love in the name of Christ

Identity Standards Manual

Our Mission —
To mobilize local churches to transform lives and communities In the Name of Christ.

Our Vision —
To see Christian churches united in purpose and fully engaged in actively living out their faith by lovingly serving people in need in their communities.

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The Logo

Overview • Spacing • Secondary Logos • Use & Misuse

The Logo — Overview

A logo is a crucial element of a visual identity. It brings brands to life and creates a foundation that cultivates brand awareness and trust.

The logo should appear in full color when possible. If blue contrasts poorly with the background, there are four appropriate colorways to ensure high contrast in any context. For example, the single color logo would work best for photo backgrounds where the colors may be unpredictable or busy.

The Logo — Spacing

The full logo should never be less than .875 inches wide (including padding space) on print documents and never less than 160px wide in digital usage.

If it needs to shrink beyond that (e.g., a website favicon or social media profile picture), use the logo mark by itself, and make sure the full logo or organization name is present nearby.

Because it‘s a much more graphic element, the logo mark can shrink infinitely within reason.

The Logo — Secondary Logos

Love INC uses a secondary logo that condenses “In the Name of Christ,” which reduces the visual clutter when branding affiliates and makes the overall logo more readable at smaller sizes.

The secondary logo should only be used when creating branded materials for specific affiliates or programs. When talking about Love INC as a whole, use the full version instead.

The same rules for color for the primary logo apply to the secondary logo.

The Logo — Secondary Logos

Spacing for the secondary logos works the same as for the primary logo. Instead of width, we would recommend a minimum height of 0.4” or 75px.

When setting the type for the affiliate or program, break it up into a 1, 2, or 3 line name so that the right edge feels best balanced. Do not justify lines or edit letter spacing to force the fit.

Single-line names should be half the height of the heart mark, centered to the mark. The stacked type should match the height of the heart mark.

The Logo — Misuse

Consistent usage of the logo builds a polished-looking brand. Inconsistencies communicate a rushed or poorly considered message.

The logo should be the most stable part of the brand. An annual report, for example, may change its look every year, but the logo is the grounding element that ties everything back to Love INC.

Do not stretch, rotate, or otherwise distort the proportions of the logo.

Do not edit the type or layout of the wordmark.

In the full two-color layout, the color of the cross should always match the type.

Do not use other colors for the logo, avoid adding effects to the logo itself.

The Logo — Misuse

The Love INC logo should always accompany the promotion of other branded campaigns or programs, but not be incorporated into their branding. Branded campaigns or programs should carry their own weight and visual meaning. When these elements blend, we risk creating confusion for the audience and taking away from the brand overall.

The mark should never be used in place of a letter.

The mark should never be used to create representative imagery.

The cross should never be used in place of a letter.

Do not use or edit the logotype for other programs or campaigns.

Colors

Overview • Palette Structure • Use & Misuse

Color — Overview

Colors help add to the tone and voice of a brand. When used correctly, they can drastically change the tone of a piece, giving it energy and life with bright blues, making it serious and respectful with deeper tones, and much more.

Love INC uses an extensive palette. Usage is defined in the following pages, but the key elements are the primary blue tones. These should always be present in a design.

Primary Palette

Pantone 279 C HEX | 2293F0 RGB | 34, 147, 240 CMYK | 71, 36, 0, 0	Pantone 2133 C HEX | 244D9F RGB | 36, 77, 159 CMYK | 77, 52, 0, 38	Pantone 655 C HEX | 122559 RGB | 18, 37, 89 CMYK | 80, 58, 0, 65

