



# Our Branding STANDARDS

EVERYTHING YOU NEED TO KNOW ABOUT OUR BRAND



**taylors**<sup>™</sup>  
first baptist church

# Taylor's First Baptist Church

# PRINTING INFORMATION

## COLOR PROFILES

### RGB

RGB (Red, Green and Blue) is the color space for digital images. Use the RGB color mode if your design is supposed to be displayed on any kind of screen. If the end destination of your design project is a digital screen, use the RGB color mode. This would go for anything that involves computers, smartphones, tablets, TVs, cameras, etc.

Usage: Social media, web, TV, emails, powerpoint

### CMYK

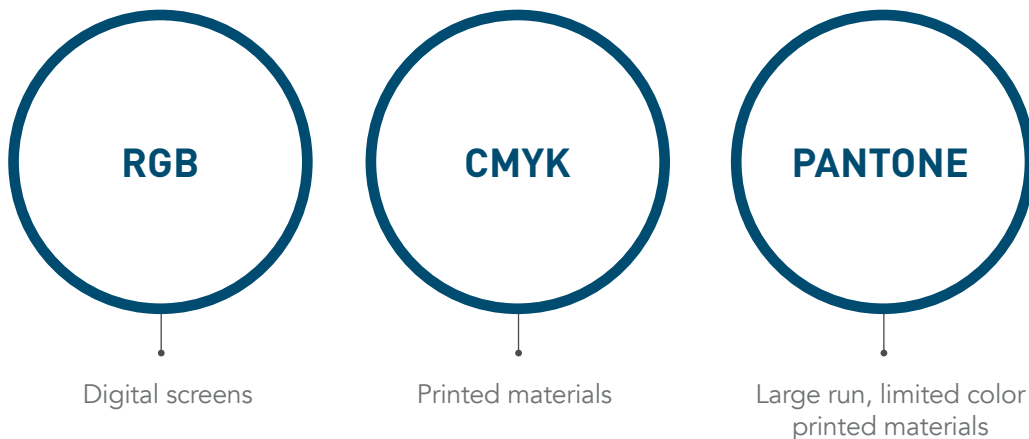
CMYK (Cyan, Magenta, Yellow, Key/Black) is the color space for printed materials. Use CMYK for any project design that will be physically printed, not viewed on a screen. If you need to recreate your design with ink or paint, the CMYK color mode will give you more accurate results.

Usage: Business cards, flyers, pamphlets, signage

### Pantone

Pantone Colors are referring to the color specified in the Pantone Matching System (PMS). This is a proprietary, standardized color system used across many industries. CMYK colors are ideal for full color images, such as photographs. CMYK colors also vary in consistency from printer to printer. Pantone colors should be used for large, limited color printing to ensure the consistency of colors across all printed media.

Usage: Large signage, large print runs





# The CHURCH

TAYLORS FIRST BAPTIST CHURCH



**taylors**<sup>™</sup>  
first baptist church



**ENCOUNTER** GOD.

**EQUIP** BELIEVERS.

**ENGAGE** THE WORLD.

**ESTABLISH** THE CHURCH.

**We the church exist to display the glory of God  
by being built upon and centered in the gospel of  
Jesus Christ and by living generously to reach a  
world desperate for hope.**

As the community of believers, called Taylors First Baptist Church, we value...



## **Biblical Authority**

The Bible is God's Holy Word and our authority for everything we say and do.



## **Christ-Centered Worship**

Jesus is the center of our worship in our personal life and our worship together.



## **Gospel Urgency**

The good news of Jesus Christ must be proclaimed by us in our neighborhoods and to the nations.



## **Life Transformation**

The Word of God applied to our lives leads us to live a faithful and fruitful life for His glory.



## **Generous Living**

The Gospel transforms our lives in such a way that we give our talents, time, and treasure generously to be used for His Kingdom.



## **Everybody Serves**

Like Jesus, we as His people are called to serve by using our God-given gifts for God's glory and the good of others.



## **Prayerful Dependence**

In all of our plans and programs, we are utterly dependent on the Lord for their fruitfulness. Therefore, we pray always.



# Taylor's First Baptist Church

# CORE VALUES FORMAT

## HOW TO REPRESENT OUR CORE VALUES

The format below represents the guideline that all core values should comply to.

Each core value has a unique icon. This sentence should be included above the values when referencing one or more core values: "As the community of believers, called Taylor's First Baptist Church, we value..."

The Core Values are stylized content that should follow the main formatting of the Taylor's First Baptist Church brand standards, and should not deviate from the typography or color schemes as outlined below.

- Core values text can be used in conjunction with the corresponding icon or with text alone. Icon can be used alone as an additional design element, but should not be used if the corresponding text is not on the same page or spread to maintain consistency and brand familiarity.
- Each core value can be differentiated with its own unique color. Once a color is selected, the core value should not modify that color across print or web collateral. The color must remain the same across all collateral. Please refer to the following page for a list of colors that should be used for each core value.
- Core value colors were selected to harmonize with the main Taylor's First Baptist brand and should not deviate from the colors reflected on the following page.

---

## TYPOGRAPHY

Each core value wordmark uses 2 fonts (listed below).

AaBbCcDd

Rylan-Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

AaBbCcDd

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Biblical Authority

● PANTONE 381 C  
● R=198 G=208 B=46  
● C=27 M=5 Y=100 K=0  
● #c5cf2e



## Christ-Centered Worship

● PANTONE Bright Red  
● R=241 G=88 B=34  
● C=0 M=88 Y=100 K=0  
● #f15822



## Gospel Urgency

● PANTONE 2905 C  
● R=120 G=208 B=235  
● C=48 M=0 Y=5 K=0  
● #78d0eb



## Life Transformation

● PANTONE 348 C  
● R=38 G=138 B=87  
● C=82 M=21 Y=82 K=10  
● #278a57



## Generous Giving

● PANTONE 2665 C  
● R=118 G=84 B=163  
● C=63 M=78 Y=0 K=0  
● #7654a3



## Everyone Serves

● PANTONE 214 C  
● R=225 G=44 B=88  
● C=6 M=96 Y=56 K=0  
● #e12c58



## Prayerful Dependence

● PANTONE 144 C  
● R=240 G=157 B=32  
● C=4 M=43 Y=100 K=0  
● #ef9e24



# Taylors First Baptist Church LOGO

The logo treatments shown here are the standard treatments to be used in your communications. Choose the version that fits your application.

- Logo may not be changed in any way from the standards set in this manual.
- Logo is NEVER to be stretched either vertically or horizontally.
- Logo icon must stay proportional in size to the rest of the logo. It may not be enlarged or reduced unless standing alone as a graphical element.

## Primary Logo for Print Applications



## Primary Logo for Web/TV/Screen Applications

Due to the resolution of various monitors and screens, we recommend using the solid color logo without gradients (Below)



## Primary Logo for embroidery

Due to the nature of embroidery, the fonts used on the logo must be enlarged. Use the logo below for easy readability. The logo can also be used in a single color with this same format for embroidery.



## Alternate logos (1 color)





# Acceptable LOGO VARIATIONS

The logo variation shown here is the only approved variation to be used in your Advertising.



