



BRAND GUIDELINES

Underground Jesus Brand Usage Guide



DOWNLOAD ASSETS:

www.undergroundjesus/brand

**AN
UNDERGROUND
MOVEMENT OF
BROKEN PEOPLE
BECOMING
MORE LIKE
JESUS AND
MULTIPLYING
DISCIPLES.**

Brand Guidelines Content.

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**UNDERGROUND
JESUS**

THE INTRODUCTION.

This document provides information on how to use the Underground Jesus visual identity. It is designed to be used as a reference document. Any visual communication materials produced for the brand must be consistent with the standards contained in this document.

Every time we share our brand visually online, with an attendee, or an employee, we have an important opportunity to demonstrate our strong sense of identity. When a brand is consistent in how it presents itself over time, people learn to recognize it, and just as importantly, trust it.

Following the instructions in these guidelines will contribute to keeping our brand consistent. It is important to avoid inconsistencies that can have a negative effect on how people perceive us.

Brand standards should always be followed and variations should not be allowed regardless of any materials you see.

Also note that these guidelines may evolve over time to reflect changes with our brands.

What is a Brand?

It is a common perception to think that a brand is simply the logo because it is the most visible representation. However, a brand is a promise. It is associated with a feeling, a perception or an emotion.

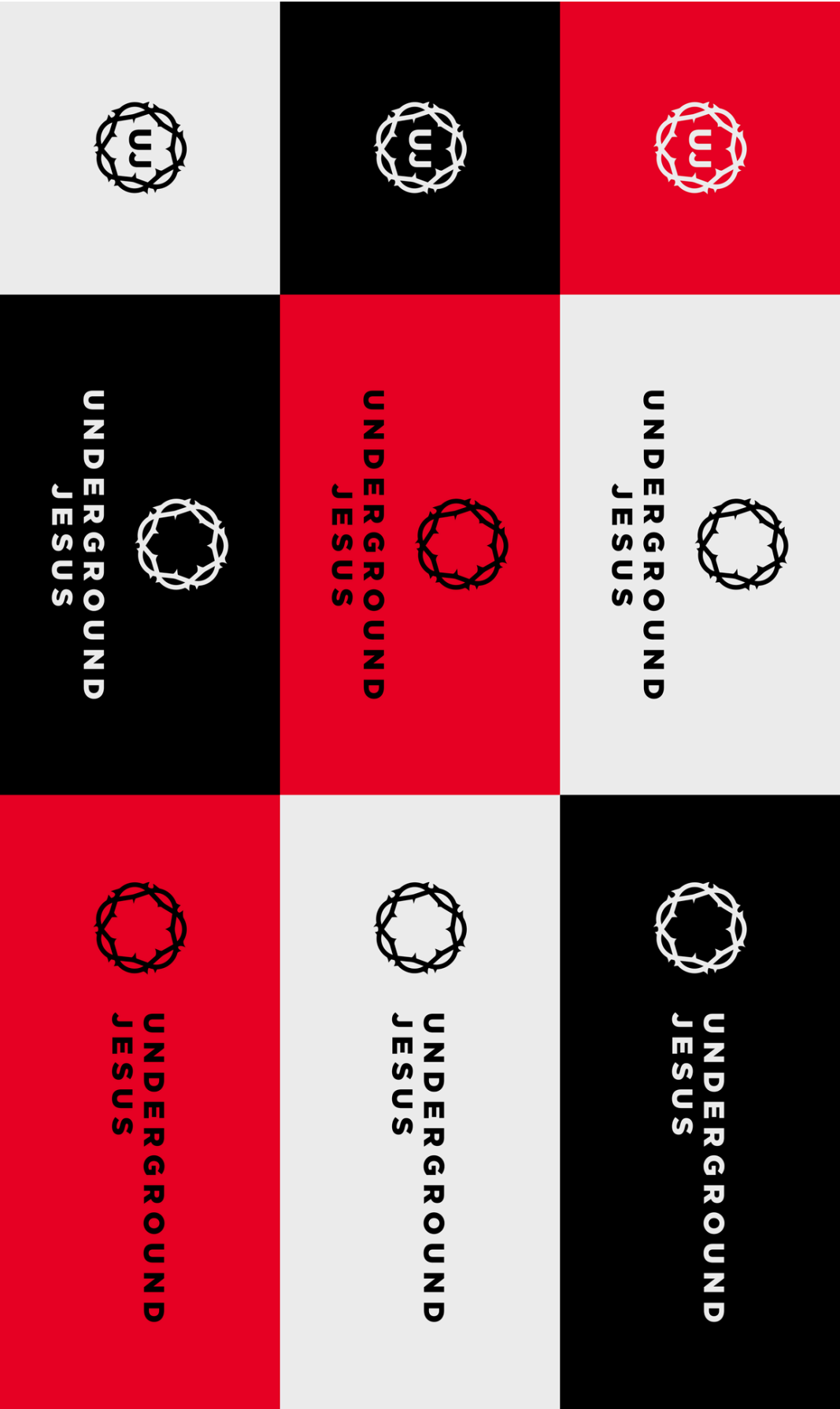
Building our brand means communicating our message and our brand values to the world effectively so they connect emotionally with our church and beliefs.

