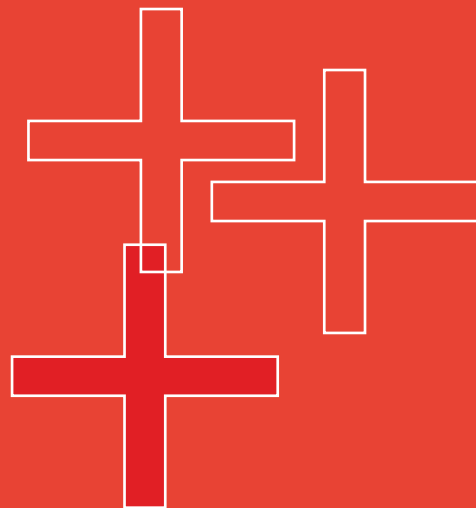


# Brand Identity & Style Guide



Design

Logo | Brand Identity | Style Guide

Company

King of Kings Church

Date

12/04/2024

■	1	Logo Specifics
■	2	Clear Space
■	3-5	Primary and Secondary Colors
■	6	Backgrounds
■	7	Background Logo Variations
■	8	Typography in Use
■	9	Logo Best Practices
■	10-12	Supporting Design Elements
■	14-23	Style Guide

---



We look at our logomark in two ways. The first way is as two crowns. The center crown, being a symbol of royalty and honor, what you would think would be appropriate for a king. However, the crown of thorns that encases the center crown was created with the opposite intent. Yet, to us, it is a symbol of humility and Jesus's love for us. It is victory over death. Only a true King can wear this crown.

Another way we see this logomark is in the representation of a crown and compass. The crown, seen as a symbol of hope and victory, whereas the compass guides us even in darkness. This compass shows us the way, as we see in John 14:6, when Jesus says,  
"I am the way"...

+ + +

### Logomark

Our logo is the face of King of Kings the primary visual expression that we use to identify ourselves. This means we need to be careful to use it correctly and to do so consistently.

### Primary Logomark

There are three primary logomarks. Stacked, horizontal, and the logomark without text. Only use the logomark without text if the King of Kings name is listed somewhere prominently or if it is something used for internal purposes.

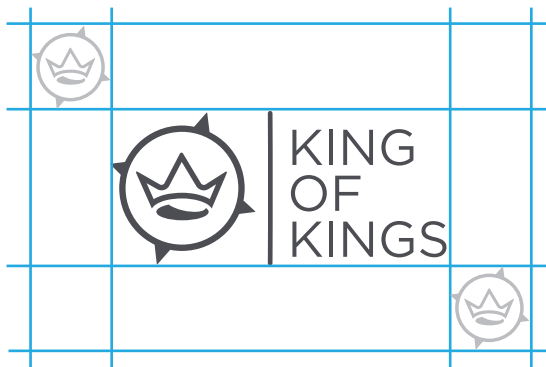
There are two primary logomarks for the Northwest Omaha campus. The one without King of Kings on it should only be used for internal purposes.



NORTHWEST OMAHA

## Clear Space

Clear space prevents type, imagery, or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of the logomark on each side. Measure the clear space for the primary logomark by the height of the crown and compass.



## Primary Colors

Red  
1

Lt  
Blue

Dk  
Blue

## USE FOR COMMERCIAL PRINTING

<b>Coated Process</b> CMYK 0 87 85 0 PMS 179 CP	<b>Coated Process</b> CMYK 59 21 17 4 PMS 2206 CP	<b>Coated Process</b> CMYK 95 72 15 67 PMS 533 CP
<b>Coated Spot Color</b> RGB 224 60 49 HEX# E03C31 PMS 179 C	<b>Coated Spot Color</b> RGB 119 159 181 HEX# 779FB5 PMS 2206 C	<b>Coated Spot Color</b> RGB 31 42 68 HEX# 1F2A44 PMS 533 C
<b>Uncoated Process</b> CMYK 0 74 75 0 PMS 2348 UP	<b>Uncoated Process</b> CMYK 56 18 18 2 PMS 2206 UP	<b>Uncoated Process</b> CMYK 90 65 38 45 PMS 2380 UP
<b>Uncoated Spot Color</b> RGB 244 108 99 HEX# F46C63 PMS 2027 U	<b>Uncoated Spot Color</b> RGB 115 157 179 HEX# 739DB3 PMS 2207 U	<b>Uncoated Spot Color</b> RGB 83 87 102 HEX# 535766 PMS 2380 U
USE FOR DIGITAL OR IN-HOUSE PRINTING		
<b>Uncoated Color</b> RGB 231 69 54 HEX# E74536	<b>Uncoated Color</b> RGB 115 157 179 HEX# 739DB3	<b>Uncoated Color</b> RGB 32 49 67 HEX# 203143

