

A person with a backpack is hiking on a grassy ridge. The sun is low on the horizon, creating a warm glow. In the background, there are rolling hills and mountains. Another person is visible further ahead on the ridge.

vineyardusa®

STYLE GUIDE

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INTRODUCTION

“A brand is a living entity... enriched or undermined cumulatively over time, the product of a thousand small gestures.”

Michael Eisner (former Disney CEO)

In a visual generation, any group – a company, a society, or an organized family like the Vineyard – expresses its unique personality online and in print. We express what is important to us through words, images, colors, logos, text, events, and even people.

All of these elements come together to form a **brand** – an unfolding story about who we are, and where we’re going, as the Vineyard. *Everything* we present online and in print, and how we present it, messages our *visual identity* to the world – which in turn communicates our *values* in both explicit and implicit ways.

This **Style Guide** you have in your hands represents the official visual identity branding of Vineyard USA (VUSA). For our VUSA official entities and expressions (Multiply Vineyard, Vineyard Missions, Regions, etc.), our coordinated look will paint a cohesive, ‘in one accord’ picture to the world.

For our local churches, while there are clear parameters for our VUSA logo use, this document simply provides guidelines and options for any local church desiring to synergize their local branding with our national one. Please take the time to read, enjoy, consider, and refer to this document in the years to come.

Dan Wilt
Director Of Communications | Vineyard USA

A person with a backpack is walking away from the viewer on a narrow, paved path that stretches across a calm body of water. The path is flanked by water on both sides, and the surrounding landscape consists of rolling hills and mountains under a dramatic, cloudy sky at sunset or sunrise. The overall color palette is dominated by blues, greens, and oranges from the low sun.

Part 1: VUSA National

STYLE GUIDE

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1. THE VINEYARD

Who does the Body of Christ know us to be in the world today? Is there one word that expresses who we are? Is there a way that one word has been presented for years that remains current, familiar, and minimizes the need for other elements to enhance it?

In branding practice, when a logo has been reduced to its simplest, most recognizable form, other elements (such as symbols) need only be added if they are necessary to further clarify who the organization is.

In our case, the word “vineyard” is highly recognized by the Body of Christ today. Set in our **custom “Vineyard Font”** – designed for us by Fortissimo in Switzerland – nothing needs to be added to clarify who we are to an internal or external audience.

Because of our legacy, the word “vineyard” says it all.



2. VUSA LOGO

Our VUSA logo is based on the **Vineyard Bold and Light Font**, and is used by our international Vineyard family around the world.

With the word “vineyard” set in bold, only the addition of the letters “usa” in the light font is necessary to distinguish who we are in the global Vineyard.

At this point, clarity is achieved. VUSA is therefore represented by a **Word Mark Logotype**, with **no added symbol**.

With the world as our color palette, the VUSA logo may **only be used in black** for a light background, **or white** for a dark background. See examples to the right.

One full height of logo



One full height of logo

The VUSA logo, "vineyardusa®", is displayed in black text on a light yellow background. The background image is a soft-focus photograph of a sunlit forest with tall trees and grass.

The VUSA logo, "vineyardusa®", is displayed in white text on a dark blue background. The background image is a photograph of a stormy sea with white-capped waves under a dark, cloudy sky.

3. VUSA COLOR PALETTE

In the brave new world of digital and online communications, a “flat” color palette has been chosen for the movement for both digital and print communications.

The flat color palette to the right has what we’ll call **Primary** colors (the center column; colors used for official VUSA entity symbols and accents), and **Secondary** colors (darker and lighter versions of the Primary colors for accents, backgrounds, etc.).

This color palette will be applied in the pages that follow, and provides a range of **diverse-but-inter-connected options** for VUSA and its entities going forward.

VUSA will use the **Primary Blue** (the first color blue under the Primary column) as the dominant color of our visual identity, applied to our official online and print applications.

