

where new hope is born

Bethlehem

BAPTIST CHURCH

what's a brand?



It's **words**.

It's **images**.

It's **experiences**.

Ultimately, it's a gut feeling. As BBC 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 a bunch of rules. They're a set of principles and standards that help our staff, volunteers, and contractors communicate our mission clearly and consistently.

Our brand is defined as how our church is perceived. Not how we want it to be perceived, but how it is actually perceived.

This perception is established through consistent communication of our church's vision with media plus corresponding actions. By being intentional in defining what we would like our perception to be, we can create an alignment between our actions and our communication that will result in a strong brand.

When we are intentional about our brand it makes our vision sticky. An awareness is created that can appeal to the senses, causing our ministry to be memorable.

A brand expresses our approach; it showcases what our church is passionate about and what drives us as a ministry. It allows us to focus on certain audiences that we are equipped to reach so we can lean into our strengths.

brand identity

purpose - why we do what we do

Why was our church created?

If we could communicate a single message about our church, what would it be?

What is unique about our church?

The church is an alternative. And an alternative, clearly and effectively presented, will do far better than simply saying we're better than something you weren't interested in in the first place.

what is our church's mission?

What we ask people to do

what is our church's vision?

What we as a church hope to create

values

What guides our philosophy of ministry and decision making?

What values and beliefs unify your staff and volunteers and drives their performance?

What other churches do you admire most and why?

Why would someone who is unchurched want to attend our church?

our vision

I TE
KUNENGA
MAI O TE
MANAKO

WHERE NEW HOPE IS BORN

We are a community that expresses the life of Christ, His work of redemption and the hope of grace to humanity

our mission

Transforming lives and society into the likeness of Christ, in Tauranga, New Zealand and the world

We seek much more than to build Bethlehem Baptist Church, we seek to build a community of believers. Kingdom building is the priority and our success is measured in what we give, not what we accumulate.

our values

We foster these elements to work together effectively to achieve our vision and mission

Stewardship

To create a culture of commitment where people express their commitment to Christ through the church.

Maturity

To create a learning environment where faith is matured with a direct impact upon ministry.

Innovation

To create a culture of inspiration and confidence through which all people can express themselves in fresh ways.

Leadership

To create structures through which the faith and responsibility to the faith can be passed from one generation to the next.

Encounter

To create worship experiences that are both transcendent and transformational.

target audience

This is a description of the audiences we feel most equipped to reach in our community.

OUR CHURCH seeks to reach unbelievers and the de-churched who have a need for something greater in their life. We want to reach families and create a place where the whole family can feel like they belong. We do that through engaging, relevant weekend services, environment, small groups and programs.

family ministries

We have great kids/students programs for parents to raise their kids with good values and provides opportunities to do things together as a family.

- Looking for guidance in raising their kids
- Want to connect with other parents
- Want their kids to have quality friendships
- Want their kids to have good moral values
- Looking for things to do with their kids
- Looking for guidance in raising their students

un-churched de-churched

This is a place that is remarkably welcoming and friendly. People connect with each other in small groups and develop their relationship with God in a personal way. We provide a casual atmosphere where they feel welcome and alive when they walk in.

- Have had a bad church experience
- Once went to church but dropped out along the way
- Want to connect with people to form relationships
- Want their kids to have good influences

20s-40s

This is a place where people can grow in their faith as they become a part of something bigger than themselves.

- Share life with others in the same season of life.
- Want to feel motivated and encouraged through Biblical preaching
- Once went to church but dropped out along the way
- Want to connect with people to form relationships
- Want their kids to have good influences

brand strategy

This shows our church structure and what we have in place to lead people toward growth in their relationship with Jesus. This chart shows our various sub brands to serve large groupings in the church. It's important to keep them all organized so as not to lose our brand essence.

In order to be efficient and powerful in our brand, we need to communicate in a clear, consistent manner through all of our touchpoints.

- **Services**
- **Life groups**
- **Social**
- **Video**
- **Website**
- **Newsletter**
- **Auditorium screens**
- **Cafe/foyer screens**
- **Flyers**
- **Posters**
- **Invite, prayer and connect cards**

brand voice

brand personality

Brand personality defines the voice and image. The brand is described in human terms because the personality needs to resonate with the people delivering the brand, as well as those experiencing it.

- **Friendly**
- **Family-oriented**
- **Caring**
- **Adaptable**
- **Approachable**
- **Truthful**
- **Organic**
- **Optimistic**
- **Inclusive**
- **Welcoming**
- **Forward-thinking**
- **Loving**
- **Energetic**
- **Worshippers**
- **Community focused**
- **Grace-centered**
- **Generous**
- **Serving**

expressing our message

The voice consists of both messaging and tone. These two communication aspects come together to create an effective strategy when speaking to our community and members. We want to create clear and consistent messaging that reflects our brand personality.

