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AND

Brand Manual

[www.christchurchnorthcoast.co.za](http://www.christchurchnorthcoast.co.za)

2022

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christchurch  
NORTHCOAST

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This document serves to describe the best ways to use the church branding assets. It will describe the most suitable use of these fonts, colours and logos. Rules are made to be broken and this document is no exception, but it should hopefully be a helpful guide to direct creativity to ensure that the church vision is put first.

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Enjoy browsing the guide, whether you are using it as a volunteer, a staff member or if you're just making something for fun. It may even be worth browsing if you just want a better understanding of the church's visual identity. Enjoy!



We are a  
vibrant family  
who want to be  
transformed  
by Jesus to  
live a life of  
purpose

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Simply put to words,  
that's who we are.

We want to handle God's word faithfully to see people on the North Coast and beyond saved from death to life and from immaturity to maturity. Christ Church North Coast is all about making Jesus' name great in many different ways, whether that is through an ecstatic children's Bible club, pods of teens meeting in people's homes, a Bible study, music, photography, church on a Sunday or a multitude of other ministries. This dynamism calls for an identity that is dynamic as well. Christ Church North Coast needs branding that is also dynamic. The branding needs to suit an edgy youth poster while still being able to make a kids church sign and then a Rethinking Jesus flyer as well. The branding needs to essentially suit each and every area of church life while having a distinct individual identity at the same time.

# christchurch

## NORTHCOAST

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### A guide to our visual identity.

#### Introduction:

This church family is vibrant and fun, and so would not suit a minimalist and grungey brand identity. With that being said, we still needed something that would be easy for anybody to use. The solution which seems to be a fair expression of the church's values is a fun and colourful approach that mixes Swiss/international design with some funky retro elements. The result is a palette that is slightly muted, but still fun and diverse with mostly blues and greens along with some strong sans serif fonts expressed on a canvas of fun patterns that still leave a decent amount of negative space.

These elements can be used in countless ways, which is not normally the approach for a brand identity. Most guides will be stricter, enforcing a certain style. The goal of CCNC's brand guideline is to create a consistent visual identity across a variety of styles and ministries. If a minimalistic and dark webpage is needed, feel free to ditch the geometric patterns and use the platinum text on a jet background. If you need a fun kids poster, add multiple patterns for a fun clash and draw from some of the warm colours for more vibrance.

There is also a lot of freedom to be afforded regarding the use of the CCNC fonts. If you need an ultra-wide font, feel free to stretch Interstate. If you need a different body font to your header, use Interstate

as the header and Robto as the body. Most brand documents will decide on a certain font at a certain weight in a certain colour to be used as the heading font, for example. This document will not specify that so as to make it as easy as possible for anybody to use these elements for anything. There is never any reason to use more than one font at a time, and any weight can be used. If you wish to fill an entire page with your heading, go for it. The fonts, and each other element for that matter, have all been chosen to create a cohesive identity even when used in a lot of varying ways and in many different mediums.

Regarding layouts, this is up to the user to decide, although inspiration should be drawn from the Swiss style of design, but with retro details to it. Often grids are drawn up for a brand to stick to, but CCNC has many different people using these elements for countless applications and so a grid system will not be specified. This will depend on the use case and so a blog on the website can have a totally different layout to the signage in the church building, if need be.

The goal for visual cohesiveness is for people within and hopefully even outside of the church to instantly recognise CCNC by the colours, typographies and logos...and hopefully the shining light of Christ's love as well. We also want to have an identity that is visually stylish and eye-catching across all different ministries. The type system and colours have all been chosen to have a cohesiveness inherent across all design styles

and mediums. The application of these elements must also be functional and helpful. Branding should eliminate stumbling blocks so that the Gospel can be preached. Each element is unabrasive, with the colours being muted and the fonts being simple. There is a lot of opportunity for negative space and high contrast designs. As with good preaching, clarity is key. When using these elements, ask if your intentions are clear.