Secondary (extra dark)	Secondary (dark)	Primary	Secondary (light)	Secondary (extra light)
CMYK: 85 25 0 60 RGB: 0 77 112 Hex: #004d6f	CMYK: 85 25 0 30 RGB: 0 113 163 Hex: #0071a2	CMYK: 85 25 0 0 RGB: 0 145 211 Hex: #0090d2 Pantone: 2925C 299U	CMYK: 60 20 0 0 RGB: 105 172 223 Hex: #69abde	CMYK: 42 10 0 0 RGB: 157 202 238 Hex: #9dc9ed
CMYK: 70 5 40 60 RGB: 31 95 90 Hex: #1e5f5a	CMYK: 70 5 40 30 RGB: 50 38 131 Hex: #318a83	CMYK: 70 5 40 0 RGB: 63 176 168 Hex: #3eb0a7 Pantone: 3115C 3115U	CMYK: 49 4 28 0 RGB: 141 200 194 Hex: #8dc7c1	CMYK: 35 2 20 0 RGB: 179 217 213 Hex: #b2d9d4
CMYK: 70 0 80 60 RGB: 38 96 48 Hex: #255f30	CMYK: 70 0 80 30 RGB: 60 138 71 Hex: #3c8a47	CMYK: 70 0 80 0 RGB: 77 176 91 Hex: #4cb05b Pantone: 3395C 3395U	CMYK: 49 0 56 0 RGB: 146 200 141 Hex: #92c78d	CMYK: 33 0 40 0 RGB: 187 218 176 Hex: #badaaf
CMYK: 30 0 80 60 RGB: 103 114 42 Hex: #67722a	CMYK: 30 0 80 30 RGB: 154 166 63 Hex: #99a63e	CMYK: 30 0 80 0 RGB: 199 214 79 Hex: #c6d54f Pantone: 381C 388U	CMYK: 21 0 56 0 RGB: 217 226 141 Hex: #d8e28d	CMYK: 16 0 40 0 RGB: 226 234 177 Hex: #e1e9b1
CMYK: 8 35 95 45 RGB: 152 114 11 Hex: #98720b	CMYK: 8 21 95 30 RGB: 184 154 7 Hex: #b79906	CMYK: 8 21 95 0 RGB: 240 197 2 Hex: #efc501 Pantone: 123C 115U	CMYK: 5 15 66 0 RGB: 247 214 109 Hex: #f6d56d	CMYK: 3 12 45 0 RGB: 250 224 160 Hex: #f9e09f
CMYK: 5 70 93 50 RGB: 139 65 15 Hex: #8b400e	CMYK: 5 60 93 30 RGB: 178 98 23 Hex: #b26116	CMYK: 5 60 93 0 RGB: 232 124 33 Hex: #e77c20 Pantone: 151C 151U	CMYK: 4 42 65 0 RGB: 239 165 100 Hex: #efa563	CMYK: 2 30 46 0 RGB: 246 193 146 Hex: #f6c091
CMYK: 5 90 75 60 RGB: 118 30 25 Hex: #761e18	CMYK: 5 90 75 30 RGB: 172 43 43 Hex: #ab2b2a	CMYK: 5 90 75 0 RGB: 223 52 57 Hex: #df3439 Pantone: 1787C 032U	CMYK: 4 63 53 0 RGB: 233 123 107 Hex: #e87a6b	CMYK: 2 45 37 0 RGB: 241 164 149 Hex: #f1a495
CMYK: 35 70 8 60 RGB: 97 54 84 Hex: #603553	CMYK: 35 70 8 30 RGB: 139 79 123 Hex: #8b4f7a	CMYK: 35 70 8 0 RGB: 178 100 157 Hex: #b1649c Pantone: 2583C 2582U	CMYK: 24 49 5 0 RGB: 200 149 189 Hex: #c894bd	CMYK: 15 34 3 0 RGB: 219 184 212 Hex: #dbb7d4
CMYK: 60 60 8 60 RGB: 68 59 90 Hex: #443a59	CMYK: 60 60 8 30 RGB: 99 87 131 Hex: #625682	CMYK: 60 60 8 0 RGB: 125 110 167 Hex: #7c6ea7 Pantone: 2726C 2726U	CMYK: 42 42 5 0 RGB: 163 151 195 Hex: #a297c3	CMYK: 30 30 2 0 RGB: 189 181 216 Hex: #bcb4d7

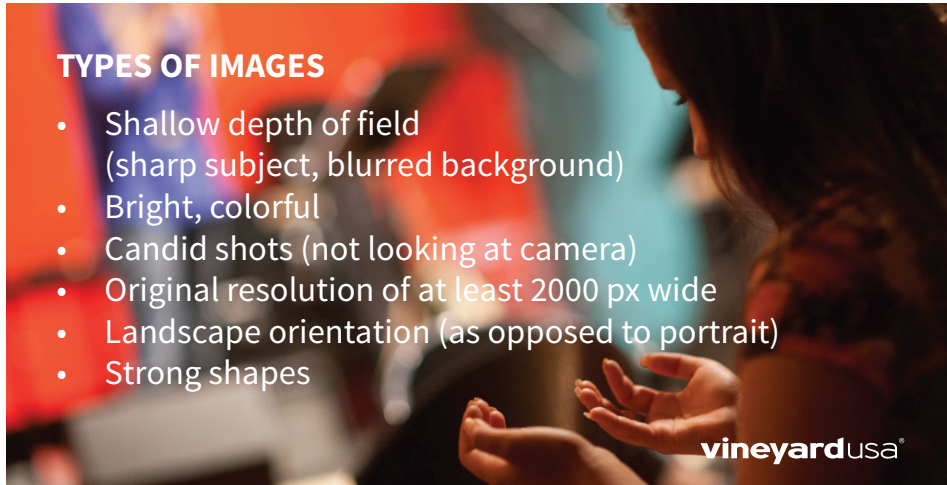
4a. VUSA IMAGE APPROACH – PEOPLE

A picture is truly worth a thousand words. The Vineyard movement has always primarily seen itself as a community of people and churches, doing Kingdom life together. Images that capture our humanity, diversity, passion, spirituality, mission, and honesty communicate our shared values and identity.

The following images are taken by professional photographers in our churches. Note the shallow depth of field, blurred background, and strong shapes. As you view each image, think of the Vineyard value highlighted.

TYPES OF IMAGES

- Shallow depth of field (sharp subject, blurred background)
- Bright, colorful
- Candid shots (not looking at camera)
- Original resolution of at least 2000 px wide
- Landscape orientation (as opposed to portrait)
- Strong shapes



VUSA IMAGE APPROACH – PEOPLE (CONT.)

In capturing our values in images, we think in terms of ideas and concepts that reinforce who we are to those who may be first meeting us online in social media, or via our website. Images tell a story, and we have many Kingdom stories to tell.

Note in the images below the themes of contemporary music, age diversity, ethnic diversity, passionate worship, and a love for the Scriptures. Also note the bright colors in the foreground and background, and the sense of community life captured in each image.



VUSA IMAGE APPROACH – PEOPLE (CONT.)

When we think about ourselves as the Vineyard movement, many of us think about our approach to compassionate, Spirit-led ministry – often embodied in our work with the poor, the marginalized, and the vulnerable. Scholarship, relationships, and cultivating young leaders are also important to us.

Again, note the near-field focus and blurred background in the images below. In summary, these images capture “Vineyard life in motion,” and are of a quality that both grabs attention and has longevity for years to come.



4b. VUSA IMAGE APPROACH – CONCEPTS

Our second image approach covers different types of applications such as slides, quote graphics, blog graphics, book covers, posters, and more. A Color Palette block (rectangle) is placed behind the image. The image on top is then set to 50% opacity, and text is then laid in.

This format enables text to ‘pop’ on the image, and provides a less visually noisy background for the word mark logo. Note that the images continue to communicate values and ideas relevant to a variety of topics.

TYPES OF IMAGES

- Color Palette block behind, 50% opacity image on top
- Strong concepts
- Beautiful images
- Shallow depth of field, blurred background
- Speaks of values

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vineyardusa®

vineyardusa®

vineyardusa®

VUSA IMAGE APPROACH – CONCEPTS (CONT.)

