



# Brand Guidelines

Mercy Road Church Brand Usage Guide

**LIVE BOLDLY. LOVE DEEPLY.**

[www.mercyroad.cc](http://www.mercyroad.cc)

**WE ARE A  
HOSPITAL  
FOR SINNERS,  
NOT A  
MUSEUM FOR  
SAINTS.**

# **Brand Guidelines Content.**

<b>The Introduction</b>	<b>4</b>
<b>Logo Overview</b>	<b>6</b>
<b>Typography</b>	<b>8</b>
<b>Text Hierarchy</b>	<b>10</b>
<b>Color Palette</b>	<b>12</b>
<b>Logo Usage</b>	<b>15</b>

**The  
overview.**

This document provides information on how to use the Mercy Road Church visual identity. It is designed to be used as a reference document. Any visual communication materials produced for the brand must be consistent with the standards contained in this document.

Every time we share our brand visually online, with an attendee, or an employee, we have an important opportunity to demonstrate our strong sense of identity. When a brand is consistent in how it presents itself over time, people learn to recognize it, and just as importantly, trust it.

Following the instructions in these guidelines will contribute to keeping our brand consistent. It is important to avoid inconsistencies that can have a negative effect on how people perceive us.

Brand standards should always be followed and variations should not be allowed regardless of any materials you see.

Also note that these guidelines may evolve over time to reflect changes with our brands.

What is a Brand?

It is a common perception to think that a brand is simply the logo because it is the most visible representation. However, a brand is a promise. It is associated with a feeling, a perception or an emotion.

Building our brand means communicating our message and our brand values to the world effectively so they connect emotionally with our church and beliefs.

If you have additional questions when developing communication material, please send your questions to [megan@mercyroad.cc](mailto:megan@mercyroad.cc).



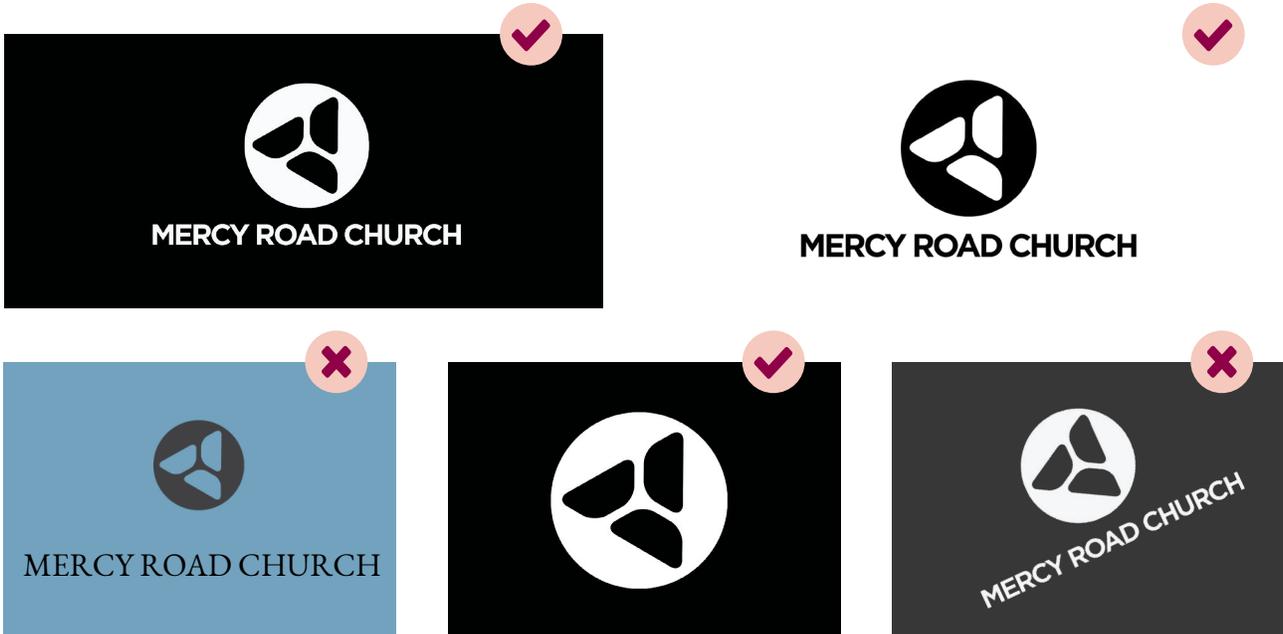
**Josh Husmann**  
Lead Pastor

# 02. Logo overview.

# Logotype.



## Dark and Light



# 03. ■ Typo graphy.

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**Gotham.**

Primary: **Gotham Bold** - the most recognizable and frequently used font.

Secondary: Gotham Book - a supplementary font to the primary font.

**Bold**

**Book**

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**WE EXIST** to see people far from  
God disciplined into a passionate  
relationship with Jesus.

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()\_+ -=**

**The Quick Fox Jump  
Over The Lazy Dog.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()\_+ -=

The Quick Fox Jump  
Over The Lazy Dog.

# 04. ■ Color palette.

**Color One #000000**

**Color Two #4daac4**

**Color Three #c4c6c6**

**Mercy Kids #f36523**

**Mercy Students #d92026**

# 05. ■ Logo usage.



MERCY ROAD CHURCH

Preferred two-color

MERCY ROAD CHURCH

Preferred one-color



MERCY ROAD CHURCH

Reversed two-color

MERCY ROAD CHURCH

Reversed one-color

**Unacceptable Applications**



MERCY ROAD CHURCH

DO NOT use unapproved colors.



MERCY ROAD CHURCH

DO NOT outline the logo.



MERCY ROAD CHURCH

DO NOT modify or recreate the provided artwork.



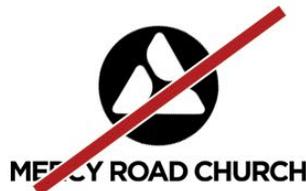
MERCY ROAD CHURCH

DO NOT layer other content on top or below.



MERCY ROAD CHURCH

DO NOT change the size or orientation of the icon and logotype in relation to each other.



MERCY ROAD CHURCH

DO NOT rotate any part of the logo.



**No one is too  
far from God  
to experience  
life change  
through Jesus.**

# MERCY ROAD CHURCH

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