

# Identity GUIDELINES

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# Introduction

## **One church. One identity.**

The True Jesus Church brand is a visual expression and reflection of the church. It creates the identity, perception and expectation of the church in the minds of people in the community and the congregation.

To be effective, it must be distinctive, memorable and consistent. The identity is more than just the logo. It includes colors, typefaces, graphics and photographs. It is expressed through every form of communication from signage and stationery, to publications, brochures, websites, apps, social media, video and digital communication.

Because visual representation is one of the main means by which we communicate our vision to the world, it is important that we do our best to share our message in the

most clear and consistent manner possible. This includes upholding the standards of the True Jesus Church logo and using consistent color and typefaces throughout all materials.

While the identity guidelines allow for some creativity and flexibility, care should always be taken to maintain congruency and continuity across all forms of communication.

The ultimate goal of this guide is to contribute to the validity of our organization in the eyes of the world. Will anyone meet Christ because our logo is well-represented and our organization communicates in a clear and concise manner? Maybe not. Will people both inside and outside of True Jesus Church see greater validity to our message because we've taken the time to ensure our visual communication is thoughtful and consistent? Absolutely.

This is only a start. Through conversations, this identity guide is meant to be a living document that evolves and is refined as we continually learn what it takes to communicate with a unified voice.

We invite you to be a part of upholding our single identity and to join us in representing True Jesus Church well.

# Our Identity

## LOGO

### Our name

The God we worship is the true God; thus His church is the true church. The Lord Jesus called Himself the True Vine; the church, which is His body, is therefore called the true church. The true church preaches the true and complete gospel, which is confirmed by the Holy Spirit, signs and miracles.

### Our logo

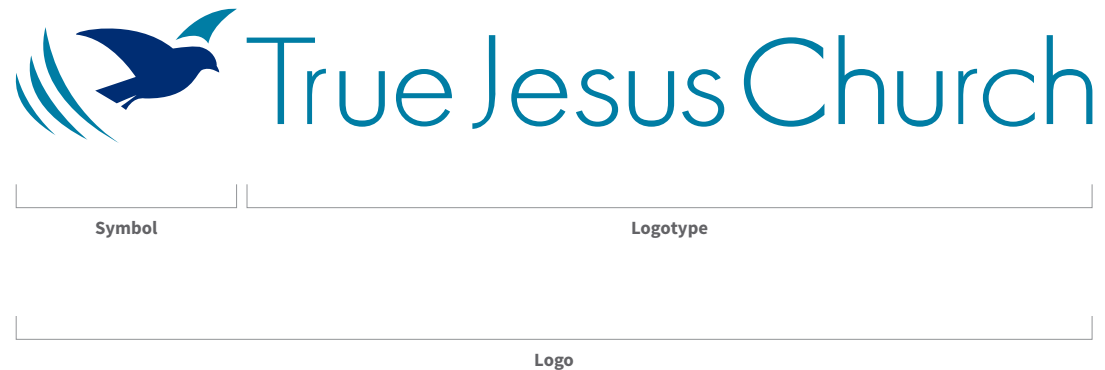
The True Jesus Church logo is the most visible element of our identity—a universal signature across all True Jesus Church communications. It achieves the feel of globalization as it reaches out with clarity to the world.

The logo is made up of two elements: the symbol and the logotype.

The **symbol** is made up of a swoosh and a dove. The **swoosh** signifies wind and power, with each swoosh representing the three elements of a true church: the Holy Spirit, truth and miracles. The **dove** symbolizes peace, love, purity and the power of the Holy Spirit, who emerges as a friendly and soothing character bringing hope to the world.

The **logotype** is a custom-designed typeface specifically created to complement the roundness of the symbol. These custom letters are only to be used in the logotype and nowhere else.

Always use the artwork provided and do not attempt to recreate any part of the logo.



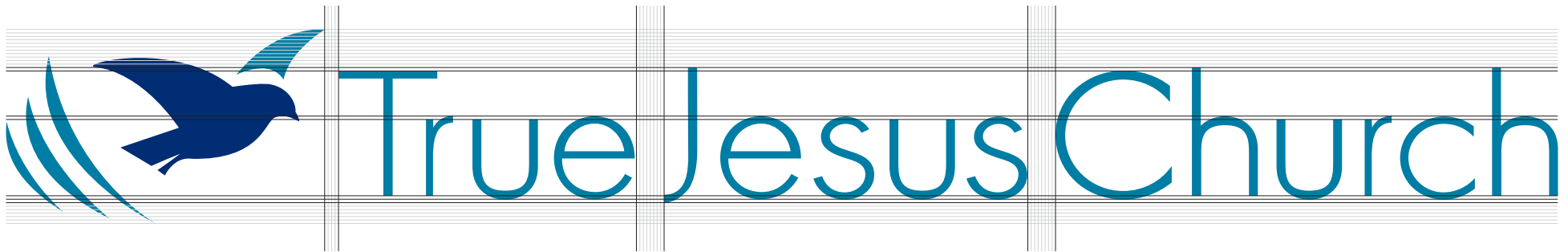
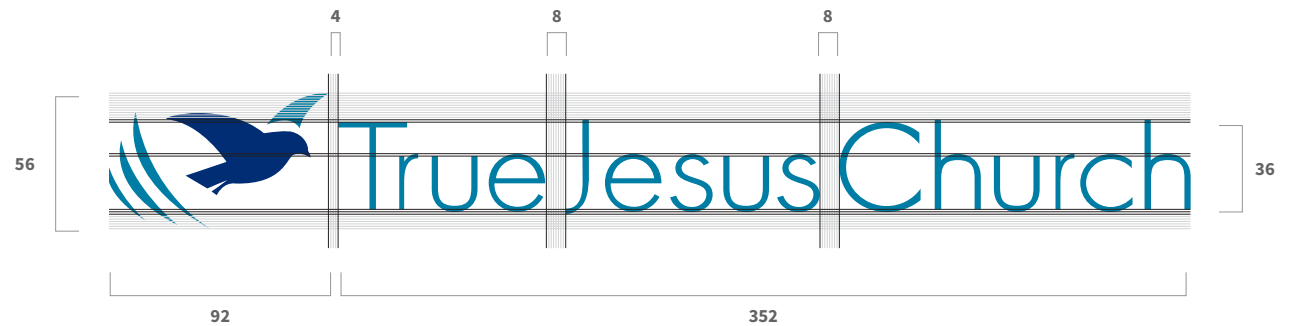
# Our Identity

