Brand Identity & Style Guide

Design	Logo | Brand Identity | Style Guide
Company	King of Kings Church
Date	04/06/2023

KING OF KINGS

LOGO & BRAND IDENTITY GUIDELINES

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 consistenly.

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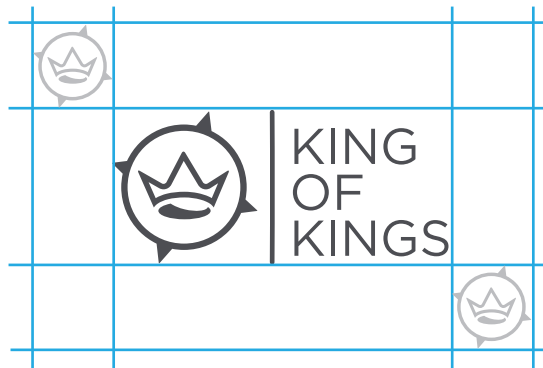
There are two primary logomarks for the Northwest Omaha campus. The one without King of Kings on it should only be used for internal purposes.

KING OF KINGS

KING OF KINGS

KING OF KINGS
NORTHWEST OMAHA

NORTHWEST OMAHA

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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.

KING OF KINGS

KING OF KINGS

Primary Colors

	Red 1	Lt Blue	Md Blue

USE FOR COMMERCIAL PRINTING

	Red 1	Lt Blue	Md Blue
Coated Process	CMYK 0 87 85 0 / PMS 179 CP	CMYK 59 21 17 4 / PMS 2206 CP	CMYK 68 35 17 40 / PMS 5405 CP
Coated Spot Color	RGB 224 60 49 / HEX# E03C31 / PMS 179 C	RGB 119 159 181 / HEX# 779FB5 / PMS 2206 C	RGB 79 117 139 / HEX# 4F758B / PMS 5405 C
Uncoated Process	CMYK 0 74 75 0 / PMS 2348 UP	CMYK 56 18 18 2 / PMS 2206 UP	CMYK 68 26 19 3 / PMS 2208 UP
Uncoated Spot Color	RGB 244 108 99 / HEX# F46C63 / PMS 2027 U	RGB 115 157 179 / HEX# 739DB3 / PMS 2207 U	RGB 102 142 164 / HEX# 668EA4 / PMS 2209 U

USE FOR DIGITAL OR IN-HOUSE PRINTING

	Red 1	Lt Blue	Md Blue
Uncoated Color	RGB 231 69 54 / HEX# E74536	RGB 115 157 179 / HEX# 739DB3	RGB 72 102 123 / HEX# 48667B

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Secondary Colors

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

Red 2   **Dk Blue**

USE FOR COMMERCIAL PRINTING	
Coated Process CMYK 0 97 100 3 PMS 2035 CP	**Coated Process** CMYK 73 45 24 66 PMS 7546 CP
Coated Spot Color RGB 214 0 28 HEX# D6001C PMS 2035 C	**Coated Spot Color** RGB 37 55 70 HEX# 253746 PMS 7546 C
Uncoated Process CMYK 0 86 100 0 PMS 2035 UP	**Uncoated Process** CMYK 95 48 48 45 PMS 5463 UP
Uncoated Spot Color RGB 222 67 67 HEX# DE4343 PMS 2035 U	**Uncoated Spot Color** RGB 62 78 86 HEX# 3E4E56 PMS 5463 U
USE FOR DIGITAL OR IN-HOUSE PRINTING	
Uncoated Color RGB 223 31 38 HEX# DF1F26	**Uncoated Color** RGB 57 74 89 HEX# 394A59

+ + +

Secondary Colors

Dk Grey   **Lt Grey**

USE FOR COMMERCIAL PRINTING	
Coated Process CMYK 30 22 17 57 PMS Cool Gray 9 CP	**Coated Process** CMYK 5 3 5 11 PMS Cool Gray 2 CP
Coated Spot Color RGB 117 120 123 HEX# 75787B PMS Cool Gray 9 C	**Coated Spot Color** RGB 208 208 206 HEX# D0D0CE PMS Cool Gray 2 C
Uncoated Process CMYK 28 16 12 35 PMS Cool Gray 9 UP	**Uncoated Process** CMYK 4 3 6 9 PMS Cool Gray 2 UP
Uncoated Spot Color RGB 137 139 142 HEX# 898B8E PMS Cool Gray 9 U	**Uncoated Spot Color** RGB 202 202 200 HEX# CACAC8 PMS Cool Gray 2 U

USE FOR DIGITAL OR IN-HOUSE PRINTING	
Uncoated Color RGB 77 78 83 HEX# 4D4E53	**Uncoated Color** RGB 224 224 224 HEX# E0E0E0

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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

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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 correspondance.

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)
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Aleo (Regular)
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Gotham (Medium)
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Gotham (Bold)
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

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Correct: Logomarks

KING OF KINGS

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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.

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Do Not: Logomark

Do not resize or change the position of the logomark.

