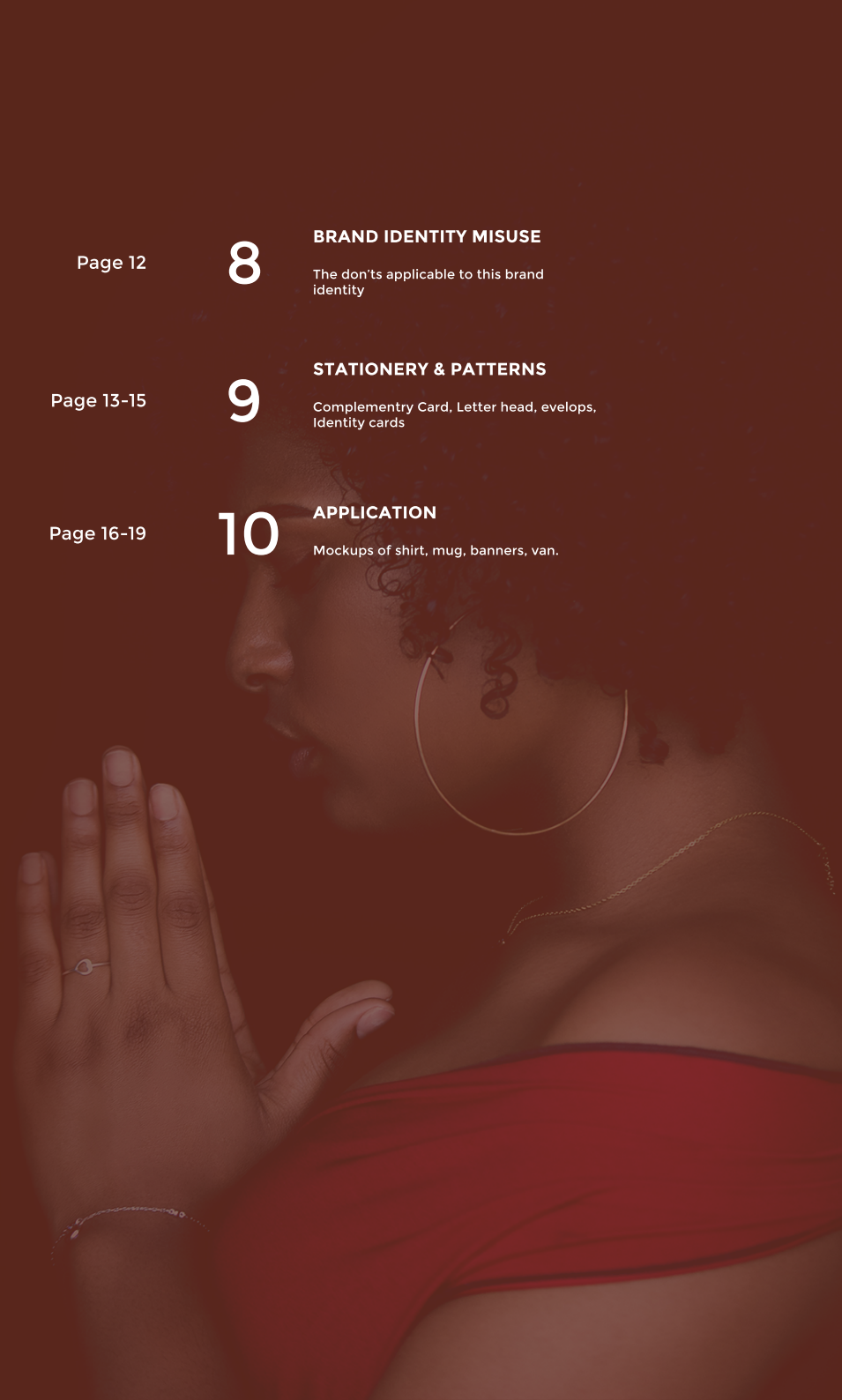


Brand Identity & Guidelines

Contents

Page 1	1	THE BRAND About the brand, vision, mission, core values	Page 12	8	BRAND IDENTITY MISUSE The don'ts applicable to this brand identity
Page 2-3	2	LOGO SPECIFICS Introductory, Logo Brief, Ideation, conceptualization, Tags	Page 13-15	9	STATIONERY & PATTERNS Complementary Card, Letter head, envelopes, Identity cards
Page 4-5	3	GRID & CONSTRUCTION Logo Icon Construct, Clear space, Grid lines, Idea design, sizing.	Page 16-19	10	APPLICATION Mockups of shirt, mug, banners, van.
Page 6-7	4	TYPOGRAPHY Typeface, Fonts, Size, Leading, tracking			
Page 8	5	COLOUR SPECIFICATIONS Brand colour, Hex Colour Code, CMYK & RGB Colour Code			
Page 9	6	PLACEMENTS Logo Positioning, Typeface in relation to the logo Mark			
Page 10-11	7	BRAND ARCHITECTURE Relative Sub Brands & Stand alone sub brands			



THE BRAND

WHO ARE WE

We are a kingdom focused church that has removed all the walls that barred people from worshipping God; everyone is welcome in an atmosphere of electrifying praise and worship topped by the undiluted word of God in an atmosphere of display of Gods power continually.

