



Brand Identity Guide

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### **Note**

The EFCA Brand Identity is intended for use in conjunction with the EFCA Editorial Style Guide and has been written and designed to provide originators of communications and project managers with standards for communicating with our audiences.

The standards are general enough to apply to many kinds of materials, including many of our existing designs. Some issues are truly non-negotiable standards, like the use and placement of the logo. Other elements leave room for creative independence and personal preference, and yet assure a look that consistently and cohesively communicates our services.

The standards are concise. They provide the basic framework for who we are and how we present ourselves through printed and electronic materials.

If you need assistance integrating the new standards into existing materials, please contact EFCA Communications by email at [communications@efca.org](mailto:communications@efca.org).

The EFCA is more than just a name. It is a movement of believers, churches, ministries, history and theology. Our identity represents who we are and what we believe. Our logo gathers all of that information into an easily recognizable symbol.

Building an identity takes time and consistency. These guidelines will help us present a consistent brand for the EFCA. Over time, they will help our audiences immediately recognize the EFCA.

As we continue to grow and add churches, ministries and services, our strong identity will serve as a unifying element. You are part of this effort. Join us as we go into the future with a powerful visual identity for the EFCA — one that we are building together.

In an effort to maintain the distinction of the EFCA trademarked brands, the use of the prefix “EFCA” with any new initiative or ministry must be reviewed and approved by EFCA Communications.

**Registrant**

The Evangelical Free Church of America

**Trademark List**

Evangelical Free Church of America

EFCA

EFCA & Design (tree)

EFCA GATEWAY

EFCA Start

EFCA Today

EFCA Tree Design

GlobalFingerprints

ReachGlobal

ReachNational

ReachStudents

**Mission Statement**

The EFCA exists to glorify God by multiplying transformational churches among all people.

**Vision Statement**

We are praying that God will raise up one million disciplemakers impacting millions with the gospel and transforming entire cities and regions globally.



The long-standing EFCA brandmark has been updated to be more legible on every page, screen, platform and device. The leaves on the tree have been simplified, and the typography has been updated and reoriented for maximum legibility.

The new expression of “EFCA” is designed with the typeface Novecento, but it is not intended for use outside of the brandmark. As a newly drawn sans serif, Novecento hearkens back to the EFCA brand while remaining legible at smaller sizes. Other typefaces are designated for additional communication needs. Please see page 14 for more information.



As with the original “tree” logo, the updated EFCA logo is reserved as a brand identifier for EFCA churches and ministries (international, national and district), plus EFCA-approved affiliate ministries (such as schools/ universities, senior housing centers and children’s homes). This same reservation applies to the use of and posting of our Statement of Faith. In no way can the EFCA logo be used as an identifier for a business, ministry or other entity unless specified above.

The original “tree” logo may continue to be used until it becomes feasible to adopt the updated brandmark.

To inquire further about use of the EFCA logo, contact EFCA Communications by email at [communications@efca.org](mailto:communications@efca.org).

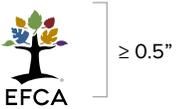
See page 16 for instructions for downloading approved EFCA logos.





≥ 0.625"

To ensure clarity and legibility, run the horizontal lockup no smaller than 0.625 inches wide.



To ensure clarity and legibility, run the vertical lockup no smaller than 0.5 inches tall.



### Primary Expression

The horizontal relationship between the typography and tree is recommended for *primary* use. It is particularly useful where vertical space is limited, such as in browsers and mobile devices.

### Secondary Expression

The vertical expression of the brandmark is recommended for *secondary* uses, when needed for space and context. Both the vertical and horizontal expressions are available to download.

### Spacing

One important component of the larger brand extension is the use of open fields of white. The brandmark is intended to primarily reside on a white background with ample space all around. When space is tight, however, please keep other visual elements from intruding upon the brandmark (per the border indicated in the graphics at left).



**One-Color Usage**

The full-color expression of the brandmark is always preferred because it most fully expresses the EFCA brand. However, when full color is not an option, one-color brandmarks are acceptable, with special preference for using black or one of the primary brand colors. It is also acceptable to reverse the brandmark out of a color field, but give special attention to size and placement since reversing graphics can sometimes inhibit clarity and legibility.





Avoid altering the arrangement of elements in the lockup.



Avoid using the “tree” without the typography.



Avoid skewing or stretching the brandmark out of proportion.



In a one-color environment, use the one-color version of the brandmark instead of desaturating the full-color version.

### Improper Brandmark Usage

The brand guidelines offer simple and transferable guidelines for using the brandmark in most applications. Please refrain from altering the brandmark as illustrated by the examples at left.

To protect the integrity of the brandmark, use of the tree without the typography must be approved by EFCA Communications.

