

FA|FM

BRANDING GUIDE





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WHAT IS A BRAND?

Simple put, a **brand is what you're known for**. It's everything that's said, written, shown, and presented to the audience. This includes the feelings our audience experiences when interaction with our brand.

First Assembly cares about having a brand because, with our multiple ministries and events, when we have **CONSISTENCY** in our branding, it leads to better **RECOGNITION** of who we are. In turn, our audience begins to **TRUST** us as an organization, **UNIFYING** our staff and church body to pursue our calling from the Lord: to make all things new! Our goal isn't simply to show ourselves off, but to represent the heart of Jesus to those within our community, which in turn lead them to relationship with Him.

OUR MISSION

TO **REACH** PEOPLE WITH THE LOVE OF CHRIST,
TEACH THEM TO LIVE BY GOD'S WORD, AND
SEND THEM TO MAKE A DIFFERENCE IN THE WORLD.

OUR VISION

TO SEE EVERY PERSON **KNOW GOD** AND
SHARE HIS LOVE.

OUR PILLARS

KNOW GOD

WE BUILD OUR LIVES ON THE TRUTH OF GOD'S WORD.

"FAITH COMES BY HEARING, AND HEARING BY THE WORD OF GOD."

— ROMANS 10:17 NKJV

DEEP KNOWLEDGE OF GOD SHAPES OUR FAITH AND GUIDES OUR ACTIONS.

FIND FREEDOM

WE FIND FREEDOM THROUGH GOD'S PRESENCE, THE HOLY SPIRIT, AND LIFE-GIVING COMMUNITY.

"WHERE THE SPIRIT OF THE LORD IS THERE IS FREEDOM."

— 2 CORINTHIANS 3:17 NIV

TRUE TRANSFORMATION BEGINS WHEN WE ENCOUNTER GOD'S SPIRIT.

DISCOVER PURPOSE

WE EQUIP PEOPLE TO LIVE WITH PURPOSE.

"TO EQUIP THE SAINTS FOR THE WORK OF MINISTRY,
FOR BUILDING UP THE BODY OF CHRIST."

— EPHESIANS 4:12 NIV

LIFE IS MEANT TO BE SHARED, ENCOURAGING AND STRENGTHENING ONE ANOTHER.

MAKE A DIFFERENCE

WE ARE SENT TO IMPACT THE WORLD WITH THE GOSPEL.

"GO THEREFORE AND MAKE DISCIPLES OF ALL NATIONS."

— MATTHEW 28:19 ESV

OUR FAITH CALLS US TO ACTION, REACHING BEYOND OURSELVES TO SERVE OTHERS.

OUR VALUES

PRESENCE-DRIVEN

PSALM 16:11

WE SEEK HIS PRESENCE IN EVERYTHING WE DO.

- SUNDAY SERVICES
- YOUTH SERVICE
- KIDS' SERVICES
- NIGHTS OF WORSHIP



MISSION-MINDED

MATTHEW 28:19-20

WE LIVE ON MISSION, LOCALLY AND GLOBALLY.

- SERVE DAYS
- MISSIONS TRIPS
- FOOD & SUPPLY DRIVES
- PRISON MINISTRY
- HANDYMAN TEAM
- FREEDOM FEST & FALL FEST
- CHRISTMAS FEST
- RETIREMENT FACILITY OUTREACH



BIBLE-BASED

ROMANS 10:17

WE BUILD OUR LIVES ON THE TRUTH OF GOD'S WORD.

- SUNDAY SERVICES (ENGLISH & ESPAÑOL)
- WEDNESDAY SERVICES
- BIBLE STUDIES



COMMUNITY-FOCUSED

ROMANS 12:9-16

WE GROW TOGETHER IN GENUINE LOVE AND CONNECTION.

- MEN'S BREAKFAST
- MEN'S NIGHT
- WOMEN'S CONNECT
- WOMEN'S NIGHT
- CONNECT GROUPS



OUR VALUES



MULTI-CULTURAL

REVELATIONS 5:9

WE CELEBRATE DIVERSITY BY WELCOMING ALL PEOPLE INTO GOD'S FAMILY.

- ESPAÑOL CONGREGATION
- 21 NATIONALITIES AT FIRST ASSEMBLY



MULTI-GENERATIONAL

PSALM 145:4

WE ARE FUTURE FOCUSED, RAISING UP THE NEXT GENERATION OF LEADERS.