## Logo Guidelines

- Logo icon must stay proportional in size to the rest of the logo. It may not be enlarged or reduced unless standing alone as a graphical element.
- This logo variation is NEVER to be stretched either vertically or horizontally.
- Logo should not change color (other than what is specified in the manual).
- Logo should be used in its entirety. Never remove elements of the logo, unless specified in the manual



WE ARE TAYLORS FIRST BAPTIST CHURCH



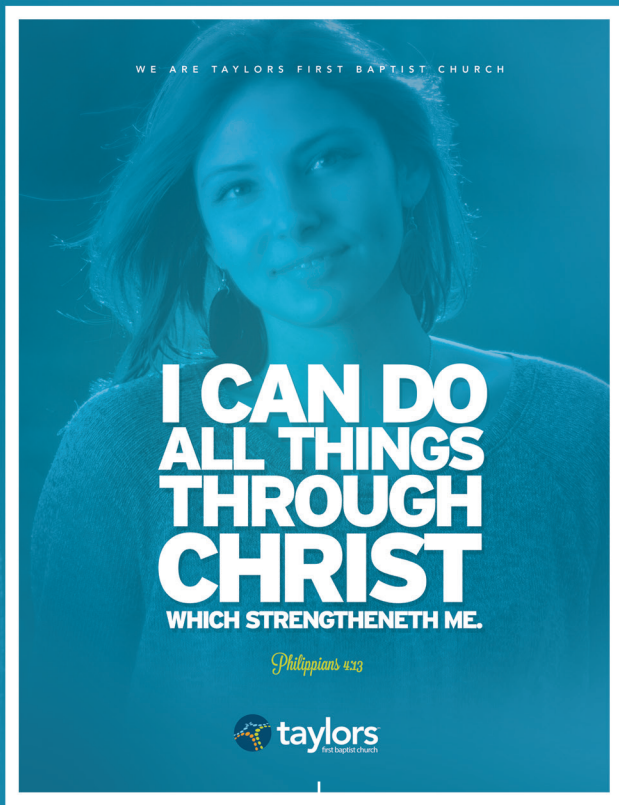
**I CAN DO  
ALL THINGS  
THROUGH  
CHRIST**  
**WHICH STRENGTHENETH ME.**

**Philippians 4:13**

EXAMPLE OF THE ICON USED ON  
INTERNAL COLLATERAL

# Taylor's First Baptist Church LOGO USAGE

The following guidelines outline the usage of the main Taylor's FBC logo on various collateral.



FULL LOGO USED ON  
EXTERNAL COLLATERAL

## WHEN TO USE THE FULL LOGO

The Taylor's First Baptist Church logo should be used in its entirety as much as possible.

### All External Collateral

The full logo is ALWAYS to be used on external collateral pieces. You may NOT use the icon by itself on external collateral unless it is used along with the full logo. For example, if you decide to use the icon as a background watermark (as shown on this page), you MUST also include the full logo on the page.

### Internal Collateral

The full logo should be the primary choice for most all internal church collateral. See below for acceptable uses of the icon only.

## WHEN TO USE THE ICON BY ITSELF

### Internal Collateral

The icon of the Taylor's FBC logo may be used as a design element on any internal collateral pieces. The image to the left shows an example of a flyer using only the icon of the Taylor's FBC logo.



# LOGO WITH GRADIENTS



This is the standard treatment to be used with Process Printing.

This logo is to be used on all print advertisement where possible: letterhead, stationary, business cards, note cards, print ads, brochures, rack cards, posters, etc.

● C=88 M=45 Y=13 K=68

● C=88 M=45 Y=13 K=45

● C=27 M=5 Y=100 K=0

● C=72 M=21 Y=72 K=4

● C=4 M=43 Y=100 K=0

● C=4 M=43 Y=100 K=0

● C=70 M=15 Y=0 K=0

● C=48 M=0 Y=5 K=0



This is an alternate treatment to be used with Process Printing in the case that the standard colors become hard to see/read on a dark or similar colored background. For example, if your background is the same blue as the text on the logo, you may change the text of the logo to white (shown here).

This logo may NOT be used on light colored backgrounds.

The only color that differs from the standard logo above is the text color. (C=0 M=0 Y=0 K=0)



This is the standard treatment to be used with all One-Color Black Printing.

The black logo is to be used in all fax documents, newspaper advertisement, and other printed pieces that do not allow the use of color.

● C=0 M=0 Y=0 K=100



This is an alternate treatment to be used with all Process Printing in the case that the standard colors become hard to see/read on a background.

This is also the standard treatment to be used with all One-Color printing where a dark image or black is used in the background.

● C=0 M=0 Y=0 K=100

○ C=0 M=0 Y=0 K=0

# LOGO WITHOUT GRADIENTS

This is the standard treatment to be used with all Web/Screen applications.

This logo is to be used on all web advertisement where possible: website, web ads, tv commercials, etc.



● R=0 G=76 B=112

● R=198 G=208 B=46

● R=240 G=157 B=32

● R=120 G=208 B=235

● #004c70

● #c6d12d

● #f29e1e

● 77d0ec



This is an alternate treatment to be used with all Web/Screen applications in the case that the standard colors become hard to see/read on a dark or similar colored background.

This logo may NOT be used on light colored backgrounds.

The only color that differs from the standard logo above is the text color. (R=255 G=255 B=255)

This is the standard treatment to be used with all Spot-Color Printing.

This logo using PANTONE colors is for use with all 2-color printing. It is also for use in reference to color choice in vinyl lettering for signage.



● PANTONE 654 C

● PANTONE 381 C

● PANTONE 144 C

● PANTONE 2905 C

This is the standard treatment to be used with all One-Color Printing.

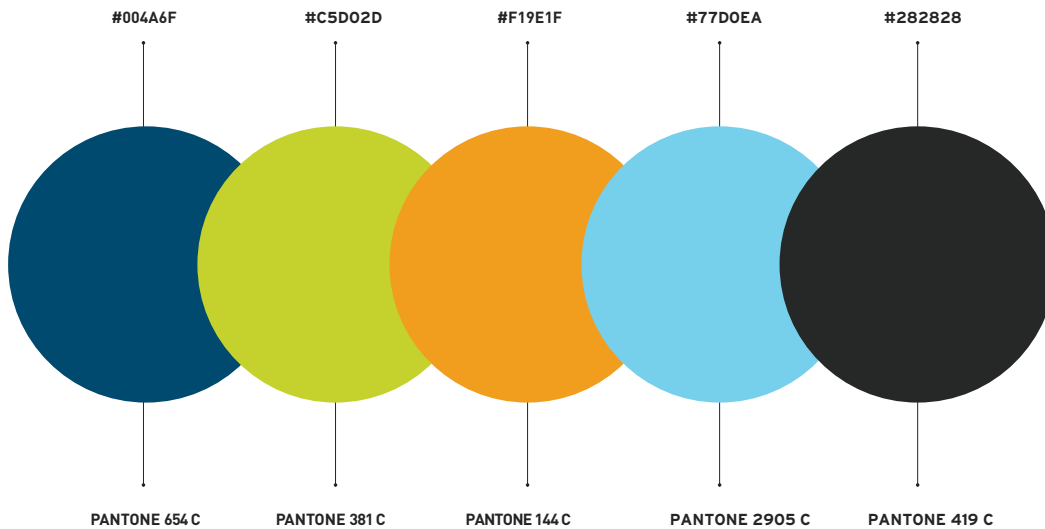
The one color logo is to be used in all applications that do not allow the use of multiple colors.



● R=0 G=76 B=112

# The Taylors Brand COLOR PALETTE

The palette outlined below contains the primary colors to be used in all Taylors collateral. The colors are bright and inviting. Our colors are meant to display the joy and excitement we have as we worship, grow, serve and share the love of Jesus with our community.





