

THE GUIDE

BRANDING AND
COMMUNICATIONS
STYLE GUIDE



ironbridge
CHURCH



WHAT IS THIS?

The Guide helps the Communications Team and ministry leaders protect the quality and consistency of what people see, read and click related to Ironbridge. This document provides guidelines designed to help people effectively communicate the vision and values of Ironbridge with one voice.

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1.0

VALUES

COMMUNICATIONS VALUES

1. UNITY

Ironbridge is a unified church, not a federation of sub-ministries. This is the foundational value of all of our communication, eliminating competition between ministries and uniting us as one church with one mission.

2. PRIORITY

We communicate for the long haul and the big picture. Our priorities are shaped by the larger mission of Ironbridge, and not equal representation. We will not be fair.

3. SIMPLICITY

Our communication will be simple and clear. We will eliminate fluff and unnecessary content. Too much information is as ineffective as too little. We aim to provide basic information so people can easily scan content.

4. EXCELLENCE

We will deliver projects on time, with accuracy, according to the standard of our brand. We will strive to keep our communication and branding strategies up to or exceeding industry standards.

5. SUSTAINABILITY

We will not promise communication and publications without the systems and personnel in place to produce and maintain it with excellence.

6. BRAND CENTERED

We will protect the Ironbridge brand at all costs. Protecting our brand is crucial in maintaining a cohesive identity in all communication media.

2.0

BRAND

THE IRONBRIDGE BRAND

OUR BRAND IS MUCH MORE THAN A LOGO; IT IS THE ENTIRETY OF WHO WE ARE AND HOW PEOPLE PERCEIVE US.

A CONSISTENT BRAND COMMUNICATES EXCELLENCE, AND THAT WE CARE ABOUT THE PEOPLE WE ARE COMMUNICATING WITH.

UNIFIED BRAND

IN ORDER FOR PEOPLE TO HEAR OUR BRAND, EVERYONE NEEDS TO BE SPEAKING IN UNISON. IF NOT, WE JUST BECOME A BUNCH OF NOISE.

WHAT MAKES A BRAND?

Our brand is what we are known for by outsiders and what is embodied by insiders. Our brand is determined by our actions and our words. An effective brand is simple and clear.

OUR VALUES

Authenticity Everyone has permission to fail in the pursuit of excellence. We value a culture of grace, so that in everything we do, we can be authentic.

Connection Connecting with one another in a deep and meaningful way is crucial for our spiritual and personal growth. We aspire to know and be known by those we are doing life with.

Spirituality We desire to be a people who continually grow in life with God. We deepen our connection with God when we practice spiritual disciplines in our life.

Generosity We are a culture of radical generosity. As believers, we can be happy, serve gladly, and give joyfully, knowing that God has given graciously to us.

OUR BENEFIT

What do we offer people in our community better than any other church? Non-judgmental welcoming environment, providing hope and the unconditional love of Christ.

BRAND TRUTH (INSIDE)

To lead people to experience life with Christ in ever deepening levels of authenticity, connection, spiritual growth and generosity.

TAG-LINE (OUTSIDE)

What we are known for in our community
'real life, real love'



OUR BRAND

LOGO

TAG-LINE

MINISTRIES & SERVICES

NON-VERBAL COMMUNICATION

VERBAL COMMUNICATION

ENVIRONMENT

VISUAL COMMUNICATION

BRAND ARCHITECTURE

We are a branded house, not a house of brands.

HOUSE OF BRANDS



BRANDED HOUSE



THE IRONBRIDGE BRAND

A BRANDED HOUSE

This simply means that Ironbridge Church is the brand and all of our ministries are under the main brand. Because we are a unified body, ministries do not exist outside of the context of Ironbridge and, therefore, do not need individual branding, logos, etc. Branding individual ministries dilutes the power of the big message.

EXCEPTIONS

The only ministry exceptions to the established brand are Fuzed, BridgeKidz, & ICCS who currently have an established sub-brand.

OUR BRAND & MINISTRIES

Although the need for a 'sub-brand' logo is rare, this example might be helpful in thinking about individual ministries in relation to the Ironbridge brand.



