



**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.

OUR LOGO & ICON

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



General Baptist
Ministries

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 elements should invade this safe zone. This ensures its visibility & 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



0.375" height
minimum



General Baptist
Ministries

0.5785" height
minimum

uses smaller than 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 minimally & purposefully.

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

VERTICAL



General Baptist
Ministries

GRAYSCALE



General Baptist
Ministries

REVERSE ON GB BLUE



General Baptist
Ministries

REVERSE ON GB DARK GRAY



General Baptist
Ministries

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

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.



100 Stinson Drive • Poplar Bluff, MO 63901

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.



Danny Dunivan, President of General Baptist Ministries
100 Stinson Drive • Poplar Bluff, MO 63901

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.