- Positive
- Friendly
- Excellent
- Familiar
- Relevant
- Enthusiastic
- Consistent
- Clear
- Understanding

brand visuals

Now that we understand the essence of THE CHURCH brand, we must also understand the specifics that build the base for it. Without the specifications that follow, we would not be able to create a cohesive and powerful brand.

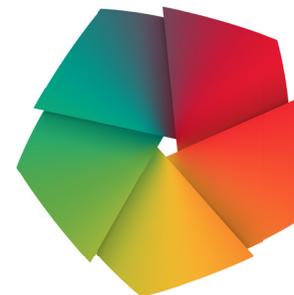
primary logo



where new hope is born

Bethlehem
BAPTIST CHURCH

secondary logo



where new hope is born

Bethlehem
BAPTIST CHURCH

graphic guidelines



By following these guidelines, we reap the benefits of the BBC 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.

typography

BBC uses Roboto as its primary typeface. It should be used in all materials to maintain consistency in our messaging and branding. Roboto Condensed or Roboto Slab are to be used as a secondary font to accent information.

primary font

Roboto Thin

Roboto Light

Roboto Regular (*should be used when setting body text*)

Roboto Medium

Roboto Bold

Roboto Black

secondary fonts

Roboto Condensed Light

Roboto Condensed Regular

Roboto Condensed Bold

Roboto Slab Light

Roboto Slab Regular

Roboto Slab Bold

display fonts

BRUSH UP

Beacon

icon

For materials that are going to be used exclusively inside our building, the BBC icon can be used to represent the brand (e.g. wall art, ProPresenter screens, etc.).

The icon can also be used when it is close viewing proximity to the full BBC logo (e.g. on the same print piece, on a piece of apparel, etc.).



logo variations

Whether printed, in a video, or online, the logo is adaptable to any situation. These are approved logo variations.



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colour logo

For colour printing and all digital media. The inverted white text version to be used on a dark background and likewise the black text version is to be used on a light background.



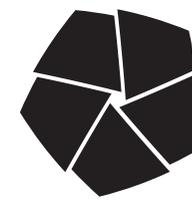
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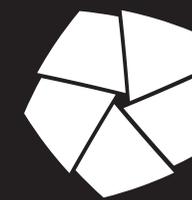
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black and white logo

For black and white printing only



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spacing

In order to make our logo as recognisable and “standout” as possible, it’s important to not crowd it with other elements.

clarity

We always want our logo to look great, so make sure you’re using a high quality version that doesn’t look grainy, blurry or discoloured.

logo don’ts

These are abuses we want to avoid with our logo.

- Do not use the BBC logo type by itself.
- Do not change the logo type.
- Do not warp, stretch, skew, or slant the logo.
- Do not add a stroke to the logo.
- Do not add embellishments to the logo, such as gradients or drop shadows.
- Do not place the logo on complex or patterned backgrounds.

colours

Consistent use of the brand colors will ensure consistency of the brand across all mediums. The brand colors should be utilised across all messaging mediums.

primary colours

Our primary color palette comprises of Gold, Gray and generous amounts of whitespace. These are the dominant colors on all our communications.

	BBC Gold	#fab530	Headlines 1
	Dark Gray	#404041	Headlines 2
	Medium Gray	#51545f	Body Copy
	Light Gray	#dad8d6	

secondary colours

	BBC Blue	#08b29a	Hyper-links
	Dark Green	#62bf58	
	Medium Orange	#f45f31	
	BBC Red	#e21742	

brand execution

Graphic elements should reflect the personality of the church so people have a consistent experience from the moment they see a promotion to the point when they experience a service.

BBC graphics should include photography if possible. The designs are to be flat with a personality that is uplifting, worshipful or service oriented. Simple icons can be used.

graphic series

Sermon series are one of the main components of a churches brand so the artwork needs to reflect the topic of the series as well as the personality of the church.

graphic facility

Facility signs are a key part of welcoming people. The sign system should be very functional while being true to the personality of the church.

BBC signage has a flat feel with clear text. Graphics and photography applied to the walls are strong elements for the brand. The signs communicate vision.

photography

Photos should show genuine emotions. The image should show a feeling or experience which is taking place. People should have smiles, be taken from flattering angles, and represent the community in a positive way.

video

Videos should capture a moment and allow people to connect to the feeling of the moment. Audio, lighting and framing of the subject are necessary to get right to help people engage.

imagery guidelines for photography and video



It's important that the stories we tell communicate our brand principles—that's a given. Additionally, they should also:

Show **diversity** of age, gender,
and ethnicity

Engage the viewer as a **participant**, not
an observer

Depict **real** people, living real **moments**—
avoid staged scenes or stiff poses

key practices

- Shoot in **natural light** whenever possible.
- Create **depth** through foreground-middle-background relationship.
- Capture a wide **variety** of angles and views, both vertically and horizontally.
- Capture **scope**, but also draw attention to **details**.
- Include shots containing **empty space** for text.
- Use video to show **action** or **anticipation**—not just scenery.

shooting experiences

Goal: Convey the spectacle of the environment, complemented by intimate personal moments.