- YOUTH RETREAT
- SPORTS CAMP / JUMPIN' JUNE
- MOM'S DAY OUT
- FORT MYERS CHRISTIAN SCHOOL
- CREATIVE ARTS ACADEMY



PRAYER-CENTERED

1 THESSALONIANS 5:16-18

WE PURSUE GOD THROUGH CONTINUAL PRAYER—SEEKING HIS HEART FIRST IN ALL THINGS.

- FIRST WEDNESDAY
- 21 DAYS OF PRAYER AND FASTING
- WEDNESDAY NOON PRAYER
- 24 HOUR PRAYER CHAIN



GROWTH-MINDED

2 PETER 3:18

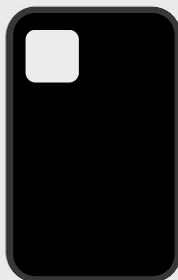
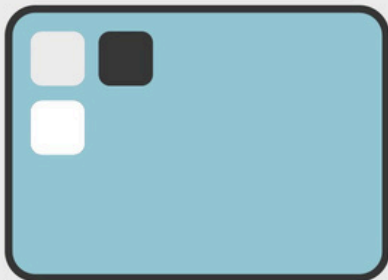
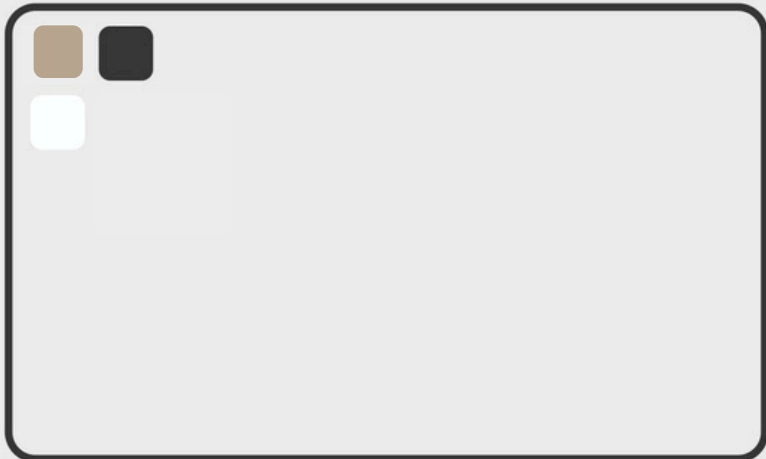
WE VALUE GROWTH, BOTH DEEP AND WIDE, AS TOGETHER WE MAKE MORE AND BETTER DISCIPLES.

- PARENTS' NIGHT
- EVANGELISM TRAINING NIGHT
- MENTAL HEALTH CONFERENCE
- GROWTH TRACK

VISUAL IDENTITY

Our **visual identity** is how our audience physically identifies who we are as First Assembly. Whether viewing a graphic, our website, a video, or even this brand guide, there should be an immediate realization that this is First Assembly. These particular fonts, colors, and stylings keep our visual identity consistent and clear across all pieces and platforms but can be used in a myriad of ways to bring creativity and life to each piece.

COLORS



Light Gray
#ececec

Sand Tan
#b6a48e

Cyan
#98c7d3

Charcoal
#373737

White
#ffffff

Black
#000000

FONTS

FIELD GOTHIC
GOTHIC
LATO

FIELD GOTHIC

XLIGHT XXXCOND	XLIGHT XXCOND	XLIGHT XCOND
LIGHT XXXCOND	LIGHT XXCOND	LIGHT XCOND
REG XXXCOND	REG XXCOND	REG XCOND
MED XXXCOND	MED XXCOND	MED XCOND
DEMI XXXCOND	DEMI XXCOND	DEMI XCOND
BOLD XXXCOND	BOLD XXCOND	BOLD XCOND
XBOLD XXXCOND	XBOLD XXCOND	XBOLD XCOND
XXBOLD XXXCOND	XXBOLD XXCOND	XXBOLD XCOND

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789.,?!'“”()-+=\|

GOTHAM

Thin	<i>Thin Italic</i>
Extra Light	<i>Extra Light Italic</i>
Light	<i>Light Italic</i>
Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>
Ultra	<i>Ultra Italic</i>

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz
0123456789.,?!“(0-+=√ |

LATO

Hairline	<i>Hairline</i>
Light	<i>Light Italic</i>
Regular	<i>Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

abcdefghijklmnopqrstuvwxy
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Amsterdam Four