3.0

VISUAL IDENTITY

OUR VISUAL IDENTITY

OUR VISUAL IDENTITY IS OUR MOST VALUABLE ASSET IN COMMUNICATING OUR BRAND AND WHEN USED CORRECTLY IT ENSURES THAT EVERY TOUCH POINT REINFORCES THE IRONBRIDGE BRAND.

OUR VISUAL IDENTITY

THE FOUNDATION OF OUR VISUAL IDENTITY IS OUR LOGO. ALL OTHER AREAS OF VISUAL IDENTITY ARE DESIGNED WITH THE LOGO IN MIND AND DEPENDENT ON THE LOGO.



Generosity

Represented by open space as well as the increasing size of the 'bridge'

Authenticity

Friendly, approachable, not stuffy, negative space creates a welcoming feel

Connection

Bridge moves through the typography to create an open connection

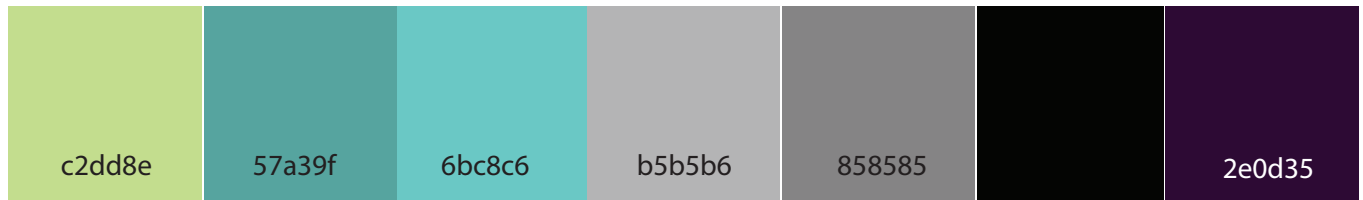
Spirituality

Represented in the ascending bridge form and the rich color pallet

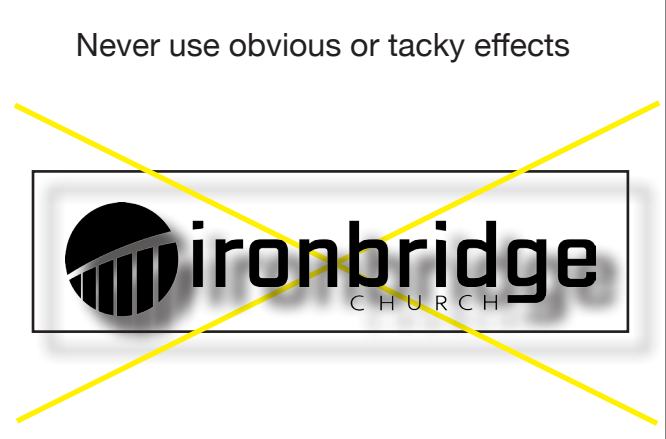
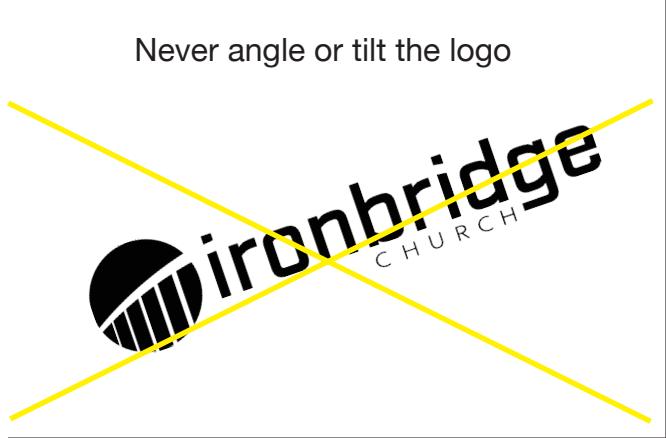
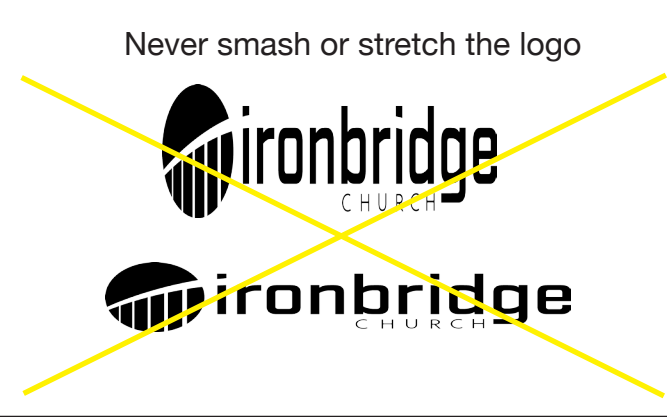
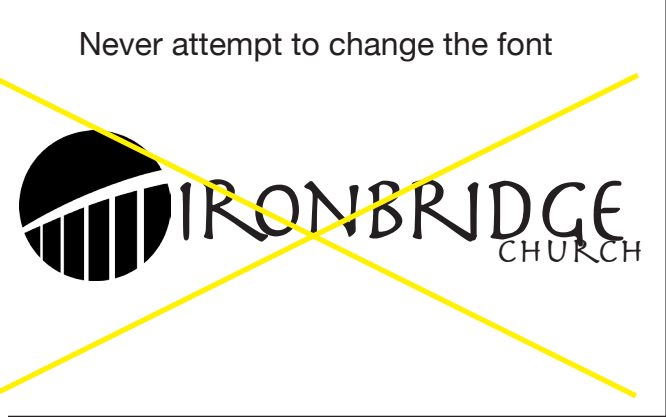
GUIDELINES