Secondary Palette

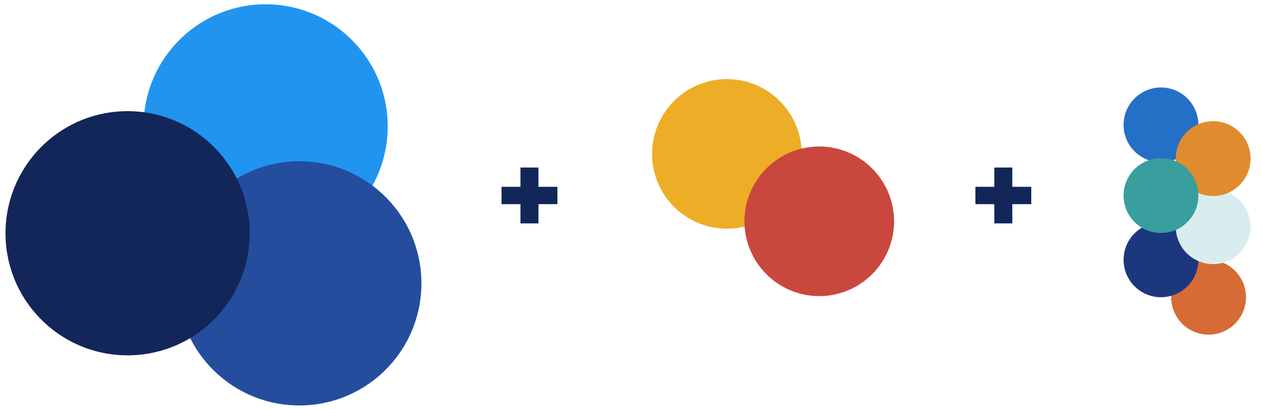
Pantone 7409 C HEX | EDAE26 RGB | 237, 174, 38 CMYK | 0, 27, 84, 7	Pantone 2033 C HEX | CA483D RGB | 202, 72, 61 CMYK | 0, 64, 70, 21

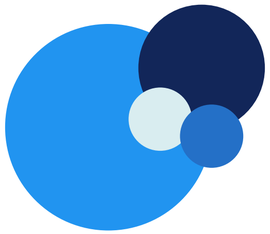
Tertiary Palette

Pantone 3597 C HEX | 1B397D RGB | 27, 57, 125 CMYK | 78, 54, 0, 51	Pantone 2172 C HEX | 2371C8 RGB | 35, 113, 200 CMYK | 83, 44, 0, 22	Pantone 2401 C HEX | 399E9F RGB | 57, 158, 159 CMYK | 64, 1, 0, 38
Pantone 656 C HEX | DDE5ED RGB | 221, 229, 237 CMYK | 12, 5, 3, 0	Pantone 2428 C HEX | DE882D RGB | 222, 136, 45 CMYK | 11, 53, 97, 1	Pantone 7409 C HEX | DB6B30 RGB | 219, 107, 48 CMYK | 12, 69, 90, 2

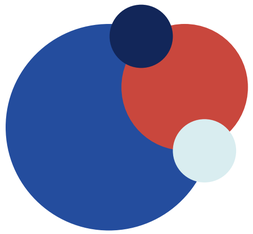
Color —
Palette Structure

The blue tones are the primary brand colors. This means that at least one blue color should be present in any situation where color is seen. The blue tones should often be the most prominent color shown, especially for new audiences.





A monochrome blue palette feels bright, hopeful, and calming. Accent colors aren‘t always necessary.



The secondary palette can add extra warmth or energy. However, we make sure blue is still prioritized.

A less saturated palette can provide nice subtlety. The blues are still the primary tone even when using tertiary colors.

Color —
Use & Misuse

This palette is designed to be harmonious. However, it is still possible to create poor color combinations. There are two main points to look out for:

First, ensure there is enough contrast for essential items. And second, always ensure that blue is the dominant color in the piece overall.

Unnecessarily complicated usage

No blue makes it too eerie

Not enough contrast

Typography

Overview • Hierarchy • Misuse

Typography — Overview

Type is a core building block of an effective identity as it carries both what you say and how you say it. When used with purpose, a consistent typographical style is the main element that communicates a unified and coherent organizational vision.

Clarity and legibility define the Love INC type system. It‘s a flexible style that allows the organization to express a wide range of emotions. To achieve this, we utilize the Ilisarniq font family. This open and modern font gives letters enough space to breathe, and the soft curves communicate friendliness without feeling overwhelmingly young.

ILISARNIQ

Ilisarniq Light

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 . / ? ! @ & #

Ilisarniq Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 . / ? ! @ & #

Ilisarniq Black

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 . / ? ! @ & #

Typography — Hierarchy

For typography to be clear, it must have a defined hierarchy. The Love INC type system does this through font size.

When communicating with type, split your messaging into a headline, a sub-headline, and body content. This is the order that your audience will read the content. Creating a hierarchy ensures that your messaging is quickly accessible and readable and helps you prioritize your message to reduce audience confusion. Remember, if everything is bold, nothing stands out.

The guide above shows usage and size suggestions. These guides should not be final, and designers should check all type for accessibility and clear hierarchy.

