

*explore*God™

BRANDING GUIDELINES

INTRODUCTION

We're honored that you're on this journey with us and share our passion for facilitating spiritual conversations. We encourage you to promote Explore God—in your community, on your websites, and in your daily conversations—to increase awareness and participation.

The Explore God brand was created to encourage spiritual conversations in a natural, authentic way. To achieve this, a gifted team of designers, storytellers, and thought leaders have spent years developing content consistent with that tone.

We're very passionate about protecting the Explore God tone and voice, as well as our reputation and brand identity. In order to do this, we've developed guidelines for promoting Explore God. These guidelines are not meant to limit your ability to promote Explore God but rather to ensure that all of our partners are promoting Explore God in a unified way that adheres to our values.

[Click here](#) to read our branding guidelines in Spanish and see our Explora Dios logos.

OVERALL EXPLORE GOD BRAND VISUAL DIRECTION

Explore God's essential mission is to be a relevant source of credible, compelling content and resources to help people explore, engage, and experience God's plan for their lives. The Explore God brand has been visually designed to support that objective across all platforms. This is achieved by producing brand assets that are:

SIMPLE & CLEAN

To maintain the branding feel of a credible resource, Explore God should be visually refined, well-organized, and in service to the multitude of varied content it provides its users.

CINEMATIC

Dark tones and backgrounds should be used when possible to provide an immersive setting, giving users an opportunity for a thoughtful and meaningful experience with all Explore God content.

AUTHENTIC

The Explore God brand experience should be supported by images that represent genuine human thought, feeling, and experiences.

EXPLORE GOD LOGO OPTIONS

Explore God’s logo should be placed on a dark or black background if possible. If a dark background is not an option, then utilize the “light background” logos provided.

The Explore God logo should be small enough not to dominate any page or screen layout in a way that implies the page itself is owned by Explore God. The logo should be large enough only to ensure the name of the organization is legible.

The “stacked version” and “stacked .com version” are only to be used when the “primary version” or “.com version” would not have enough clear space to still be legible.



Primary Version

Primary Version



Stacked Version

Stacked Version



.com Version
(Billboards, Ads, Social Media)

.com Version
(Billboards, Ads, Social Media)



Stacked .Com Version

Stacked .Com Version

BRAND VISUALS

exploreGod™

Light Background Primary Version

explore
God™

Light Background
Stacked Version

exploreGod.com™

Light Background .com Version
(Billboards, Ads, Social Media)

explore
God
.com™

Light Background
Stacked .com Version

exploreGod™

USE OF THE EXPLORE GOD LOGOS

When using the Explore God logos, there are several things you *should not* do.

- Do not use the Explore God logo in any way that implies that you or your organization created, is responsible for, or owns Explore God or any associated initiatives.
- Do not use the Explore God logo in a way that falsely implies a representation of the views or opinions of Explore God.
- Do not use the Explore God logo as your or your organization's profile picture on social media platforms.
- Do not incorporate the Explore God logo or a confusingly similar logo into the name of your church, ministry, nonprofit organization, event, or trademark.
- Do not use the dark background logo on a light background or vice versa.



BRAND VISUALS

- Do not outline the logo.



exploreGod™

The logo 'exploreGod™' is shown with a thin blue outline around the letters, which is not part of the brand's visual identity.

- Do not twist, skew, distort, or manipulate the logo.



exploreGod™

The logo 'exploreGod™' is shown with the word 'explore' slanted to the right, which is a manipulation of the brand's visual identity.

- Do not use gradients.



exploreGod™

The logo 'exploreGod™' is shown with a gradient effect on the word 'God', transitioning from blue to black, which is not part of the brand's visual identity.

- Do not alter the colors of the logo in any way.



exploreGod™

The logo 'exploreGod™' is shown with the word 'God' in green, which is a color change from the brand's visual identity.

- Do not use transparencies on flat colors, only on photos.



exploreGod™

The logo 'exploreGod™' is shown with the word 'God' in a semi-transparent blue, which is not part of the brand's visual identity.

- Do not use dropshadows on flat colors, only on photos.



exploreGod™

The logo 'exploreGod™' is shown with a drop shadow effect behind the word 'God', which is not part of the brand's visual identity.

- Do not change the fonts of the logo.



exploreGod™

The logo 'exploreGod™' is shown with the word 'explore' in a different, more decorative font than the brand's visual identity.

- Do not overlay text on top of the logo.



You're Invited!
exploreGod™
Join us and other churches in the area.