Images that communicate on the themes of fellowship, evangelism, discipleship, spiritual formation, leadership, prayer, community, compassion, youth, kids, and education can be found on sites that provide excellent quality stock photography. Professional, edited photography works best when underlaying with color.

Images can either drive home a point ready to be made (ex. a sermon series image), or can express ideas in a way that replaces the need for words. Reducing visual noise (too much detail) is always good when using strong images.



VUSA IMAGE APPROACH – CONCEPTS (CONT.)

Images of creation, life activity, cities and towns, and abstract environments provide another unique set of tools for communicating Kingdom messages. With all of these messaging tools at our disposal, we can say what we value.

Capturing great images for use in the variety of applications for which we need them can be hard work. For that reason, it's good to develop and curate a bank of images that can be used again and again in various applications.



TITLE HEADER

Secondary Header Here

In efficitur libero neque, sit amet pellentesque nisi aliquam in. Nulla facilisi. Morbi a quam non orci vestibulum maximus aliquet at mauris. Etiam tincidunt arcu ut justo tristique.

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5. VUSA COPY FONT

One of the most important elements of a visual identity is the font used for regular copy that appears in conjunction with the logo and images in online and print settings.

San serif fonts have a contemporary feel, yet are also timeless and international in spirit. The following font, **Source Sans Pro**, is a Google free font, and will be the font used as often as is appropriate in official VUSA communications – on our website, letterhead, and more.

This font is an open-source typeface family, and can be downloaded [here](#).

Source Sans Pro

Source Sans Pro

Source Sans Pro

Source Sans Pro

Source Sans Pro

Source Sans Pro

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6. APPLICATIONS

Applying the Vineyard USA logo, color, image, and copy font approach, the following are examples of our visual identity in action.

In each of the following images, the Vineyard USA logo is applied as a white logo to go with the darker background. It is resized for various applications, and placed on, or in proximity to, a bar with our Primary Blue. The quote text bottom right is Source Sans Pro.



APPLICATIONS (CONT.)

Applying the Vineyard USA logo, color, image, and copy font approach, the following are examples of our visual identity in action.

In each of the following images, the Vineyard USA logo is applied as a white logo to go with the darker background. It is resized for various applications, and placed on, or in proximity to, a bar with our Primary Blue. The quote text bottom right is Source Sans Pro.



7. LOGO DON'TS

X **DO NOT** - Add to the logo

vineyard X **usa**TM

X **vineyard** **usa**TM

X **DO NOT** - Change the Font

VineyardUSA

VineyardUSA

X **DO NOT** - Squeeze or Stretch

vineyard **usa**TM

vineyard **usa**TM

✓ **DO** - Use the logo exactly as provided

vineyard **usa**[®]

8. PAST LOGO & SYMBOL **DELETION**



✓ **DO** - Use **ONLY** the new wordmark

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9. PRINT EXAMPLES

The new Vineyard USA stationary and ancillary materials will utilize our logo, color, and font in all print and digital communications.

As the visual noise of today's world grows ever louder online and on our computers, we have chosen a **clean, simple design** for our stationary that allows the world to be our color palette.

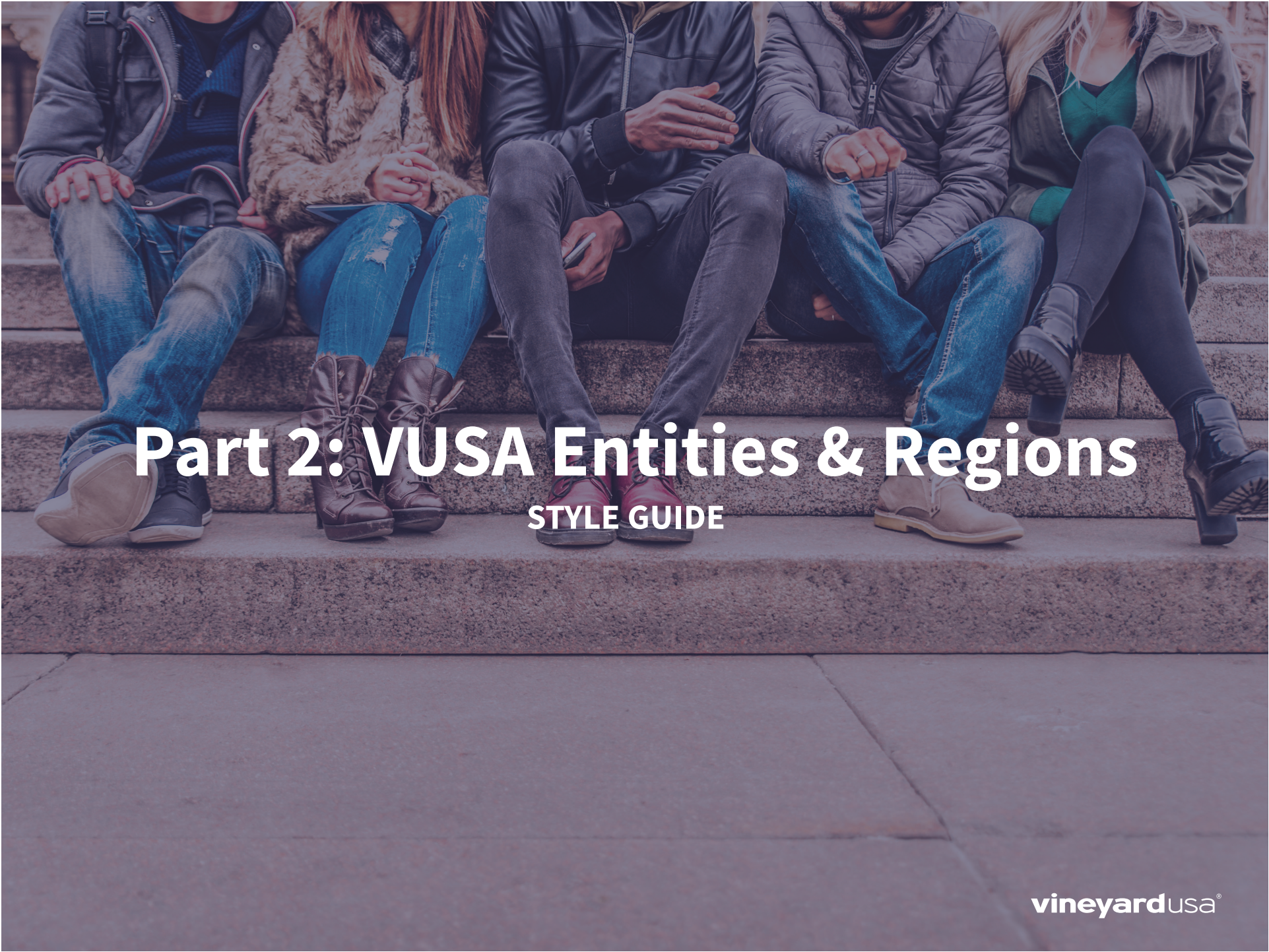
To the left and below are examples of our letter-head and note cards for VUSA.