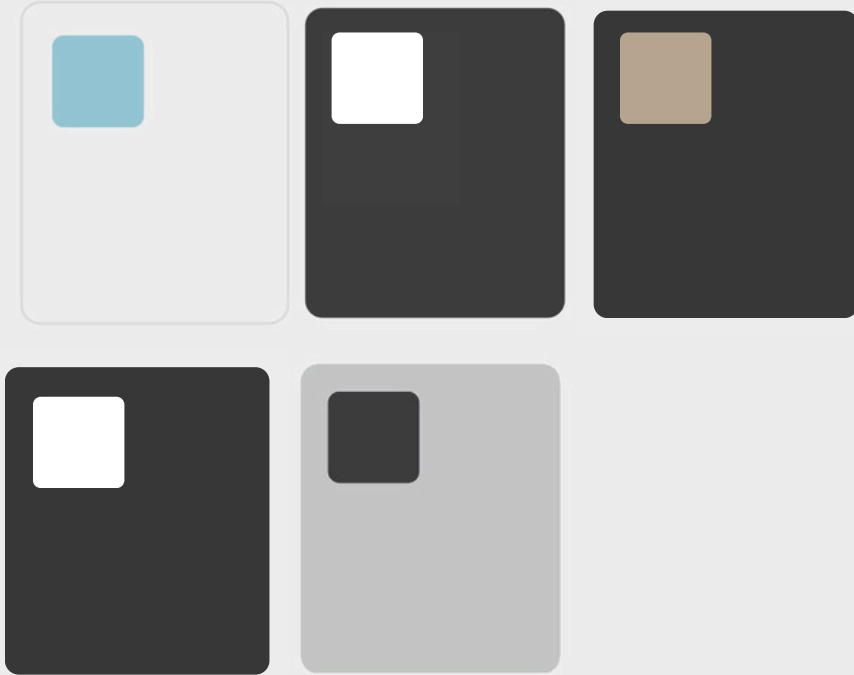
a b c d e f g h i j k l m n o p q r s t u v w x y z

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HOW TO USE OUR VISUAL BRANDING

WHEN COMBINING 2 COLORS:

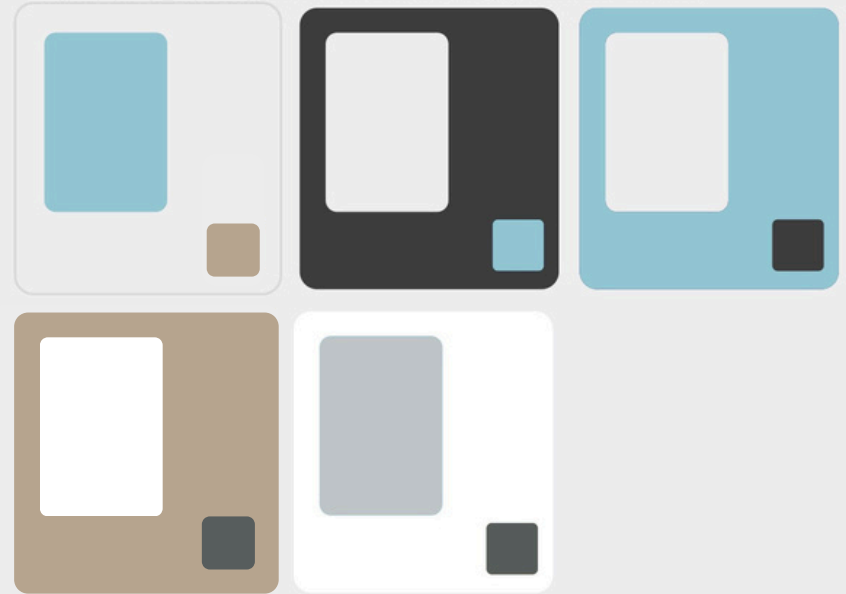
Only combine *Light & Dark* colors with each other.
DO NOT combine light with light or dark with dark.



WHEN COMBINING 3 COLORS:

Utilize the “60% 30% 10% Rule”.

- 60% of the artwork is one color (the background color).
 - 30% of the artwork is one color (the focal piece of the artwork).
 - 10% of the artwork is one color (accent piece(s) of the artwork).
- The 60% and 30% color should follow the '2 Colors Rule' (light combined with dark).



