Brand Identity
Style Guide

ZOAR
LUTHERAN CHURCH
GATHERS | GROWS | GIVES

Table of **Contents**

About **Zoar Lutheran Church**

Be AmaZed by the Gifts of God!

Zoar Lutheran Church is a community in which diverse people are washed in baptism, fed in Holy Communion, and called into the love of Jesus Christ. We **gather** for worship, we **grow** in love and faith, and we **give** to our community and those in need. And we do this because we are amaZed by God's grace and generosity. You are welcome to share in this life and work, so that together we may grow in the love of Jesus and serve the world in his name.

About the Zoar **Brand Identity Style Guide**

Consistency is a necessary, key component of establishing a brand identity that is clearly recognized. This brand identity style guide is the foundation for setting the standards for which all Zoar Lutheran Church visual materials should follow.

The Zoar Communications Committee is responsible for maintaining the official set of graphic standards that are the basis of the Zoar Lutheran Church visual identity. The Brand Identity Style Guide provides a consistent, custom and unique visual identity program for Zoar Lutheran Church. Each Zoar church area that produces visual communications or is provided Zoar materials – including but not limited to, print collateral, advertising of all forms, video and web – is expected to follow the policies set forth in this guide. While this manual outlines important standards to follow, it still leaves ample room for flexibility and creativity.

This guide answers FAQs concerning brand identity at Zoar and provides examples of branded materials. Please contact the church office for additional information or questions concerning communications.

Contact:

Zoar Lutheran Church
314 East Indiana Avenue
Perrysburg, Ohio 43551
zoarlutheran.com
419-874-4346

The Zoar **Logo**

COLOR

WITH TAGLINE

COLOR

BLACK ONLY

BLACK ONLY

Logo **Usage**

Safe Area

Please do not crowd the logo or place other elements inside of the safe area. The control area measurement ("x") is equal to the width of the "R" in Zoar.

Minimum Size

To ensure legibility, when reproduced at minimum size, full length of the logo should be at least 1.25" wide.

1.25" wide

Misuse

The logo should only be used according to the guidelines established in this document.

Please do not:

Use unapproved layouts

Use unapproved colors

Stretch or condense

Add elements within the safe area

Change the font

Separate or resize elements

Our **Colors**

The Zoar palette contains two principle green colors: a dark green and a lighter green. Depending on the media being used, each green color will have a specific formula. Please see the official color swatch formulas below. In the absence of color media, black and white may be used along with grayscale photography.

Dark Green

Pantone® color: PMS 7732 C

Process formula: 89:C / 0:M / 96:Y / 30:K

RGB formula: R:0 / G:112 / B:65

HTML color #007A3E

Light Green

Pantone® color: PMS 368 C

Process formula: 65:C / 0:M / 100:Y / 0:K

RGB formula: R:120 / G:190 / B:32

HTML color #78BE20

Typography

Our typeface

The primary typeface is Univers LT Std.
Three weights are primarily used:

The following typeface is recommended – in regular, bold, and black version – when the official typeface is not available for use (for example, web text).

Univers LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*

Univers LT Std 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*

Univers LT Std 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*

The Zoar **Slogan**

In addition to Zoar's "Gathers, Grows, Gives" tagline, the Zoar Be AmaZed! slogan is available for use on Zoar marketing materials as well. With an intentional capitalized "Z" in the slogan, the art can be used in the Zoar green swatches or reversed as shown below. In text/body copy, the "Z" is usually capitalized as well for additional emphasis on the letter "Z".

The Zoar **Business Papers**

The Zoar letterhead, No. 10 envelope and business cards have been created and available for official church office communications.

