

Brand Standards

Why a brand?

A brand is the complete set of communications, expectations, relationships, stories, and experiences that connects the head and the heart of your audience to your position.

Why Brand for a church?

We have a brand whether we know it, develop and cultivate it or not. It's there, and people experience it. The act of branding is really about stewardship of who we are and how we're perceived by the people we're trying to connect with.

Either we make the Eagle Brook experience . . . or it's made for us.

Our brand is the foundation for all our communications so that:

- We make an intentional connection with our audience that they can identify with
- We sustain differentiation (our uniqueness) and propel continuous growth
- We galvanize the depth of relationship with our audience, fostering a consistency that they come to trust

Positioning Statement

Eagle Brook Church provides an experience that unchurched people find authentic and applicable so that they are compelled to engage.

Primary Logo & Icon

Primary Logo

Our logo is a wordmark with an icon. The icon in our logo is a representation of our name. The white space in the middle of the object represents the eagle and the curved bottom represents the brook.

Icon

The icon can be used when the primary logo is not necessary or in cases where the brand name is already displayed in plain text.

Keep it consistent:

Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way. Here are a few examples of some ways the logo should never be used.

- a. Don't rotate the logo
- b. Don't use drop shadows
- c. Don't squish or stretch the logo
- d. Don't contain the logo in a box when over an image
- e. Don't use a different font next to the icon
- f. Don't use old logos! *If you see an old logo in use, please let us know so we can fix it!

Logo Do:



Logo Don'ts:



Color Palette

Our color palette consists of shades of blue and a supporting palette of neutral colors including black, light grey and tan.

CMYK (Cyan, Magenta, Yellow, Black)
4-color process.
Use for: printed materials

RGB (Red, Green, Blue)
Use for: Digital (web, mobile, video...)

PANTONE: Also called PMS (Pantone Matching System) Use anytime a vendor asks for a PMS color. *Only the Eagle Brook blue has an assigned PMS color, we don't have assigned PMS colors for the secondary color palette.*

HEX
Use for: Web, HTML, CSS, SVG

PANTONE 550U CMYK 52 22 18 0 RGB 125 169 189 HEX #7ca9bc	CMYK 80 47 33 8 RGB 61 112 137 HEX #3C718A	CMYK 92 67 40 25 RGB 30 74 101 HEX #204B65
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CMYK 69 63 59 51 RGB 58 58 60 HEX #3B3A3C	CMYK 19 15 16 0 RGB 204 204 204 HEX #CDCCCB	CMYK 2 4 9 0 RGB 248 240 227 HEX #F8F0E4
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Font

Avenir is not available for download or as a file at this time. Use Helvetica or Arial in place of Avenir.

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

If Avenir is unavailable use:

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Toolbox

At eaglebrookchurch.com/toolbox you'll find our logo's and commonly used files and templates.

Eagle Brook Church Master Brand

Sections: [Brand](#) [Colors](#) [Files](#) [Examples](#) [Fonts](#)



Brand assets and toolbox.

Not seeing what you need?

To submit a communication or creative request visit eaglebrookchurch.com/communications

Colors

EAGLE BROOK BLUE

#7CA9BC
RGB 125, 169, 189
CMYK 52, 22, 18, 0
Pantone 550U

MEDIUM BLUE

#3c718a
RGB 61, 112, 137
CMYK 80, 47, 33, 8

DARK BLUE

#204b65
RGB 30, 74, 101
CMYK 92, 67, 40, 25

LIGHT GREY

#cdcccc
RGB 204, 204, 204
CMYK 19, 15, 16, 0

DARK GREY

#3b3a3c
RGB 58, 58, 60
CMYK 69, 63, 59, 51

TAN

#f8f0e4
RGB 248, 240, 227
CMYK 2, 4, 9, 0

Signage

We have 5 main signage sizes.

For temporary (1-2 weeks), last minute or internal (only staff or volunteers will see) signage, use the signage templates from the toolbox.

All permanent signage should be requested through Fresh Service.