- 1** The logo and icon should always be used together and unaltered. Using the icon apart from the logo may be done only at the discretion of the communication team.
- 2** The logo is currently bound by a specific color pallet, (see next page). Please do not reproduce the logo in an unapproved color.
- 3** The logo should always have ample breathing room. Maintain a safe area on the top, bottom and sides to frame the logo with visual padding. (see above)
- 4** Never alter the logo or create your own sub-logo. The communication team will provide a sub-logo file if needed.
- 5** Digital files with .eps extension should always be used for large format printed material. Use .png for on-screen viewing and transparency and .jpeg for small printed materials. Files are available by emailing communications@ironbridge.org

APPROVED LOGO VARIATIONS



INCORRECT LOGO USAGE



For more information on correct logo usage, you can contact communications@ironbridge.org.

4.0

MINISTRY TEAMS

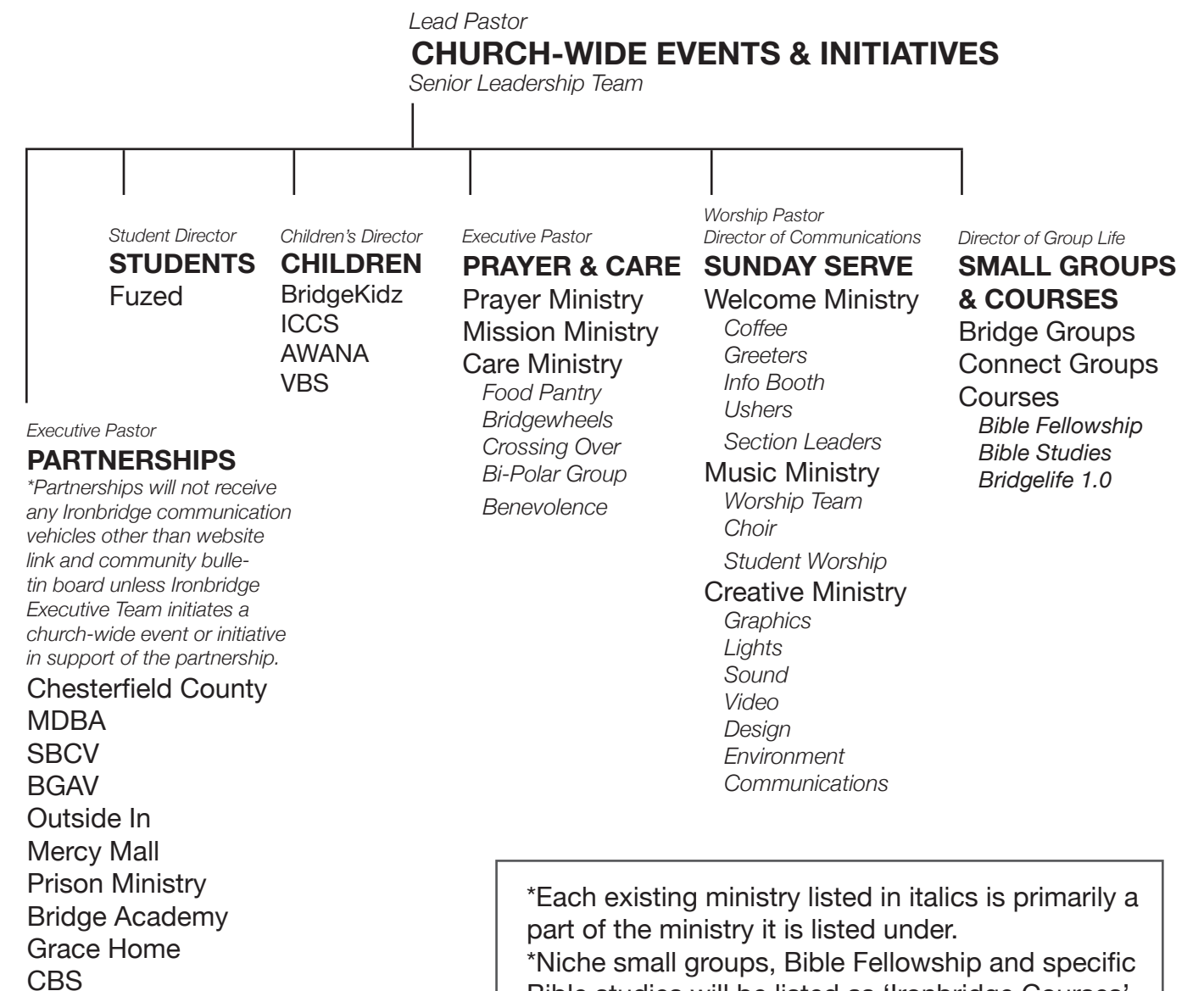
OUR MINISTRY TEAMS

OUR MINISTRY TEAM STRUCTURE IS A KEY COMPONENT OF OUR BRAND. THE MOST POWERFUL THING WE CAN DO FOR OUR MEMBERS AND OUR COMMUNITY IS TO CAST A CLEAR AND SIMPLE VISION THAT CONNECTS PEOPLE WITH OUR BRAND.

HOW AM I A PART OF THE IRONBRIDGE BRAND?

MINISTRY MATRIX

Each ministry leader and volunteer is a key part of the brand. We strive to focus on a team mentality which cultivates a sense of excitement and belonging.



*Each existing ministry listed in italics is primarily a part of the ministry it is listed under.
*Niche small groups, Bible Fellowship and specific Bible studies will be listed as 'Ironbridge Courses' and not advertised as unique entities.

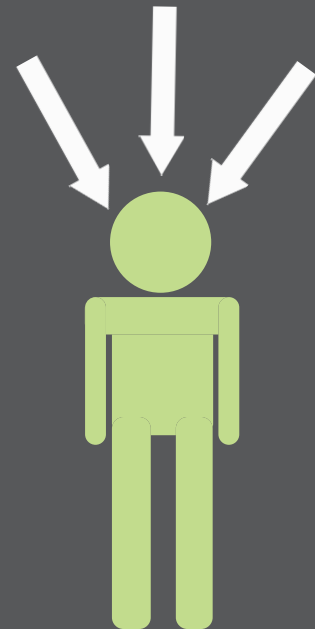
5.0
PROMOTION

THE BEST THING
WE CAN DO IS
INVEST OUR
EFFORTS IN
CREATING
EXPERIENCES
PEOPLE FEEL
ARE WORTH
TELLING THEIR
FRIENDS ABOUT.