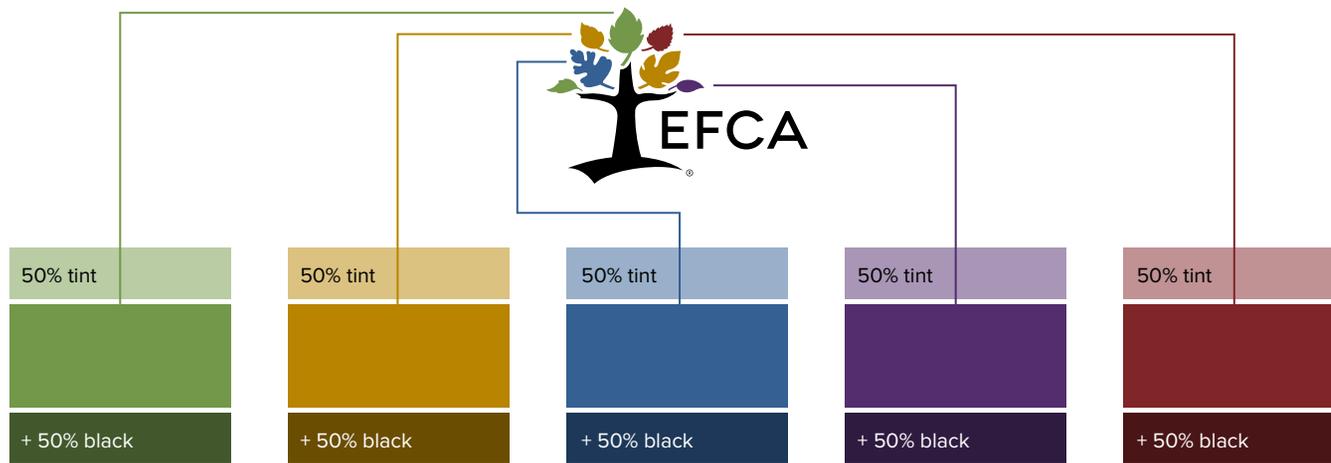


### Tagline

The tagline for the EFCA may be used with the brandmark where space and context allows.

The preferred relationships for the brandmark and tagline are pictured at left and are available as downloadable graphics.

When using color, the tagline is intended to be blue (from the color palette) for both consistency and readability.



**EFCA Green**

PMS 7490 C  
C:60 M:23 Y:91 K:5  
R:115 G:152 B:74  
#73984A

**EFCA Gold**

PMS 125 C  
C:27 M:46 Y:100 K:6  
R:184 G:132 B:0  
#B88400

**EFCA Blue**

PMS 653 C  
C:87 M:64 Y:18 K:3  
R:52 G:96 B:148  
#346094

**EFCA Purple**

PMS 269 C  
C:80 M:97 Y:26 K:13  
R:83 G:45 B:109  
#532D6D

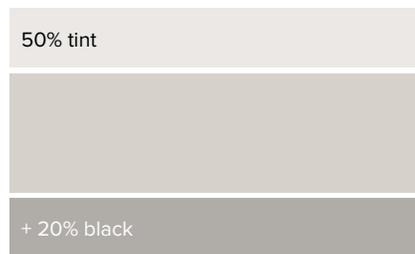
**EFCA Red**

PMS 1815 C  
C:31 M:92 Y:82 K:35  
R:128 G:37 B:40  
#802528

**Primary Color Palette**

The primary color palette for the EFCA brand is intended for all applications. The colors are drawn from the “tree” and their purposeful use strengthens and extends the EFCA brand.

It is strongly advised to limit color usage to the primary color palette to protect brand integrity.



