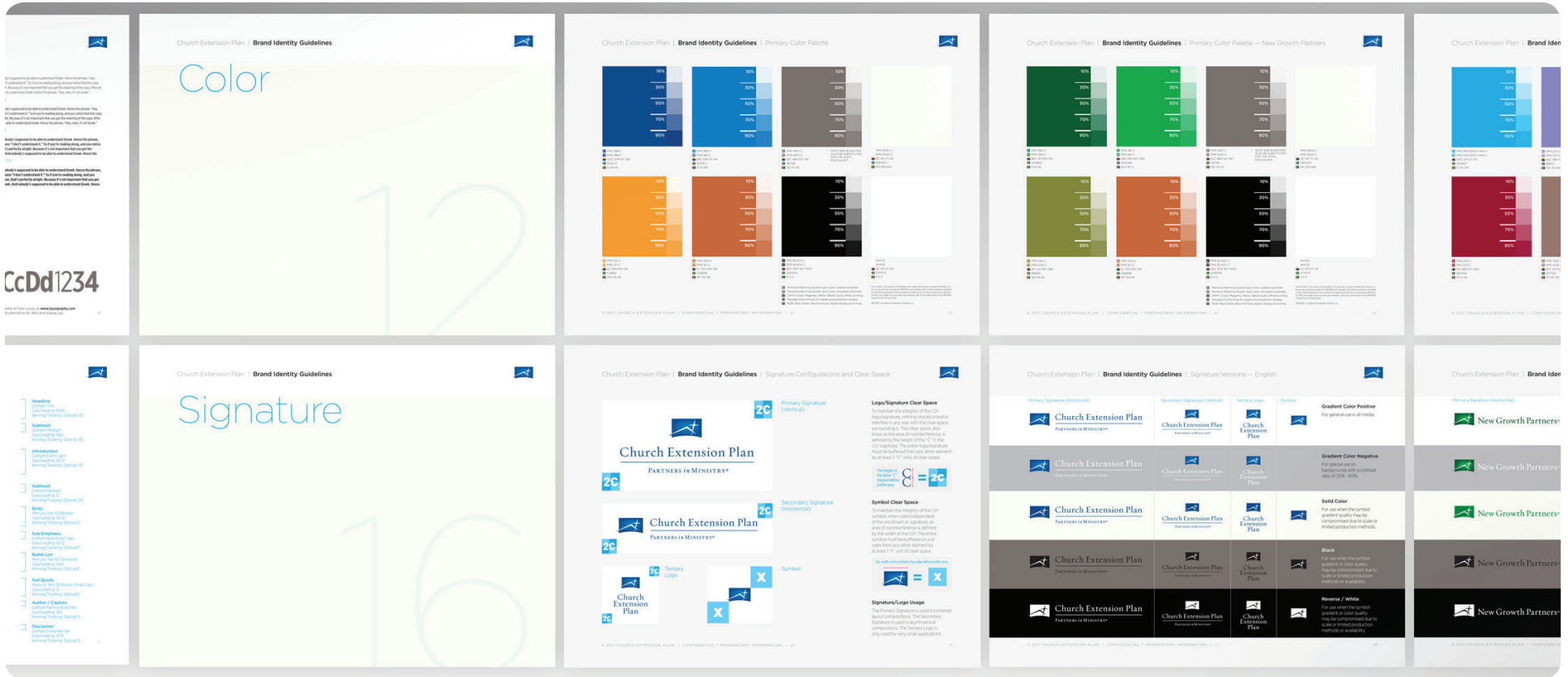




# Creating new brand standards and guidelines



As part of a comprehensive brand refresh for Church Extension Plan, we established a broader color palette, an updated typography system and logo application guidelines. Expanding on the basic blue and gray palette, we created a warmer, more flexible framework for communications and chose specific design elements to unify the brand.

^ The comprehensive brand guidelines document details, typography, color palette and proper logo usage. With standards established, it's easier for CEP to work with multiple resources.





**BUSINESS** A financial ministry providing loans and investments  
**MARKET** Assemblies of God fellowship, Christian investors

## Defining the scope and elements of the visual brand

### CHALLENGE

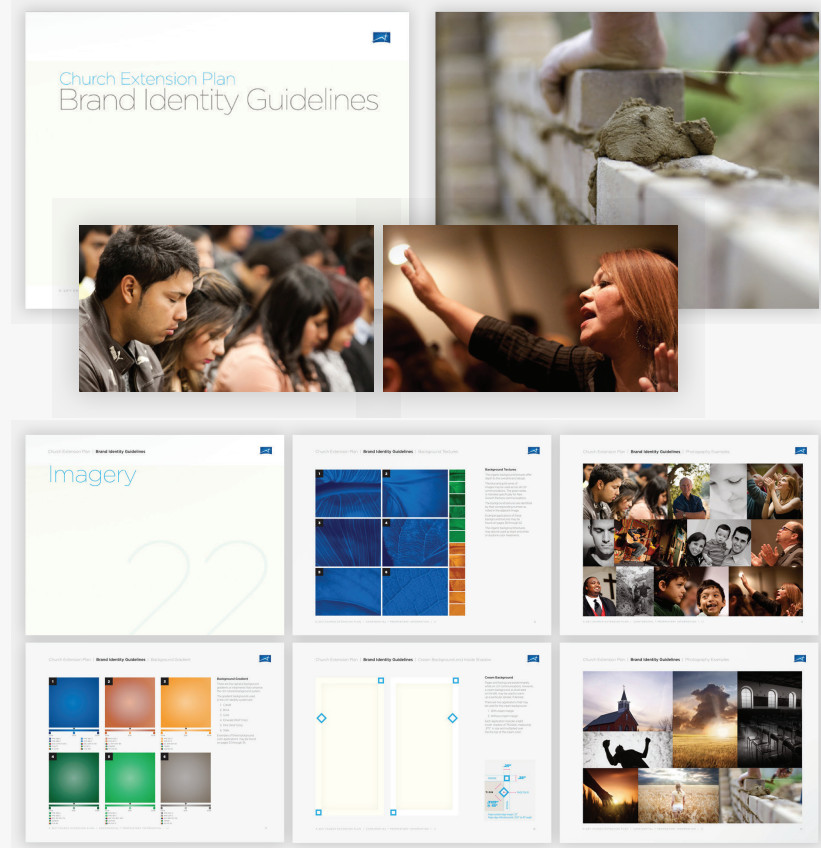
A brand program is founded on the logo, yet it requires a consistent visual style and repetition of visual elements. The goal is to create a recognizable identity system that is distinguished from the competition. With comprehensive guidelines to provide direction for all communications and marketing tools, the CEP team can manage the brand's integrity with internal resources and outside vendors.

### STRATEGY

Beginning with the existing logo, we selected a new typography system and expanded the color palette to include warmer colors. The company is positioned as a relationship-based ministry, dedicated to helping AG churches grow. All of the design elements — from fonts and textures to photography style, colors, and graphic elements — must support that positioning. Once CEP reviewed and approved these components we created a 45-page guidelines document for the marketing team.

### RESULTS

The guidelines continue to be the foundation for developing new marketing tools — from the website to magazines designed to tell CEP's ministry stories. With clear standards, brand management is streamlined throughout the organization.



^ Defining and documenting everything from photographic style to textures and tints helps maintain brand integrity throughout the organization.