We are a dynamic modern church making the church experience inviting while committed to their growth in Christ and to their personal growth and development.

OUR VISION

Build Gods City and Set captives free

OUR MISSION

Our mission is to raise kingdom minded citizens that will demonstrate Gods love to their world.

CORE VALUES

- To Help to discover purpose
- To Disciple unto maturity
- To Give an opportunity to serve and experience Heaven on Earth

KEY WORDS

- Jesus • Kingdom • Word • Prayer



LOGO SPECIFICS

For use in a range of ways, our Brand Identity is built for consistency, Simplicity and flexibility. It does not only powers our general look, it also helps to build a focal point for brand Growth and Relationships



LOGO SPECIFICS

Ideation and Conceptualization



Sword



House of God

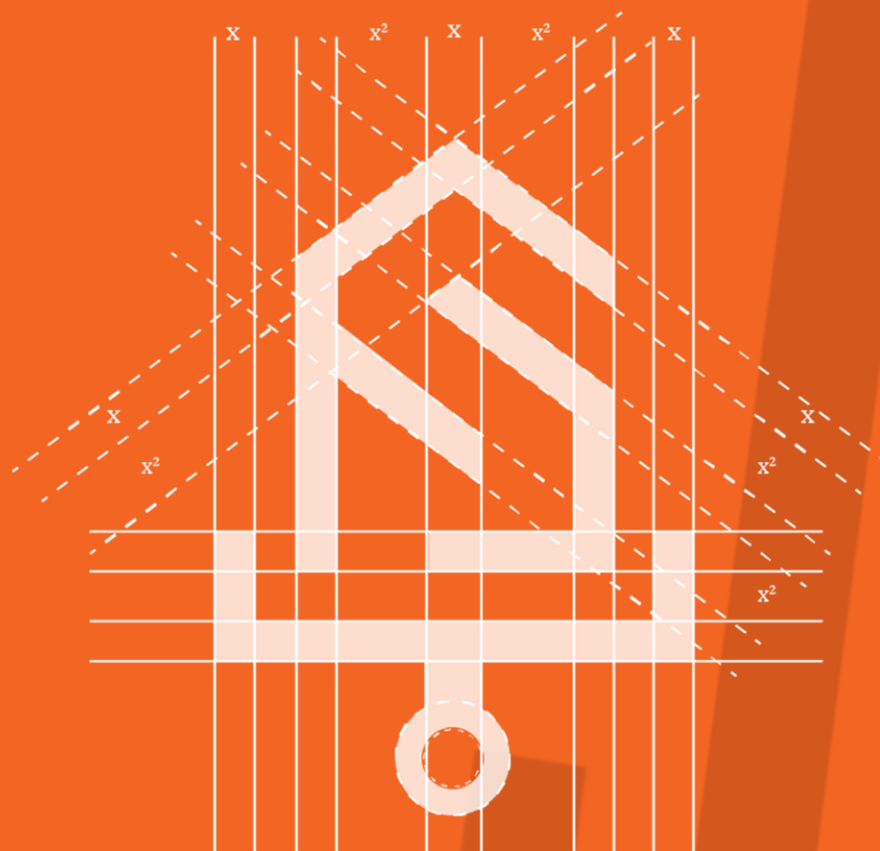
F&S

The Initials of the brand Name "F&S"

After an intensive Brand Room research by the team the key elements were used to illustrate the brand image, which are "sword", "House or Kingdom" as noted in the design briefs and finally "F&S" which are the primary initials of the brand name Flaming Sword Ministries. Together these elements form an illustrative synergy of reliability.