Secondary Colors

The secondary red color should never be used in place of the primary red, only in conjunction with the primary red.



USE FOR COMMERCIAL PRINTING			
<b>Coated Process</b>		<b>Coated Process</b>	
CMYK	0 97 100 3	CMYK	68 35 17 40
PMS	2035 CP	PMS	5405 CP
<b>Coated Spot Color</b>		<b>Coated Spot Color</b>	
RGB	214 0 28	RGB	79 117 139
HEX#	D6001C	HEX#	4F758B
PMS	2035 C	PMS	5405 C
<b>Uncoated Process</b>		<b>Uncoated Process</b>	
CMYK	0 86 100 0	CMYK	68 26 19 3
PMS	2035 UP	PMS	2208 UP
<b>Uncoated Spot Color</b>		<b>Uncoated Spot Color</b>	
RGB	222 67 67	RGB	102 142 164
HEX#	DE4343	HEX#	668EA4
PMS	2035 U	PMS	2209 U
USE FOR DIGITAL OR IN-HOUSE PRINTING			
<b>Uncoated Color</b>		<b>Uncoated Color</b>	
RGB	223 31 38	RGB	72 102 123
HEX#	DF1F26	HEX#	48667B

Secondary Colors



USE FOR COMMERCIAL PRINTING	
<p><b>Coated Process</b></p> <p>CMYK 30 22 17 57</p> <p>PMS Cool Gray 9 CP</p>	<p><b>Coated Process</b></p> <p>CMYK 5 3 5 11</p> <p>PMS Cool Gray 2 CP</p>
<p><b>Coated Spot Color</b></p> <p>RGB 117 120 123</p> <p>HEX# 75787B</p> <p>PMS Cool Gray 9 C</p>	<p><b>Coated Spot Color</b></p> <p>RGB 208 208 206</p> <p>HEX# D0D0CE</p> <p>PMS Cool Gray 2 C</p>
<p><b>Uncoated Process</b></p> <p>CMYK 28 16 12 35</p> <p>PMS Cool Gray 9 UP</p>	<p><b>Uncoated Process</b></p> <p>CMYK 4 3 6 9</p> <p>PMS Cool Gray 2 UP</p>
<p><b>Uncoated Spot Color</b></p> <p>RGB 137 139 142</p> <p>HEX# 898B8E</p> <p>PMS Cool Gray 9 U</p>	<p><b>Uncoated Spot Color</b></p> <p>RGB 202 202 200</p> <p>HEX# CACAC8</p> <p>PMS Cool Gray 2 U</p>
USE FOR DIGITAL OR IN-HOUSE PRINTING	
<p><b>Uncoated Color</b></p> <p>RGB 77 78 83</p> <p>HEX# 4D4E53</p>	<p><b>Uncoated Color</b></p> <p>RGB 224 224 224</p> <p>HEX# E0E0E0</p>

## Backgrounds & Variations

King of Kings logo when used on a white background will often be seen in the black or the primary red color. On either of the dark navy backgrounds use white or the primary color red. Never use any other color on a dark background.

### White Background



### Dark Background



### The Typeface Family

Gotham Book is the font style used for the logo and two fonts are used for standard body text. The primary font of Gotham Book or a secondary font of Aleo.

### When To Use

Gotham (Book) is the primary font used for the logotype/logo wording. It is to be used for all forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

### When To Use

Gotham (Medium) is to be used for all forms of subheading text.

### When To Use

Gotham (Bold) is to be used for all forms of standard heading or, at times, subheading text.

Gotham (Book)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

Aleo (Regular)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

Gotham (Medium)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

Gotham (Bold)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

**Correct:** Logomarks**Do Not:** Color

The logo is seen in one color. The primary red, white, or black color is used. Do not use a secondary color.