PROMOTION & MEDIA



PROMOTIONAL
WHITE NOISE



STRATEGIC HIGH
IMPACT

Awareness of an event does not automatically make it something people will be interested in.

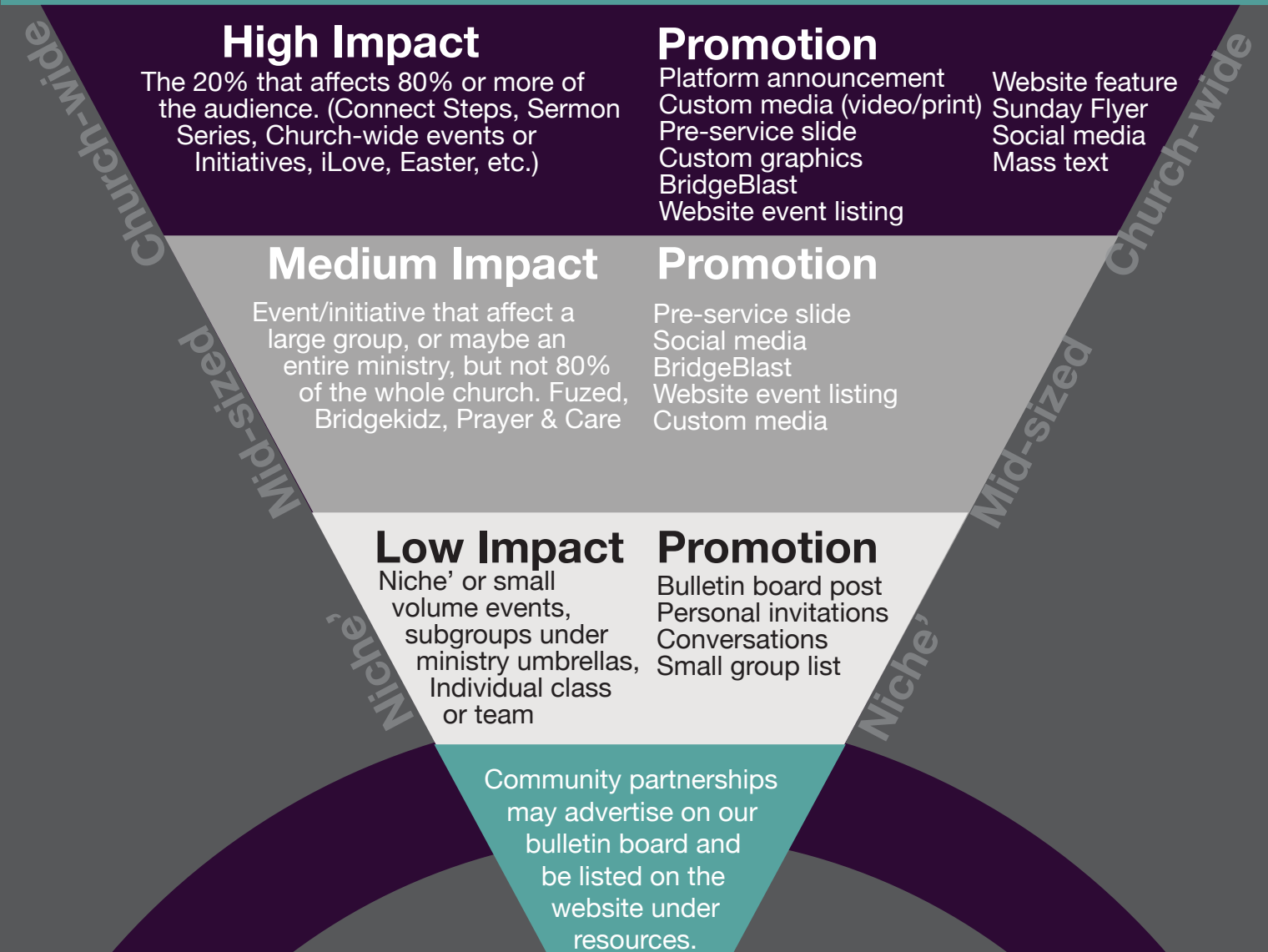
The more elements that are vying for our attention, the less important each individual element becomes.