# ENCOUNTER GOD

We trust that as we preach and sing the Word of God, present the gospel in truth and fullness, and worship in a manner that is Christ-exalting, God-honoring, and theologically sound, people will be changed by Jesus and worship Him.

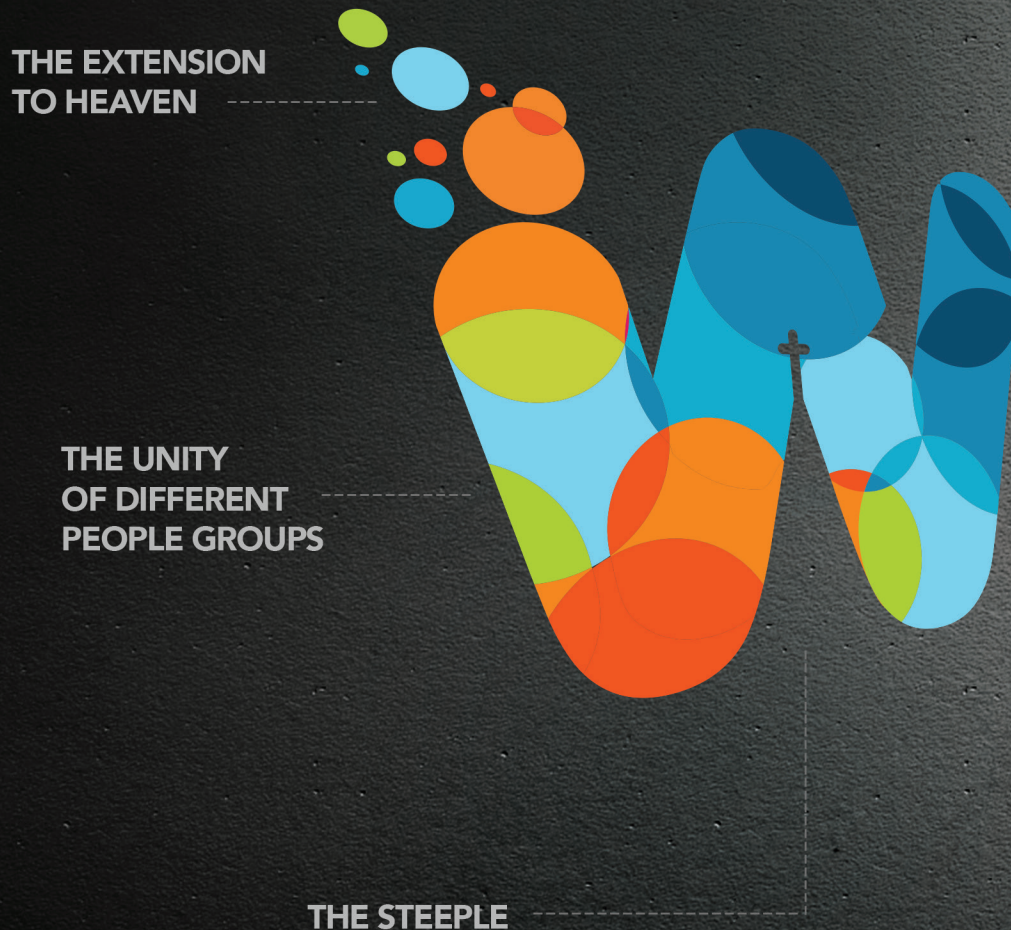


**taylor's**<sup>™</sup>  
first baptist church



# Taylor's First Baptist Church

## WORSHIP LOGO



### The Colors

The colors reinforce the Taylor's FBC brand. The purpose of the multitude of colors is to portray excitement as well as conveying the fact that many people groups of all ages join together to engage in worship.

### The Icon

The icon used for the Worship Ministry conveys several visible and hidden meanings. The "W" is the first letter of worship, but the up and down nature of the letter represents the union of worship between heaven and earth. Worship is specifically mentioned in the Bible as an action we will engage in both on earth and in heaven. The negative space of the W forms directional arrows, signifying the union between heaven and earth.

The negative space in the lower portion of the logo forms a steeple. The steeples of the church are very iconic in the community as well as the church throughout history. The steeple represents reaching out to God, drawing closer to Him. That is in essence why we worship. It is a way to communicate to God...to draw closer to Him and feel His presence.



# Taylor's Worship LOGO USAGE

The following guidelines outline the usage of the Taylor's Worship logo in collateral

## Internal Collateral



Promoting the music/drama presentation at the church to people in the church

## External Collateral



Encouraging others to visit Taylor's FBC



Promoting an event outside of the church

## PRINT/WEB/SOCIAL

Taylor's Worship is an extension of Taylor's First Baptist Church. It can also stand alone as a separate division of the church. Because it can stand alone as well as be used in conjunction with church collateral, please be sure to choose the appropriate rule for usage.

1. When creating a collateral piece that highlights an event that is created and led by Taylor's Worship (with the intention to promote the event rather than the church), you may tag the collateral piece with the Taylor's Worship logo.

Ex: Taylor's Worship would like to promote its Student Choir Music/Mission Trip to Daytona Beach, FL. Because the event is intended to draw awareness to Taylor's Worship (not the church), the Taylor's Worship logo may be used on the collateral piece.

Ex: Taylor's Worship would like to promote the Easter Worship event to people in the church. They may use the Taylor's Worship logo for internal collateral. For external collateral, they must use the Taylor's FBC logo because the intent is to draw people to the church through music.

2. When creating (external) material that encourages people to visit the church, use the Taylor's FBC main logo, even if Taylor's Worship is heavily involved in the event.

Ex: When you are promoting the Easter service at Taylor's, tag the collateral piece with the Taylor's FBC logo. The collateral piece is intended to promote and encourage visitation of the church.

# Taylor's First Baptist Church WORSHIP LOGO

## LOGO FORMAT

The format below represents the guideline that the Taylor's Worship logo should comply to.

- Logo may not be changed in any way from the standards set in this manual.
- Logo is NEVER to be stretched either vertically or horizontally.
- Logo icon must stay proportional in size to the rest of the logo. It may not be enlarged or reduced unless standing alone as a graphical element.

## PRIMARY LOGO FOR PRINT/WEB/TV/SCREEN APPLICATIONS



## ALTERNATE LOGO FORMAT

The alternate logo is to be used when the size or space on the collateral piece is not conducive to use the horizontal layout.



## ADDITIONAL ALTERNATE LOGOS (1 COLOR)



# WORSHIP LOGO COLOR PALETTE



This is the standard treatment to be used with Process Printing.

This logo is to be used on all print advertisement where possible: letterhead, stationary, business cards, note cards, print ads, brochures, rack cards, posters, etc.

- C=97 M=68 Y=36 K=19
- C=83 M=34 Y=16 K=0
- C=46 M=0 Y=5 K=0
- C=27 M=5 Y=93 K=0
- C=0 M=57 Y=100 K=0
- C=0 M=81 Y=100 K=0



This is the standard treatment to be used with all Web/Screen applications.

This logo is to be used on all web advertisement where possible: website, web ads, tv commercials, etc.

- |                     |            |
|---------------------|------------|
| ● R=8 G=78 B=111    | ● # 064e6f |
| ● R=20 G=174 B=206  | ● # 0b89b3 |
| ● R=126 G=210 B=235 | ● # 7ed0ea |
| ● R=197 G=208 B=61  | ● # acd037 |
| ● R= 246 G=135 B=31 | ● # f6881f |
| ● R=241 G=88 B=34   | ● # f15623 |



This is the standard treatment to be used with all Spot-Color Printing.