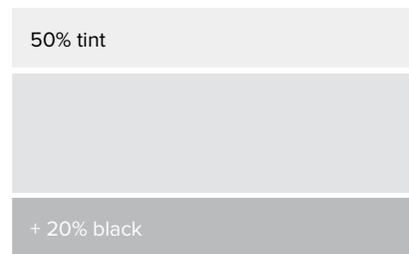
**Beige**

PMS Warm Gray 1 C  
C:15 M:14 Y:17 K:0  
R:215 G:209 B:203  
#D7D1CB



**Warm Dark Gray**

PMS 405 C  
C:23 M:29 Y:32 K:67  
R:106 G:97 B:88  
#6A6158

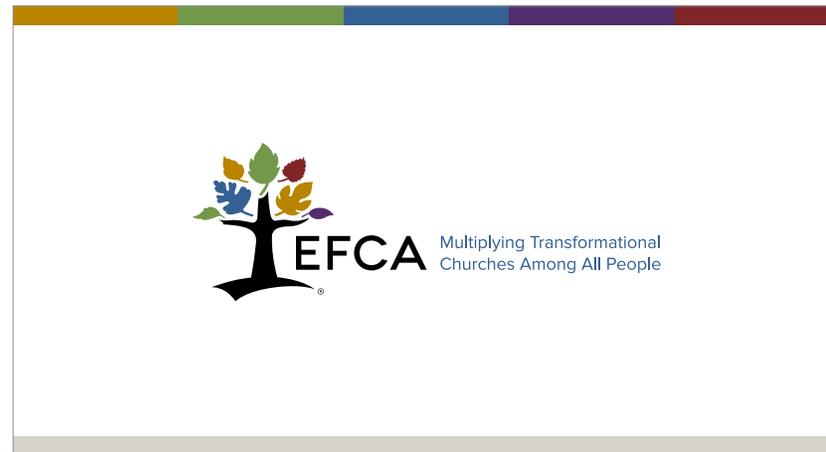


**Light Gray**

PMS Black C 12%  
C:0 M:0 Y:0 K:12  
R:227 G:227 B:227  
#E3E3E3

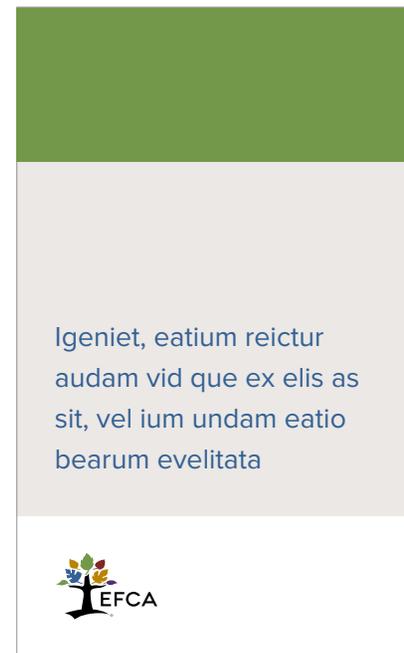
**Secondary Color Palette**

The secondary color palette is intended to support the primary color palette as a visual counterpoint. The secondary color palette is not intended to replace the primary color palette, but to provide additional neutral colors for backgrounds and similar uses.



### Color Usage Examples

Here are some examples showing usage of the primary and secondary color palettes. These are not meant to show exact usage, only to give ideas of how the palettes can be used.



# Proxima Nova

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**WHATSOEVER**

*thy hand findeth to do, do it with thy might;*

**FOR THERE IS NO WORK,  
nor device, nor knowledge,**

*nor wisdom, in the grave, whither thou goest.*

– Ecclesiastes 9:10

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Thin | *Thin Italic*

Light | *Light Italic*

Regular | *Regular Italic*

Semibold | *Semibold Italic*

**Bold | *Bold Italic***

***Extrabold Italic***

**Black | *Black Italic***

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !?.\$&()

**Primary Typeface:  
Proxima Nova**

The distinctive look of Proxima Nova is appropriate for use at large sizes, such as titles and headlines. As well, this sans serif is very readable and may also work as a text font or caption font.

It is worth noting, however, that longer form communication is most often designed with a serif typeface. (See next page.)

# Skolar

FINALLY, BRETHREN, whatsoever things are **TRUE**,

whatsoever things

◇ *are* **honest**, ◇

WHATSOEVER THINGS ARE JUST,

**whatsoever things are pure,**

WHATSOEVER THINGS ARE LOVELY,

whatsoever things are of good report; if there be any virtue, and if there be any praise, think on these things.

- *Philippians 4:8*

Light | *Light Italic*

Regular | *Regular Italic*

Semibold | *Semibold Italic*

Bold | *Bold Italic*

Extrabold | *Extrabold Italic*

abcdefghijklmnopqrstuvwxzyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890 !?.\$&()

## Secondary Typeface: Skolar

As an award-winning typeface, Skolar maintains its credibility while incorporating a subtle personal style, neither neutral nor conspicuous.

Consequently, Skolar is ideal as a text font for any print or digital application. For most text uses, Skolar Regular is the best choice, while other weights might be more appropriate for captions and other short content.

## Alternate Typefaces

Proxima Nova and Skolar are the recommended fonts for designer-produced/professionally developed EFCA marketing and promotional media (online and tactile). These fonts may be licensed through sites such as FontShop.com or MyFonts.com. For those EFCA staff needing a free font for general use in marketing or promotion, Montserrat is the recommended free alternative to Proxima Nova, and Mate is the recommended free alternative to Skolar. ([www.google.com/fonts](http://www.google.com/fonts) and [www.fontspace.com](http://www.fontspace.com) are the recommended sites to download these alternatives.)



## Brand assets download

A zip file containing approved EFCA logos in a variety of formats can be downloaded from:

[www.efca.org/brand](http://www.efca.org/brand)