GRID & CONSTRUCTION

Logomark construct



x represents 1cm = "x" Unit

∴ Therefore $x^2 = 2$ Unit (cm)

THE GRID

This grid line "x" has the same units, so measurement and recreation of this logo icon is easier for other creatives outside the Flaming sword media team.

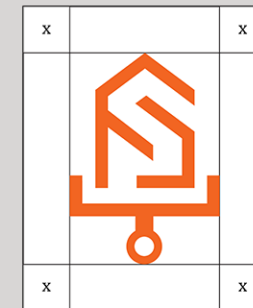
GRID & CONSTRUCTION

Clear Space

LIMITS AND PADDING OF LOGO AND ICON

The logo should always have breathing room. As a general guideline, maintain a safe Space on the left, right and top. Maintain an area equal to the height of the circle in the brand mark on the bottom. This, of course, depends on how large of a logo you are using.

A margin of Safe space equivalent (Recommendably over 50px) to the width of the logo or its icon is drawn around the logo to create an invisible boundary and an area of isolation.



Minimum Sizing

There are no predetermined sizes for the Flaming sword Ministries Brand Identity. Scale and proportion should be determined based on available space, aesthetics, function and visibility. There's no preset maximum size for the Flaming Sword Brand Identity, either. Minimum sizes are shown here.



Digital: 200px width
Print: 30mm width



Digital: 25px height
Print: 5mm height

TYPOGRAPHY

With better Representation of the brand, the typeface for the brand identity and the general visual publications by the brand is sectioned into two, the brand identity typeface and the brand publications type face and in the brand identity typeface section includes two font family while the general publication as one font family below are the typeface and how the represent the brand.

THE BRAND IDENTITY TYPEFACE

Merriweather®

Merriweather® Bold

abcefeghijklmnopqrstuvwxyz
ABCEFEGHIJKLMNOPQRSTUVWXYZ
1234567890

Merriweather® Regular

abcefeghijklmnopqrstuvwxyz
ABCEFEGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica®

Helvetica® Bold

abcefeghijklmnopqrstuvwxyz
ABCEFEGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica® Regular

abcefeghijklmnopqrstuvwxyz
ABCEFEGHIJKLMNOPQRSTUVWXYZ
1234567890

TYPOGRAPHY

The General Publication Typeface

Montserrat®

Montserrat® Bold

abcefeghijklmnopqrstuvwxyz
ABCEFEGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat® SemiBold

abcefeghijklmnopqrstuvwxyz
ABCEFEGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat® Regular

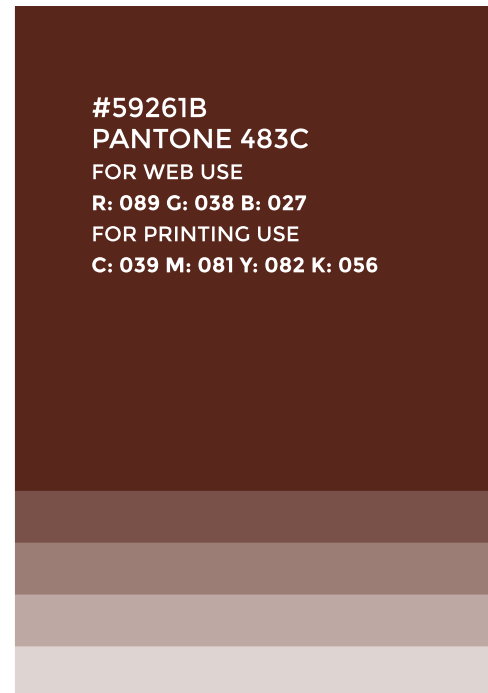
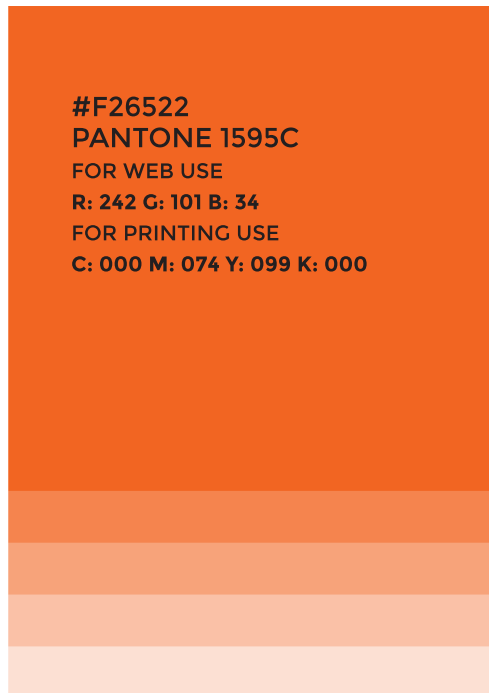
abcefeghijklmnopqrstuvwxyz
ABCEFEGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat® Black