10. SOCIAL MEDIA EXAMPLES

Our brand applications will remain consistent on Facebook, Twitter, Instagram, YouTube, and in Apps.

In the examples below, the Primary Blue of Vineyard USA is used as a field for our word mark logo. The blue is also utilized in our EDLD header, as semi-transparent and overlaying a colorful, human image. Tasteful application of our logo and colors on Facebook and Twitter will quietly communicate a sense of consistency, vibrancy, freshness, and brightness to our messaging.





Part 2: VUSA Entities & Regions

STYLE GUIDE

1. A FAMILY OF WORD MARKS

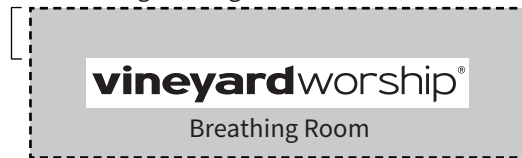
A word mark logotype will be the logo for all of our official national entities, with optional symbols.

With simplicity being the goal, using our Vineyard Font, each of our official entities will receive a **word mark logo** that visually connects us together as the VUSA family.

Online and in print, this will bring significant cohesion online between our **family of entities**.

To the right, a few of our main entities illustrate the visual connection created by consistent word mark logos.

One full height of logo



One full height of logo

vineyardusa®

multiply**vineyard**®

vineyardmissions®

vineyardresources®

vineyardworship®

vineyardusa®

multiply**vineyard**®

vineyardmissions®

vineyardresources®

vineyardworship®

2. A FIELD OF WORD MARKS

Our goal will be to get each of our entities down to a 2-word, simple word mark logo.

Being “**on brand**” for our entities means that we share:

1. The Bold font “vineyard”
2. The Light font clarifying word
3. A shared color palette

While most groups will begin with the word, “vineyard,” others (like Multiply Vineyard) will begin with another word.

This enables us to create a brand “**family field**” of logos that instills a sense of interconnection and interdependence.

As branding communicates values, we value **unity within diversity**, rather than uniformity.

What elements can distinguish our entities from one another, besides the words in our word marks?

vineyardusa®

multiply**vineyard**®

vineyardmissions®

vineyardresources®

vineyardworship®

Primary

CMYK: 85 25 0 0
RGB: 0 145 211
Hex: 0090d2
Pantone: 2925C 299U

CMYK: 70 5 40 0
RGB: 63 176 168
Hex: #3eb0a7
Pantone: 3115C 3115U

CMYK: 70 0 80 0
RGB: 77 176 91
Hex: #4cb05b
Pantone: 3395C 3395U

CMYK: 30 0 80 0
RGB: 199 214 79
Hex: #c6d54f
Pantone: 381C 388U

CMYK: 8 21 95 0
RGB: 240 197 2
Hex: #ffc501
Pantone: 123C 115U

CMYK: 5 60 93 0
RGB: 232 124 33
Hex: #e77c20
Pantone: 151C 151U

CMYK: 5 90 75 0
RGB: 223 52 57
Hex: #df3439
Pantone: 1787C 032U

CMYK: 35 70 8 0
RGB: 178 100 157
Hex: #b1649c
Pantone: 2583C 2582U

CMYK: 60 60 8 0
RGB: 125 110 167
Hex: #7c6ea7
Pantone: 2726C 2726U

3. OPTIONAL TYPOGRAPHIC SYMBOLS

While our word marks are the primary logo of each VUSA entity, and stand alone, a secondary family of symbols based on our Primary Colors can also tie us together.

With simplicity being the goal, using our **Vineyard Font** and the **Primary Colors** (or black and white) of our color palette, each group will be given an **optional typographic symbol** that can be used (if desired) **interchangeably (in place of)** the word mark logo. Our letter “v” bleeds out of the circle, and a secondary letter represents the entity. Letters are **weighted** slightly toward the bottom or middle according to the symbol.



Primary

CMYK: 85 25 0 0
RGB: 0 145 211
Hex: 0090d2
Pantone: 2925C 299U

CMYK: 70 5 40 0
Hex: #3eb0a7
Pantone: 3115C 3115U

CMYK: 70 0 80 0
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Pantone: 381C 388U

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RGB: 240 197 2
Hex: #ffc000
Pantone: 123C 115U

CMYK: 5 60 93 0
RGB: 232 124 33
Hex: #e77c20
Pantone: 151C 151U

CMYK: 5 90 75 0
RGB: 223 52 57
Hex: #df3439
Pantone: 1787C 032U

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Hex: #b1649c
Pantone: 2583C 2582U

CMYK: 60 60 8 0
RGB: 125 110 167
Hex: #7c6ea7
Pantone: 2726C 2726U

4. DIVERSITY REPRESENTED – IN COLOR

In celebration of our diversity, each individual entity can, at any time, use ANY color from our Primary Color palette to represent their group, with black and white always being options.

