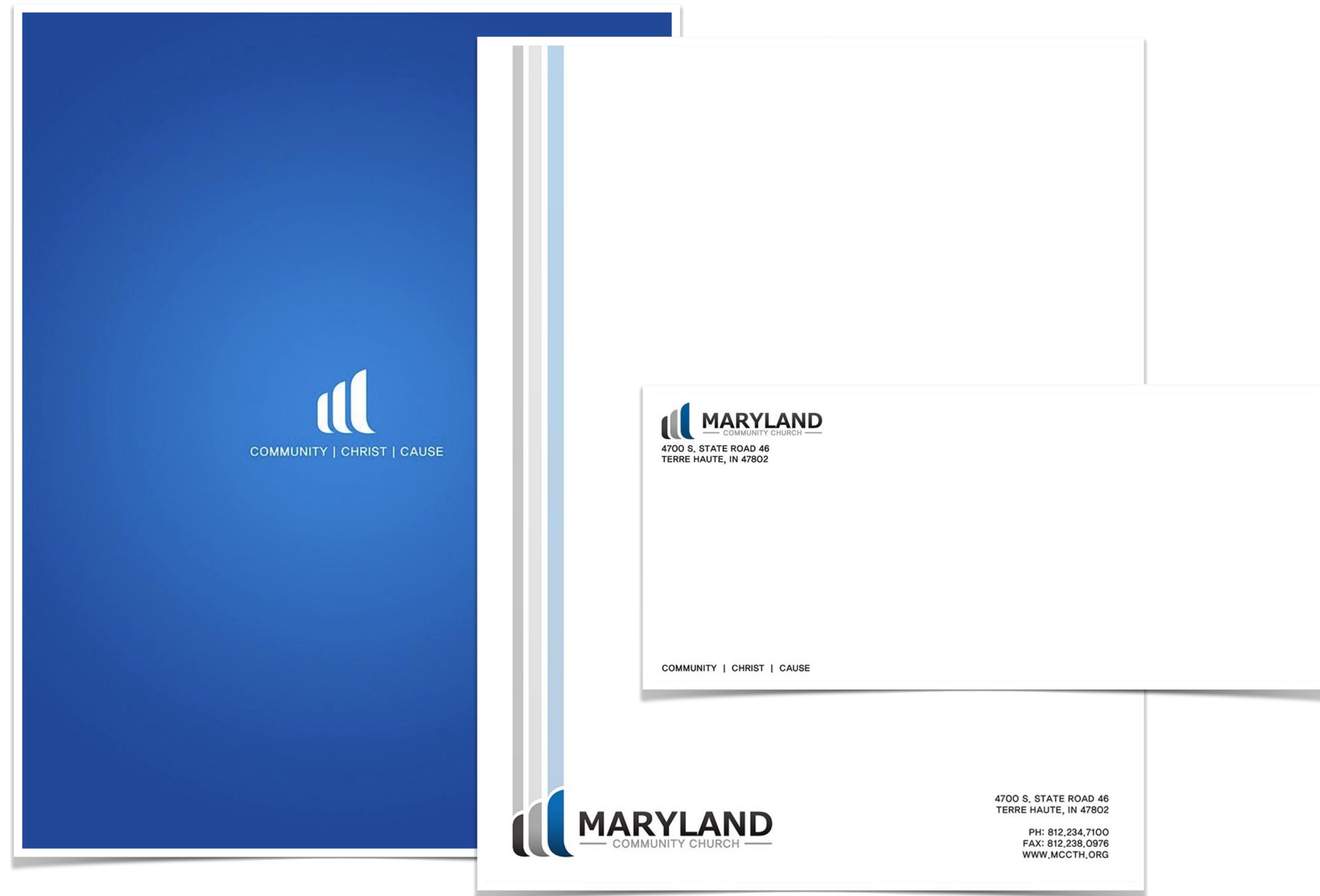
PRINT

MCC employees should use official business cards only. No custom department or event specific cards should be created and used without approval from the Communications Director.

Printing requests for standard MCC business cards can be made to the Office Manager.

"Helping people move one step closer to Christ."

Scot Longyear
Senior Pastor

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EMAIL longyear@mccth.org
TWITTER @longyear
BLOG www.scotlongyear.com
FACEBOOK facebook.com/scot.longyear

Maryland Community Church
4700 S State Road 46 | Terre Haute, IN 47802

www.mccth.org

EMAIL

Email Signature Guidelines

All email sent from MCC staff needs to look consistent with the MCC brand. The email signature included should be formatted as follows:

• Full name (in bold)
• Job title
• www.mccth.org | 812.234.7100 (ext. is optional)
• MCC logo

Note: Email content and signatures should use an Arial or Helvetica font.

Please do not add or remove to your email signature without proper approval. (ie. custom signatures, fax numbers, etc)

For info on how to add the MCC logo to your signature contact Elijah Hollis.

Staff Email Signature Examples

Scott Telle
Creative Arts Pastor
www.mccth.org | 812.234.7100 x220

Dan Gisel
Campus Pastor, 12 Points Campus
www.mccth.org | 812.234.7100

HELP

FOR QUESTIONS OR CONCERNS

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Communications Director

Maryland Community Church

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www.mccth.org