We also need our media to be authentic. It is easy for clear branding and the presence of guides to make a brand stale. The CCNC branding should always be funky with a friendly and welcoming tone, expressing our flavours as a church. The branding should never stifle our personality, but should instead be an honest extension and expression of it. This should reflect in the copy, as it should be casual when appropriate. Even when Ballito's slang doesn't cut it, the tone should be warm. "Greet eachother with a holy kiss" and a welcome pamphlet that makes someone feel like this church is their home where they can come

as themselves without having to sort out their lives before they can come to Jesus.

No matter your reason for picking up this document, I hope that it helps you design something great that helps to see more people transformed by Jesus for lives of purpose.

# Logo

The CCNC logo is simple, yet stylistic. It is a type logo using the Harabara font in two different layouts. The first is the full wordmark, saying, "Christ Church North Coast" while the second is a square layout of the CCNC acronym.

CCNC's flavours are dynamic and fun, while being trustworthy and true to God's Word. Faithful Bible teaching is at the core of the church.

"We believe that the Bible, as originally given, is the inspired, inerrant, infallible and clear Word of God. Christians must therefore submit to its supreme authority and sufficiency, both individually and corporately, in every matter of belief and practice." - CCNC website.

This means that CCNC need a logo that is strong and trustworthy, but is not too cold. The Harabara type achieves this with friendly rounding to some corners while still being a professional and clean sans serif typeface. It would not work as the body font, but is

perfect for the logo. More on the body font will be discussed later in this document.

The issue with having a wordmark for such a long name is legibility at small sizes or far distances. This issue is solved by also having a smaller logo that can be used for profile pictures, clothing or the corner of a form. These logos serve different purposes, but the basic rules of application are the same. Firstly, the logos must always have enough contrast. Do not put a blue logo on a blue background or cram it with a bunch of other elements that could compete for its attention. The logo should always be clearly visible and should never have to compete for attention.



The logo works in any of the colours, meaning there are plenty of different combinations to choose from to suit any medium, but the main colours should mostly be used.



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# Favicon

The favicon is a second logo that is especially useful for smaller use cases. The logo is readable when tiny, making it ideal for profile pictures, clothing and details in printing. Having the full wordmark is a lot to read and it does not always scale well, and should be avoided when creating something small or a very busy design.



These logos are rather versatile, but the basic rules should still be followed so that they are not competing for attention among other elements. They should normally have negative space around them, although this is not mandatory and so that will not be stipulated in this document as it is in many other brand guides. It should, however, always have enough contrast. Do not use it on a busy background or a background of a similar colour. With that being said, having too much contrast can also be an issue. Colours will be explained in much more detail later in this document, but having a gold metallic logo on a Russian green background

will look awful. Do not let the colours clash, and when in doubt, just use black and white.

Another key to good logo use is file types. Where possible, use a vector file type such as an SVG instead of pixel-based files. This ensures that the logo looks crisp when compressed and expanded.

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# Colour Palette

The CCNC colour palette is extensive and colourful, but priority should be given to the primary palette, comprised of a black, white and three cool colours. There is a yellow and a red to make up the secondary palette



**#6F8865**  
Russian Green



**#28415F**  
Indigo Dye



**#333439**  
Jet



**#EBEBEB**  
Platinum



**#5A83B2**  
Glascous

## Secondary Colours:



**#CEA913**  
Gold Metallic



**#D9533C**  
Cinnebar





The CCNC colours have been chosen to express the church family's warmth, welcomness and relaxed atmosphere. The blue reminds one of the ocean on this coastal town while the muted yet youthful colours bring a lot of energy to the branding. The warm colours can be used sparingly to add excitement, but the recognisable identity of CCNC will be managed by the blues and green. The white and black are not pure, instead being platinum and jet respectively. This ensures that they are easy on the eyes when used for digital media. The harsh contrast of black and white is unhelpful.

This will not only be digital, however. These were all chosen with print design in mind as well, all looking good when printed for handouts, calendars or clothing. They can also all be used for the church building. The warm colours can grab attention quickly for signange while the blues and greens can make for classy and calming accent walls. This is important as we try to bring the branding throughout the whole church to create a visual culture.