**Do Not:** Logomark

Do not resize or change the position of the logomark.

**Do Not:** Fonts

Do not use any other font, no matter how close it might look to Gotham.

**Do Not:** Sizing

Do not squash or elongate the logo. Any resizing must be proportional.



## Supporting Elements

Our brand identity is not solely recognizable by a logo or symbol. Our brand identity is known and experienced as an overall graphic style made from a variety of visual components—the symbol, the wordmark, colors, patterns, and other elements that can all be arranged to fit the context.

Sometimes you will see the King of Kings Church logomark (to the right) in one of the corners of a page, either at top or on bottom. The direction will change depending on which side it is on.

### Three Consecutive Crosses



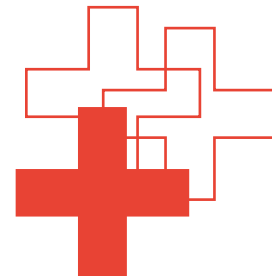
### Right Side

KING KINGS\_CHURCH +++

### Left Side

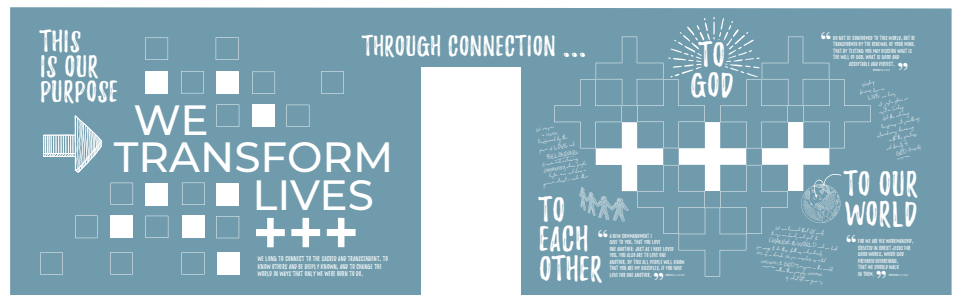
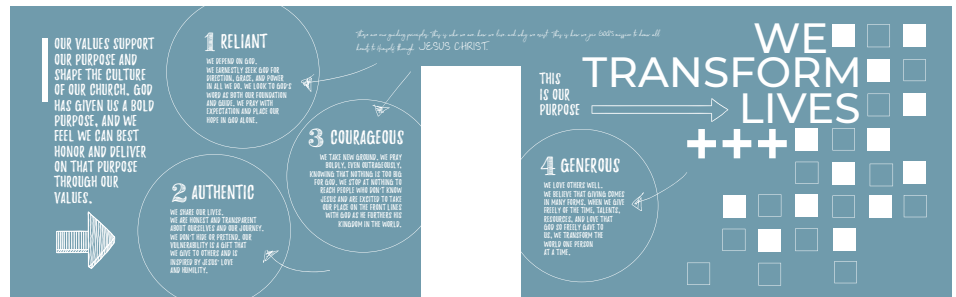
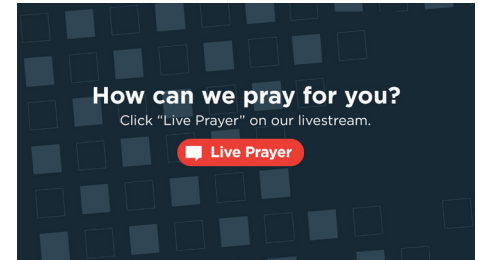
KING KINGS\_CHURCH +++

### Random Crosses



## Supporting Elements

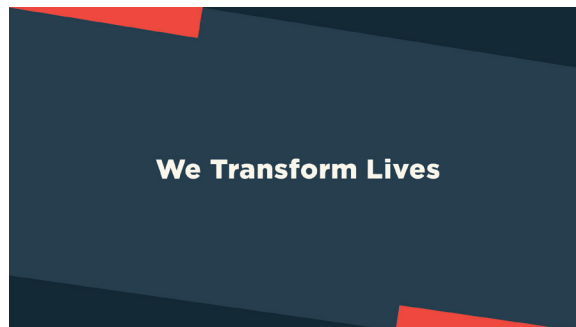
Squares and circles are used as supporting design elements, but not used in conjunction. A 1pt line is usually used.