## LOGO GRID

The symbol and the logotype are on a grid of 64 units. The grid unifies the symbol and the logotype, creating one cohesive unit.

The grid is based on 64 subdivisions in 1 inch, with the symbol measuring 1.4375 x 0.875 inches. The space between the symbol and the logotype is 4 units. The space between each word is 8 units.

Each language of the logo has been carefully considered and spaced. Always use the artwork provided and do not attempt to recreate any part of the logo.



# Our Identity

To ensure that our identity is clearly visible in all applications, surround it with sufficient clear space — free of type, graphics, and other elements that might cause visual clutter — to maximize the recognition and impact of our identity. To ensure the integrity and legibility of the logo, the area directly surrounding the logo should be protected.

When the logo is used, a clear space of 50% of the dove's width should be maintained.

Only in special circumstances when a 50% clear space is not available or possible, use the second option of 25% clear space.

## Minimum size

In order to maximize readability of the True Jesus Church name, the logo should not be reproduced smaller than the examples shown below. In print format, the minimum size is 0.2 inch or 5 mm high. In digital format, the minimum size is 20 pixels high.

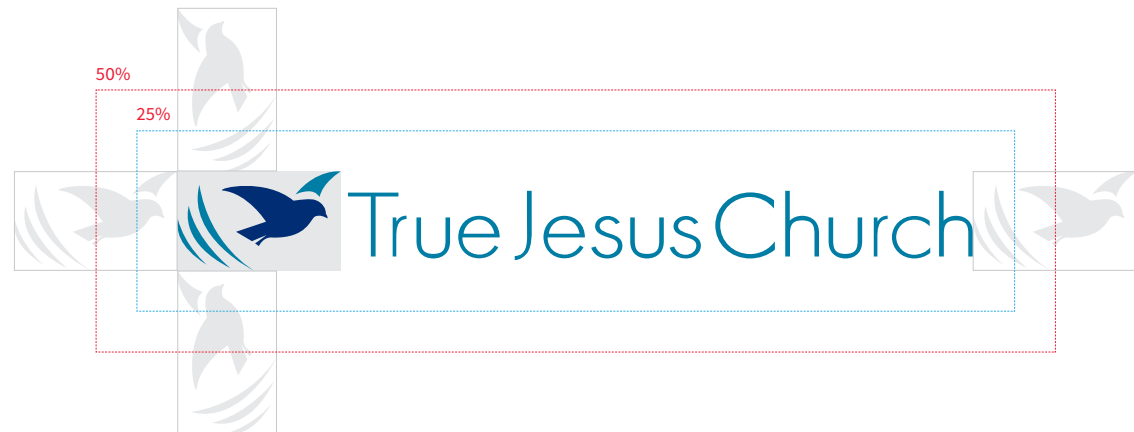
### Minimum size for print



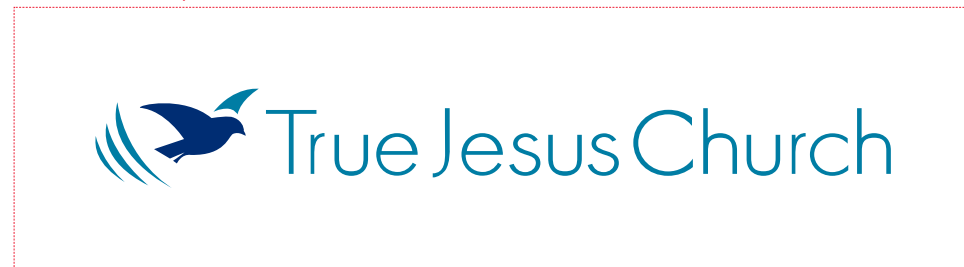
### Minimum size for digital



## CLEAR SPACE & MINIMUM SIZE



### 50% minimum clear space

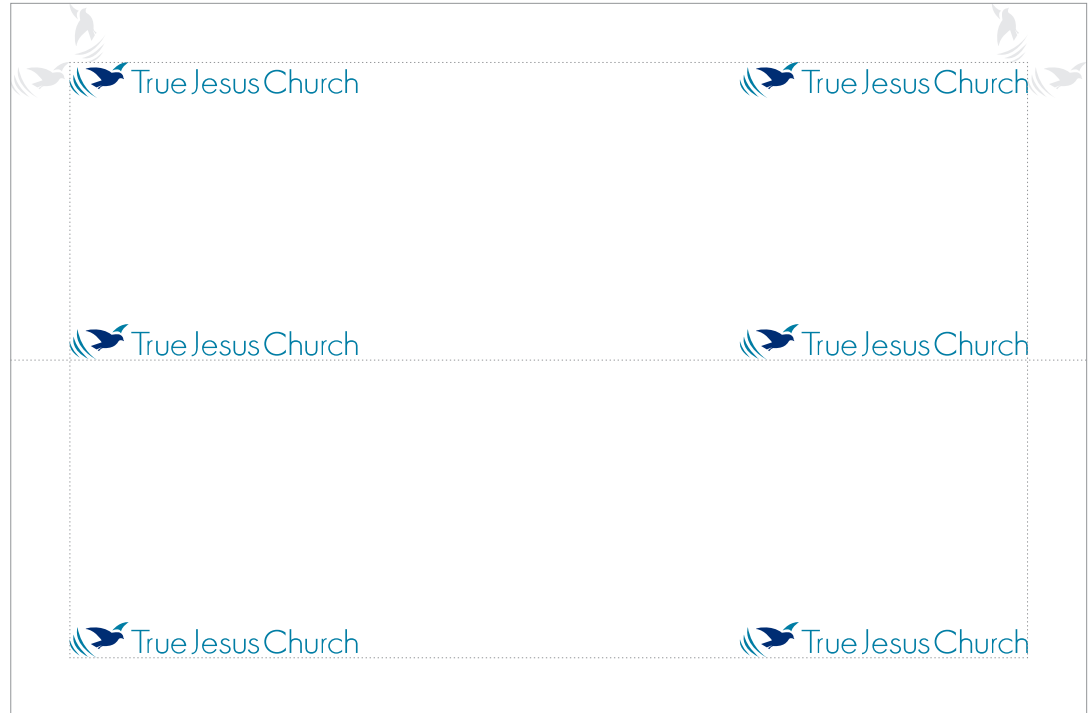