Size + Usage Suggestions

Subhead — Ilisarniq Light
All Caps
Letter spacing: 200px
Print font size: 6-10pt
Digital font size: 12-18px

Headlines — Ilisarniq Black or Bold
Sentence or Title Case
Print font size: 14-20pt
Digital font size: 14-22px

Body Copy — Ilisarniq Regular
Sentence case
Letter spacing: -15px to 15px
Print font size: 8-12pt
Digital font size: 14-22px

TRANSFORMING COMMUNITIES

Helping Churches Help People

The local church is God's answer to community brokenness and a part of His plan of redemption and restoration. That's why we **mobilize local churches** to offer a holistic approach to caring for people in all areas of life: spiritual, mental, emotional, relational, material, and physical.

TRANSFORMING COMMUNITIES

Helping Churches Help People

Typography — Alternates

The Ilisarniq typeface will not always be an option. In those instances, we need to rely on other typefaces to carry the brand. These should only be used when we are positive Ilisarniq is not available. For example, it is not available on Google Docs.

Rubik is a free font from Google Fonts, and is available to use on the G-Suite products.

RUBIK

Rubik Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Rubik Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Rubik Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography — Misuse

These examples highlight common mistakes in typography. Remember that how you execute your typography will affect how your audience reads your message.

Uppercase headlines are both more aggressive and less legible than sentence case headlines. You can make a headline more important by making the type size bigger, not through uppercase letters.

HELPING CHURCHES HELP PEOPLE

Ilisarniq is designed to be an open and readable font. Do not condense the line spacing. Reduced line spacing lowers legibility and weakens your message.

The local church is God’s answer to community brokenness and a part of His plan of redemption and restoration. That’s why we mobilize local churches to offer a holistic approach to caring for people in all areas of life: spiritual, mental, emotional, relational, material, and physical.

If everything is bold, then nothing stands out. Bold the parts of your message that are most important; limit yourself to a select few points.

The local church is God’s answer to community brokenness and a part of His plan of redemption and restoration. That’s why we mobilize local churches to offer a holistic approach to caring for people in all areas of life: spiritual, mental, emotional, relational, material, and physical.

The rules of color apply just as well to typography. Always make sure type has enough contrast against its background.

Helping Churches Help People

Typography — Misuse

A readable document has a good hierarchy of information. Your audience can clearly spot the important information at a glance. It should feel comfortable to read with enough spacing and margins around the edge. For example, on a single column, 8.5”x11” letter size document, the margins should be about 1” away from the edge, and no less than .5” away from the edge.

Helping Churches Help People August Update

The local church is God’s answer to community brokenness and a part of His plan of redemption and restoration. That’s why we mobilize local churches to offer a holistic approach to caring for people in all areas of life: spiritual, mental, emotional, relational, material, and physical.

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Suspendisse mauris. Fusce accumsan mollis eros. Pellentesque a diam sit amet mi ullamcorper vehicula. Integer adipiscing risus a sem. Nullam quis massa sit amet nibh viverra malesuada. Nunc sem lacus, accumsan quis, faucibus non, congue vel, arcu. Ut scelerisque hendrerit tellus. Integer sagittis. Vivamus a mauris eget arcu gravida tristique. Nunc iaculis mi in ante. Vivamus imperdiet nibh feugiat est. Sed egestas, ante et vulputate volutpat, eros pede semper est, vitae luctus metus libero eu augue. Morbi purus libero, faucibus adipiscing, commodo quis, gravida id, est. Sed lectus. Praesent elementum hendrerit tortor. Sed semper lorem at felis. Vestibulum volutpat, lacus a ultrices sagittis, mi neque euismod dui, eu pulvinar nunc sapien ornare nisl. Phasellus pede arcu, dapibus eu, fermentum et, dapibus sed, urna.

HELPING CHURCHES HELP PEOPLE

August Update

The local church is God’s answer to community brokenness and a part of His plan of redemption and restoration. That’s why we mobilize local churches to offer a holistic approach to caring for people in all areas of life: spiritual, mental, emotional, relational, material, and physical.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra, tortor libero sodales leo, eget blandit nunc tortor eu nibh. Nullam mollis. Ut justo. Suspendisse potenti.

Sed egestas, ante et vulputate volutpat, eros pede semper est, vitae luctus metus libero eu augue. Morbi purus libero, faucibus adipiscing, commodo quis, gravida id, est. Sed lectus. Praesent elementum hendrerit tortor. Sed semper lorem at felis. Vestibulum volutpat, lacus a ultrices sagittis, mi neque euismod dui, eu pulvinar nunc sapien ornare nisl. Phasellus pede arcu, dapibus eu, fermentum et, dapibus sed, urna.