*All new kids signage needs to be approved by the kids team prior to request.



11x17



14x11

Metal Sign Holder

Metal Sign holders in front of auditorium doors at some campuses



24x72

Banner



8.5x11

Table Sign



24x36

Parking Lot sign

Voice

Everyone has their own unique personality, and we all play an important part in this church. But for our communication to be effective, it's vital to have a unified way of speaking across the organization.

Eagle Brook's voice gives us personality and allows people to meet us and find out who we are. We have one unified voice, and we want it to be used similarly across all teams and platforms. Writing in this voice is important because it:

- Builds trust with our audience
- Strengthens and creates familiarity with who we are in the community
- Creates uniformity across different teams, channels, and communication pieces
- Ensures the content we create resonates with our audience
- Gives guidelines for staff to create their own content.

The Eagle Brook Voice is conversational and engaging. It should demonstrate authenticity and lightheartedness and a desire to connect with our audience in genuine ways. Though our voice doesn't change, our tone adapts to our attendees' feelings and situations. At times it is casual and warm, and other times it could be more heartfelt and meaningful.

Values

Warm
Welcoming
Honest
Lighthearted
Conversational
Encouraging
Casual
Fun
Approachable

Here are a few things to keep in mind when writing in the Eagle Brook Voice.

Use seeker-friendly words:

Message
Program
Faith Story
Attendees
Community
Podium
Auditorium
Platform
Eagle Brook

Not:

Sermon
Bulletin
Testimony
Congregation or Attendee
Fellowship
Pulpit
Sanctuary
Stage
EBC

Style

Eagle Brook uses Associated Press (AP) style. Here are a few exceptions:

- **Phone numbers—use periods, not hyphens.**
651.429.9227
- **Times are listed without periods and with one space.**
Ex: 7 pm
- **Website addresses (URLs) do not include www.**
eaglebrookchurch.com
- **Use a hyphen in time frames.**
6-7 pm
- **Dates are written without “th” and “st.”**
March 6
- **Longer months are abbreviated, and shorter months are spelled out.**
The one exception is months are fully spelled out when they stand alone without a specific date following them.

Jan./Feb./Aug./Sept./Oct./Nov./Dec.

March/April/May/June/July

ALL CAPS vs. Sentence Case

Use Sentence Case over ALL CAPS, it's more welcoming and less shouty.

Email Standards

We use emails to provide helpful and clear information to the appropriate people by communicating a personal, valuable, and targeted message.

Standards

To best leverage what our church is saying through email, here are some guidelines:

- **When do I use my personal Eagle Brook email?**
 - Direct email
 - Small groups of people
 - Your Lead Team
 - Other staff members
- **When do I use MyEBC to send an email?**
 - When emailing your group of volunteers at one campus.
- **When do I request a MailChimp email?**
 - To communicate with a mass group of people. This includes any group of people other than your volunteer team.
 - Submit an email request through Fresh Service **10 days** in advance to provide enough time for the email to be created and sent. Include your email content plus bullet points of what you'd like to accomplish through the email. We'll help edit and develop the copy as necessary, then route it back to you for final approval. We'll then design, schedule, and send it for you!

As you're creating an email, here are some questions to ask.

- **Is this email written in simple, straightforward language?**
 - We want to avoid "churchy" language and over complicated sentences.
- **Is this email valuable to the recipient?**
 - Emails should inspire people to action—clicking buttons, signing up for events
 - Leave them feeling inspired, cared for, and appreciated.
- **Who is my target audience?**
 - Make sure you have the right email list for the people who need to receive your message.
 - Example: An upcoming Kids Ministries event should not be sent to the entire campus

Email Signatures

Our email signatures should communicate our brand values by being clean and simple. Don't include an image or logo because they do not maintain high quality in an email.