# Our Identity

Do not place the logo smack dab in the middle of an area. On any given format — landscape or vertical — the preferred logo placement is in any corner position, or center aligned at the right or left.

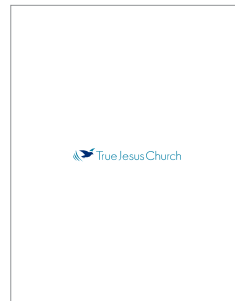
## LOGO PLACEMENT

Corner position

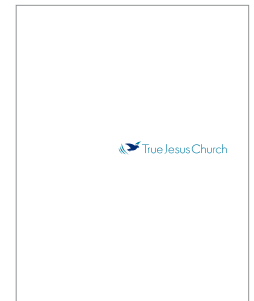


Center position

Corner position



Centering the logo looks generic and predictable



Much better

# Our Identity

The True Jesus Church logo should only be reproduced in the color ways shown here (blues and reversed white on color backgrounds). The precise blues are **Pantone 314 C** and **Pantone 288 C** (the values of RGB/CMYK/HEX # are provided in the Color Palette section). Different versions of blue or teal should not be used.

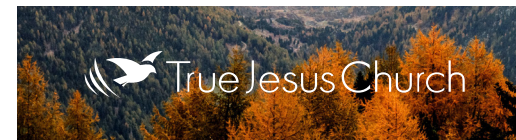
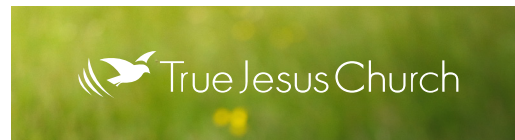
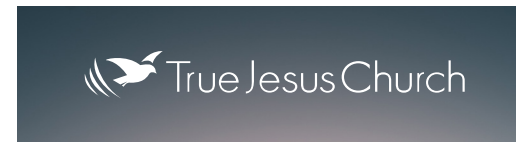
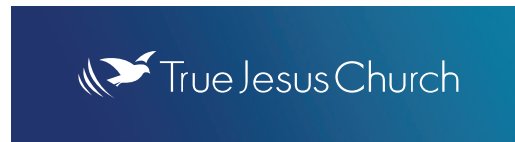
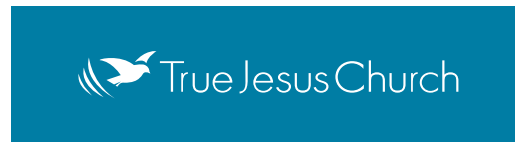
When reversing the logo white out of a background color, always make sure that the background is dark enough not to cause problems with visibility or legibility.

## COLOR LOGO

Preferred color logo



Preferred white logo on color backgrounds





# Our Identity

In some cases, a full color logo may not be practical or possible due to limitations in printing. For these instances, please use the preferred monochrome logo. The dove symbol is comprised of 25% and 50% tints of black, and the logotype is comprised of 100% black.

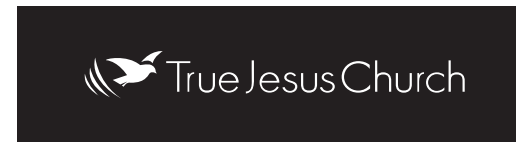
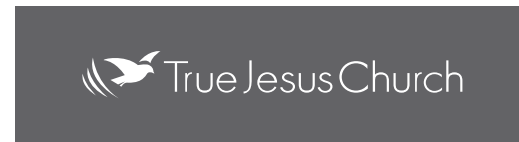
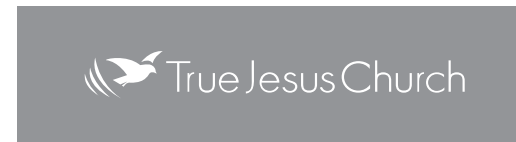
In rare cases where tints of black are not possible, please use the preferred black logo, which is comprised of 100% black.