If you have additional questions when developing communication material, please send your questions to info@undergroundjesus.com



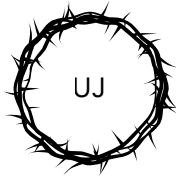
Josh Husmann
Executive Director

LOGO OVERVIEW.





LOGO USAGE.



UNDERGROUND JESUS



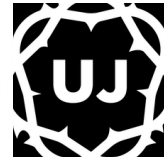
Do not recreate, retype, or redraw



UNDERGROUND
JESUS



Do not stretch or alter



Do not modify the shape

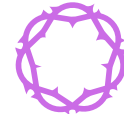
Lorem ipsum  dolor



Do not use for read through



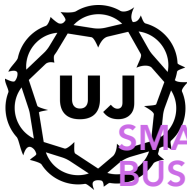
Do not rotate



UNDERGROUND
JESUS



Do not change the color



Do not overlay with text taglines



UNDERGROUND
JESUS



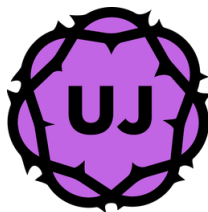
Do not use outline form



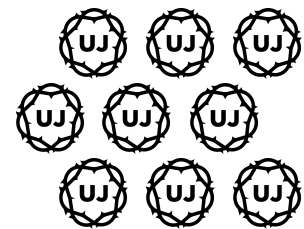
Do not use effects like drop shadow



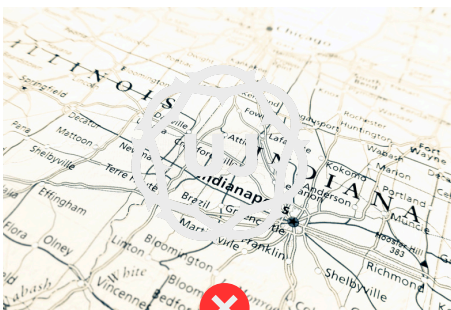
Do not add graphics or clip art



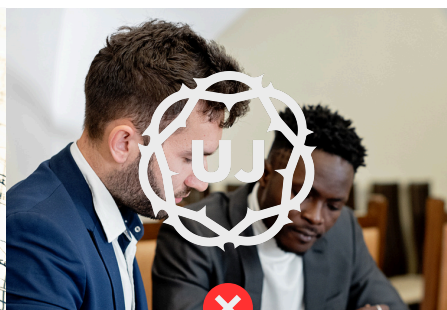
Do not fill in with color



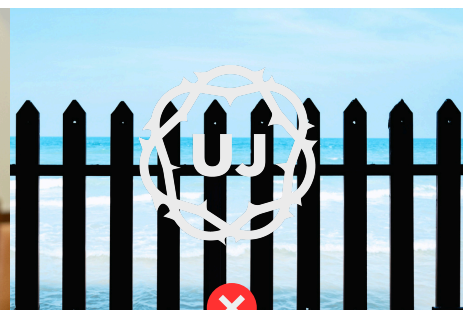
Do not create patterns



Do not place where legibility is limited



Do not place logo on faces



Do not place on high contrast images

TYPOGRAPHY.

GOTHAM

Primary Font Family

Gotham Bold - the most recognizable and frequently used font.

Gotham Regular - a supplementary font to the primary font.

Bold

Regular

DHARMA GOTHIC

Secondary Font Family

DHARMA GOTHIC - Used for titles and graphics.

BOLD

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+ -=

**The Quick Fox Jump
Over The Lazy Dog.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+ -=

The Quick Fox Jump
Over The Lazy Dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+ -=

The Quick Fox Jump
Over The Lazy Dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+ -=

The Quick Fox Jump
Over The Lazy Dog.

COLOR PALETTE.

Brand Colors

BLACK #000000

BLUE #E60023

WHITE #FFFFFF

**LIGHT GRAY
#C4C4C4**

**DARK GRAY
#C4C4C4**

A COLLABORATIVE NETWORK OF CHURCHES

UNDERGROUND JESUS

Brand Guidelines