In other words, according to design needs for any given application, an entity can **change the color** of their optional symbol to any from the **Primary Color** palette. This gives room for diversity as symbols are applied – **11 colors** in all (including black and white).



5. OPTIONAL ACCENT COLORS

Additional Colors provide accent colors that can be used in any application by our entities, and by VUSA.

Based on our Primary Color palette, Secondary **Light**, **Extra Light**, **Dark**, and **Extra Dark** colors have been derived for the purpose of coordinating colors across websites, in print, and for events.

Using these colors in backgrounds, fonts, and more will also help designers avoid color clashes in their work.

Frequent use of these colors by all our entities is another messaging agent, suggesting our unity within our diversity – that we are unique expressions of a movement that is **“in one accord.”**

Secondary (extra dark)	Secondary (dark)	Primary	Secondary (light)	Secondary (extra light)
CMYK: 85 25 0 60 RGB: 0 77 112 Hex: #004d6f	CMYK: 85 25 0 30 RGB: 0 113 163 Hex: #0071a2	CMYK: 85 25 0 0 RGB: 0 145 211 Hex: #0090d2 Pantone: 2925C 299U	CMYK: 60 20 0 0 RGB: 105 172 223 Hex: #69abde	CMYK: 42 10 0 0 RGB: 157 202 238 Hex: #9dc9ed
CMYK: 70 5 40 60 RGB: 31 95 90 Hex: #1e5f5a	CMYK: 70 5 40 30 RGB: 50 38 131 Hex: #318a83	CMYK: 70 5 40 0 RGB: 63 176 168 Hex: #3eb0a7 Pantone: 3115C 3115U	CMYK: 49 4 28 0 RGB: 141 200 194 Hex: #8dc7c1	CMYK: 35 2 20 0 RGB: 179 217 213 Hex: #b2d9d4
CMYK: 70 0 80 60 RGB: 38 96 48 Hex: #255f30	CMYK: 70 0 80 30 RGB: 60 138 71 Hex: #3c8a47	CMYK: 70 0 80 0 RGB: 77 176 91 Hex: #4cb05b Pantone: 3395C 3395U	CMYK: 49 0 56 0 RGB: 146 200 141 Hex: #92c78d	CMYK: 33 0 40 0 RGB: 187 218 176 Hex: #badaaf
CMYK: 30 0 80 60 RGB: 103 114 42 Hex: #67722a	CMYK: 30 0 80 30 RGB: 154 166 63 Hex: #99a63e	CMYK: 30 0 80 0 RGB: 199 214 79 Hex: #c6d54f Pantone: 381C 388U	CMYK: 21 0 56 0 RGB: 217 226 141 Hex: #d8e28d	CMYK: 16 0 40 0 RGB: 226 234 177 Hex: #e1e9b1
CMYK: 8 35 95 45 RGB: 152 114 11 Hex: #98720b	CMYK: 8 21 95 30 RGB: 184 154 7 Hex: #b79906	CMYK: 8 21 95 0 RGB: 240 197 2 Hex: #efc501 Pantone: 123C 115U	CMYK: 5 15 66 0 RGB: 247 214 109 Hex: #f6d56d	CMYK: 3 12 45 0 RGB: 250 224 160 Hex: #f9e09f
CMYK: 5 70 93 50 RGB: 139 65 15 Hex: #8b400e	CMYK: 5 60 93 30 RGB: 178 98 23 Hex: #b26116	CMYK: 5 60 93 0 RGB: 232 124 33 Hex: #e77c20 Pantone: 151C 151U	CMYK: 4 42 65 0 RGB: 239 165 100 Hex: #efa563	CMYK: 2 30 46 0 RGB: 246 193 146 Hex: #f6c091
CMYK: 5 90 75 60 RGB: 118 30 25 Hex: #761e18	CMYK: 5 90 75 30 RGB: 172 43 43 Hex: #ab2b2a	CMYK: 5 90 75 0 RGB: 223 52 57 Hex: #df3439 Pantone: 1787C 032U	CMYK: 4 63 53 0 RGB: 233 123 107 Hex: #e87a6b	CMYK: 2 45 37 0 RGB: 241 164 149 Hex: #f1a495
CMYK: 35 70 8 60 RGB: 97 54 84 Hex: #603553	CMYK: 35 70 8 30 RGB: 139 79 123 Hex: #8b4f7a	CMYK: 35 70 8 0 RGB: 178 100 157 Hex: #b1649c Pantone: 2583C 2582U	CMYK: 24 49 5 0 RGB: 200 149 189 Hex: #c89abd	CMYK: 15 34 3 0 RGB: 219 184 212 Hex: #dbb7d4
CMYK: 60 60 8 60 RGB: 68 59 90 Hex: #443a59	CMYK: 60 60 8 30 RGB: 99 87 131 Hex: #625682	CMYK: 60 60 8 0 RGB: 125 110 167 Hex: #7c6ea7 Pantone: 2726C 2726U	CMYK: 42 42 5 0 RGB: 163 151 195 Hex: #a297c3	CMYK: 30 30 2 0 RGB: 189 181 216 Hex: #bcb4d7

6a. DESIGN ELEMENTS

Some of our entities have graphic elements and approaches that feel significant as metaphors and expressions of the work that entity does.

Using the **black or white versions** of the word mark logo, **background graphics** can communicate a variety of ideas that affirm the work of the entity.

While we would suggest an entity use images (see our *Image Approach*) as often as possible, full color backgrounds that incorporate the accent colors can be helpful for design flexibility.



6b. DESIGN ELEMENTS (CONT.)

The optional typographic symbol of the entity also sits well, in white or black, on a graphic field if needed.

Using the typographic symbol as a **replacement** for the word mark can offer an enhanced connection with the graphic sitting behind it.