## MONOCHROME LOGO

### Preferred monochrome logo



### Preferred white logo on monochrome backgrounds



### Preferred black logo

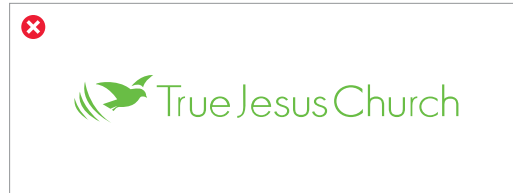


# Our Identity

The True Jesus Church logo is a valuable visual asset and care must be taken to ensure it is clearly presented. In order to preserve the integrity of the logo, please avoid executions which misuse, amend or trivialize our identity. To maintain the integrity of the True Jesus Church logo, and to promote the consistency of the identity, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the True Jesus Church logo that should be avoided.

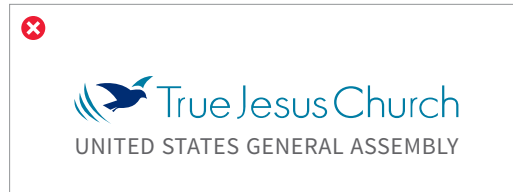
## LOGO MISUSE



Do not alter the colors of the logo



Do not apply a drop shadow or any other 3D effects to the logo



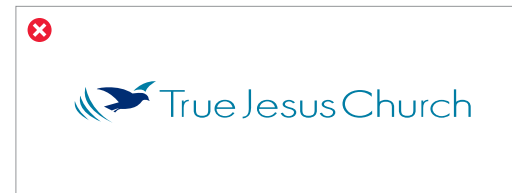
Do not create a logo lockup with other text



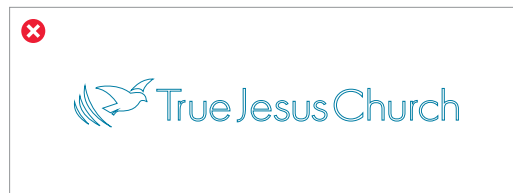
Do not change the proportions between the symbol and logotype



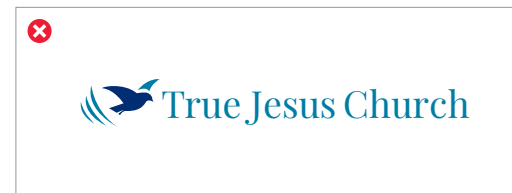
Do not rearrange the logo elements



Do not stretch, distort or rotate the logo



Do not outline the logo



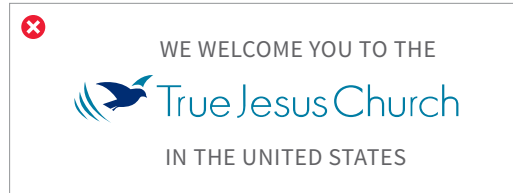
Do not substitute or try to recreate the logotype

# Our Identity

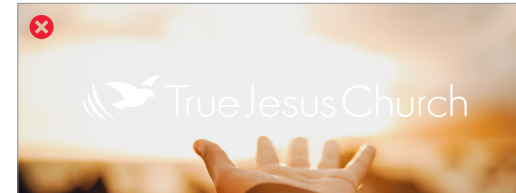
The True Jesus Church logo is a valuable visual asset and care must be taken to ensure it is clearly presented. In order to preserve the integrity of the logo, please avoid executions which misuse, amend or trivialize our identity. To maintain the integrity of the True Jesus Church logo, and to promote the consistency of the identity, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the True Jesus Church logo that should be avoided.

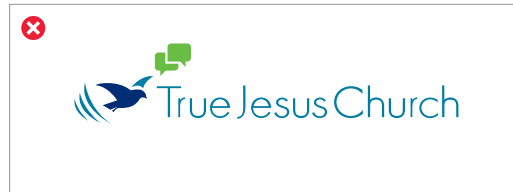
## LOGO MISUSE



Do not use the logo or logotype as part of a sentence



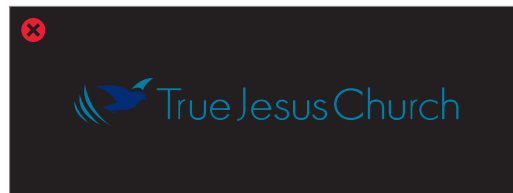
Do not use a background that renders the logo illegible



Do not add any other graphic, symbol or icon to the logo



Do not create new or unapproved logo lockups



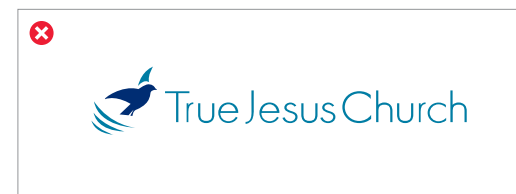
Do not use the full cover logo on a colored background



Do not use the full cover logo on a colored background



Do not use the symbol in conjunction with any other text



Do not rotate the symbol, logotype or logo

# Our Identity

One church across the globe. The True Jesus Church logotype in each language has been carefully considered and spaced. These custom letters are only to be used in the logotype and nowhere else.

Please adhere to the guidelines detailed in these pages when using the True Jesus Church logo in any language. Always use the artwork provided and do not attempt to recreate any part of the logo.

## GLOBAL PRESENCE

### Bahasa Indonesia

 Gereja Yesus Sejati

### Cambodian

 វិហារព្រះយេស៊ូវពិត

### Chinese (Traditional)

 真耶穌教會

### French

 Véritable Jésus Eglise

### German

 Wahre Jesus Gemeinde

### Hungarian

 Igaz Jézus Egyház

### Bahasa Malaysia

 Gereja Yesus Benar

### Chinese (Simplified)

 真耶稣教会

### English

 True Jesus Church

### Georgian

 ქეზმაროტი იესოს ეკლესია

### Greek

 Αληθινή Ιησού εκκλησία

### Italian

 Vero Gesù Chiesa

# Our Identity

One church across the globe. The True Jesus Church logotype in each language has been carefully considered and spaced. These custom letters are only to be used in the logotype and nowhere else.