This logo using PANTONE colors is for use with all 2-color printing. It is also for use in reference to color choice in vinyl lettering for signage.

- PANTONE 654 C
- PANTONE 306 C
- PANTONE 297 C
- PANTONE 381 C
- PANTONE 164 C
- PANTONE 166 C

# Taylors First Baptist Church

## REGENERATION

## STUDENT CHOIR LOGO

### LOGO FORMAT

The format below represents the guideline that the Regeneration Student Choir logo should comply to.

- 1.) The Regeneration Student Choir logo consists of 2 parts—the wordmark & the icon. The logo can be used in full color or in any one of the colors described on the next page.
- 2.) The icon be used alone. The wordmark cannot. The icon can be used in full color or in any one of the colors described on the next page.

ONE COLOR  
LOGO VERSION



### LOGO TYPOGRAPHY

The Regeneration Student Choir logo uses the 2 fonts (listed below). The first line of the logo utilizes Montserrat Bold. The second line of the logo utilizes Montserrat Regular.

**AaBbCcDd**

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

AaBbCcDd

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



# REGENERATION LOGO COLOR PALETTE



CMYK colors is the standard treatment to be used with Process Printing. This color mode is to be used on all print advertisement where possible: letterhead, stationary, business cards, note cards, print ads, brochures, rack cards, posters, etc.

For spot-color printing (typically used with all 2-color printing or for vinyl lettering on signage), use the one color version in any of the described Pantone colors listed below.



●	C=98	M=69	Y=35	K=18	/	Pantone 3025 C
●	C=83	M=34	Y=16	K=0	/	Pantone 7689 C
●	C=73	M=10	Y=14	K=0	/	Pantone 7702 C
●	C=48	M=0	Y=5	K=0	/	Pantone 297 C
●	C=0	M=81	Y=100	K=0	/	Pantone 1655 C
●	C=48	M=0	Y=5	K=0	/	Pantone 144 C
●	C=38	M=0	Y=100	K=0	/	Pantone 375 C

RGB colors are the standard treatment to be used with all Web/Screen applications. This color version of the logo or icon is to be used on all web advertisement where possible: website, web ads, tv commercials, IMAGS, etc.

●	R=0	G=76	B=112	/	#004c6f
●	R=5	G=138	B=181	/	#0489b4
●	R=20	G=174	B=206	/	#13adcd
●	R=120	G=208	B=235	/	#77d0ea
●	R=241	G=88	B=34	/	#f05722
●	R=246	G=135	B=31	/	#f5871f
●	R=171	G=208	B=55	/	#abcf37



This is an alternate treatment to be used with Process Printing in the case that the standard colors become hard to see/read on a dark or similar colored background. This logo may NOT be used on light colored backgrounds.

The only color that differs from the standard logo above is the wordmark's colors to white (C=0 M=0 Y=0 K=0) and the light blue described above (C=48 M=0 Y=5 K=0).



# EQUIP BELIEVERS

We equip believers to know and engage with the Word of God, practice spiritual disciplines, and exercise their spiritual gifts in order that the body of Christ may grow up to full maturity. We also long to see each believer walking with Jesus, being transformed more and more into His likeness.



**taylor's**<sup>™</sup>  
first baptist church

# Taylors First Baptist Church EQUIP LOGO

## LOGO FORMAT

The format below represents the guideline that the Taylors Equip logo should comply to.

- Logo may not be changed in any way from the standards set in this manual.
- Logo is NEVER to be stretched either vertically or horizontally.
- Logo icon must stay proportional in size to the rest of the logo. It may not be enlarged or reduced unless standing alone as a graphical element.

## PRIMARY LOGO FOR PRINT/WEB/TV/SCREEN APPLICATIONS



## ALTERNATE LOGOS



# Taylor's First Baptist Church EQUIP LIFE STAGE LOGOS

## LOGO FORMAT

The format below represents the guideline that all Equip life stage logos should comply to.

The Equip life stage logo consists of two parts:

- 1.) Each life stage has a unique icon.
- 2.) The life stage name consists of 3 lines. The first line is always the Taylors name. The second line is the name of the life stage. The third line is optional. The third line can be utilized for lengthy life stage names.



## LOGO TYPOGRAPHY

Each life stage logo uses 2 fonts (listed below).

The second line of the logo utilizes Avenir Heavy. The optional third line of the logo utilizes Myriad Pro Regular.

AaBbCcDd

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

AaBbCcDd

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## ADDITIONAL INFO

- The Equip life stage icon must be enclosed in a circle
- The life stage icon must remain proportional to the remainder of the logo
- Each life stage can be differentiated with its own unique color. Once a color is selected, the life stage should not modify that color across print or web collateral. The color must remain the same across all collateral.

# EQUIP LIFE STAGE LOGOS

This is the standard treatment to be used with all printing for each logo.

## TAYLORS CHILDREN LOGOS



- PANTONE 123
- R=239 G=158 B=32
- C=4 M=43 Y=100 K=0
- #ffc72c



- PANTONE 291U
- R=124 G=189 B=235
- C=47 M=13 Y=0 K=0
- #7fbee5



- PANTONE 521U
- R=171 G=138 B=181
- C=34 M=49 Y=6 K=0
- #a98bb5



- PANTONE 3242U
- R=86 G=216 B=212
- C=56 M=0 Y=24 K=0
- #5ddbd3

## TAYLORS STUDENT LOGOS



- PANTONE 2985
- R=51 G=153 B=204
- C=70 M=15 Y=0 K=0
- #5bc2e7



- PANTONE 375U
- R=108 G=199 B=43
- C=60 M=0 Y=100 K=0
- #73c92d



- PANTONE 2665
- R=124 G=93 B=198
- C=62 M=73 Y=2 K=0
- #8c6fca



- PANTONE 2463
- R=92 G=111 B=117
- C=67 M=41 Y=51 K=14
- #5c6f75



- PANTONE 7455U
- R=107 G=116 B=183
- C=64 M=56 Y=0 K=0
- #6b74b7



- PANTONE 3272C
- R=0 G=161 B=155
- C=100 M=4 Y=50 K=0
- #00a19b



- PANTONE 1797
- R=201 G=69 B=68
- C=15 M=87 Y=76 K=4
- #c94444



- PANTONE Bright Red
- R=239 G=71 B=35
- C=0 M=87 Y=100 K=0
- #ef4723



- PANTONE 708
- R=254 G=153 B=168
- C=0 M=51 Y=17 K=0
- #f597a8
















































- PANTONE 466
- R=196 G=163 B=113
- C=13 M=27 Y=56 K=13
- #c4a371



# SECONDARY COLORS

The secondary color can be used as an accent or background color for life stage collateral materials. The secondary color is used as the background of the examples below.