abcefeghijklmnopqrstuvwxyz
ABCEFEGHIJKLMNOPQRSTUVWXYZ
1234567890

Any Forms, letterheads, internal papers, public prints, etc. that you produce yourself should be set up in Montserrat Typeface.

COLOUR SPECIFICATIONS



Color references:

- RGB: all PDF documents, online materials, web applications, etc.
- Pantone: solid colors for printed materials and stationery, where possible.
- CMYK: 4-color process for external marketing, printed publications, etc.

These colors should be the lead colors in all functionalities in order to ensure consistency and brand identification. It's important to replicate colors as accurately as possible. For alternative functions, consideration must be taken in choosing the right color reference.

Color is an important component of the Flaming Sword Ministries brand and tends to set the tone for a specific audience. To the left is our corporate palette of colors.

PLACEMENTS

There are only two main placement of the brand identity, one is the horizontally aligned logo, while the other is vertically aligned. the two placements have their best practices and how best they work, The horizontally aligned placement of the brand identity stands as the main placement for the brand every other placement as dicrbe in this booklet are alternatives cosidering size and prints.



Grayscale



Reverse on Flaming Sword Orange



Reverse on Flaming Sword Dark Background



These logos should be used only when the following are considerations: one-color print jobs, large print cost, outdoor signage implementation for increased readability, smaller logo use for increased readability or harsh color contrast on a print piece. Utilize these options minimally and with purpose.

The vertical logo should be used only when the horizontal version (the primary logo) is insufficient because of space.

THE BRAND ARCHITECTURE

Our Brand Architecture is a framework that organizes our ministry's arms and departments and their identity, to allow our members and partners to interact and connect to our brand more effectively. Each Flaming sword ministries division and department were structured to carry out their ministry and function with excellence.

The structuring of the subdivided into two (2) which is 1. Relative arms and 2. stand alone arms, the relative arms are the subbrands that are related to the ministry operations while the stand alone sub brands represents arms of the ministry set aside to deal with affairs of the ministry outside ministry day to day operations.

The Ministry Arms Includes Wisdom For Today (Radio and TV), Lovecares (Charity), Kingdom Bible School Below is the Brand identity of each arm and their standard brand colours

Below are the placement style for relative Sub-brands



**THE BRAND
ARCHITECTURE
REGIONAL**



THE BRAND ARCHITECTURE

THE STAND ALONE SUB-BRAND



Lovecares is how we help to set up unemployed people by helping them set up viable businesses and helping those in school with small stipend.



Kingdom Bible School is a creative Bible school approach intended to train matured Christian or believers for the ministry 's work.



Wisdom for Today is a leading Christian Television and radio broadcast that offers Kingdom-based content that is encouraging, positive, life-changing and insightful.

NOTE: This Stand Alone Sub-Brand as its own guidelines for usage guide and specification kindly refer to the brand identity guidelines

BRAND IDENTITY MISUSE

Do not resize or change the position of the logomark.



Do not use any other font, no matter how close it might look or change the colour



Do not use Rotate squish or squash the logo. Any resizing must be in proportion.