Morbi interdum mollis sapien. Sed ac risus. Phasellus lacinia, magna a ullamcorper laoreet, lectus arcu pulvinar risus, vitae facilisis libero dolor a purus. Sed vel lacus. Mauris nibh felis, adipiscing varius, adipiscing in, lacinia vel, tellus. Suspendisse ac urna. Etiam pellentesque mauris ut lectus. Nunc tellus ante, mattis eget, gravida vitae, ultricies ac, leo. Integer leo pede, ornare a, lacinia eu, vulputate vel, nisl.

Suspendisse mauris. Fusce accumsan mollis eros. Pellentesque a diam sit amet mi ullamcorper vehicula. Integer adipiscing risus a sem. Nullam quis massa sit amet nibh viverra malesuada. Nunc sem lacus, accumsan quis, faucibus non, congue vel, arcu. Ut scelerisque hendrerit tellus. Integer sagittis. Vivamus a mauris eget arcu gravida tristique. Nunc iaculis mi in ante. Vivamus imperdiet nibh feugiat est. Sed egestas, ante et vulputate volutpat, eros pede semper est, vitae luctus metus libero eu augue. Morbi purus libero, faucibus adipiscing, commodo quis, gravida id, est. Sed lectus. Praesent elementum hendrerit tortor. Sed semper lorem at felis. Vestibulum volutpat, lacus a ultrices sagittis, mi neque euismod dui, eu pulvinar nunc sapien ornare nisl. Phasellus pede arcu, dapibus eu, fermentum et, dapibus sed, urna.

Imagery

Overview • Elements • Patterns • Photography • Iconography

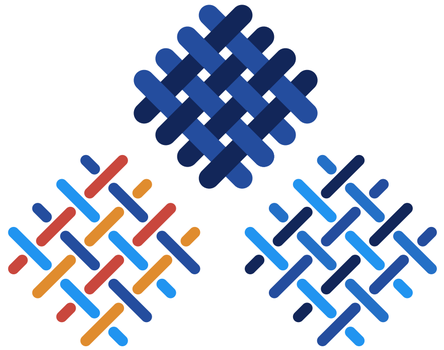
Imagery — Overview

Graphics, patterns, photos, and icons are different elements of imagery that help make the Love INC brand stand out. Utilizing these elements consistently helps grow brand recognition and unifies the Love INC message.

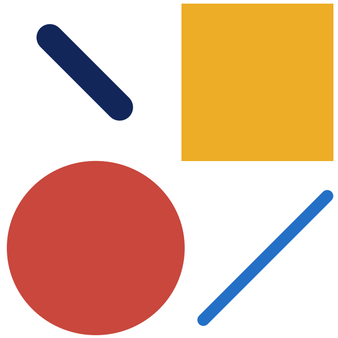
Imagery — Graphic Elements

The lattice represents how Love INC provides a stable structure that can support community growth. The shapes used in the brand embrace the lattice at various scales and break down into lines, circles, rectangles, and rounded rectangles that mimic the edge of the lattice and cross.

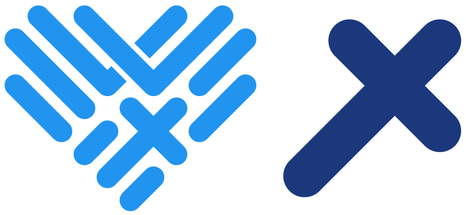
These shapes are a flexible visual tool that can tie the audience back into the lattice symbology and provide a foundation for the Love INC visual language.



The lattice represents the interconnectedness of the organization. It can be scaled up to add background texture, but take care to make it subtle.



Circles, rectangles, and lines are distinct graphics that can be used freely to aid design. Make sure lines end in a rounded cap.



The logo can be used as a subtle background element. The cross in the logo can break out as its own element.

Half-rounded rectangles call back to the lattice and logo. These shapes can be used freely as graphics.

Imagery — Patterns

Various shapes, including the logo itself, can be scaled up to produce large and interesting visual patterns that can create more engaging backgrounds.