 <b>taylor's</b> <b>children</b>	 PANTONE 7426C  R=181 G=31 B=60	 C=20 M=100 Y=76 K=10  #a4123f
 <b>taylor's</b> <b>students</b>	 PANTONE 540C  R=0 G=46 B=82	 C=100 M=83 Y=41 K=37  #003057
 <b>taylor's</b> <b>college</b>	 PANTONE 2432C  R=222 G=139 B=95	 C=11 M=53 Y=67 K=1  # de8b5f
 <b>taylor's</b> <b>young adults</b>	 PANTONE 2695C  R=42 G=24 B=71	 C=91 M=98 Y=39 K=43  # 2a1847
 <b>taylor's</b> <b>singles</b>	 PANTONE 7463C  R=0 G=43 B=73	 C=100 M=80 Y=43 K=45  # 002b49
 <b>taylor's</b> <b>married</b>	 PANTONE 275C  R=32 G=15 B=61	 C=93 M=98 Y=39 K=52  # 200f3d
 <b>taylor's</b> <b>men</b>	 PANTONE 1815C  R=96 G=0 B=9	 C=35 M=100 Y=91 K=55  # 600009
 <b>taylor's</b> <b>women</b>	 PANTONE 58-6C  R=170 G=55 B=74	 C=25 M=91 Y=64 K=13  # aa374a
 <b>taylor's</b> <b>seniors</b>	 PANTONE 4695C  R=85 G=48 B=39	 C=44 M=73 Y=74 K=55  # 553027

# Equip Ministries LOGO VARIATIONS

The guidelines below outline the alternate versions of any life stage logo. Choose the version that fits your application.

## PRIMARY LOGO

The primary logo should be used in every case possible, including print collateral, web material, and social media.



## SECONDARY LOGO

The secondary logo is an “inverted” version of the primary logo and can be used in any case where a boost of color is needed. The secondary logo can be utilized on dark colored backgrounds.



## ALTERNATE LOGO (1 COLOR)

The alternate logo can be used anywhere that multiple colors are not allowed. The one color version applies to both the primary and secondary logo styling. The one color version must include the unique color of the life stage OR black, white, or gray can be used as single color options.



# Equip Ministries LOGO USAGE

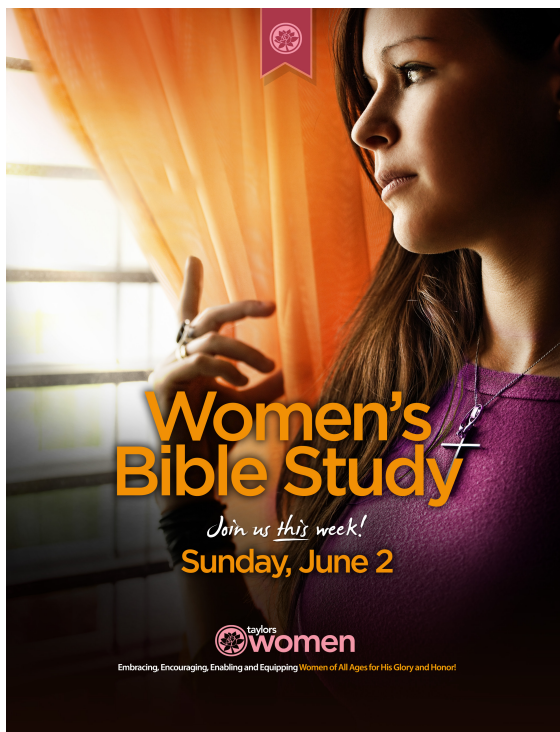
The following guidelines outline the usage of the Equip life stage logos on various collateral.

## LIFE STAGE COLLATERAL

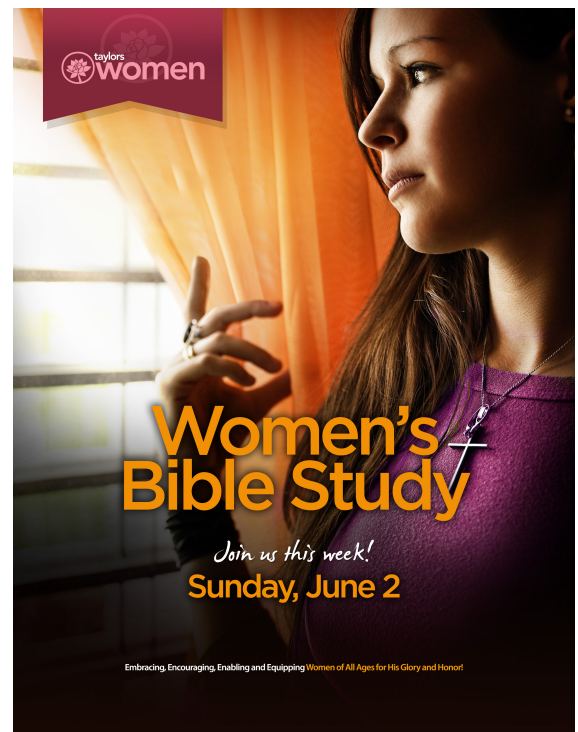
### PRINT COLLATERAL

Because of the nature of design of various print pieces, the Equip life stage logo can be placed in a “tab” in the upper left or right corner of the collateral piece OR near the bottom of the piece. You can use either the primary or secondary life stage logo on print collateral.

Here are a few examples of how the Equip life stage logo can be displayed on print collateral pieces.



LOGO ON BOTTOM CENTER



LOGO IN TOP LEFT CORNER

### WEB AND SOCIAL MEDIA

Web and social media guidelines should mimic the print guidelines (shown above). Due to the the small size of many web pieces, the life stage logo can be used as well as just the icon of the life stage.

For example, if Taylors Women would like to post an event on social media, they can choose to use the full Taylors Women logo OR just the Taylors Women icon (flower).

# OTHER COLLATERAL

## Equip life stage icons can be used to specify the group of people targeted for an event or message

When using Equip life stage logos on collateral pieces that are church-wide or not life-stage specific, the icon can be used to specify what group of people the collateral piece is targeting.

For example, if Taylors First Baptist Church would like to promote a Worship Night for all Young Adults and College students in the church, the Young Adult and College life stage icons can be used together on the flyer.

(See example to the left)

Icons can be used in the corners or bottom center of the collateral piece. Icons should remain small in size, not detracting for the message of the collateral piece.



# Equip Ministries LIFE GROUPS LOGO

## LOGO FORMAT

The format below represents the guideline that all Life Groups logos should comply to.

1.) The Life Groups logo consists of 3 parts. The first part is the main logo, consisting of the icon and "Life Group" wordmark. The second part of the logo is the name of the group. The third part of the Life Group logo is the life stage icon (optional). The Life Group leader can use life stage icons to note the age group that the Life Group is intended for.

2.) The colors of the Life Groups logo remains the same for each group. Reference the colors to the right.

WITHOUT  
LIFE STAGE  
LOGO



WITH  
LIFE STAGE  
LOGO  
(OPTIONAL)



## LOGO TYPOGRAPHY

Each Life Group logo uses 2 fonts (listed below).

The first line of the logo utilizes DOCK11 Heavy. The second line of the logo utilizes Myriad Pro Regular.

**A B C D E F G**

**DOCK11 HEAVY**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9**

A a B b C c D d

Myriad Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

# LIFE GROUPS LOGO COLOR PALETTE



This is the standard treatment to be used with Process Printing.

This logo is to be used on all print advertisement where possible: letterhead, stationary, business cards, note cards, print ads, brochures, rack cards, posters, etc.

- C=93 M=59 Y=24 K=5
- C=27 M=5 Y=100 K=0
- C=4 M=43 Y=100 K=0
- C=48 M=0 Y=5 K=0



This is the standard treatment to be used with all Web/Screen applications.

This logo is to be used on all web advertisement where possible: website, web ads, tv commercials, IMAGS, etc.

- R=10 G=98 B=142
- R=198 G=208 B=46
- R=240 G=157 B=32
- R=120 G=208 B=235



This is the standard treatment to be used with all Spot-Color Printing.

This logo using PANTONE colors is for use with all 2-color printing. It is also for use in reference to color choice in vinyl lettering for signage.