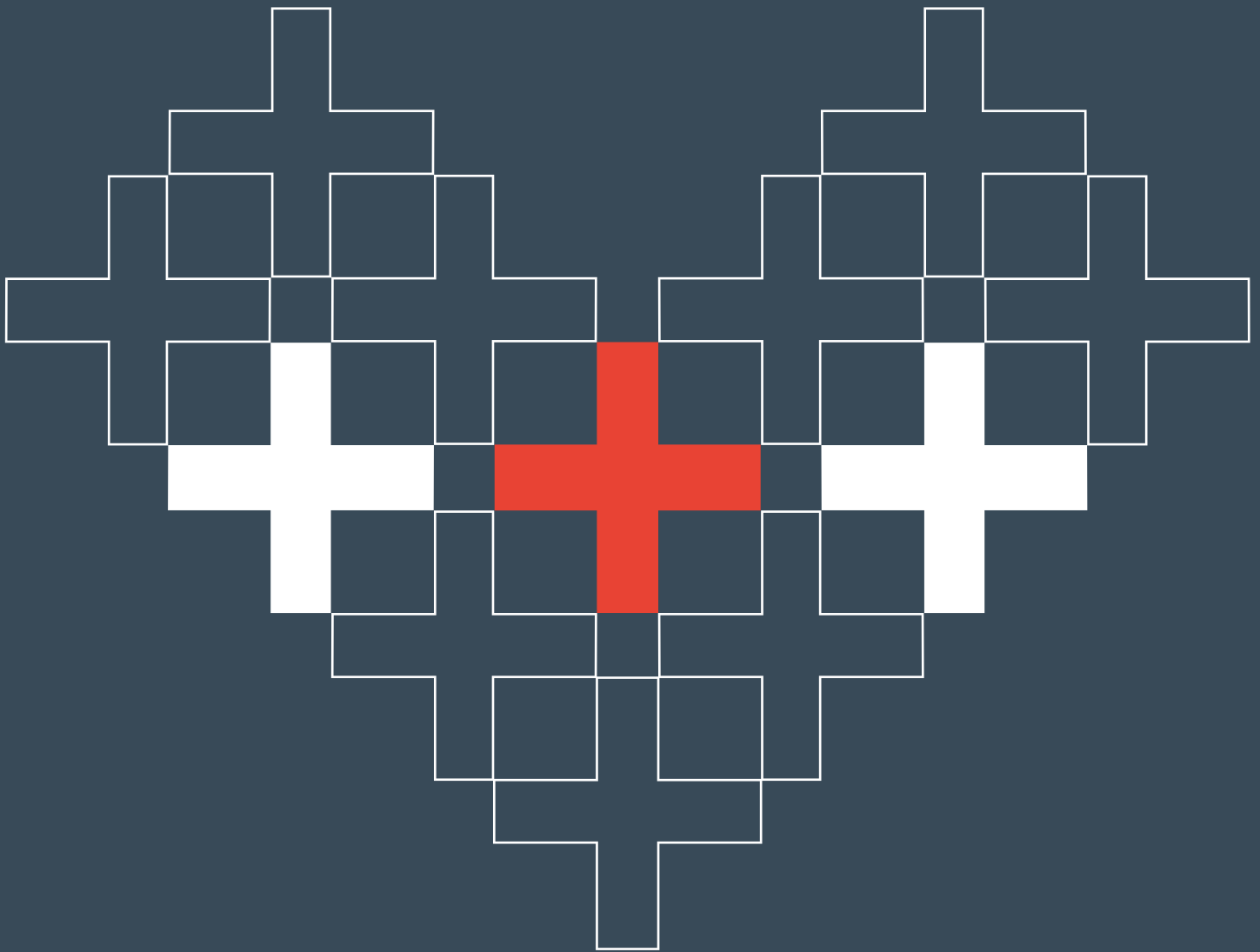


## Supporting Elements

Angular elements used with our primary colors.

Also using the outer ring from the logomark to cut the edge of a page.