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Do Not: Fonts

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

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Do Not: Sizing

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

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Supporting Elements

Our brand identity is not soley recognizeable 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.

+ + +

Reliance
Worship Night

Monday, March 18 | 7PM | The Haven

How can we pray for you?
Click "Live Prayer" on our livestream.

Live Prayer

+ + +

Supporting Elements

Angular elements used
with our primary colors.
Also using the outer
ring from the logomark
to cut the edge of a page.

We Transform Lives

NO
HAVEN
OR WELL
SERVICES
please
join us
in the
worship
center

KING OF KINGS

June 24, 2021

King of Kings Family,

Erlonsed ut labo. Itatiam voloribusant dellist laborem eatum aut alis et aut alcid et volutaquam idi consequ aturitam verum, tem fuga. Accaeca bonehenimus imus acimusto. Dolestio. Hit la que vimet qui odiatet ilae rimeni aut exellias dolorepe voloreria iimus, ut ut exero od exciet auta sitatem porrore, eruptati relumtore voloreip erchliquid ut et et dunt quibus dunti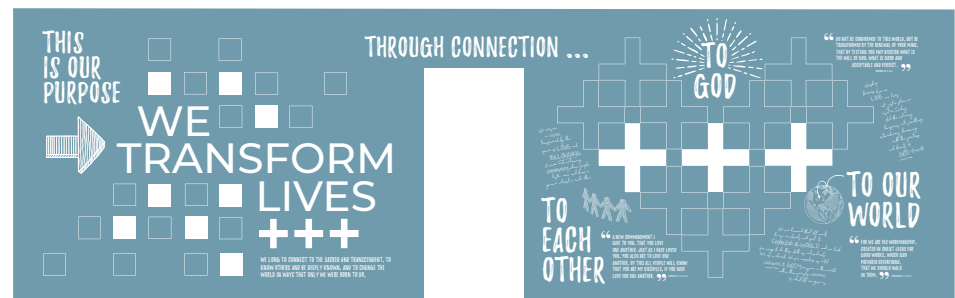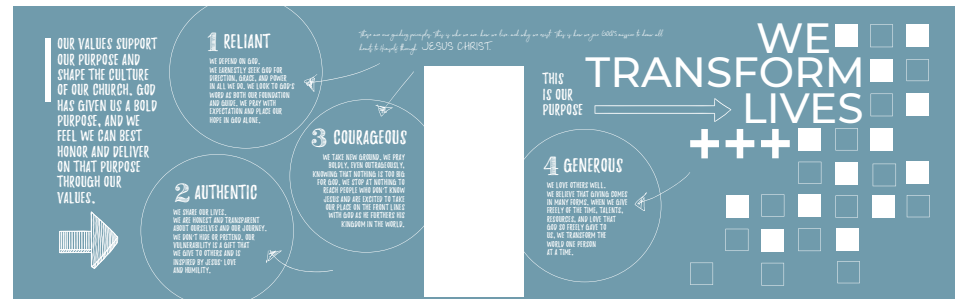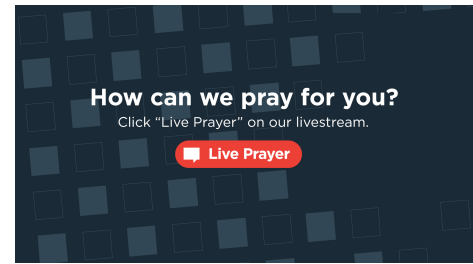s si unte endunt laborecupt unt officitate pe veluptis eseratum estio. Caborerfero to ent ratumpui dustius.Arcidit venis volupta tesequatur?

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2. Iiam is mil ea et aut pore suntian dellame expediaes ut volum qui apicils et recae por as erio tem iur restia eum fugit molest volore pient acerior laectist it autem quo que ea quis sum sam, suntio consed quia dem ipsa necab intio. Nam velliquiatis sed ut faccat expelique nim qui ipsatis denti \

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Serving Jesus Together,

Greg Griffith
Lead Pastor

19051 Street
Omahi, NE 68137
402.333.6404
kingofkings.org

My4

Identify.   Include.   Invite.   Inspire.

Learn more at kingofkings.org/my4

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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.
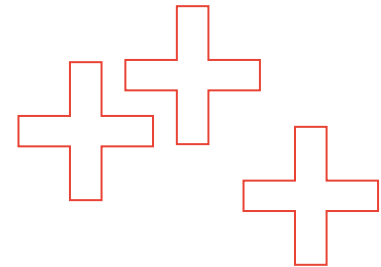
GUIDELINES

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
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.
  - Feb.
  - March
  - April
  - May
  - June

  - July
  - Aug.
  - Sept.
  - Oct.
  - Nov.
  - 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 refering 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 thourgh 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 Ministy 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 refering 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 Plateforms

- **Facebook:**   facebook.com/kokomaha and facebook.com/groups/kokonlinecampus
- **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 I kingofkings.org
O: 402.504.9055

Backgrounds

Primary and secondary
background colors.