

LONGVIEW POINT 
BAPTIST CHURCH

BRANDING *Style* GUIDE

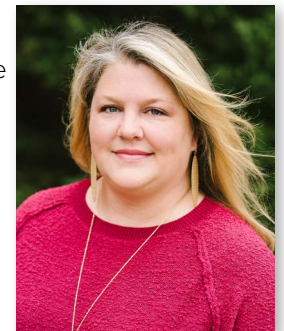
EXPANDING HIS KINGDOM Across the Street & Around the World

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Digital copies of all Media & Communications Department policies and guidelines are available on our website at longviewpoint.org/media.

For any questions about usage of the Longview Point Brand, please contact Media & Communications Director, Rhonda Brooks.
Email: rhonda@longviewpoint.org
Office: 662.449.1044



LOGO INTRODUCTION

Our current logo was designed by a company called Digitize My Message and put into service in October of 2015. The desire was to have a logo that gave our family of faith a tool to share our vision of expanding His Kingdom across the street & around the world.



The icon itself is comprised of 4 parts centered around a cross. These four parts represent our strategy for making disciples that make disciples to fulfill our vision.

- **KINGDOM CITIZENS**

We want to introduce people to Jesus. When a person hears the Gospel and is saved, they become Kingdom Citizens.

- **KINGDOM CONNECTIONS**

We want to make Kingdom Connections. As people study God's Word together, live life together, and serve together, they will grow into faithful, multiplying followers of Christ.

- **KINGDOM FAMILIES**

We want to build kingdom families. We envision our homes being Kingdom outposts that shine brightly for Jesus in our community.

- **KINGDOM ADVANCE**

We want to be a church of Kingdom Advance. We will engage locally by reaching out to our community and by planting churches in North America. We will go globally to share the Good News with the nations.

- **THE CROSS**

At the center of it all is the cross. The Gospel of Jesus Christ is central to all that we do!

LOGO HISTORY

Prior to our current logo, the original Longview Point logo served this family of faith from the church's inception on September 8, 2002 until it was retired in October 2015.



The original logo has a more traditional feel but one aspect retained was the purple of the cross in that it symbolized the one true King, Jesus.

LOGO VERSIONS



FULL LOGO

Our full logo is used in instances where people may not be familiar enough with us as a church family to recognize us as The Point.

Appropriate uses of the full logo include:

- Outdoor signage
- Our website
- Printed materials available to visitors and the community
- The bulletin
- Advertisements
- Letterhead and official stationary
- Promotion Items
- Social Media



THE POINT LOGO

The Point logo is our abridged logo that is utilized in more familiar settings. It is used in many in-house designs and within ministry areas.

Appropriate uses of The Point logo include:

- Indoor and outdoor signage
- Our website
- Printed materials for ministry areas
- The bulletin
- Emails
- Communications in-house
- Digital slides, announcements, etc
- Promotional items
- Social Media



THE ICON

The icon is used to represent The Point in various ways. It is simple and serves as a great conversation starter. It is often used together with our website on printed and digital designs.

Appropriate uses of the icon include:

- T-shirts
- Promotional items
- Within digital designs
- Indoor signage
- Social media and mobile app
- Banners

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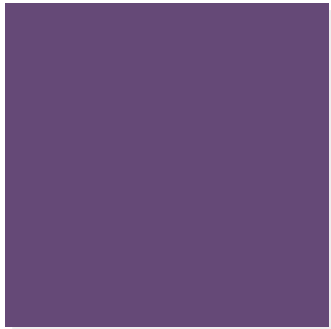
THE TAG LINE

The tag line is the shortened version of our vision and is used in tandem with our logo in most applications. It is central to what we do and we want to keep it at the forefront of all our media.

Appropriate uses of the tag line include:

- Print materials
- Digital designs
- Social media
- Indoor signage
- The bulletin
- Our website
- Letterhead and official stationary

COLORS OF THE POINT



THE POINT PURPLE

#654978

PMS: 668C

CMYK: 68, 80, 27, 10

RGB: 101, 73, 120



THE POINT GRAY

#58585a

PMS: 425C

CMYK: 64, 56, 53, 28

RGB: 88, 88, 90

VARIATIONS OF COLORS

While we are particular about our purple and gray, our logos use color fluidly.

Often in designs, a solid white logo or a watermark style of the logo is most effective.