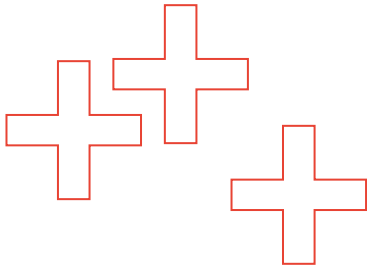


[kingofkings.org/brand](http://kingofkings.org/brand)

BASICS

- Focus your message. Create a hierarchy of information. Lead with the main point.
- Be concise. Use short words and sentences. Avoid unnecessary modifiers (descriptive words)
- Be specific. Avoid vague language. Cut the fluff.
- Be consistent. Stick to the copy patterns and style points outlined in this guide.
- Be friendly. Keep your voice friendly and conversational.
- Don't use ellipsis (...) unless absolutely necessary. Many read this as attitude or uncertainty.
- Don't use underline formatting, and don't use any combination of italic, bold, caps, and underline.
- Left-align text, never center or right-aligned.

GUIDELINES



Quick References

6PM

Not: 6 pm, 6 PM, 6pm, or 6:00 pm

Exclamation Points

Generally, only use one per paragraph

Emphasis

Avoid excessive use of bold, italics, or underlined text.

Oxford Comma

Bring your cat, dog, and mouse to church.

Contractions

Use them to make your voice more casual and approachable.

King of Kings

Not: KofK, Kok, kok, KOK, King of kings

402.333.6464

Phone numbers use periods, not dashes.

May 3

Not: May 3rd

Grade 4

Not: 4th Grade

URLs

Use: [kingofkings.org](http://kingofkings.org)  
Not: <https://www.kingofkings.org>

## + Contractions | Abbreviations | Acronyms

- When possible, use contractions like we're, you're, they're, etc. This will help you sound less formal.
- If there's a chance your reader won't recognize an abbreviation or acronym, spell it out the first time you mention it. Then use the short version for all other references.
  - **First use:** Housing and Urban Development
  - **Second use:** HUD
- If the abbreviation or acronym is well known, like URL or HTML, use it instead (and don't worry about spelling it out).
- Month Abbreviations:
 

• Jan.	• July
• Feb.	• Aug.
• March	• Sept.
• April	• Oct.
• May	• Nov.
• June	• Dec.

## + Voice

- Use active voice. Avoid passive voice.
- In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it.
  - **Yes:** Mary logged into her laptop.
  - **No:** The laptop was logged into by Mary.
- Words like "was" and "by" may indicate that you're writing in passive voice.
- One exception is when you want to specifically emphasize the action over the subject. In some cases, this is fine.
  - **Ex:** The Bible Study class was canceled by your group leader.
- Write positively
- Use positive language rather than negative language. One way to detect negative language is to look for words like "can't," "don't," etc.
  - **Yes:** To get a coffee, stand in line.
  - **No:** You can't get a coffee if you don't stand in line.

## + Active Voice Apostrophes

- The apostrophe's most common use is making a word possessive. If the word already ends in an (s) and it's singular, you also add an 's. If the word ends in an (s) and is plural, just add an apostrophe.
  - **Ex:** The volunteer borrowed Sam's pen.
  - **Ex:** The volunteer borrowed Chris's pen.
  - **Ex:** The volunteers borrowed the managers' pens.

## + Capitalization | Lower Case

- Don't capitalize random words in the middle of sentences unless they are a proper noun.
- Capitalize proper nouns (anything that is not a common noun).
- Capitalize the names of departments and teams (but not the word "team" or "department").
  - **Ex:** Creative team
  - **Ex:** Support department
- Capitalize individual job titles when referencing to a specific role. Don't capitalize when referring to the role in general terms.
  - **Ex:** Our Account Manager starts today.
  - **Ex:** All the managers met for an early meeting.