*There will be some exceptions to these standards

Standard

Central Teams:

Name (Bold)
Job Title (Light)
Eagle Brook Church
000.000.0000 (optional)

Campus Teams:

Name (Bold)
Job Title (Light)
Eagle Brook Church | Campus
000.000.0000 (optional)

Example

John Smith
Receptionist
Eagle Brook Church

John Smith
Campus Pastor
Eagle Brook Church | Blaine

Social Media

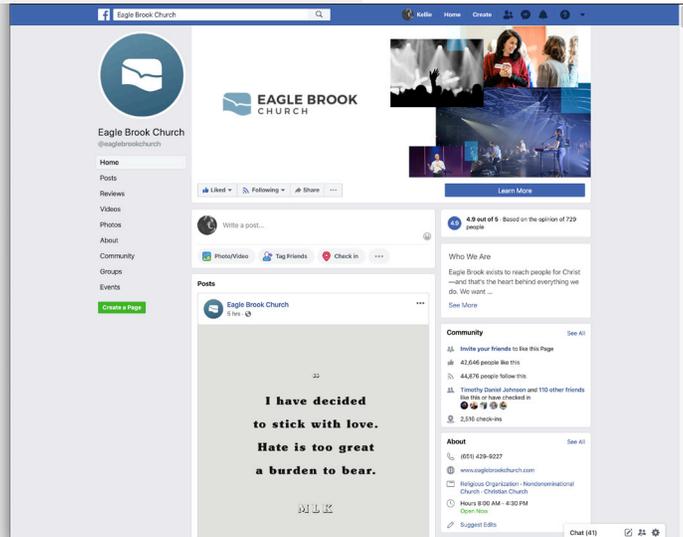
Whether you're posting on an official Eagle Brook page or your own social, here are some things to keep in mind as a staff member at Eagle Brook Church.

You're representing Eagle Brook and, ultimately, reflecting Christ with anything you post. Use wisdom.

Keep in mind:

- Participating in controversial discussion is not a good idea. Use wisdom when considering posting controversial conversation starters or commenting on other's posts.
- It's important to get the parents' permission before posting kids' faces, especially at church.
- Keep Eagle Brook news and numbers to yourself, until things are announced publicly on the main pages.
- If you need help or if someone online comes across as a threat to you or to Eagle Brook, inform the central communications + security teams. They can advise as to whether or not further action is needed.
- Campuses and some other departments/groups have social accounts. These are great places to talk about specific events and build campus/group culture. Don't overlook this space as a great support to the weekend and a way to keep your people engaged and informed through the week!

Social media is always changing, sometimes daily, so our strategies will have to adjust along with it. As this environment continues to shift, we will do our best to stay relevant in these spaces.



Project Requests

All requests should be submitted through Fresh Service.

All Communication and Creative requests are filtered through our Project Manager. They assess capacity for the project and assign it.

Fresh Service

The screenshot shows the Eagle Brook Church Help Desk interface. At the top, the logo and name 'EAGLE BROOK CHURCH' are on the left, 'Help Desk' is in the center, and the phone number '(612) 259-9411' is on the right. Below this is a navigation bar with 'HOME', 'SOLUTIONS', 'TICKETS', and 'SERVICE CATALOG' (which is highlighted). A 'New Ticket' button is located on the right side of the navigation bar. Below the navigation bar is a search bar with the placeholder text 'Search for Service Item'. To the left of the main content area is a 'SERVICE CATEGORIES' sidebar with a list of categories: Creative (highlighted), Database (MyEBC), Event Request, Expansion, Facilities, Production, Retail Services, Safety and Security, Technology Access, Technology Equipment, Technology Software, Traffic Control, Website/App, and New Employees/Transitio... The main content area displays six service items in a grid. Each item consists of a dark blue square icon with white text, a title, and a subtitle. The items are: 1. MEDIA: Media Request (Video Support); 2. NEW PROJECT: New Project (Design + Communications); 3. PROOFING: Proofing (Edits + Emails); 4. REPRINT / REORDER: Reprint / Reorder (Existing Collateral); 5. SERIES: Series Request (Kids + Students); 6. UPDATE EXISTING PROJECTS: Update Existing Projects (Edits / Changes).