



WALLACEKNOX COMMUNICATION & BRANDING GUIDE

BRANDING

What's a brand? Well, when it comes to WallaceKnox it's a story. Everything we produce, design, implement, deliver, should be a part of telling that story. First it is told locally and then it goes beyond.

As WallaceKnox grows and continues in her task of developing disciples and helping to revitalize churches, it is important that our story is one that will create impressions that bring people to Wallace, closer to Christ, or ultimately into a relationship with Jesus.

These guidelines are a set of principles and standards to help our staff, volunteers, and ministries communicate our mission clearly and consistently.

COMMON LANGUAGE

Vision Statement: Be Disciples Make Disciples

Mission Statement: Love God / Love Community / Love World

Weekly Charge: To Knoxville & the Nations

Staff Core Values: This is the language we use amongst the staff to keep us on mission for our Wallace Family.

- Get Out of the Boat: We believe in a big God...We are asking God to do more than we are capable of doing. Ephesians 3:20
- Shepherds Smell Like Sheep: We believe in caring for people...be ready to love and serve. 2 Timothy 4:5
- Team Work Makes the Dream Work: We believe in collaboration. Ecclesiastes 4:9-12
- Focus On the Mission: Be Disciples Make Disciples. Matthew 28:19-20
- Use Your Blinker: It's impossible to over-communicate. 1 John 1:3
- Protect Your House: Pay attention to your relationship with the Lord and your family.
1 Timothy 4:16
- Work Hard / Play Hard: We give our best and have fun. Create a culture where ministry is fun. Colossians 3:23-24

Church Core Values: This is the language we use in our church to encourage our Wallace Family to stay on mission in our city, nation, and world.

- Be Doers of the Word, Not Hearers Only
- Let's Worship the King
- We Over Me
- To Grow Bigger We Must Grow Smaller
- Put Your Money Where Your Mission Is
- To Be Saved Is to Be Sent

What Drives our Brand? Knoxville. We want to reach Knoxville. We want Knoxville to know God. Understanding Knoxville is a growing urban city, we strive to tell a relevant story through our branding that will attract the lost, the nones, as well as those looking to grow in Christ.

OUR BRAND IS WHO WE WANT TO BE, BUT IT IS ALSO WHO WE ARE.



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GRAPHIC GUIDELINES

Any time you see the WallaceKnox logo it is a seal of approval. This means the logo is an indication of what is consistent with the WallaceKnox story. No matter where the logo is found, it is our hope that it will have a positive impact and we believe it can do so if it is used consistently and correctly.

Logo Uses:

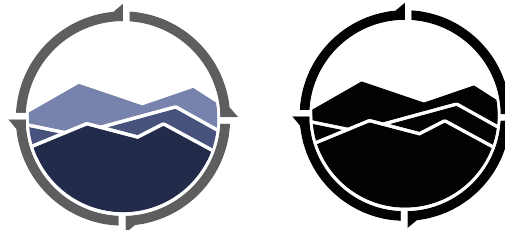
Horizontal Format:



Stacked Format:



Icons: (Colors, Black, White)



* Do not use any other variations of the logo. The Horizontal, Stacked, or Icon versions are the only approved logos of Wallace Memorial Baptist Church (WallaceKnox)

* When representing a WallaceKnox campus or ministry, the logo should always appear in the stacked format.

* Do not, under any circumstances stretch or "squish" the WallaceKnox brand logo in any way.



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APPROVED FONTS AND USAGE

The official fonts of WallaceKnox are Norwester and Kollektif. Norwester is our primary typeface and Kollektif Regular is our secondary typeface. These typefaces should be used when producing communication materials in print or video.

Norwester

NORWESTER

Kollektif Regular

Kollektif

* Wallace Memorial Baptist Church (WallaceKnox) should appear in Norwester.

* WallaceKnox ministry group names should appear in Kollektif Regular.

Wallace Students & Wallace Kids are the only ministries not using Kollektif for sub-title use.







WHEN THESE FONTS AREN'T AVAILABLE

Helvetica Neue (Mac) or **Arial** (Windows) are secondary typefaces when Kollektif is not available. Please check with the communication office at WallaceKnox before using any other font.



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WALLACEKNOX COLORS:

	C	M	Y	K	R	G	B
 WallaceKnox Midnight Blue	92	84	43	42	35	43	74
 WallaceKnox Medium Blue	81	72	28	10	71	82	125
 WallaceKnox Light Blue	58	47	13	0	119	130	173
 WallaceKnox Grey	62	54	51	24	94	94	96



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