- PANTONE 647 C
- PANTONE 381 C
- PANTONE 144 C
- PANTONE 2905 C



This is an alternate treatment to be used with Process Printing in the case that the standard colors become hard to see/read on a dark or similar colored background. This logo may NOT be used on light colored backgrounds.

The only color that differs from the standard logo above is the text color for "LIFE." (C=0 M=0 Y=0 K=0)



# Equip Ministries MINISTRY LOGOS

## LOGOS

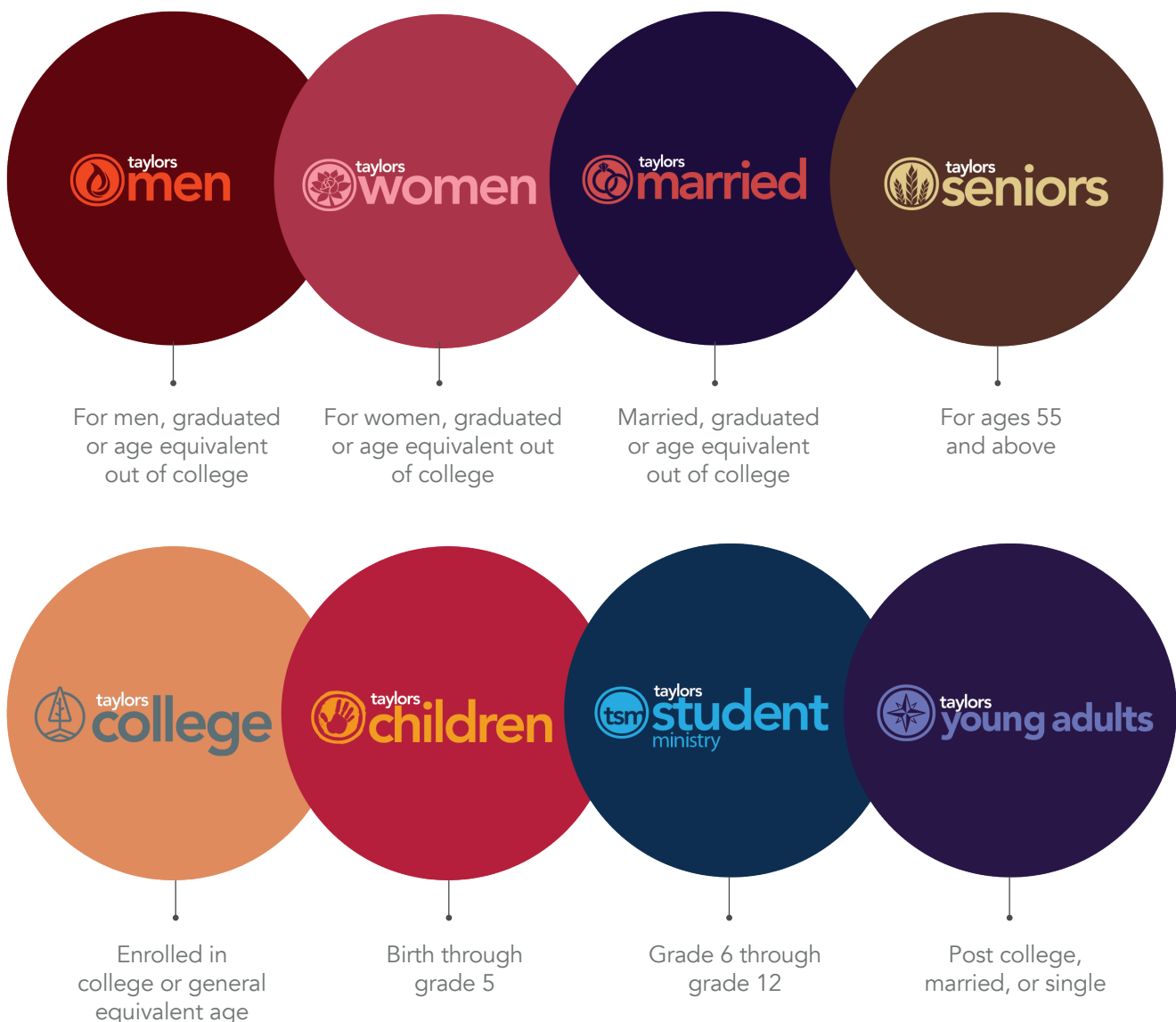
The format below represents the guideline that all Equip ministry logos should comply to.



# Equip Ministries

## LIFE STAGE DESCRIPTIONS

Taylor's First Baptist Church provides encouragement and support for every stage of life. View our list of Equip life stages below, and the age groups involved in each.



# Taylor's First Baptist Church LEADERSHIP LOGO

## LOGO FORMAT

The format below represents the guideline that all LEADERSHIP logos should comply to.

- 1.) The Leadership logo consists of 3 parts. The first part is the main logo, consisting of the "Leadership" wordmark. The second part of the logo is the name of the life stage/ministry area. The third part of the logo is the life stage icon (optional). The Leadership leader can use life stage icons to note the age group that the class is intended for.
- 2.) The colors of the Leadership logo remains the same for each class/life stage/ministry area. Reference the colors to the right.

### WITHOUT LIFE STAGE LOGO



### WITH LIFE STAGE LOGO (OPTIONAL)



## LOGO TYPOGRAPHY

Each Leadership logo uses 2 fonts (listed below).

The "Leadership" text of the logo utilizes DIN Bold. The name of the life stage/ministry area utilizes Myriad Pro Regular.

AaBbCcDd

DIN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

AaBbCcDd

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# LEADERSHIP LOGO COLOR PALETTE



This is the standard treatment to be used with Process Printing.

This logo is to be used on all print advertisement where possible: letterhead, stationary, business cards, note cards, print ads, brochures, rack cards, posters, etc.

● C=87 M=45 Y=13 K=45

● C=4 M=43 Y=100 K=0

● C=48 M=0 Y=5 K=0



This is the standard treatment to be used with all Web/Screen applications.

This logo is to be used on all web advertisement where possible: website, web ads, tv commercials, IMAGS, etc.

● R=0 G=76 B=112

● R=240 G=157 B=32

● R=120 G=208 B=235



This is the standard treatment to be used with all Spot-Color Printing.

This logo using PANTONE colors is for use with all 2-color printing. It is also for use in reference to color choice in vinyl lettering for signage.

● PANTONE 308 C

● PANTONE 144 C

● PANTONE 2905 C



This is an alternate treatment to be used with Process Printing in the case that the standard colors become hard to see/read on a dark or similar colored background. This logo may NOT be used on light colored backgrounds.

The only color that differs from the standard logo above is the text color for "taylor's." (C=0 M=0 Y=0 K=0)









# ENGAGE THE WORLD

We equip the church to share the gospel with urgency both here in our communities and to the ends of the earth. We provide the tools and opportunities for every believer to live as "sent ones" spreading the knowledge of God's glory among all peoples.



**taylors**<sup>™</sup>  
first baptist church

# Taylor's First Baptist Church REACH LOGO

## LOGO FORMAT

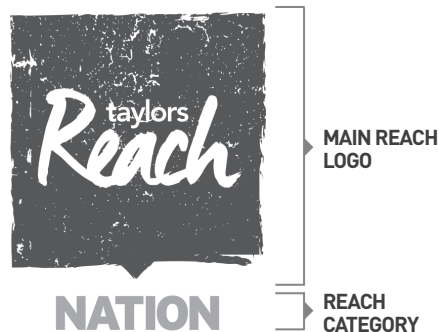
The format below represents the guideline that all Reach logos should comply to.