Please adhere to the guidelines detailed in these pages when using the True Jesus Church logo in any language. Always use the artwork provided and do not attempt to recreate any part of the logo.

## GLOBAL PRESENCE

### Japanese

 真イエス教会

### Portuguese

 A Verdadeira Igreja de Jesus

### Spanish

 La Verdadera Iglesia de Jesús

### Tamil

 மெய்யான இயேசு சபை

### Korean

 참예수교회

### Russian

 Церковь Истинного Иисуса

### Swahili

 Kanisa la Kweli la Yesu

### Vietnamese

 Hội thánh Giê-xu thật

# Our Identity

Bilingual logo for multicultural countries and international events.

If the design requires to use bilingual logo for efficient communication, please always use the artwork provided to ensure the consistency of our identity. Do not attempt to recreate the logo lockup between languages.

## Clear space

A clear space of 50% of the dove's width should be maintained.

Only in special circumstances when a 50% clear space is not available or possible, use the second option of 25% clear space.

## Logo placement

Same as monolingual logo

## Minimum size

In order to maximize readability, the bilingual logo should not be reproduced smaller than the examples shown below. In print format, the minimum size is 0.315 inch or 8 mm high. In digital format, the minimum size is 30 pixels high.

### Minimum size for print



### Minimum size for digital



## BILINGUAL LOGO



# Our Identity

## BILINGUAL LOGO

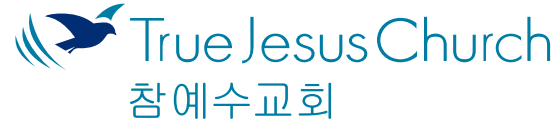
English and Traditional Chinese



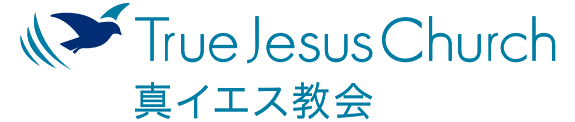
English and Simplified Chinese



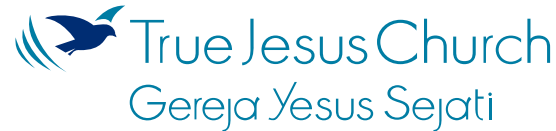
English and Korean



English and Japanese



English and Indonesian



Indonesian and Traditional Chinese



Bahasa Malaysia and Simplified Chinese



English and Tamil



# Our Identity

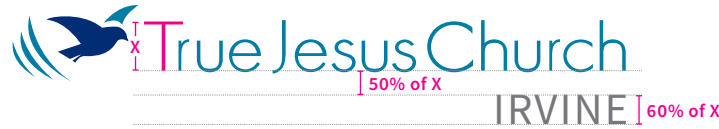
Logo and church location lockup is mainly for internal use and local website only.

To maintain consistency, please refer to the provided guidelines for its construction.

## LOGO + LOCATION

### English

Font: Source Sans Pro-Regular | Color: 65K | Alignment: Right



### Traditional Chinese

Font: Yuanti TC-Regular | Color: 65K | Alignment: Right



### Simplified Chinese

Font: Noto Sans CJK SC-Regular | Color: 65K | Alignment: Right



Do not combine languages



Do not combine languages



# Our Identity

## Space

If there are space constraints, use the logotype only. Do not adjust the logo by changing the kernings of the logotype or the size of the dove symbol.

## Color

If the vendor is not able to match the precise blues of **Pantone 314 C** and **Pantone 288 C**, choose a monochrome logo (black or white).

## Material

Avoid choosing materials that require trim cap. The logo font is light and slim, and the trim cap may not be able to accommodate such thinness. Use of trim cap will likely alter the essence of the typeface. The logotype should not be outlined.

## LOGO FOR CHURCH BUILDING



Preferred color logo

## Space

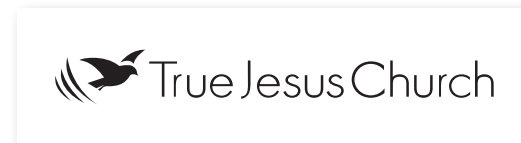
If there are space constraints, use the logotype only

True Jesus Church

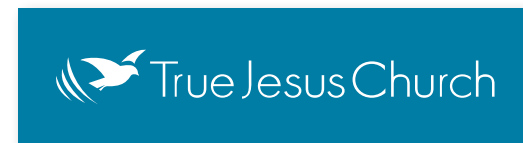
Logotype

## Color

If unable to match the precise blues, choose a monochrome logo



Black



White

## Material

Do not use trim cap



Color logo in trim cap



White logo in trim cap



Trim cap sample

# Our Identity

Use only the color dove symbol over a white background.

The symbol should be 10% smaller than the circle of the given profile image size on various social media platforms.

For example:

## YouTube

Channel Icon: 80 x 80 pixels

Place logo within 72 x 72 pixels circle

Always use the artwork provided and do not attempt to recreate an icon from the logo.

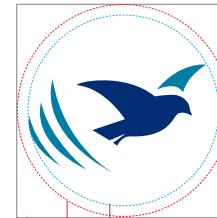
Downloads are available upon request.