### •Lower Case Examples:

We are going to church (do not capitalize church)  
 Lutheran churches (do not capitalize church)  
 biblical, biblically, biblically-based/ biblically based  
 the divine  
 godly  
 scriptural  
 author of our faith  
 bread of life  
 the good shepherd  
 the rock of our salvation

## •Capitalization Examples:

We are the Church  
 Acts of the Apostles  
 the Bible  
 the Gospels (referring to all four books)  
 gospel in references to the Christian message  
 New Testament  
 Old Testament  
 the Prophets (referring to the Old Testament books of prophecy);  
 the prophets (to refer to the individuals)  
 Psalms; a psalm; Psalm 23; Psalms 23:2  
 Scripture  
 the great I Am  
 the Prince of peace  
 the Son of man  
 Spirit of God  
 the Truth  
 the Way  
 the Word

## + Numbers | Time | Dates

### Numbers

- Don't use "st," "nd," "rd," or "th" when referring to a child's grade. When using a child's grade say "grade" followed by the number.
  - **Ex:** VBS is for kids kindergarten through grade 4.
- Spell out a number when it begins a sentence. Otherwise, use the numeral.
  - **Ex:** Ten kids registered for VBS on Monday, and 12 more registered on Friday.
  - **Ex:** Kids grades 1 through 4 are meeting in suite A.
- Sometimes it feels weird to use the numeral. If it's an expression that typically uses spelled-out numbers, leave them that way:
  - **Ex:** A friendly welcome email can help you make a great first impression.
  - **Ex:** After you finish volunteering, give yourself a high-five.

### Time

- How to write times:
  - **Ex:** 1PM (Don't use minutes for on-the-hour time.)

- **Ex:** 1:30PM
- When listing multiple times, avoid adding unnecessary AM or PM's.
  - **Ex:** Join us on Sundays at 8, 9, and 11AM, as well as 3PM.
- Use a hyphen between times to indicate a time period.
  - **Ex:** 7AM-10:30PM
- Specify time zone (CST) when dealing with website or online church or other advertising outside our time zone.

## Dates

- Don't use "st," "nd," "rd," or "th" when using dates.
  - **Ex:** October 24th.
- Generally, spell out the day of the week and the month. Abbreviate only if space is an issue.
  - **Ex:** Sunday, October 24
  - **Ex:** Sun., Oct. 24
  - **Ex:** Men's Ministry meets October 24, 2025

## + Decimals | Fractions

- Spell out fractions.
  - **Yes:** one-fourth
  - **No:** 1/4
- Use decimal points when a number can't be easily written as a fraction, like 1.375 or 6.875

## + Ranges | Spans

- Use a hyphen (-) to indicate a range or span of numbers.
  - **Ex:** It takes 5-10 working days for printing.

## + Telephone Numbers

- Use dots without spaces between numbers.
  - **Ex:** 402.637.2791

## + Colons

- Use a colon (rather than an ellipsis, em dash, or comma) to offset a list.
  - **Ex:** Erin ordered 3 kinds of donuts: glazed, chocolate, and pumpkin.
- You can also use a colon to join 2 related phrases. If a complete sentence follows the colon, capitalize the 1st word.
  - **Ex:** I was faced with a dilemma: I wanted a donut, but I'd just eaten a bagel.

## + Semicolons

- Go easy on semicolons. They usually support long, complicated sentences that could easily be simplified. Try an em dash (—) instead, or simply start a new sentence.

## + Commas

- Use the Oxford comma, which means placing a comma before “and” when writing a list.
  - **Yes:** Small Group, Bible Studies, and Kids Kount programing are offered on Wednesday nights.
  - **No:** Small Group, Bible Studies and Kids Kount programing are offered on Wednesday nights.
- Otherwise, use common sense. If you're unsure, read the sentence out loud. Where you find yourself taking a breath, use a comma.

## + Hyphens | Dashes

### Hyphens

- Use a hyphen (-) without spaces on either side to link words into single phrase, or to indicate a span or range.
  - **Ex:** first-time user
  - **Ex:** Monday-Friday

### Dashes

- Use an em dash (—) without spaces on either side to offset an aside.
- Use a true em dash, not hyphens
  - **Yes:** Peter thought Nathan was the donut thief, but he was wrong—it was Mike.
  - **No:** Peter thought Nathan was the donut thief, but he was wrong--it was Mike.
  - **No:** Peter thought Nathan was the donut thief, but he was wrong-it was Mike.