6c. **DO NOT** - DESIGN ELEMENTS

While combination marks will be presented next, it's important that no alternate symbol or graphic be placed in proximity with the word mark, causing the viewer to perceive it as the symbol of the entity.

While this is tempting, our branding need to present **a family of coordinated word marks**, and symbols takes priority in a visual field.

Over time, if many entities misplace or replace diverse symbols of their own making, it erodes our family visual identity.

As Michael Eisner said in the opening quote, our visual identity is "...enriched or undermined" by "...a thousand small gestures."



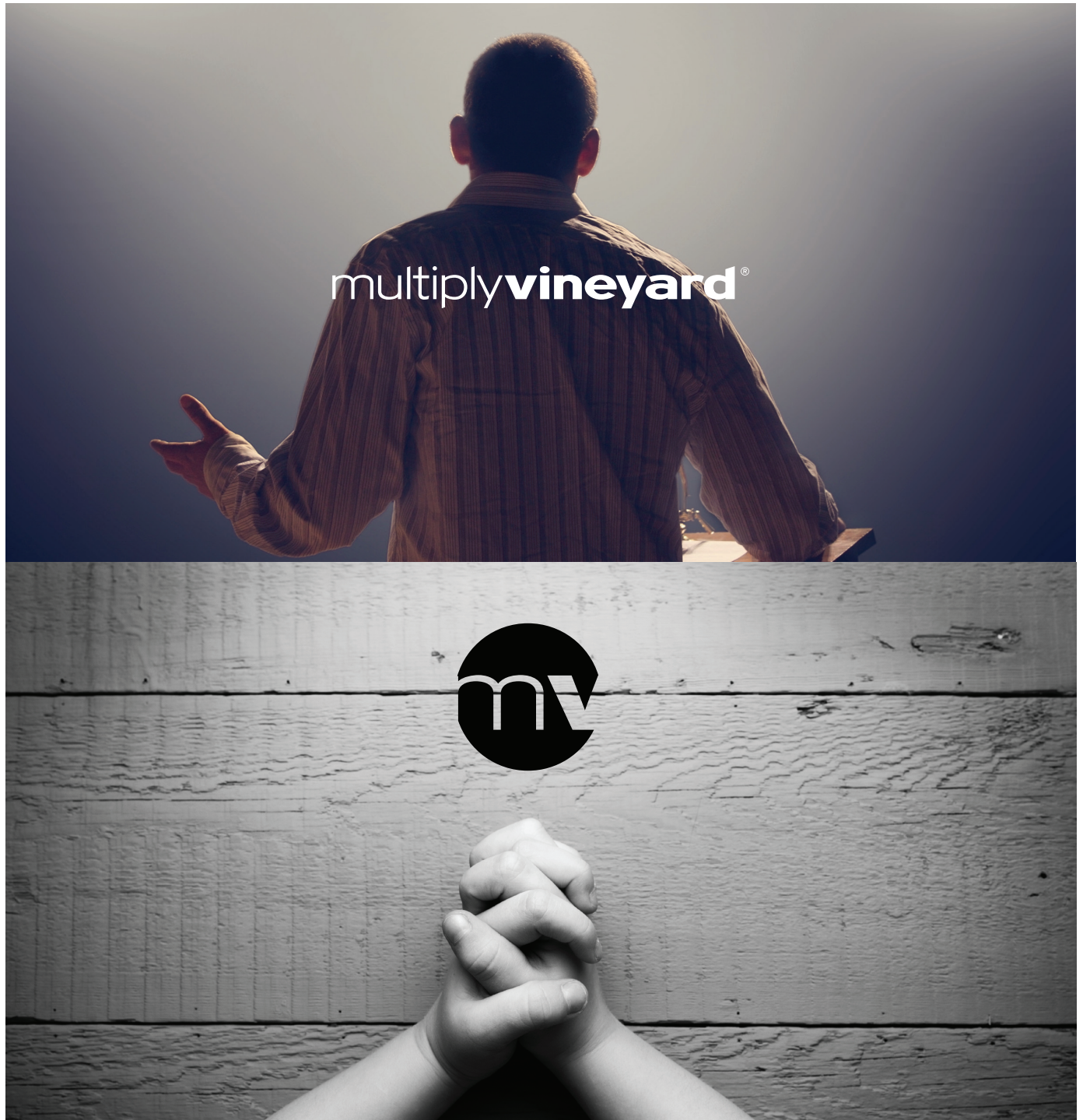
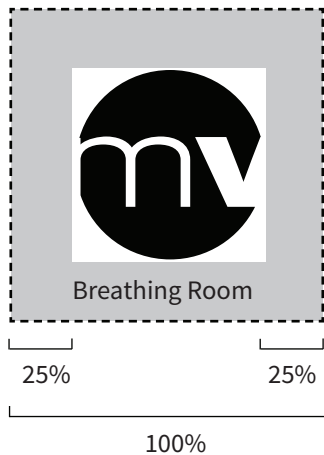
7. APPLICATIONS

Again, the Word Mark and the Symbol are designed to be used *interchangeably* as often as possible.

Entity **word marks**, like that of VUSA, may only be used in **black** for a light background or **white** for a dark background. No color should ever be applied to a word mark.

Symbols, however, may be used in **black**, **white**, or a **Primary Color**.

Please see the examples to the right (application in black and white for clarity).

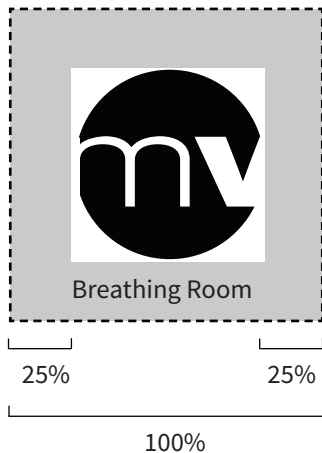


8. LOGO DON'TS

While you will want to experiment with logo placement and color, it's important to stay within the guidelines.

1. In the **first example** to the right, there are 2 mistakes. First, a color has been applied to the word “multiply.” Second, a black version of the word “vineyard” has been placed on a dark background.