- Leverage the extreme contrast of **light and shadows**
- Show the **expanse** of the experience - use the room
- When focusing on one subject, capture the **emotion** (faces, not hands)
- Capture the **moment in action**
- Keep the **focus on celebration**
- Shoot a **hero angle** of the speaker
- Capture a **variety of gestures and expressions**—happy, relaxed, or intense, but
- never angry
- Place in **context** with stage / auditorium
- **No fisheye lens**

shooting in lobbies

Goal: It's all about relationships. Capture authentic moments of connection between people.

- Use eye contact and gestures to show **connection** between people
- Capture outbursts of **emotion**—laughter, surprise, joy
- Include **recognisable architecture**, even if it's just a hint
- Show **relationship** through action
- Strong use of **foreground elements** to put the subject in **context**

shooting buildings

Goal: Celebrate the unique features of each location.

- Use **angles** to create a sense of **wonder**
- Call attention to **distinguishing characteristics**
- Feature **recognisable landmarks**
- Express the **personality** of the location's community

shooting interviews & portraits

Goal: Establish credibility and context of each person we present.

- Subject looks both **at and away** from camera
- Mix of **portrait and landscape**
- Subject is **set apart** from background through **color palette** and **depth of field**
- Leave **space** for text
- Use **rule of thirds** - don't center subject in frame
- Subject **looks across** camera frame, no more than 30 degrees (unless used as secondary angle)
- Background is **related to subject or topic** when possible
- Camera is at **eye level or above**, unless used for effect
- Background should be **uncluttered** or **out of focus** and not distracting
- Global Missions: show the subject with **dignity**, not as needy

shooting talking heads

Goal: Clarity

- Lens is mid-range - don't distort features with wide angles
- Lighting is simple and non-dramatic
- Background has a behind-the-scenes feel
- Don't use side shot of speaker when addressing the viewer - it erodes engagement

communication guidelines



If you use words, you communicate for Bethlehem Baptist Church.

Emails, social media, conversations...they're all opportunities for you to represent our church, our leaders, and ultimately, Christ.

Good communication removes roadblocks.

Whether it's getting people to take part in an event or just try BBC for the very first time, communication can help you reach your goals. These values and guidelines are here to help you remove obstacles that might get in the way of people taking their next steps with Christ.

we're user-friendly

We answer: who, what, when, where, why, and how? We include easy-to-find information for any next steps. Clear beats clever.

we avoid insider lingo

We won't use words that are hard to understand. We explain BBC terms and any phrases that may be confusing to someone who has never stepped inside a church.

we say less to communicate more

We keep it brief, knowing people are much more likely to engage with concise content. Remember, quality words, not quantity.

we don't sell

We understand people tune out advertising and manipulation. We inform, cast vision, and share experience. We describe real outcomes that can benefit our audience.

have a goal

For every piece of communication, before you do anything else, determine the goal. Do whatever is needed to gain clarity about the desired outcome and keep it in front of you during the entire creation process.

know your audience

The group we're talking to determines how we approach our communication. What is their experience with us? Put yourself into their shoes and communicate based on their perspective.

don't load people down with too much at once

Maybe you need to delay communicating one message so another has a better chance of getting through. Or it might mean you only present the first step in a process instead of five action items.

lead with the most important thing

Don't bury key information under several sentences or paragraphs. Keep the most important, foundational information at the top.

avoid overused words

Tired phrases and words that are used too often fail to communicate anything at all since we start tuning them out.

use an active voice when possible

Active voice is stronger than passive. In active voice, the subject is who is doing the action and starts off a sentence. In passive voice, the subject of the sentence is being acted upon, so it either moves to the end of the sentence or isn't in the sentence at all.

quoting scripture

When possible, write out the full name of the book of the Bible (Galatians, Ephesians, etc.). Including the version/translation is not necessary. Bible verses are always italicized, but the reference is not. Use an ellipsis if the verse is not a complete sentence. In this following example, note the space between the last letter and the ellipsis: For God so loved the world that He gave His one and only Son ... John 3:16

proper spelling and abbreviations

Bethlehem Baptist Church: Spell our name out once, then use “BBC.” Go for brevity and avoid redundancy.

no gimmicks

A decade ago we drove a car on stage to get people’s attention.

We also built elaborate sets for every series hoping it would captivate people.