## ICON FOR SOCIAL MEDIA

Use the color dove symbol only



YouTube as a sample



72 x 72 (-10%)

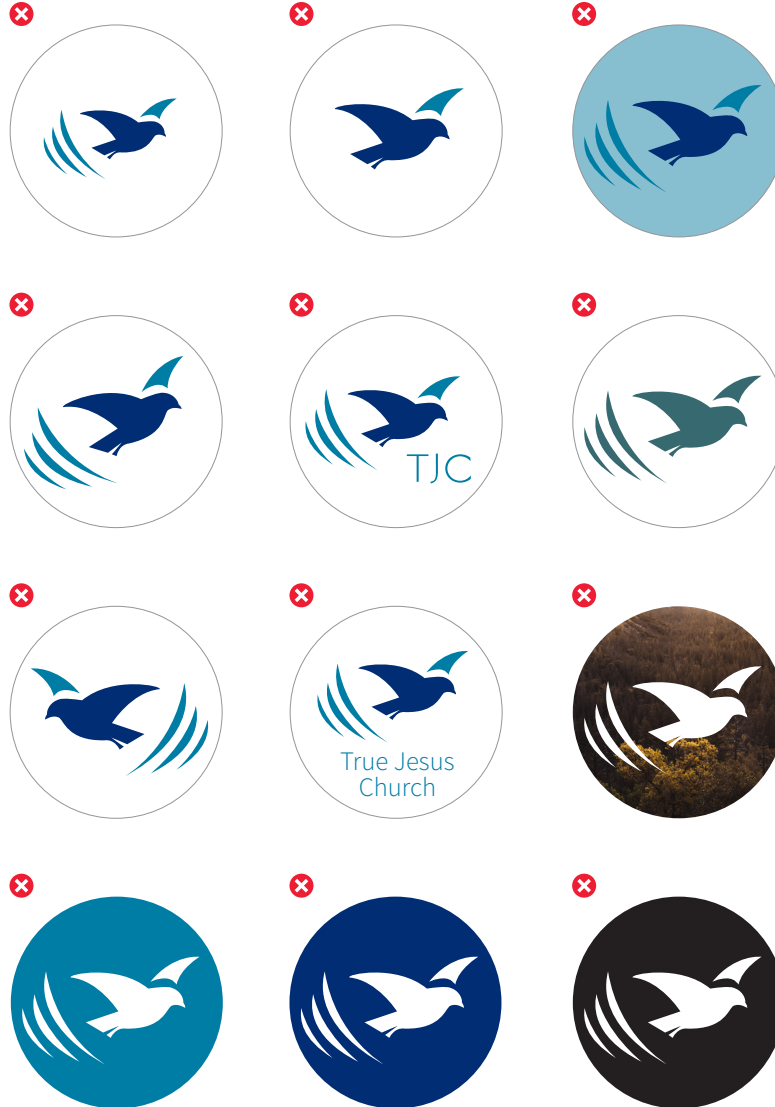
80 x 80 circle (crop)

80 x 80 image file

# Our Identity

To keep the consistency of our identity, please do not create other versions of icon from the symbol.

## ICON FOR SOCIAL MEDIA MISUSE



# Our Identity

## Commemorative logo

For special event.

## EXCEPTION

### Centennial



## Event logo

Integrate the theme, mission and values to serve as a direction or a reminder for the members. Valid only for a stipulated period of time.

### World Delegate Conference



## International ministry

For internal communication only.

### International Youth Ministry



# Our Identity

## BRAND ARCHITECTURE

**We are a branded house, not a house of brands.**

A branded house methodology simply means that True Jesus Church (as an organization) is the brand, and all of our church locations and ministries are under that main brand.

The consistency of our identity communication shall be clearly visible in all applications.

**We are one church.**

**We are a unified body.**

**We have one identity.**

# Typography

Typography is an important aspect of our identity. Our typographic style contributes to our distinctive aesthetic and message. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.

## Our primary sans serif

Our primary *sans serif* typeface is Source Sans Pro, an open source typeface family in a variety of weights and styles, allowing for scope and creativity in application.

It is a modern, distinctive and versatile typeface which has been designed to communicate with confidence and authority, while at the same time infused with a friendly and approachable feel.

Source Sans Pro draws inspiration from the clarity and legibility of twentieth-century American Gothic typeface designs. It reads well in extended settings. This can be seen in the general proportions, which create a more pleasant reading texture in longer text passages.

## Usage

- Materials including business cards, letterhead, invitations, posters, and any other communications materials.
- All web and online digital media.
- The use of *italics* should be minimal. Use Light, Regular and Bold as a starter set for most applications.
- Figures: When Proportional Lining 0123456789 option is not available, Tabular Lining (default) 0123456789 is acceptable.

## Download

This typeface family is available for download at:

<https://identity.tjc.org>

## PRIMARY SANS SERIF

For use in general communications and design

### Source Sans Pro

Source Sans Pro  
Light & Light Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 0123456789

*AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 0123456789*

Source Sans Pro  
Regular & Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 0123456789

*AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 0123456789*

Source Sans Pro  
Bold & Bold Italic

**AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
0123456789 0123456789**

***AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
0123456789 0123456789***

# Typography

## Our primary serif

Our primary *serif* typeface is Crimson Text. It's inspired from oldstyle serif—a gentle, traditional and beautiful serif. Its balance and legibility makes it useful for laying out content with a lot of text.

## Usage

- Crimson Text is the preferable serif typeface for formal communications, i.e. church letter and announcement.
- All web and online digital media.
- The use of *italics* should be minimal. Use Regular and Semi Bold as a starter set for most applications.