Don't just inform the audience. We have an opportunity to inspire people to take action.

CREATE EXPERIENCES WORTH SHARING

Each communication piece is a powerful tool to reinforce our brand. Instead of telling people how great your event is, tell them what the benefit is, or share a story of someone who has already benefited from it.

PROMOTION MATRIX



OUR AIM

We aim to keep our brand the focus of our communication and to make communication as inclusive and relevant to the wider body as possible. For example, instead of promoting your specific Bible study or small group from the platform, we may encourage the whole church to connect with others or deepen their spirituality by encouraging everyone to sign up for a new small group.

PROMOTION REQUESTS

EFFECTIVE COMMUNICATION REQUIRES SUFFICIENT TIME TO PRODUCE. START EARLY TO GIVE THE CREATIVE TEAM AMPLE TIME TO DEVELOP A COMMUNICATION STRATEGY.

TYPE OF REQUEST	DEADLINE
Any Custom Media	6 Weeks
High Impact Event	6 Weeks
Medium Impact Event	2 Weeks
Low Impact Event	2 Weeks

A request for a specific communication vehicle is not a guarantee that your event or announcement will be made via that vehicle. Promotions and announcements are not based on fairness, they are based on ministry priority.

If an event is being requested by an Ironbridge volunteer ministry leader, it needs to first be approved by the ministry director it pertains to & location availability confirmed with the church office.

Requests must be submitted by 9am Monday morning to be reviewed during weekly staff meetings. Items requested in conversations, emails and desk notes will not be considered. It's fine to start talking about a project with a phone call or email, but the project doesn't begin until the request has been submitted online and approved by staff.

PROJECT FLOW

IN ORDER TO CREATE THE BEST COMMUNICATION EXPERIENCE, IT IS NECESSARY THAT EVERYONE IS MOVING IN THE SAME DIRECTION AT THE SAME TIME.



DESCRIPTIONS

SAMPLE FORM

PLATFORM

PRIMARY USE

Sunday Flyer

Sermon notes, big picture overview and connection opportunities for new people

BridgeBlast

Keeping members informed, featuring member involvement

5 Before

Informing church and visitors of high and medium impact events, news & initiatives

Stage Announcement

Inspiring the wider-body regarding high-impact initiatives and events

Static Print Media

Inform and direct outsiders to ministry and connection opportunities.

Dynamic Print Media

Brand reinforcement and outside promotion for high-medium impact event: posters

Non-traditional Media

Brand reinforcement and outside promotion for high-medium impact event: T-shirts, take-aways, etc.

Website

The "HUB" for all communication: brand reinforcement, outside engagement, event registration, member information

Video

Inspirational, story telling for high impact

Bulletin Board

Niche' groups, ministry partners
Community announcements

Social Media

Inspirational, relationship building for members and outsiders

COMMUNICATION REQUEST

I HAVE ALREADY HAD THIS REQUEST APPROVED BY MY MINISTRY TEAM LEADER
 IN CASE OF EVENT, I HAVE ALREADY RESERVED THE PHYSICAL SPACE

NAME: _____

EMAIL: _____

PHONE: _____

MINISTRY NAME: _____

EVENT NAME: (OPTIONAL)

EVENT START DATE

EVENT END DATE

EVENT START TIME

EVENT END TIME

TYPE OF COMMUNICATION REQUESTED (DROP-DOWN)

5BEFORE

BRIDGEBLAST

DYNAMIC PRINT

NON-TRADITIONAL

WEB UPDATE

VIDEO

BULLETIN BOARD

SOCIAL MEDIA

DELIVERABLE ON _____ DATE

NOTES:

GUIDELINES

Our website is the promotional 'hub'. Plan on all registration taking place via web. Paper registration forms can also be available at the Welcome Center.

High & medium impact events can have postcard size promotional media and registration information at the Welcome Center.

Please do not display any promotional material on Ironbridge property without prior approval.

Fill out communication request form to begin the process of creating promotional material.

Reserve the Community Board in the Gathering for low impact and community events.

Only use designated poster space for promotion. Poster holder in Gathering, Crossing, Children's area and upper classrooms.