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# Fonts

CCNC needs fonts that are user friendly. Versatility is thus an important element of this branding as a whole, with the fonts being no exception. We need a font that is strong and professional, but has a little bit of attitude to it. Interstate fits this role perfectly.

Font Name

## Interstate

A a B b

Interstate is a sans serif font that has just enough flair to stand out in today's crowd of geometric typefaces with angular ascenders and descenders while still being legible and having near perfect spacing. This font was created by Tobias Frere-

Jones in the 90s, but still holds up so well that it is used by brands as varied as Lamborghini and West London College. It is a font that can be used for anything from retro posters to signange.

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### Glyph

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()-=\_+[]{}|;':",./<>?~

### Styles

Thin

*Thin Italic*

Light

*Light Italic*

Regular

*Italic*

**Black**

***Black Italic***

**Ultra Black**

***Ultra Black Italic***

We then need a backup font that has a similar versatility, but perhaps a little less character. This font can be used when Interstate cannot be, when a more professional look is required or even as the body font while Interstate is used as the display font.

Font Name

# Roboto

# AaBb

Roboto is a Google font, making it easily accessible. It pairs well with Interstate in their geometric nature, but has a more professional and restrained look to it, while also being a very readable and somewhat friendly font with its open curves. It is

one of the more approachable geometric typefaces. Both of these fonts have plenty of styles and weights, and this guide won't dictate how the fonts are used - only urging you to stick to these two font wherever possible for the sake of synergy.

## Glyph

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()-=\_+[]{}|;:'",./<>?~

## Styles

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

**Black**

***Black Italic***

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# Patterns



Geometric patterns are a great way to add a lot of fun to a design instantly. Patterns such as these can be repeated to fill an entire background. 100 seamless patterns have been provided, but feel free to use whatever patterns you wish.



# 2022 \_\_\_\_\_ TERM 01

WE WANT TO SEE MORE PEOPLE TRANSFORMED BY **JESUS** FOR LIVES OF PURPOSE

## 01 / JANUARY

- Sun 23** **2022 Vision Services**  
■ Sunday Club  
**Welcome Tea** (4pm)
- Wed 26** EQUIP Training (6pm)
- Sun 30** Who Is He? The Promised Man  
■ Sunday Club  
■ Zeal Roof Crash

## 02 / FEBRUARY

- Mon 31** **CCNC Term 1 Begins**  
(Small Groups, Zeal Youth, Etc.)
- Sun 06** Who Is He? The Approved Man  
■ Shepherding 01
- Sun 13** Who Is He? The Preacher Man  
■ Shepherding 02
- Sun 20** Who Is He? The Cleaner Man  
■ Shepherding 03
- Sun 27** Who Is He? The Forgiving Man  
■ Shepherding 04  
■ Zeal Roof Crash

## 03 / MARCH

- Sun 06** Who Is He? The Accepting Man  
■ Shepherding 05
- Sun 13** Who Is He? The Sabbath Man  
■ Sunday Club  
**UNITE** (4pm)
- Fri 18** **CCNC Term 1 Ends**  
(Small Groups, Zeal Youth, Etc.)
- Sun 20** Who Is He? The Rejected Man  
■ Sunday Club
- Sun 27** Who Is He? The God Man  
■ Zeal Roof Crash

## TERM 2 KEY DATES

- Fri 15 - Sun 17 Apr:** Easter Weekend
- Wed 20 Apr:** EQUIP Training
- Sun 24 Apr:** Welcome Tea
- Mon 25 Apr:** CCNC Term 2 Begins
- Wed 27 Apr:** Rethink Jesus
- Sat 11 Jun:** Baptism Seminar
- Sun 19 Jun:** Baptism Service
- Fri 24 Jun:** CCNC Term 2 Ends



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# Photography

CCNC's photography should always capture the familial values we have as a church. There should be plenty of images of people of all ages and backgrounds having fun together and enjoying community. This community should be united around God's Word. Taking a lot of photos and videos of people smiling is one thing, but ensuring that the Bible is seen, that worship is captured and that preaching is valued is important. Style is secondary to these values.