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info@zoarlutheran.com

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ZOAR
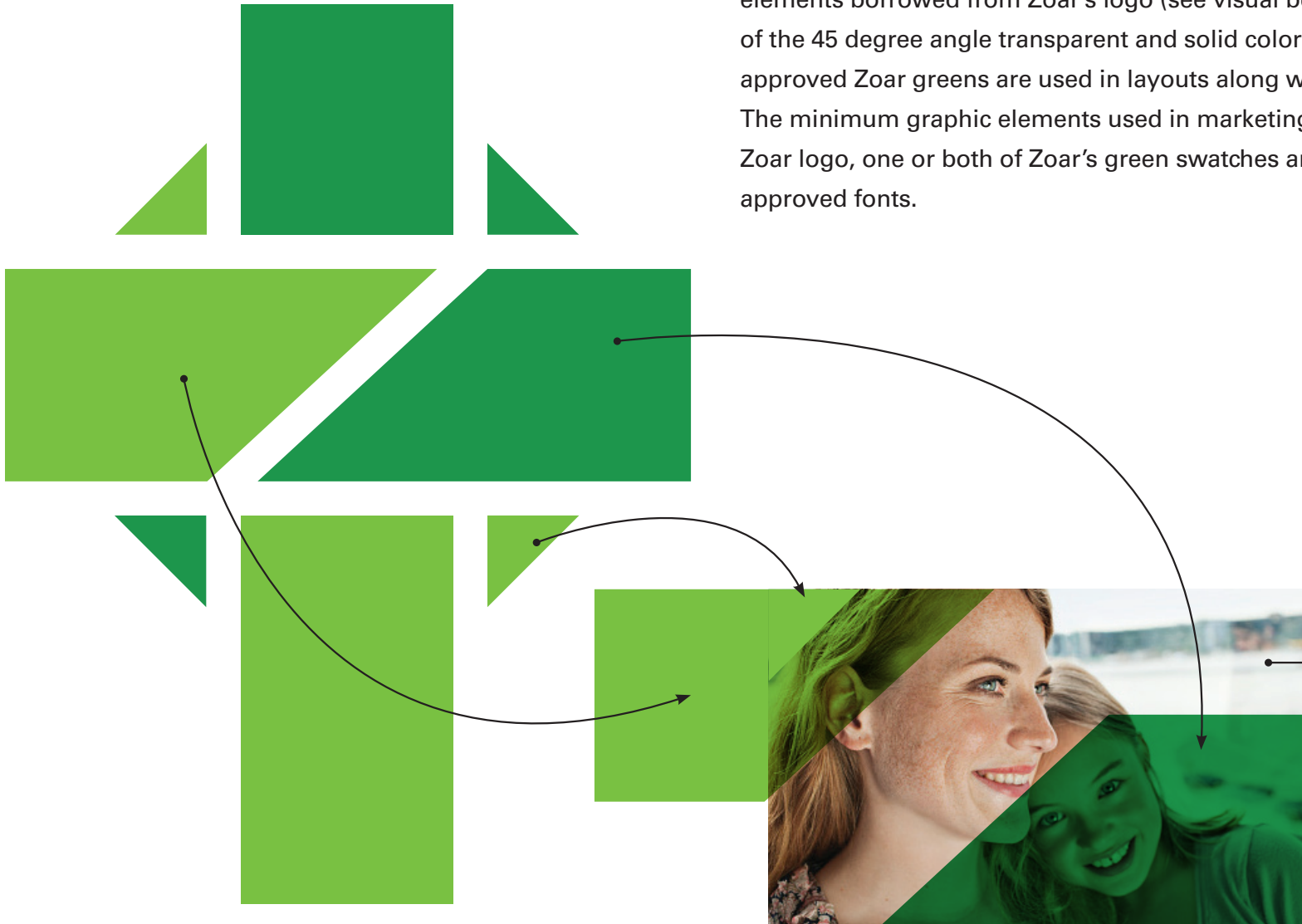LUTHERAN CHURCH
GATHERS | GROWS | GIVES

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www.zoarlutheran.com
tphilabaum@hotmail.com

Rev. Dr. Tim Philabaum
Senior Pastor

The Zoar Brand Identity: **Creating Layouts**

Zoar brand identity marketing materials should be created using graphic elements borrowed from Zoar's logo (see visual below). Note the use of the 45 degree angle transparent and solid color boxes. Only the two approved Zoar greens are used in layouts along with white fill as needed. The minimum graphic elements used in marketing materials features the Zoar logo, one or both of Zoar's green swatches and the use of Zoar's approved fonts.

A SAMPLE LAYOUT

The sample layout below features the graphic elements, colors, fonts and logo usage as described on the previous page. There are several layouts that would qualify as being consistent with the Zoar brand identity. This is one solution.

The following pages feature many additional examples of how the Zoar brand identity has been used in a consistent manner to achieve continuity for the brand. By adhering to this brand identity guide, materials in all forms of media will be quickly identified as having the Zoar branded identity.

Brand Identity **Examples**

PRINT COLLATERAL

The following pages contain examples of Zoar identity branded layouts from a variety of various marketing media (including but not limited to print collateral, advertising media, video, interactive, display and direct mail).

BROCHURE COVER

OVERFLOWING GENEROSITY

ABUNDANT JOY

FINANCIAL STEWARDSHIP
GROWING CLOSER TO JESUS

+ ZOAR
LUTHERAN CHURCH
GATHERS | GROWS | GIVES

ZOAR LUTHERAN CHURCH | EST. 1850

WELCOME TO ZOAR!

"Therefore welcome one another as Christ has welcomed you, for the glory of God."
Romans 15:7

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Be Amazed!

GATHERS | GROWS | GIVES

WELCOME TO ZOAR!

+ ZOAR
LUTHERAN CHURCH
GATHERS | GROWS | GIVES

Be Amazed!

CHRIST
CARE
GROUP
2018

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JOY

OVERFLOWING GENEROSITY

ABUNDANT

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Brand Identity **Examples**

PARTIAL PAGE FULL COLOR AD

Be Amazed!
at God's Blessings.

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Be AmaZed by the Gifts of God!

Zoar Lutheran Church is a community in which diverse people are washed in baptism, fed in Holy Communion, and called into the love of Jesus Christ. We gather for worship, we grow in love and faith, and we give to our community and those in need. And we do this because we are amazed by God's grace and generosity. You are welcome to share in this life and work, so that together we may grow in the love of Jesus and serve the world in his name.