- 1.) There are 3 different Reach logos
  - a.) Main Reach logo - used for collateral materials that apply to all reach ministries
  - b.) Reach Nation logo - used for collateral materials specific to ministries inside the United States.
  - c.) Reach Nations logo - used for collateral materials specific to global ministries.
- 2.) The colors of the Reach logo remains the same for each category/ministry. Reference the colors to the right.

### 1. MAIN TAYLORS REACH LOGO



### 2. REACH NATION LOGO



### 3. REACH NATIONS LOGO



## LOGO TYPOGRAPHY

The Reach category logos utilize Interstate-Black as the font for the category name.

**AaBbCcDdEeFfGgHhIiJj**

**Interstate-Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

# REACH LOGO COLOR PALETTE



This is the standard treatment to be used with Process Printing.

This logo is to be used on all print advertisement where possible: letterhead, stationary, business cards, note cards, print ads, brochures, rack cards, posters, etc.

- C=33 M=10 Y=100 K=0
- C=65 M=57 Y=56 K=35



This is the standard treatment to be used with all Web/Screen applications.

This logo is to be used on all web advertisement where possible: website, web ads, tv commercials, etc.

- R=183 G=195 B=52
- R=80 G=80 B=80



This is the standard treatment to be used with all Spot-Color Printing.

This logo using PANTONE colors is for use with all 2-color printing. It is also for use in reference to color choice in vinyl lettering for signage.

- PANTONE 390 C
- PANTONE Cool Gray 11 C



This is an alternate treatment to be used with Process Printing in the case that the standard colors become hard to see/read on a dark or similar colored background. This logo may NOT be used on light colored backgrounds.

- C=33 M=10 Y=100 K=0
- C=0 M=0 Y=0 K=0

# Taylors First Baptist Church

# LOVE TAYLORS LOGO

## LOGO FORMAT

The format below represents the guideline that the Love Taylors logo should comply to.

- Logo may not be changed in any way from the standards set in this manual.
- Logo is NEVER to be stretched either vertically or horizontally.

Primary Logo for Print/Web/TV/Screen Applications

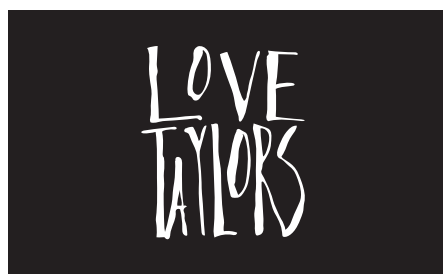


## ALTERNATE LOGO FORMAT

The alternate logo (without gradients) is to be used for embroidery.



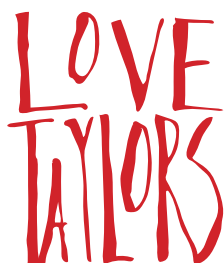
## ADDITIONAL ALTERNATE LOGOS (1 COLOR)





# PRAYER LOGO COLOR PALETTE

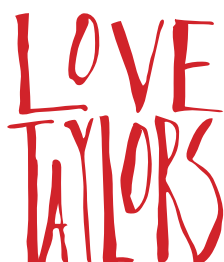
---



This is the standard treatment to be used with Process Printing.

This logo is to be used on all print advertisement where possible: letterhead, stationary, business cards, note cards, print ads, brochures, rack cards, posters, etc.

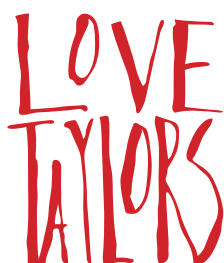
● C=15 M=100 Y=100 K=0



This is the standard treatment to be used with all Web/Screen applications.

This logo is to be used on all web advertisement where possible: website, web ads, tv commercials, etc.

● R=210 G=35 B=42



This is the standard treatment to be used with all Spot-Color Printing.

This logo using PANTONE colors is for use with all 2-color printing. It is also for use in reference to color choice in vinyl lettering for signage.

● PANTONE 186 C



This is an alternate treatment to be used with Process Printing in the case that the standard colors become hard to see/read on a dark or similar colored background. This logo may NOT be used on light colored backgrounds.

The only color that differs from the standard logo above is the text color for "Love Taylors." (C=0 M=0 Y=0 K=0).

# Taylor's First Baptist Church REACH MINISTRIES



## NATION

Making disciples and planting churches outside Greenville County but within the United States and Canada.



## NATIONS

Making disciples and planting churches outside of the United States and Canada.









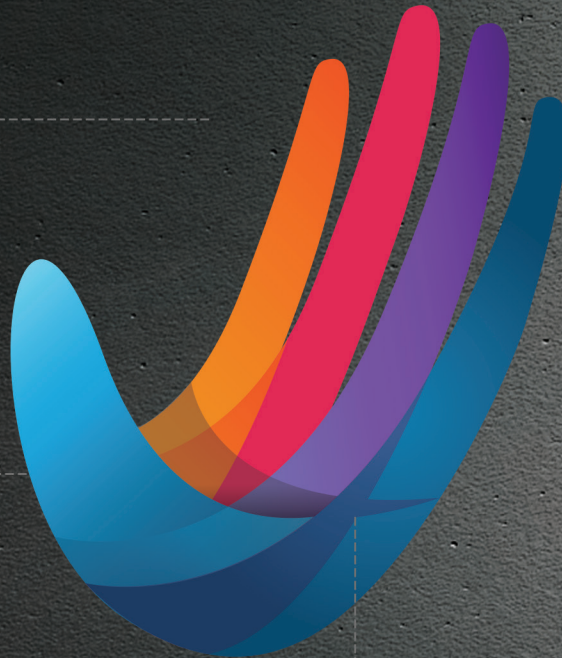
# Taylor's First Baptist Church

## PRAYER LOGO

REACHING UP  
WITH OPEN HANDS  
(AND OPEN HEARTS)

FOUR COLORS  
REPRESENT  
FOUR WAYS TO  
PRAY

THE CROSS



### THE COLORS

The colors reinforce the Taylor's FBC brand. The multiple colors also represent the joy and freedom we have to pour out our heart to the Creator of the Universe. They also signify the 4 ways to pray: Orange is symbolic of adoration...praising God for who He is. Red is symbolic of confession of sins. Jesus shed His blood to wash our sins away. Purple is symbolic of thanksgiving. God is the mightiest but also most gracious One we know...we should be thankful for all He's done. Blue is symbolic of supplication. The requests we bring to God are often situations out of our hands, situations we need comfort for. Blue is a symbol of the comfort and peace God gives.

### THE ICON

Our hands and the gestures we make with our hands are symbolic of what's in our head and what's in our heart. Prayer is typically represented with folded hands, a symbol of submission. An open hand represents much more. It is a symbol of adoration and praise. When we lift our hands in praise, we use open hands to represent giving God glory. An open hand is a request to give/bring something and a symbol of receiving. When we pray, we are bringing our requests to God. Essentially we are holding our hand out with our worries, thoughts and sins, and asking God to take them from us. The open hand also means we are in a position to receive answers to prayer from God. It symbolizes an open heart to hear from God.

An open hand is a reflection of submission in our lives. It means we don't have all the answers. It means we want to seek God's face. It means we want and expect to hear His voice.



# Taylor's Prayer LOGO USAGE

The following guidelines outline the usage of the Taylor's Prayer logo.