## Download

This typeface family is available for download at:

<https://identity.tjc.org>

## PRIMARY SERIF

For use in general communications and design

### Crimson Text

Crimson Text  
Regular & Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

*AaBbCcDdEeFfGgHhIiJjKkLlMm*  
*NnOoPpQqRrSsTtUuVvWwXxYyZz*  
*0123456789*

Crimson Text  
Semibold & Italic

**AaBbCcDdEeFfGgHhIiJjKkLlMm**  
**NnOoPpQqRrSsTtUuVvWwXxYyZz**  
**0123456789**

***AaBbCcDdEeFfGgHhIiJjKkLlMm***  
***NnOoPpQqRrSsTtUuVvWwXxYyZz***  
***0123456789***

Crimson Text  
Bold & Italic

**AaBbCcDdEeFfGgHhIiJjKkLl**  
**MmNnOoPpQqRrSsTtUuVv**  
**WwXxYyZz**  
**0123456789**

***AaBbCcDdEeFfGgHhIiJjKkLl***  
***MmNnOoPpQqRrSsTtUuVv***  
***WwXxYyZz***  
***0123456789***

# Typography

## Our secondary serif

Our secondary *serif* typeface is Playfair Display, a typeface family well suited for titling and headlines. It has an extra large x-height and short descenders. It can be set with no leading if space is tight, for instance in news headlines, or for stylistic effect in titles. Capitals are extra short, and only very slightly heavier than the lowercase characters. This helps achieve a more even typographical color when typesetting proper nouns and initialisms. Languages, like German, where nouns are capitalized, particularly benefit from this lower contrast between lower and upper case glyphs. In German, with its many capitalized words, and in other European languages that use many diacritical characters, it is advised to use more leading.

## Usage

Playfair Display & SC should be used in **titling and headlines**. Regular and italic can be used sparingly in body text. For long paragraphs, Source Sans Pro is preferred. The use of italics should be kept to a minimum. Avoid all caps or SC in italics.

## Download

This typeface family is available for download at:  
<https://identity.tjc.org>

## SECONDARY SERIF

For use in titling and headlines

# Playfair Display & Small Caps (sc)

Playfair Display  
Regular & Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

*AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789*

Playfair Display SC  
Regular

AABBCcDDEEFFGGHhIiJjKkLLMMNNOOPPQQRRSSTTUUVVWW  
XXYYZZ 0123456789

Playfair Display  
Bold & Bold Italic

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789**

***AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789***

Playfair Display SC  
Bold

**AABBCcDDEEFFGGHhIiJjKkLLMMNNOOPPQQRRSSTTUUVVWW  
XXYYZZ 0123456789**

Playfair Display  
Black & Black Italic

**AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
0123456789**

***AaBbCcDdEeFfGgHhIiJjKkLl  
Mm.NnOoPpQqRrSsTtUuVv  
Ww.XxYyZz  
0123456789***

Playfair Display SC  
Black

**AABBCcDDEEFFGGHhIiJjKkLLMMNNOOPPQQRRSSTTUUVVWW  
XXYYZZ 0123456789**



# Graphic Elements

## Theme colors

The color blue (in Hebrew, *tekelet*) is heavenly. It represents the true church is of heaven and is preaching the complete gospel.

The first blue is ***Pantone 314 C*** and the second blue is ***Pantone 288 C***.

Blue is sublime. It is an assigned color not only for the holy garments of Aaron (the High Priest), the attires of Israelites, the curtains of Tabernacle, but also the only color being used for the clothes covering the Ark of Covenant and the other articles in the wilderness. Internally, it reminds the church—the member, a holy nation—is of God.

“But our citizenship is in heaven, and from it we await a Savior, the Lord Jesus Christ...” (Philippians 3:20).

## COLOR PALETTE

### Theme



**Pantone 314 C**  
HEX # 007da4

R 0  
G 125  
B 164

C 87  
M 41  
Y 22  
K 1



**Pantone 288 C**  
HEX # 23356f

R 35  
G 53  
B 111

C 100  
M 91  
Y 27  
K 15

# Graphic Elements

## Photography of church and brethren

“A new commandment I give to you, that you love one another... By this all will know that you are My disciples, if you have love for one another” (John 13:34–35).

The preferred pictures should be warm, welcoming and real. The pictures should:

- be taken at church premises or during the actual church events/activities.
- feature family value of care and concern.
- show joy, engagement, and diversity.

\*\* These pictures are for inspirational use only. Please check the usage permission of the photos with the church/event/person before releasing your artwork to the public.

## PHOTOGRAPHY DIRECTION

Warm, welcoming and real.



Shoot through available objects



Create a sense of depth



Try black and white, close-up shots for vibrant display



Show diversity



Display joy and engagement



Minimize flash outdoors and try silhouette photography



Use drone for aerial view



Activity photos—focus on details, be bold and simple



# Graphic Elements

## Stock photos

Go for the pictures that are therapeutic, hopeful and exalted—photos that could enhance the message we want to send in a positive manner.

“For since the creation of the world His invisible attributes are clearly seen, being understood by the things that are made, even His eternal power and Godhead, so that they are without excuse” (Romans 1:20).

## PHOTOGRAPHY DIRECTION

Therapeutic, hopeful and exalted.



# Stationery

## Letterhead & business card

This is an example of the church letterhead and business card. A clean and organized appearance with flush left format presents an honest communication profile.