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419.874.4346 | www.zoarlutheran.com
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Worship times:
6 p.m. Saturday,
7:15, 8:30 &
11 a.m. Sunday

Sunday School for
all ages at 9:45 a.m.

Rev. Dr. Tim Philabaum, Senior Pastor
Rev. Dr. Mike Brown, Community Pastor

FULL PAGE NEWSPAPER AD

HE IS RISEN

Everything changes at Easter!

We know the pain and loss of death, we know how death seems to be the end. But no! There is another answer! God sings out, "yes" and "joy" and "hope" at the resurrection of Jesus. God brings life now and forever. God promises that "love wins." At the evening vigil on Saturday and on Easter morning we proclaim this awesome news. Come, **be amaZed** by what God has done, and what God will do!

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Saturday, March 31 | 6 PM Easter Vigil
Sunday, April 1 | 7 AM, 9 AM & 11 AM

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Be Amazed!

Brand Identity **Examples**

VIDEO SERIES

Transformed by
GRACE
FAITH
&LOVE
DINNERS

SEPTEMBER
17, 27 & 30

The Gathering, September 17, 9:45 am

Join us for a Sunday morning casual discussion group of the Gospel readings for that Sunday. We use great video clips, engaging questions, and a discussion guide.

Zoar New Member Class
May 21, 28 and June 4,11 | 7:00 p.m.

Give   Events Calendar

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About Us   Ministries   Get Involved   Resources   Contact Us   I'm New

ENERGIZED BY JESUS, A GRATEFUL ZOAR
GATHERS, GROWS, AND GIVES.

Join Us and Be AmaZed!

SEE OUR WELCOME VIDEO ➤

I'M NEW

Expect a casual friendly welcoming church. Where we welcome you no matter where you are in your journey.

Find Out More »

GATHER & GROW

Connect with one of our many Ministry groups and find a way to get involved with people just like you.

Find Out More »

ZOAR YOUTH

Zoar Youth are doing great things to help the community and have fun at the same time!

Find Out More »

GIVING BACK

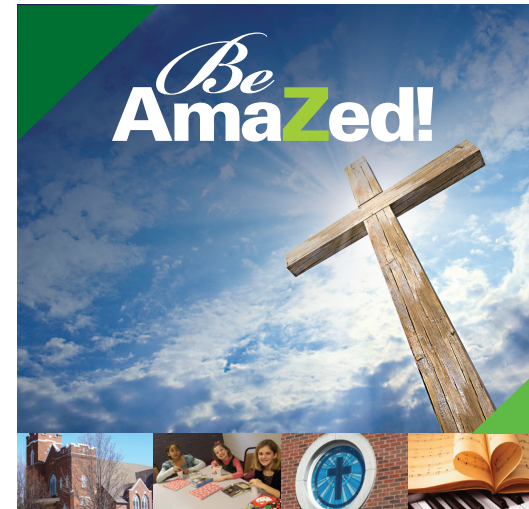Generosity changes lives! We give because God gave first.

Find Out More »

Brand Identity **Examples**

DISPLAY / SIGNAGE

YARD SIGN

Be **AmaZed!**
by the Gifts of God.

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Be **AmaZed!**

✝ ZOAR
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Sunday School for
all ages at 9:45 a.m.

Rev. Dr. Tim Philabaum, Senior Pastor
Rev. Dr. Mike Brown, Community Pastor

DIRECT MAIL

YOU ARE
INVITED!

GOLDFISH
GIVEAWAY

APRIL 8 • 12:00 PM
FAMILY LIFE CENTER

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family
Retreat Camp

Join us!
November 17, 18, 19

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AmaZing!News

APRIL // 2018

A MONTHLY PUBLICATION FROM ZOAR LUTHERAN CHURCH | WWW.ZOARLUTHERAN.COM

INSIDE

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HEADLINE HERE

The month of December gives us the gift of Advent, in which we wait. We wait for the celebration of the birth of Jesus; we wait for the return of Christ; we wait for re-connection with loved ones; we wait for the end of disease and sorrow; we wait in the hope and promise that Jesus waits with us.
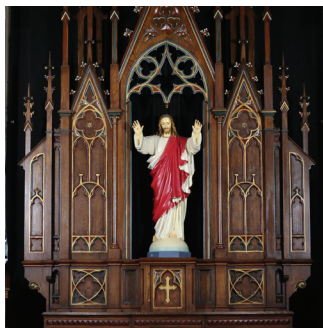
At each of the 3 Wednesdays in December at 7:30 PM we offer a time of prayer and reflection. We will sing our praise using Marty Haugen's Holden Evening Prayer, and offer times of Scripture and silence. As you prepare for Christmas, may this time be one for you in which your spirit is revived by God's grace! At each of the 3 Wednesdays in December

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Zoar Photo**graphy**

The Zoar Lutheran Church Office has a library of Photography which has been previously taken of past services and events. The following photos on this page are a small sampling of available shots for appropriate use in various media.

Be AmaZed!

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August 2018

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