And all of this did. For a season.

But I also came to realise that whatever you use to attract people is what you need to use to keep people.

‘Gimmicks’ every week get old fast.

If we play the ‘next Sunday will be better than last Sunday game,’ we eventually end up losing and lying (because it can’t be).

In addition, eventually people ask “So what? So what if next Sunday is a little bit better than last Sunday? What’s this all about anyway?”

Don’t get me wrong. We still have fun moments, powerful moments, surprising moments and memorable moments, but they’re moments.

We aim to strip down our services and moved back to more of the basics: the Gospel, engaging moments and engaging messages.

leadership

People’s fake detectors are set at a higher level than ever.

In a culture that markets everything to death, people are longing for authenticity.

Fortunately, that’s the at the heart of the Gospel.

What has to die, of course, is the leader who acts like he or she has it all together: the plastic veneer we put on hoping nobody sees the real us.

Well, none of us has it all together. And while there shouldn’t be any gaping unaddressed character holes in your life, letting people see the real you (even if it scares you) is essential.

These days, letting people see you’re human is a prerequisite for ministry to fellow humans.

mission

We have to be careful not to make the mission about our church.

When your church has had a little success, it’s easy to become self-centred.

The people we’re trying to reach aren’t interested in our church.

What they’re interested in (whether they realise it or not) is Jesus. And his mission.

Churches that are obsessed about how big they are, how many programs they offer, and how much better they are than other churches have a limited shelf-life.

The true mission isn’t about our church. It’s about THE church. THAT resonates.

programming

The bigger our church, the more we will be tempted to add programs and ministries.

Why? Because people demand them.

Leaders—afraid to disappoint people or lacking an alternative strategy—cave and allow dozens (or hundreds) of random programs to emerge in their church.

These programs can be counter-productive for numerous reasons:

They compete for money, time and attention.

They lead nowhere in particular.

They cause more division than unity (ever try to shut down a women’s ministry or men’s breakfast?).

They become their own mission and compete with the overall mission of the church.

Why does random programming not work?

Simple: because random programming pleases insiders but rarely reaches outsiders.

Instead, be strategic and focused. Do whatever helps move people the most clearly and deeply into a growing relationship with Jesus, and do whatever advances our mission into the city.

Make no mistake: What people become involved in becomes the mission. So choose carefully. **Make the mission your mission.**

next steps

A decade ago, in a more churched culture, it was commonplace to assume that most people knew what they needed to do to become a Christian or to grow as a Christian.

That era is gone.

Now the average unchurched person arrives knowing almost nothing about Christianity, what to do to become a Christian or how to grow as a Christian.

To understand how radically things have shifted, imagine you converted to Hinduism.

How would you know you've actually become a Hindu? What's your next step? Exactly.

Just remember that the next time a completely unchurched person begins to attend our church.

At BBC, we reorganised our approach to new people around two key phrases: "I'm New" "Take a Step".

We're aiming to do everything we can to ensure people understand how to become a Christian, how to engage in spiritual growth and what steps they can take to help them grow.

Our trained guest services people help orient guests around what step might be best for them to take next.

social media values



Social media isn't just a place for us to announce what we are doing. It's a place for us to reach our community and the world with the love of Christ. With intentionality and effort, social media is a ministry. As we shape who BBC is online, it's important to keep these values in mind:

humanise BBC.

Show the people of our church and share how God is working through us right now. BBC is about people and community, so be intentional about sharing faces, people, and stories in an authentic, human way.

share with excellence.

Every post, picture, and tweet is worth being excellent. Social media may be the first or only way someone learns about our church, so create in a worthwhile impression through interesting images, compelling content, and a consistent presence.

invest in our relationships.

It's not broadcast media, it's social media. Let's make our social media efforts genuinely social through interaction. Foster community through timely responses, encouragement, and prayer.

collaborate consistently.

Set up a regular dialog and workflow between those leading social media efforts on behalf of your ministry. Examine what worked, what didn't, and why? Evaluate what time of day, format, and messaging is best? Use what you learn to make adjustments for the future.

social media image branding

Instagram images that are designed, or that have content, need to have a BBC logo on them.

Plain photographs do not need a logo.

graphics

Use graphics that incorporate photos. Put the majority of the information in the caption instead of on the graphic itself.

facebook vs. instagram

Facebook does well with sharable content such as videos; informational graphics; and encouragement-based graphics and Scripture.

Instagram does well with engaging photography, typography-based graphics that encourage or teach, and short video clips.

To post multiple photos, post multiple photos at a time on Facebook or use the carousel option on Instagram. Avoid collages of photos unless on Stories.

thank you



This is the end of the brand guide. If you've read all the way through, go ahead and high-five your friend, dance it out, or treat yourself to something special. We knew you could do it!