### Size:

Letterhead: Letter and A4

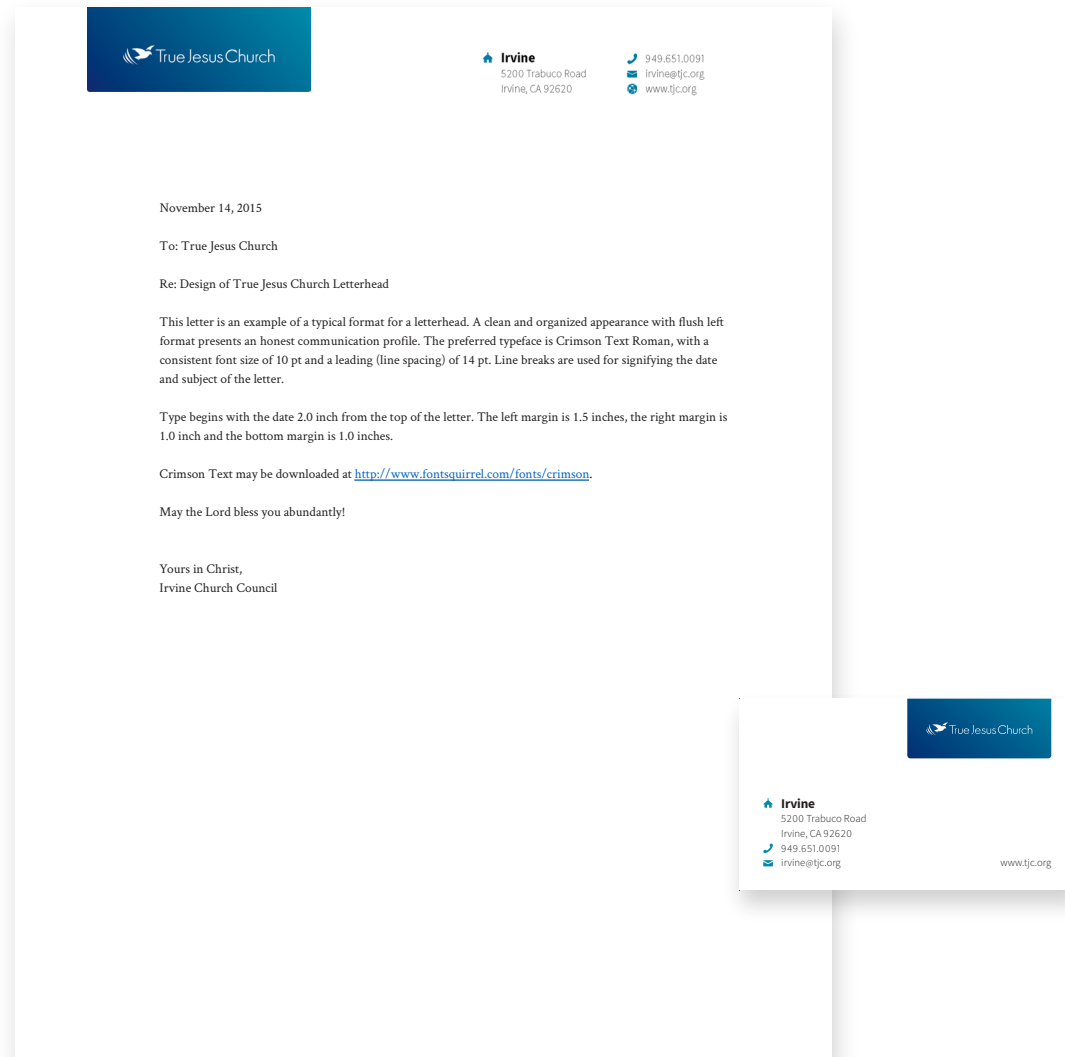
Business card: 3.5 in x 2 in

### Download

Templates are available at:

<https://identity.tjc.org>

## LETTERHEAD & BUSINESS CARD



# Stationery

## WELCOME FOLDER

### Welcome folder

This is an example of the church welcome folder. A crisp and organized appearance presents a welcoming profile.

### Size:

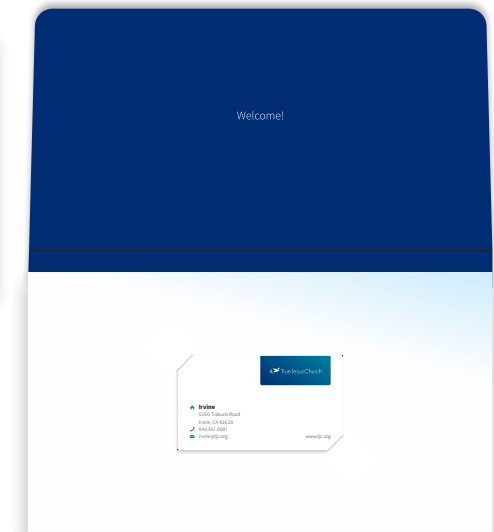
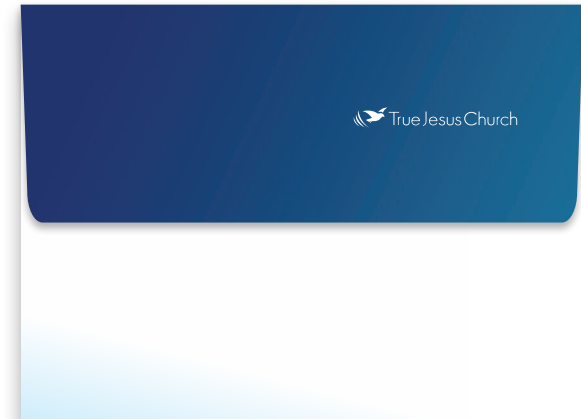
Large: 12 in x 9 in

Small: 9 in x 6 in

### Download

Templates are available at:

<https://identity.tjc.org>



# Resources

## Download

To download the identity materials—logos, fonts, stationery templates, the identity guidelines quick reference and the identity guidelines booklet, please visit:

<https://identity.tjc.org>

For any questions or requests, please email:

[contact@tjc.org](mailto:contact@tjc.org)

## IDENTITY MATERIALS



**TRUE JESUS CHURCH**  
International Assembly of the True Jesus Church  
21217 Bloomfield Avenue  
Lakewood, CA 90715, USA  
[www.tjc.org](http://www.tjc.org)

**We are one church.  
We are a unified body.  
We have one identity.**