General Baptist Ministries

BRANDING & LOGO GUIDE

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WHAT IS A BRAND?

WHAT IS A BRAND?

A brand is not just a logo. A brand is a collection of words, images, and experiences that create a connection with an organization. The goal of our GB brand is to unify the denomination as a whole, as we inspire and equip the Church to make disciples for Christ.

MISSION

God has called us For the Church

VISION

We are called to help the Church fulfill its purpose - the Great Commission. Unless we do our job, the local church cannot fulfill their purpose.

VALUES

We are Missional
We Inspire and Equip
We Empower the Regions

These guidelines aren't just a bunch of rules. They're a set of principles and standards that help our staff and contractors communicate our mission clearly & consistently.

AUTHENTICITY MATTERS

OUR BRAND IS WHAT WE WANT TO BE, BUT ALSO WHAT WE ARE.

Everything we create should be consistent with what a person will actually experience from General Baptist Ministries. We can set the tone, but when we lean too hard on our personal preferences, or attempt to be trendy, we build false expectations.

The General Baptist Ministries (GBM) logo is a mark of consistency and unity. Whether at the GBM offices, or a denominational church, the use of the GBM logo gives recognition to the GBM brand creating unity amongst the denomination and building familiarity within the community.

Whether seen on-screen, in print, or on apparel, the logo is stable and unchanging. The identity   builds in strength and recognition each time the logo is used, but only if done so correctly.

STANDARD LOGO

STANDARD ICON

OUR LOGO

Our logo is designed for consistency, but allows for some versatility allows for use across a variety of different mediums.

LIMITS & PADDING
The logo should always have breathing room. As a general guideline maintain a safe zone equal to the Cap Height of the letters in General Baptist. No graphic elementsshould invade this safe zone. This ensures its visability & readability.

ART FILES
Digital files with an .eps extension should be used for printing. Digital files with a .jpg or .png (for transparency) should be used for on-screen viewing. If you are sending artwork to a vendor, please consult with them for their preferred file format. Files for GBM logos are available from Kenrick Nobles at Stinson Press.

SIZES
The minimum application size for print application of the logo is .375" in height. Smaller uses of the logo may render the text illegible.

COLORS
Refer to the Colors section in this guide for details on our brand colors

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0.375" height
minimum

0.5785" height
minimum

uses smaller that these listed sizes should drop the text and use just the icon as referenced on page 9.

LOGO ALTERNATIVES

These logos should be used only when the following are considerations: one-color print jobs, large print cost, increased readability, or harsh color contrast on print pieces. Use these options mininally & purposefully.

The vertical logo should only be used when the horizontal logo (the primary logo) is insufficient due to space.

GRAYSCALE

VERTICAL

REVERSE ON GB BLUE

REVERSE ON GB DARK GRAY

LOGO USAGE & TYPOGRAPHY

When representing General Baptist Ministries (GBM), the logo should appear in the standard horizontal format when space allows.

The typeface for GBM is Plus Jakarta Sans and is the only typeface that should be used for the logo.

When using the logo to represent a ministry department, a regional association, or a denominational church, the logo should be used in the stacked format.

Departmental, association, or church names should appear in the font: Roboto Serif Regular

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STACKED FORMAT

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Danny Dunivan, President of General Baptist Ministries

100 Stinson Drive • Poplar Bluff, MO 63901

For materials that are going to be used to represent the brand (eg. wall art, Presentation screens, graphic tees, etc).

The logo should only be used according to the guidelines established in this document. Do not use unapproved colors, add elements within the control area, use on low-contrast backgrounds or manipulate in ways not outlined here.

0.25" minimum use with a safe area equal to the size of the logo mark.

GRAYSCALE

REVERSE

LOGO MISUSE

Avoid these **incorrect uses** of the General Baptist Ministries logo:

1. Do not use the logo type by itself

2. Do not change the logo type

3. Do not use the logo type by itself

4. Do not warp, stretch, skew, or slant the logo

5. Do not use unauthorized colors

6. Do not use dropshadows or other unnecessary photoshop effects

7. Do not use gradients

8. Do not place the logo on complex or patterned backgrounds
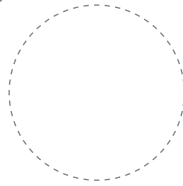
❶ **General Baptist** Ministries

❷ **General Baptist** Ministries

❸ **General Baptist** Ministries

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❺ **General Baptist** Ministries