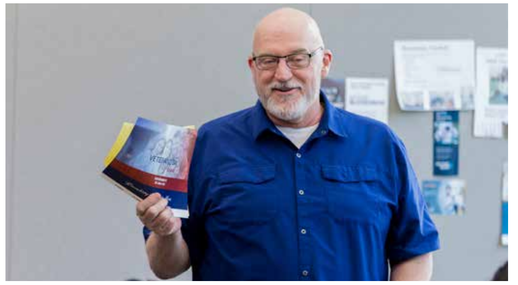
Primarily, this should be used as a functional device to frame content. Secondarily, it can be used as an accent on its own to create visual interest on part of a page. Overall this treatment should be used sparingly, as overdoing any pattern usage can create visual clutter on a page.

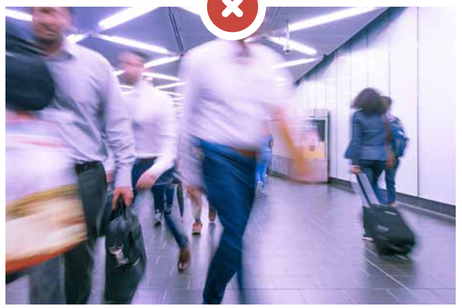
Imagery — Photography

Love INC is a warm and welcoming brand. Using photography with a warm tone, a people focus, and a well-balanced composition will make the message harmonious.

Whenever possible, pieces should use professional photography. Images that are low quality, too dark, or too busy can take away from otherwise well-designed work. Focus on photography that reflects the welcoming and inclusive energy of Love INC. Do your best to show people, highlight action, and avoid “cheesy” stock photography of communities. Avoid stock photos that blatantly say “volunteer” on the back of a shirt.

When searching for stock photography, try phrases like “support group,” “neighbor,” and avoid generic terms like “volunteer” or “community.”



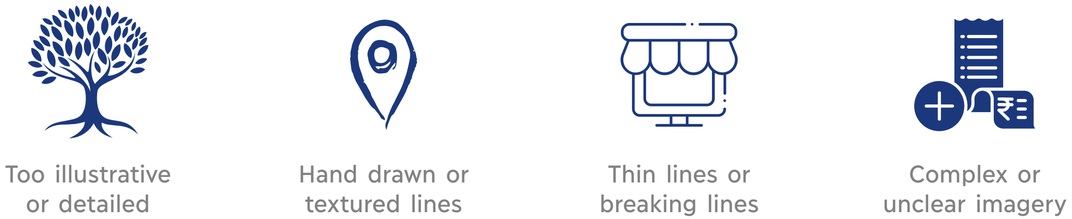


Imagery — Iconography

Iconography is a simplified visual language that people across a variety of contexts can understand. You'll often see icons used for things like navigation in physical space or as a quick visual on a flyer. It's appropriate to use iconography when your audience has limited time and needs to understand what they're looking at quickly.

Consistency, readability, and scalability are the core guidelines of the Love INC iconography. When icons feel like they belong together, they support the brand overall and work more effectively as a visual language.

Sucessful icons are consistent in visual weight and line texture, and easy to understand.



Too illustrative or detailed

Hand drawn or textured lines

Thin lines or breaking lines

Complex or unclear imagery

Voice

Our voice is one of the ways we position ourselves in a community. It's how we clarify and differentiate ourselves so that people can understand us better.

So how do we fit in a community? How do we relate to our partners and those we serve?

Here are a few thoughts on how we talk about Love INC.

Our Positioning

Love INC is how churches of all denominations work together as the body of Christ—sharing with those who are struggling, and growing an interdependent community—so that all may all thrive.

Churches

- We connect Christian churches to one another so that they can best respond to their calling to walk alongside their local community.
- We're not here to do "for" Churches. We're here to unite the efforts of community churches to be responsive, organized, comprehensive, and caring.
- Love INC is the structure through which a church's call to love and serve their community can be lived out in practice.

Neighbors

- We help members of our community live into their God-given potential.
- We focus on the whole person and foster connection because we believe that through encounters with God's love—in relational community—lives and communities are transformed.

Voice

How you say something is equally as important as **what** you say.

Why? Because your voice, tone, or manner of speaking affects the way your audience interprets what you've said. It also informs the assumptions your audience will make about things you've left unsaid.

A consistent voice can not only help you build recognition and trust, but clarify your mission and purpose.

Our Personality

Our personality can primarily be summed up as: **Collaborative**, **Relational**, and **Grassroots**.

Secondary attributes that are also great to convey are **calm, caring, trustworthy, experienced, hands-on, and joyful**.