Photography can play a part in graphic design. An easy way to have an effective graphic is to rely on the photography to carry it. The CCNC watermark can also be used to increase brand awareness, but is not necessary for each and every photo.



Capture an  
element of who  
we are with  
each shot, even  
if the shot isn't  
perfect.





# ZEAL YOUTH BRANDING

Zeal Youth is a grittier and edgier brand, meeting Gen Z where they're at. Zeal is about being real with these teens and so even more brand rules can be broken as we create media that is authentic, with some rougher edges. Text can sprawl across whole pages, be distressed, be chopped up by the pamphlet's bleed and sometimes we can even use error messages as decoration. The Zeal branding, like the Zeal Zone itself, is proud of the imperfection.

Zeal also has its own colours. The black is far darker than the CCNC jet and the white is a pure and crisp white. To go along with the more extreme shades, Zeal has more orange and teal than a Michael Bay movie. These elements should almost always be used in a fun and energetic way. Energy is key.

Regarding photography, the key phrase is, "do you suffer from FOMO?" The photos and videos should always capture the friends, food, fun and faith of Zeal events. A viewer should always instantly get an idea of the safe fun teens have in these inclusive spaces while united by food and the Gospel. A few shots of preaching and Bible reading are always great.

*We want to see young people passionately pursuing Christ for lives of purpose!*





# C O L O U R S :

FFFFFF

34A295

0A0B09

EDA02E

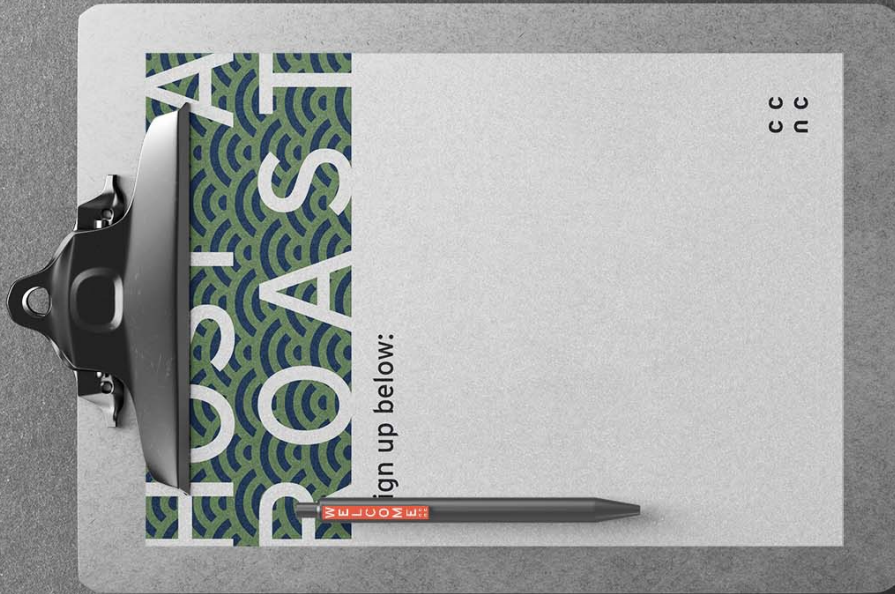
M O C K U P S :

The above font is Interstate's hairline weight, showing how versatile it is.



Here's a little shirt mockup. Imagine seeing all the volunteers in this getup!

# Fun but professional:



You should now have an understanding on how to create CCNC media or make use of the branding in general. Feel free to ask any questions with the contact details below.

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Email - [admin@christchurchnorthcoast.co.za](mailto:admin@christchurchnorthcoast.co.za)  
Location - 2 Old Main Road, Umhlali

**christchurch**  
**NORTHCOAST**

# ENND

Brand guide supplied by DIO media. Contact  
connor@diomedia.co.za for any questions.

# DIO

MAKING MEDIA SIMPLE.