❻ **General Baptist** Ministries

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BRAND COLORS

PRIMARY COLORS

GBM Blue: Pantone 7689 C - Hex# 248EC1

C: 78, M: 33, Y: 7, K: 0

R: 36, G: 141, B: 193

Dark Gray: Pantone 432 C - Hex# 323E48

C: 79, M: 64, Y: 52, K: 43

R: 50, G: 62, B: 72

Light Gray: Pantone 7543 C - Hex# 98A4AF

C: 43, M: 29, Y: 25, K: 0

R: 152, G: 164, B: 175

SECONDARY COLORS

Orange: Pantone 1375 C - Hex# FF9F19

C: 0, M: 45, Y: 96, K: 0

R: 255, G: 159, B: 25

Green: Pantone 7479 C - Hex# 00CE7D

C: 70, M: 0, Y: 72, K: 0

R: 0, G: 206, B: 125

ACCENT COLORS

Yellow: Pantone 123 C - Hex# FFC72A

C: 0, M: 23, Y: 92, K: 0

R: 255, G: 199, B: 42

GBM BLUE
PANTONE 7689 C

DARK GRAY
PANTONE 432 C

LIGHT GRAY
PANTONE 7543 C

GBM ORANGE
PANTONE 1375 C

GBM GREEN
PANTONE 7479 C

GBM YELLOW
PANTONE 123 C

TYPOGRAPHY

Plus Jakarta is the primary typeface
for General Baptist Ministries.

Plus Jakarta Extra Bold should be used for Headlines, Titles,
Primary Headings, and display purposes.

Plus Jakarta Light should be used for Secondary Headlines
or Tag Lines when used along with Extra Bold.
Not to be used below 10 pt. size.

Plus Jakarta SemiBold should be used for Sub Headings and
callout information, such as Pull Quotes.

Roboto Serif Regular should be used when setting body text.
It should be set as default for all outward-facing
documents and communications.

Doing together what we cannot do alone

DOING TOGETHER WHAT WE CANNOT DO ALONE

Doing together what we cannot do alone

Doing together what we cannot do alone

Doing together what we cannot do alone

Always use all caps for any Headlines, Titles, or Primary Headings. Headlines, Titles, or Primary Headings should be 20-30% larger than body text. Subheadings and Pull Quotes should be 10% larger than body text. All font assets are available in the Style Guide folder in Dropbox. Dropbox/GB Ministries Team Folder/Style Guide Info (https://bit.ly/3D9kTmE)

TYPOGRAPHY

Plus Jakarta Sans

Extra Light
Extra Light Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic

21pt Extra Bold

AaBbCcDdEeFf abcdefghijklmno 0123456789

18pt Extra Bold

AaBbCcDdEeFfGg abcdefghijklmnopqr 0123456789

14pt Extra Bold

AaBbCcDdEeFfGgHhIiJjKk abcdefghijklmnopqrstuvw 0123456789

12pt Extra Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm abcdefghijklmnopqrstuvwxyz 0123456789

10pt Extra Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Serif

Thin
Thin Italic
Extra Light
Extra Light Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic
Black
Black Italic

21pt Regular

AaBbCcDdEeFfGg abcdefghijklmno 0123456789

18pt Regular

AaBbCcDdEeFfGgHh abcdefghijklmnopqr 0123456789

14pt Regular

AaBbCcDdEeFfGgHhIiJjKk abcdefghijklmnopqrstuvw 0123456789

12pt Regular

AaBbCcDdEeFfGgHhIiJjKkLl abcdefghijklmnopqrstuvwxyz 0123456789

10pt Regular

AaBbCcDdEeFfGgHhIiJjKkLl abcdefghijklmnopqrstuvwxyz 0123456789

BRAND BUILDING

DETAILS

We are a branded house, not a house of brands. A "branded house" methodology simply means that General Baptist Ministries (as an organization) is the brand and all departmental ministries are under that brand. Ministries do not exist outside the context of GBM; we are a unified body. Ministries are not their own brands, and in turn, do not need their own logos.

All addressed printables should have the main facility address and name. Only the main logo should be used. Department names as well as department head names and titles should be kept to signature lines in all forms of communications such as emails, letters, and business cards

EXCEPTIONS

The only exceptions will be GB SUMMIT, regional FOR Conferences, and the Church Leadership Network. While cooperating with the GBM brand, they will utilize their own branding and themes.

DEPARTMENTAL STYLES

Envelope Logo Use

All envelopes will be printed using the General Baptist Ministries Logo without any departmental designation. The only exception will be for the Office of the President.

This will allow General Baptist Ministries to order envelopes in bulk while maintaining a uniform presence in the mailbox.

Departmental Usage

When necessary to utilize your name and/or Departmental title with the logo, utilize the footer style below to maintain logo consistency while conveying the necessary departmental information.

Email Signatures

Email signatures will be created for individuals at General Baptist Ministries. They are available to download from the Google Drive shared GBM Drive > GBM Branding and the Dropbox GB Ministries Team Folder > GBM Branding.

If you need an email signature created or for assistance adding your email signature to your email client, contact Todd Luke.

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