2. In the **second example**, the optional symbol has been placed too close to the corner. Always leave breathing room around the symbol's edge.



9. COMBINATION MARKS

While “combination marks” have been the norm in the Vineyard, and are popular (especially in churches), they are just one of the options when creating a logo.

Our **word mark logos** give us all the clarity we need for our brand to remain strong.

However, there are times that an entity may choose to **combine** the word mark logo and the typographic symbol. This is called a “**combination mark.**”

In this case, we are giving two options:

1. The symbol **above** the word mark.
2. The symbol to the **left** of the word mark.

Again, while the symbol can change color, the word mark should remain black or white.



multiply**vineyard**®



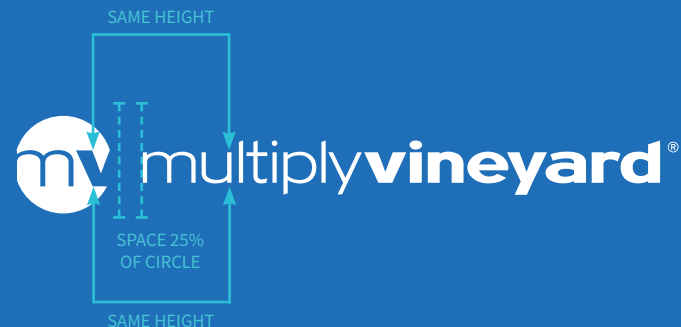
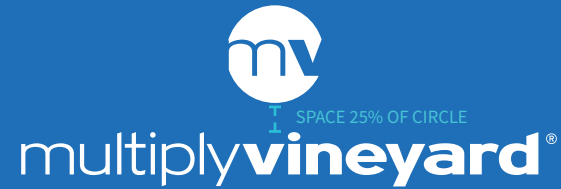
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10. PROPORTIONS

Spacing is important in combination mark logo/symbol placement.

In design, the proximity of two objects means they go together in meaning.

If placing the typographic symbol above, or to the left of the word mark, the **proportions** noted in the examples on the right keep the combination mark logo clearly associated with the word mark – without crowding it.



11. GOOD EXAMPLES – ENTITY

Using a color variation, as well as a mix of word mark and symbol, much can be done.

The following is provided as a starting point to show just some of the variations that are possible applying a combination of image, color, word mark, and typographic symbol. In each example below, a different aspect of the image, the logo, and the entity is communicated, simply by changing the location of the elements.



12. ENTITY **DON'TS**

X **DO NOT** - Add to the logo



X **DO NOT** - Change the Font



X **DO NOT** - Squeeze or Stretch



✓ **DO** - Use the logo exactly as provided





13. ENTITY COPY FONT

As was noted before, one of the most important elements in a visual identity is the font used for regular copy that appears in conjunction with the logo and images.

The font **Source Sans Pro** has a contemporary feel, yet is also timeless and international in spirit. Source Sans Pro is a Google free font, and should be the font used as often as is appropriate for web and print communications.

Entities, however, are not limited to only using this font; other fonts may be applicable in various settings. This font is an open-source typeface family, and can be downloaded [here](#).

Source Sans Pro

Source Sans Pro

Source Sans Pro

Source Sans Pro

Source Sans Pro

Source Sans Pro

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14. PRINT EXAMPLES

With color variations, our entities will have ready-made stationary and other materials available for use.

Keeping a clean and simple look, our entities can further represent connection through a variety of pre-designed print materials that are “on brand” with VUSA.

15. SOCIAL MEDIA EXAMPLES

Online, we can curate our common visual identity in a variety of ways.

While our Primary Blue is used here for Multiply Vineyard, our entities can choose **various other colors from our palette** and applications of their word mark and symbol, to express **uniqueness and family connection** in the online world. In social media, mimicking styles between entities communicates a positive, “united front” message on the digital landscape.



16. VUSA REGION WORD MARKS

Our 16 VUSA Regions also have wordmarks in our logo font, with their unique location in Source Sans Pro bold and thin.

These word marks can stand on their own, allowing the world to provide a palette of colors, images, and designs around them.

Following this **Style Guide**, simply apply all the same spacing and proportion principles in the use of your new logo.

On the following page, colors are applied to provide an optional insignia for each region. **It is important that regions do not place any icon with their mark, as theirs is a VUSA word mark.**

One full height of logo



One full height of logo

vineyardusa[®]
NORTHWEST

vineyardusa[®]
SOUTHERNCALIFORNIA

vineyardusa[®]
ROCKYMOUNTAIN

vineyardusa[®]
SOUTHWEST

vineyardusa[®]
SOUTHCENTRAL

vineyardusa[®]
GREATLAKESNORTH

vineyardusa[®]
SOUTHEAST

vineyardusa[®]
EAST

vineyardusa[®]
CENTRALCALIFORNIA

vineyardusa[®]
BIGSKY

vineyardusa[®]
MIDWESTNORTH

vineyardusa[®]
MIDWESTSOUTH

vineyardusa[®]
GREATLAKESSOUTH

vineyardusa[®]
GREATLAKESEAST

vineyardusa[®]
MIDATLANTIC

vineyardusa[®]
FLORIDA

vineyardusa[®]

17. VUSA REGION SOCIAL MEDIA MARKS

Social media sites such as Facebook, Twitter, and Instagram all leverage square images as profile images.