The logo 'exploreGod™' is shown with the text 'You're Invited!' and 'Join us and other churches in the area.' overlaid on top of the logo.

- Do not rotate, flip, or in any way alter the orientation of the logo.



exploreGod™

The logo 'exploreGod™' is shown rotated 180 degrees, which is not part of the brand's visual identity.

- Do not upload or print pixelated versions of the logo.



exploreGod™

The logo 'exploreGod™' is shown in a pixelated, low-resolution version, which is not part of the brand's visual identity.

exploreGod™

BRAND VISUALS

There are also some things you definitely *should* do.

- Do make sure there is enough clear space around the logo. You should have enough clear space around the logo—no matter what size you have it—so that you could fit the capital G around the logo without it touching any other elements.



- Do include the name of your geographic region below the logo in branded font if you are engaging in an area-wide, multi-ministry Community Outreach Initiative.



- Do ensure that any copy in proximity to the logo that is associated with the Explore God initiative adheres to all branding guidelines.
 - Do reach out to Explore God about any questions regarding logo use.
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EXPLORE GOD BRAND FONTS

PRIMARY FONTS: GOTHAM AND EAMES CENTURY MODERN

The primary typeface family for all Explore God brand communications is the Gotham typeface family. All font weights except extra light and ultra are acceptable. If possible, use Gotham Bold for headers and Gotham Book for body copy.

A secondary typeface that can be used in the Explore God brand communication is Eames Century Modern Bold Italic. Use this as an accompanying font with Gotham or when you would like something to stand out.

GOTHAM BLACK

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

GOTHAM BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

GOTHAM MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

GOTHAM BOOK

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

GOTHAM LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

EAMES CENTURY MODERN

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

ALTERNATIVE FONT: HELVETICA

Gotham is the preferred font for working with the Explore God brand, and we ask that you do everything in your power to use Gotham. However, we understand that sometimes you are not able to access it. If Gotham is not accessible, you may use the Helvetica font family.

Helvetica Bold is to be used for headlines and Helvetica Light is to be used for body copy. Since Helvetica Light is a little lighter than Gotham Book, please make sure to keep your body copy at a legible font size.

HELVETICA BOLD

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

HELVETICA REGULAR

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

HELVETICA LIGHT

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

EXPLORE GOD

COLORS

The primary color palette for the Explore God brand is black, white, and Explore God blue. For print materials, the main color palette you should use is a white background with Explore God Blue headers and black body copy. You may also use grey as a background color.



BLACK

RGB: 0/0/0
CMYK: 100/100/100/100
Hex: #000000



EXPLORE GOD BLUE

RGB: 0/146/206
CMYK: 95/15/4/0
Hex: #0092CE



WHITE

RGB: 255/255/255
CMYK: 0/0/0/0
Hex: #FFFFFF



GREY

RGB: 235/235/235
CMYK: 7/5/5/0
Hex: #EBEBEB

BRAND VISUALS

BRANDED GRAPHICS AND IMAGERY

Imagery used in Explore God communications should help tell the story of a personal moment of thought, exploration, or reflection, as well as the shared human experience of searching for meaning. Always utilize unique and compelling images that support the context of pursuing truth by exploring hard spiritual questions.



VISUAL STYLE

Explore God content should represent a wide range of artistic styles with the following attributes:

MODERN

The quality of Explore God's content is at the core of what defines our brand's personality. Therefore, it is vital that our content visuals connect to today's culture with progressive design and photography.