STATIONERY & PATTERN

BUSINESS CARD DESIGN

Document Size -
370.42mm * 211.67mm

Front

- Distance from top 50mm
- Distance from left 20mm
- Logo size 1000px
- Details text size 10pt

Back

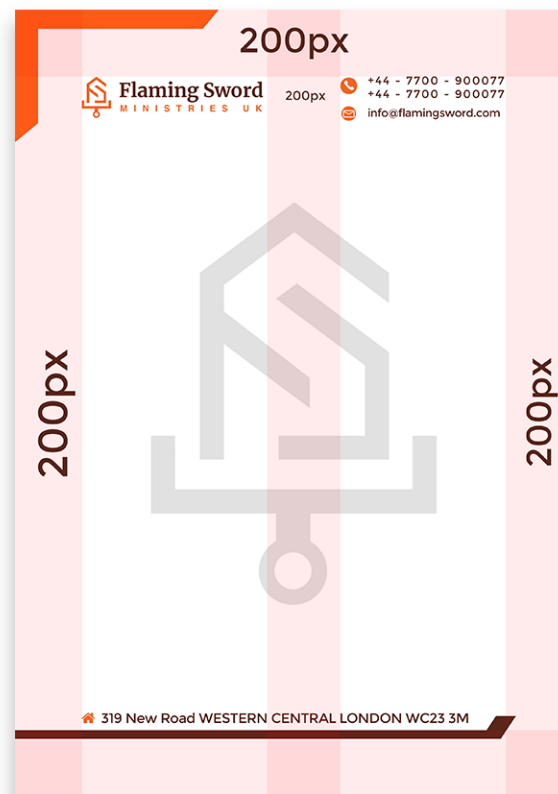
- Centred logo
- Infused with the brand pattern.



STATIONERY & PATTERN

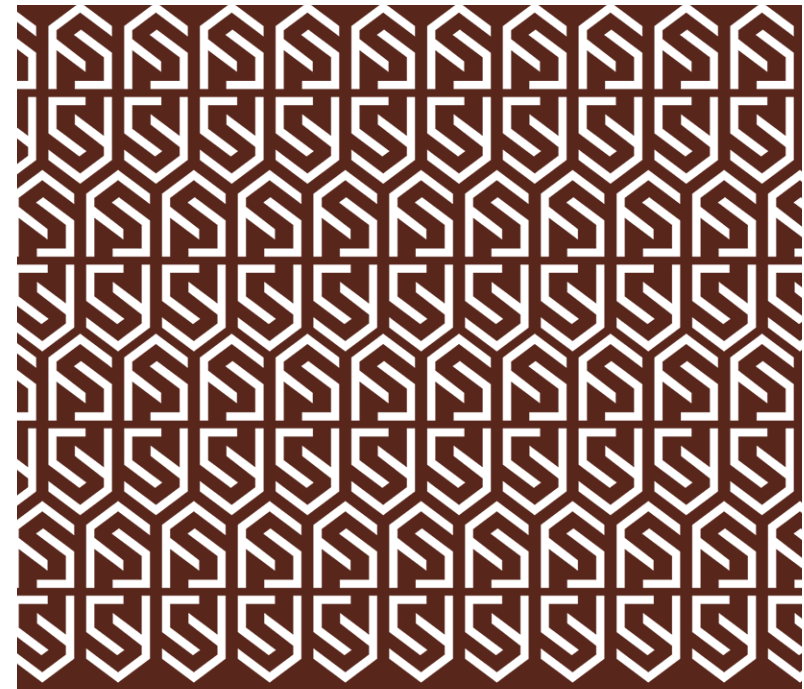
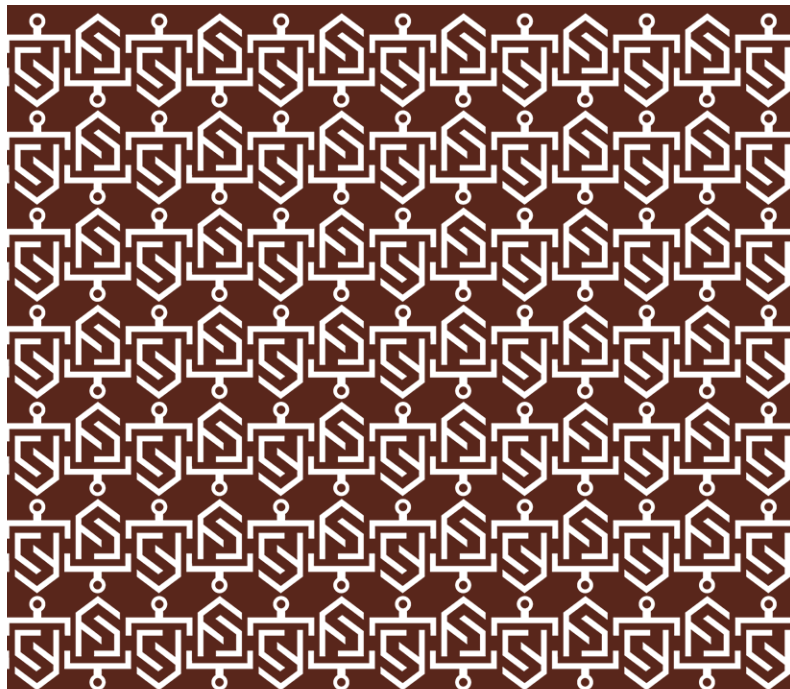
LETTERHEAD DESIGN