## + Periods | Question Marks | Exclamation Points

- Always leave a single space after a sentence. (Double space is no longer the rule.)
- Periods and commas go within quotation marks.
  - **Ex:** Mary said, “I love to volunteer.”
- Question marks within quotes follow logic—if the question mark is part of the quotation, it goes within.
  - **Ex:** Bob said, “Did Nick give you a coffee?”
- If you’re asking a question that ends with a quote, it goes outside the quote.
  - **Ex:** Who was it that said, “A fool and his donut are easily parted”?
- They go outside parentheses when the parenthetical is part of a larger sentence.
  - **Ex:** I ate a bagel (and I ate a banana, too).
- They go inside parentheses when the parenthetical stands alone.
  - **Ex:** I ate a bagel and a banana. (The banana was Sam’s.)
- Use exclamation points sparingly, and never more than one at a time. They’re like high-fives: A well-timed one is great, but too many can be annoying.
- As a general rule, don’t use more than one exclamation point in each 3-5 sentence paragraph. If you can avoid them more than that—go for it!
- Never use exclamation points in failure messages or alerts. When in doubt, avoid!

## + Quotation Marks

- Use quotes to refer to words and letters, titles of short works (like articles and poems), and direct quotations.
- Use single quotation marks for quotes within quotes.
  - **Ex:** Brad said, “A wise man once told me, ‘A fool and his donut are easily parted.’”

## + Ampersands

- Don’t use ampersands unless one is part of a company or brand name.
  - **No:** Jon & Dan are on our Men’s Ministry Team.
  - **Yes:** Jon and Dan are on our Men’s Ministry Team.
  - **Yes:** My favorite ice cream is Ben & Jerry’s.

## + File Extensions

- When referring generally to a file extension type, use all uppercase without a period. Add a lowercase s to make plural.
  - **Ex:** GIF
  - **Ex:** PDF
  - **Ex:** HTML
  - **Ex:** JPGs
- When referring to a specific file, the filename should be lowercase:
  - **Ex:** slowclap.gif
  - **Ex:** MCBenefits.pdf
  - **Ex:** dan-twitter-profile.jpg
  - **Ex:** ilovedonuts.html

## + Pronouns

- If your subject’s gender is unknown or irrelevant, use “they,” “them,” and “their” as a singular pronoun. Use “he/him/his” and “she/her/hers” pronouns as appropriate. Don’t use “one” as a pronoun.

## + Referencing Names

- The first time you mention a person in writing, refer to them by their first and last names. On all other mentions, refer to them by their first name.

## + How to Write URLs

- When writing out an email address or website URL, use all lowercase.
  - **Ex:** kingofkings.org, mary@kingofkings.org
- When writing our website, do not include https:// or www.
  - **Ex:** Simply write kingofkings.org/kids
- Do not add a trailing slash
  - **Ex:** kingofkings.org/kids/

## + Writing About King of Kings

### Dos:

- In casual communication, refer to the church as King of Kings or King of Kings Church. KOK or NW can only be used internally for shorthand.
- In official or legal communication, such as with the LCMS or for tax purposes, refer to the church as King of Kings Lutheran Church.
- Refer to our campus at Concordia as Northwest Omaha Campus or Northwest Omaha
- Refer to King of Kings as “we,” not “it.”
- Always capitalize the “K’s” and lowercase the word “of” in King of Kings. Never lowercase the second “K.”
- Capitalize terms, like King of Kings Students, King of Kings Kids Kount, King of Kings Early Learning Center.

### Don'ts:

- Don't use KOK or NW when referring to King of Kings or King of Kings Northwest Omaha Campus externally. Only use the abbreviations internally for shorthand or when it is used in our social media handles.
  - **Ex:** Follow us on Instagram at @kokomaha.

## + King of Kings Social Media and Other Platforms

- **Facebook:** facebook.com/kokomaha and facebook.com/groups/kokononlinecampus
- **Instagram:** kokomaha
- **YouTube:** youtube.com/kingofkingsomaha
- **Mobile App:** King of Kings Omaha

## + Slang and Jargon

- Write in plain English. If you need to use a technical term, briefly define it so everyone can understand.

## + Email Signatures


**Internal**



**Michelle Mumm**  
Graphic Designer

**External**



**Michelle Mumm**  
Graphic Designer  
King of Kings | [kingofkings.org](http://kingofkings.org)  
O: 402.504.9055  




## Backgrounds

Primary and secondary background colors.