WHEN USING LOGOS:

There are 3 different logos: *Long-Form*, *Stamp*, *Icon*. Each of these logos are similar to each other, but designed for different purposes.

Stamp:

Lrg, Med, & Square Space



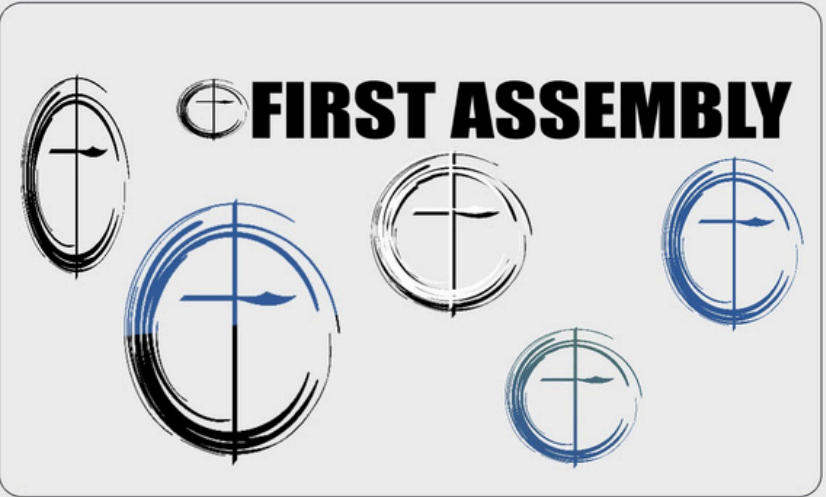
Long-Form:

Lrg, Med, & Wide



LOGO MISUSE:

- Stretching logo
- Shrinking worded logos too small
- Adding Stroke to logo
- Adding effects to logo
- Adding different colors to logo (NA for b&w printing purposes)
- Multiple colors in one logo



FIRST ASSEMBLY

ON SOCIAL MEDIA

Our goal is to

REPRESENT & REACH ALL PEOPLE

by including representation of all ages, stages and races using content that adds value to both believers, and unbelievers.



PASTORS



GUEST SPEAKERS



DIVERSITY:AGE/RACE/STAGE



OUR COMMUNITY



FULL AUDITORIUM

WHAT PHOTOS NOT TO USE

We don't use pictures of empty rooms, or moments of people who come forward for prayer. We practice this to keep their privacy and protect the intimate moment between the person and God.

FIRST AG SIZING GUIDE

ALL PRINTS

Banners:

Standard Retractable: **34" x 76"**

Kids Retractable: **33" x 85"**

Kids Posters:

Indoor Marquee: **22" x 33"**

Backlit Outside Marquee: **27" x 40"**

Event Posters:

Candy Poster: **16" x 16"**

New Invite Stand Poster: **22" x 28"**

Español Poster: **24" x 35"**

Extras:

Small Plastic Display Signs: **5" x 7"**

Lanyard: **3.5 x 5 in**

Invite Cards: **900 x 900 px** or **3" x 3"**

Prayer Request: **3.5" x 7"**

Connect Cards: **3" x 8"**

REGISTRATION

Display Image: **720 x 405 px**

SOCIAL MEDIA

Facebook:

Feed Image: **1200 x 1200 px**

Story Image: **1080 x 1920 px**

Profile Picture: **720 x 720 px**

Event Photo: **1336 x 700 px**

Instagram:

Feed Image: **1200 x 1200 px**

Story Image: **1080 x 1920 px**

Video Reels: **720 x 720 px**

APP

Events/Sermon Series:

Square: **1024 x 1024 px**

Wide: **1920 x 1080 px**

Banner: **1920 x 692 px**

DISPLAY SCREENS

Main Auditorium:

Center Display: **3840 x 1344 px**

Full Display: **6144 x 1344 px**

Side Display: **1920 x 1080 px**

Sherrick Hall:

Front Display: **1920 x 1080 px**

Colonial Chapel:

Front Display: **1920 x 1080 px**

Legacy Suite:

Front Display: **1920 x 1080 px**

Gymnasium:

Projector Display: **3840 x 1080 px**

Welcome Center Tv

Display: **1080 x 1920 px**

Portico Information Columns

Display: **1080 x 1920 px**

NEWSLETTER

Sermon Image: **1918 x 1048 px**

A- FRAMES

Standard: **24" x 36"**

STANCHION

Install: **8.26772" x 12.2047"**