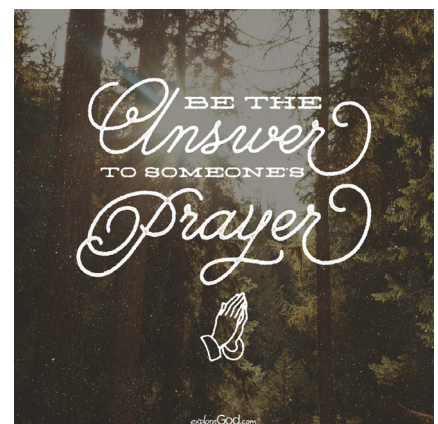
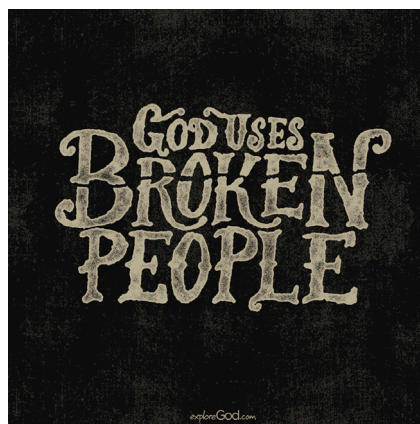
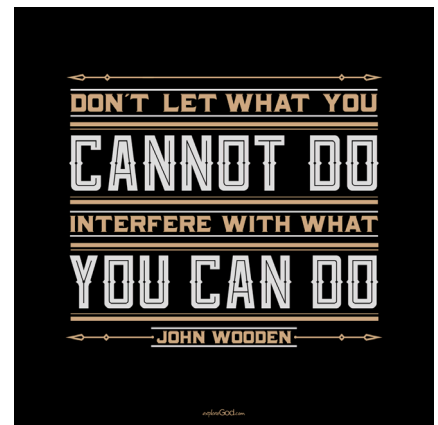
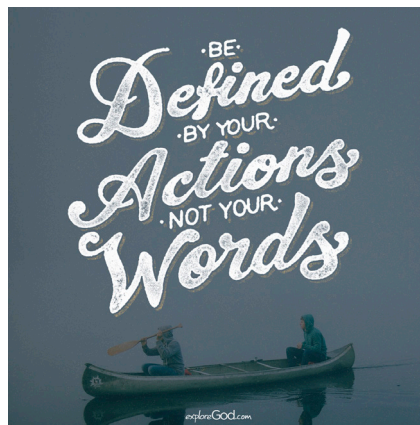
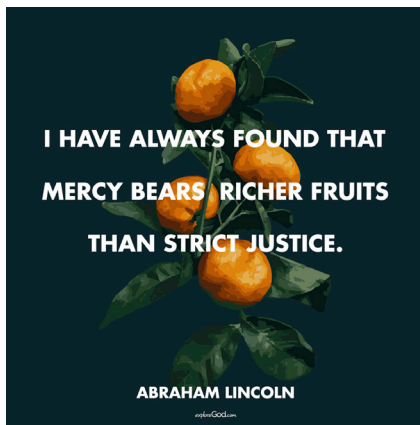
UNIQUE

The amount of poorly produced religious-based design in the world is vast. Content related to Explore God should include original art and photography that is connected to and inspired by compelling visionary artists.

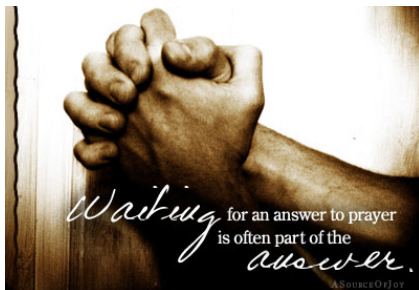
ECLECTIC

Connecting with the widest audience possible is vital to our brand. Therefore, content creation should be limited to the refined Explore God brand style but should reflect a wide range of visuals, representing multiple artistic perspectives.

EXAMPLES OF MODERN CONTENT DESIGN



EXAMPLES OF OUTDATED CONTENT DESIGN



PROMOTIONAL DOS

- Do use the phrase “Explore God” correctly (e.g., “Explore God,” not “ExploreGod”).
- Do promote Explore God by using the resources available for download on my.ExploreGod.com.
- Do embed a free Explore God web banner on your website to indicate that you are participating in an Explore God initiative.
- Do consider large-scale advertising, like billboards and radio or TV advertisements.
- Do include ExploreGod.com on billboards and banners associated with an Explore God initiative.
- Do get approval from Explore God Headquarters on any customized promotional materials you create.

PROMOTIONAL DON'TS

- Don't purchase billboard, radio, or TV advertisements that promote Explore God within your church without design approval from Explore God.
- Don't use the Explore God logo on products not offered on my.ExploreGod.com without prior approval from Explore God. This includes but is not limited to brochures, marketing pamphlets, flyers, and print ads.
- Don't purchase pay-per-click advertising targeting the following keywords without obtaining approval from Explore God:
 - *ExploreGod, Explore God*
 - *ExploreGod <City Name>, Explore God <City Name>*
 - *<City Name> Explore God*
- Don't create confusion for those in your market area by setting up a URL that competes with the URL for www.ExploreGod.com. This will limit your marketing and confuse others as to which website to use when seeking to understand what Explore God is all about.

Remember, in order to use the Explore God logos in designs not outlined here, you must obtain written permission from Explore God prior to use. If you have any questions, please don't hesitate to contact us at info@ExploreGod.com.