If the design of the project can be enhanced by color matching or blending our logo within the design, we take liberty to do so.

Typically in a scenario where the logo color is altered, it is altered in such a way as to be a complete departure from our official logo colors so that there's no confusion. There would not be a similar purple or gray used.

TYPOGRAPHY

The primary font family used in all logos and most all of our printed materials and design is Proxima Nova Alt.

The Proxima Nova font is clean, modern, and easy to read in print or on a device.

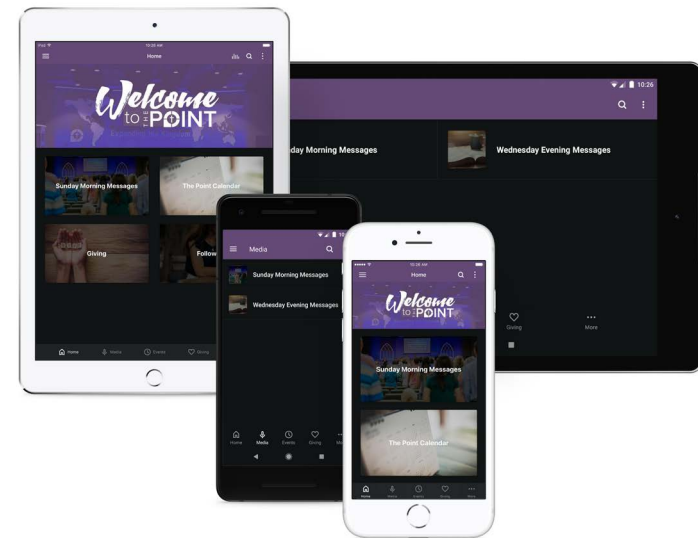
Proxima Nova Alt Light

Proxima Nova Alt Regular

Proxima Nova Alt Semibold

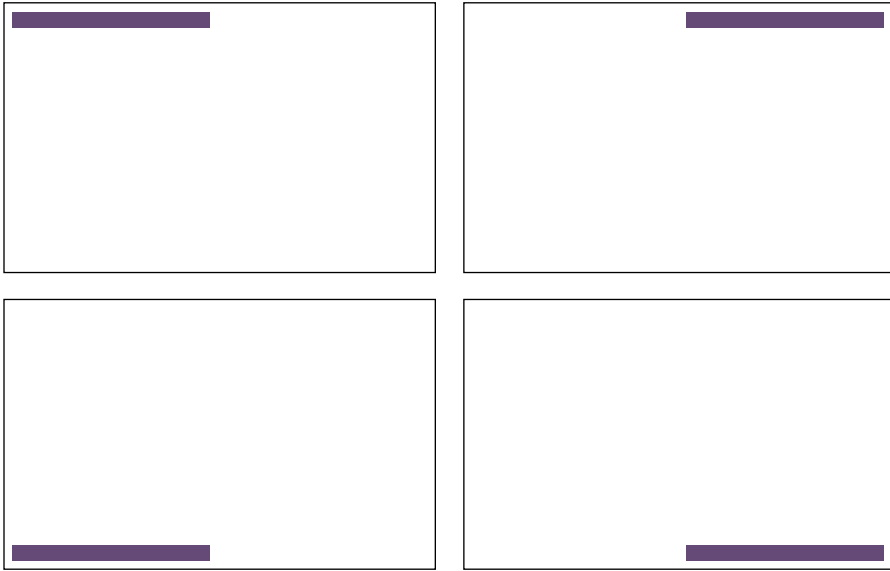
An alternate font used to accent designs including our mobile app and website is the Kingston font.

Kingston



PLACEMENT

Placement of our logo is fairly standard. Whether using the full logo, The Point logo, the icon with or without the website, and/or the tag line, placement is typically in one of the four corners or the most prominent place of notice within the design.



APPLICATION

When using any logos associated with Longview Point Baptist Church, there is never an appropriate scenario to distort the proportions by stretching or altering the constraints to fit the available space.

When resizing logos, always constrain the proportions so that the logo is presented in the way it was designed.

Also, if the complexity of the design background makes the logo difficult to see in its entirety, either a box needs to be dropped in the background with a sufficient opacity to improve visibility or alternate options should be considered.

There should always be a high enough contrast between the logo and design background to ensure the logo is clearly visible in its entirety.



1100 McIngvale Road Hernando, MS 38632
662.449.1044 longviewpoint.org