- Paper size is A4
- Logo width 800px
- Margin distance for the Right, Left, bottom & top is 250px
- The distance between top and logo 200px
- The distance between right and the contact info. is 250px
- The distance between Logo and the contact info. is 200px
- The distance between bottom and the Adress. is 200px



STATIONERY & PATTERN

Pattern is one of the core components of the corporate name of Business Africa. They are meant to be used in a wide range of applications for repeatability. Our inspiration stems from the abstractness of the logo.





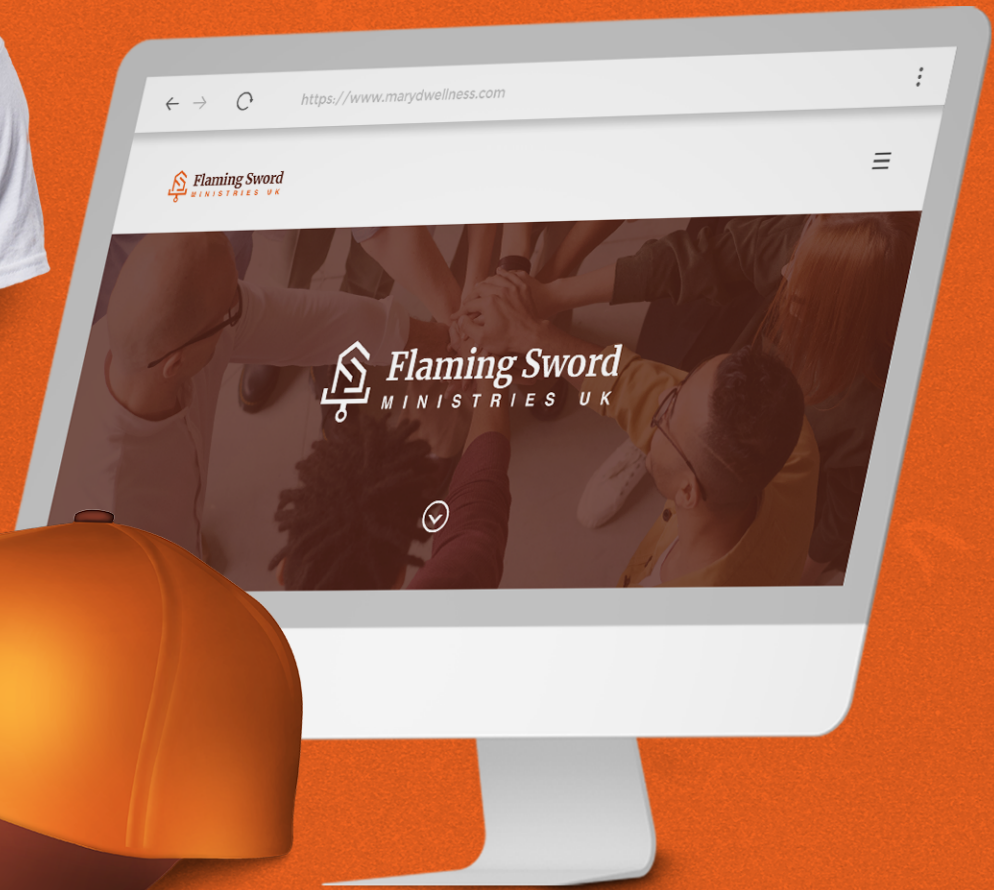
Flaming Sword
MINISTRIES UK

APPLICATION





APPLICATION



Contact Information

319 New Road WESTERN
CENTRAL LONDON WC23 3M

Tell: +44 - 7700 - 900077
+44 - 7700 - 900077

www.flamingswordministries.com