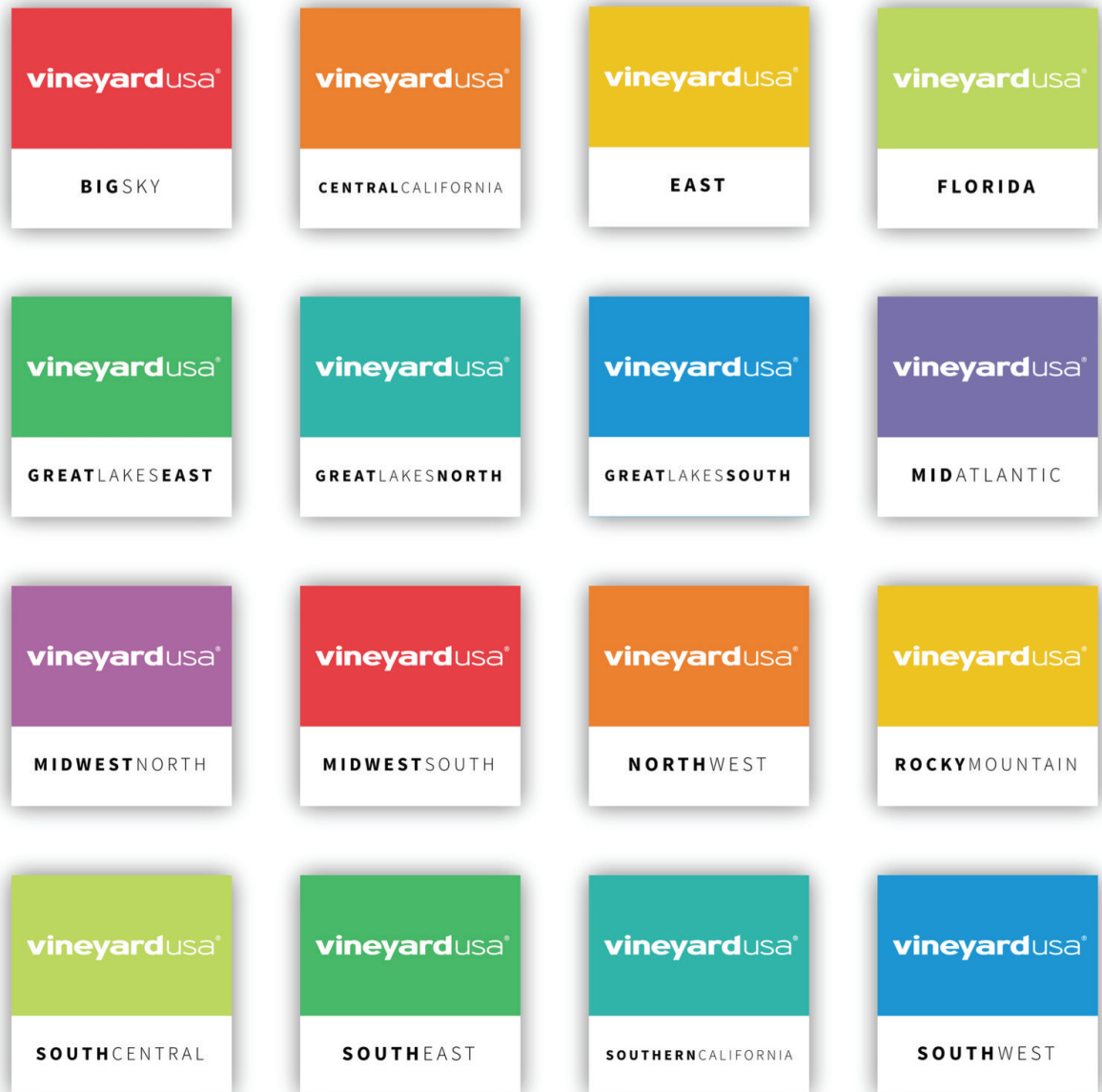
Color can now be applied as a background to the mark.

Again, while the symbol can change color, **your word mark text should remain only black or white. That means that the phrases “Vineyard USA” and the “Region Name” must remain in black or white.**

Here is where the flexibility comes in. **Regions may apply ANY COLOR** from the Primary Colors in the VUSA color palette to these types of iterations of their logo.

While particular colors have been selected for the example to the right, each VUSA Region has been provided with square social media marks in EACH of the Primary colors in our palette.

Online, we will clearly be “in one accord” in our visual identity as VUSA.



An aerial photograph of a city street corner at dusk. In the foreground, a brick building with arched windows and a classical facade is visible. To its left, a church with a prominent steeple stands out against the twilight sky. The street is lined with parked cars and trees, and the overall scene is bathed in the warm, golden light of the setting sun.

Part 3: VUSA Local Churches

STYLE GUIDE

1. OPTIONAL WORD MARKS

Upon request, we are pleased to provide a matching word mark logo in our Vineyard Font for any VUSA church/church plant that would like one. While we won't be able to freely distribute the font, we will create word marks for you.

Simply submit your request to communications@vineyardusa.org, and allow 2-4 weeks for us to send you a logo package. We'll send you a black and white version of your logo, in a variety of formats (AI, PNG, JPG, EPS).

Following this **Style Guide**, simply apply all the same spacing and proportion principles in the use of your new logo.

One full height of logo



One full height of logo



vineyardusa®
vineyardchurch

2. COMBINATION MARKS

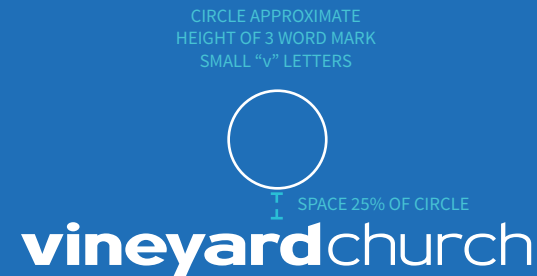
Many of our churches are familiar with combination marks (word mark logo and symbol), and would like to use a symbol with their new word mark in the Vineyard Font.

As is true for the VUSA logo, **your word mark can stand alone** as your logo. This is encouraged, to allow other graphics to be used behind it, creating a clean look and less visual noise. Again, let the world be your palette.

However, if you choose to add a symbol to the new word mark we create for you, all we ask is that:

1. You make the symbol you choose **proportional in size** to the ones to the right (honoring spacing, size, etc.), and
2. That you only use the symbol **above** the word mark, or to the **left** of the word mark.

Again, while the symbol can change color, **your word mark should remain black or white.**





STYLE GUIDE

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