Unsure how this plays out in writing? Here's some sample language showing how you can talk about our brand in a variety of settings, while the glossary on the later pages should give you an idea of how our voice treats certain terms and phrases.

WHAT WE DO

We Help Churches Help People... by developing a network of local churches and connecting them with opportunities to serve their neighbors in need. Sometimes that can look like helping with food, personal needs items, furniture, transportation, or a work project. Other times, it looks like offering educational classes, providing mentoring support, and hosting community events. But it's always about each church leaning into its strengths and working together with others—because we are better together.

Elevator Pitch 1

Love In the Name of Christ helps local churches work together to create a safe space where people with physical, relational, and spiritual needs can find holistic help.

Elevator Pitch 2

In every community, people possess gifts and talents that they don't believe can be used for ministry, while at the same time there are neighbors in need who are seeking those skills. Love INC helps churches mobilize their members to reach out to their neighbors in need, by creating specific, manageable opportunities that utilize the unique skills and talents of their congregation to fill unmet needs in the community.

Voice

How you say something is equally, if not more, important than **what** you say.

Why? Because your voice, tone, or manner of speaking affects the way your audience interprets what you‘ve said. It also informs the assumptions your audience will make about things you‘ve left unsaid. A consistent voice can not only help you build recognition and trust, but clarify your mission and purpose.

Our Personality (Continued)

WHY WE DO IT

Our Vision

We help churches help people because we dream of a world where Christian churches united in purpose and fully engaged in actively living out their faith by lovingly serving people in need in their communities.

Our Mission

To mobilize local churches to transform lives and communities In the Name of Christ.

You can take this further, however, by explaining what that looks like in practice:
In order to fulfill our mission of mobilizing churches to transform our communities, we are:

UNITED IN OUR PURPOSE

We are Christian churches united in purpose and fully engaged in actively living out our faith by lovingly serving people in our community.

RELATIONAL IN OUR FOCUS

While meeting tangible needs we spend the time needed to listen to each person’s story so they feel valued beyond their circumstances.

HOLISTIC IN OUR APPROACH

We offer several classroom environments that teach one or more basic skills to move those we serve toward a stable and self-sufficient way of life.

Voice

How you say something is equally, if not more, important than **what** you say.

Why? Because your voice, tone, or manner of speaking affects the way your audience interprets what you've said. It also informs the assumptions your audience will make about things you've left unsaid. A consistent voice can not only help you build recognition and trust, but clarify your mission and purpose.

Our Personality (Continued)

MARKETING CONTENT EXAMPLES

Conceptual Language for a Brochure
(Paint an inspirational picture in this medium)

At the intersection of struggle and hope, there is a place that unites churches of all denominations around a single purpose. It's a safe space where people of all walks of life can journey together. Yet it's not defined by a zip code—but a code of conduct. Here people believe there's an inherent dignity we all share and know that we can accomplish so much more together than we ever could apart. So we walk together. Because at the end of the day it's not about meeting needs, it's about meeting people where they're at—no matter where they are at—and walking alongside of them until they discover who they are in Christ.

Love INC mobilizes local churches because one community, one church, one story at a time—we are changing the world through Love In the Name of Christ.

Social Media
(Short, pithy statements work best here)

There is nothing more powerful than churches working together to transform lives and communities.

Voice

Here are just a few simple ways we can ensure we are consistent in our grammar and content creation.

Do‘s + Don‘ts

- On external communications, be sure “Love In the Name of Christ” is used before shortening to “Love INC”.
- When using the phrase “In the Name of Christ”, make sure the I, N, and C are always capitalized, and the T and O are are lower case.
- Try to point to the bigger movement when possible. We’re all a part of something so much bigger than ourselves.
- Italicize the names of proprietary programs (i.e. *Redemptive Compassion, Faith & Finances*).
- Always use the oxford comma. A comma used after the penultimate item in a list of three or more items, before ‘and’ or ‘or’ (i.e. an Italian painter, sculptor, and architect).
- Single space at the end of sentences.
- Capitalize all pronouns referring to God.
- Spell out numbers ten and below.
- Spell out “and” instead of using “&”. Exceptions include: proprietary places, such as *Faith & Finances*, and headlines, where you may use a + sign instead of ‘and’.
- Hyperlinks and Buttons—Always use ALL CAPS on Button text or text that is used as a call to action link. Also, **BOLD** and underline all text links to make them stand out.

love
in the name
of Christ