## TAYLORS PRAYER COLLATERAL

---



### PRINT/WEB/SOCIAL COLLATERAL

Because the Taylor's Prayer logo will be used mostly on internal collateral, the prayer logo can be used by itself, without attaching the main Taylor's FBC logo to the collateral piece. The example to the left shows how it can be used for a Day of Prayer flyer.

If the prayer logo is used on any external collateral, it must be used in conjunction with the main Taylor's FBC logo, so the viewer understands it is a sub-brand of the church.

### ICON USAGE

The icon of the logo (the hand) can be used by itself as a design element in your collateral pieces.

# Taylor's First Baptist Church

## PRAYER LOGO

### LOGO FORMAT

The format below represents the guideline that the Taylors Prayer logo should comply to.

- Logo may not be changed in any way from the standards set in this manual.
- Logo is NEVER to be stretched either vertically or horizontally.
- Logo icon must stay proportional in size to the rest of the logo. It may not be enlarged or reduced unless standing alone as a graphical element.

### PRIMARY LOGO FOR PRINT/WEB/TV/SCREEN APPLICATIONS



### ALTERNATE LOGO FORMAT

The alternate logo (without gradients) is to be used for embroidery.



### ADDITIONAL ALTERNATE LOGOS (1 COLOR)





# PRAYER LOGO COLOR PALETTE



This is the standard treatment to be used with Process Printing.

This logo is to be used on all print advertisement where possible: letterhead, stationary, business cards, note cards, print ads, brochures, rack cards, posters, etc.

- C=99 M=70 Y=35 K=18
- C=85 M=41 Y=13 K=0
- C=46 M=0 Y=5 K=0
- C=84 M=100 Y=13 K=5
- C=63 M=78 Y=0 K=0
- C=4 M=44 Y=99 K=0
- C=0 M=81 Y=98 K=0
- C=6 M=96 Y=56 K=0



This is the standard treatment to be used with all Web/Screen applications.

This logo is to be used on all web advertisement where possible: website, web ads, tv commercials, IMAGS,

- R=0 G=778 B=112
- R=0 G=128 B=178
- R=120 G=207 B=234
- R=82 G=43 B=126
- R=118 G=84 B=163
- R=240 G=156 B=32
- R=241 G=87 B=35
- R=225 G=44 B=88



This is the standard treatment to be used with all Spot-Color Printing.

This logo using PANTONE colors is for use with all 2-color printing. It is also for use in reference to color choice in vinyl lettering for signage.

- PANTONE 7463 C
- PANTONE 3025 C
- PANTONE 2995 C
- PANTONE 266 C
- PANTONE 226 C
- PANTONE 137 C
- PANTONE 1655 C



# ESTABLISH THE CHURCH

We equip and send planters, missionaries, and ministers to establish the church within our community, state, country, and to the ends of the earth. We provide the opportunity for believers to explore their call, grow in their call, and be sent to fulfill their call in ministry.



**taylor's**  
first baptist church

# Taylor's First Baptist Church ESTABLISH NETWORK LOGO

## LOGO FORMAT

The format below represents the guideline that all Establish Network logos should comply to.

1.) There are 3 different Establish Network logos

- a.) Main Establish Network logo - used for collateral materials that apply to all
- b.) Establish Network Internship logo - used for collateral materials specific to the internship
- c.) Establish Network Residency - used for collateral materials specific to the residency

2.) The colors of "Internship" and "Residency" in the Establish Network logo are different. Reference the colors below.

---

### 1. MAIN ESTABLISH NETWORK LOGO - VERTICAL OR HORIZONTAL



---

### 2. ESTABLISH NETWORK INTERNSHIP LOGO



### 3. ESTABLISH NETWORK RESIDENCY LOGO



# Taylor's First Baptist Church

# CONTENT STYLE GUIDE

---

## VOICE & TONE

With every piece of content we publish, we aim to be...

### CLEAR

Use simple words and sentences. Write for all readers. Some people will read every word you write. Others will just skim. Help everyone read better by grouping related ideas together and using descriptive headers and subheaders. Avoid vague language without fluff.

### CONCISE

Use the fewest words possible to convey an idea clearly. Focus your message. Create a hierarchy of information. Lead with the main point or the most important content in sentences, paragraphs, sections, and pages.

### CONSISTENT

Use the same information everywhere. How we say something may vary on video versus in email but the message should be the same.

### COMPELLING

Use words to push toward a course of action. Every communication should offer a clear next step or way to get more information.

---

## GRAMMAR AND MECHANICS

Adhering to certain rules of grammar and mechanics helps us keep our writing clear and consistent.

### NUMBERS

Spell out a number when it begins a sentence. Otherwise, use the numeral.

**EXAMPLE:** Ten new members joined on Sunday, and we expect 4 more next week.  
I used to eat 3 donuts on Sunday mornings.

Numbers over 3 digits get commas:

**EXAMPLE:** 999 | 1,000 | 150,000

## DATES

Spell out the day of the week and the month. Abbreviate only if space is an issue. Use a comma when the day of the week is provided before the month. The date should be followed by a comma. When the date appears in the middle of a sentence, commas should appear both before and after the year.

**EXAMPLE:** Ten new members joined on Sunday, March 7, at Lunch with the Team.  
Ten new members joined on Sunday, March 7, 2021, at Lunch with the Team.

---

## MONEY

When writing about US currency, use the dollar sign before the amount. Include a decimal and number of cents if more than 0.

**EXAMPLE:** \$20 | \$19.99

---

## WEBSITES

When typing out the web address to our website or another website, do not put “www” or “https://” at the beginning. Make it as clean and simple looking as possible.

**EXAMPLE:** taylorsfbc.org

---

## TELEPHONE NUMBERS

Use dashes without spaces between numbers and include the area code.

**EXAMPLE:** 864-244-3535

---

## TIME

Use numerals and am or pm, with a space in between. Always include minutes. Use a hyphen, with space on either side between times to indicate a time period.

**EXAMPLE:** 9:00 am | 10:30 pm | 9:00 am – 2:30 pm | 9:00 – 11:30 am

---

## COMMAS

When writing a list, use the Oxford comma. The Oxford comma comes right after the word, eraser, in the example below.

**EXAMPLE:** Please bring me a pencil, eraser, and notebook.

If you're unsure if you need a comma, read the sentence out loud. Where you find yourself taking a breath, use a comma.



# PUNCTUATION

Periods and other Punctuation go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

**EXAMPLE:** I ate a donut (and I ate a bagel, too).  
I ate a donut and a bagel. (The donut was Sam's.)

Periods and commas go inside quotation marks. Question marks within quotes follow logic—if the question mark is part of the quotation, it goes within. If you're asking a question that ends with a quote, it goes outside the quote.

**EXAMPLE:** Christy said, "I will come to church with you."  
Phillip asked, "Do you need this book?"  
Did you try the password "Encounter"?

Use exclamation points sparingly, and never more than one at a time. They're like high-fives: A well-timed one is great, but too many can be annoying.

Refrain from using contractions. Spell out commonly used contractions such as don't or can't: "Do not" and "Cannot."

---

# SYMBOLS

Refrain from using symbols in writing such as &, #, or @. Instead, write out words like "and" or "number."

---

# NAMES AND TITLES

The first time you mention a person in writing, refer to them by their first and last names. On all other mentions, refer to them by their first name or salutation with last name (Dr., Mr., Mrs., Ms., and Miss).

Capitalize individual job titles when referencing to a specific role. Don't capitalize when referring to the role in general terms.

**EXAMPLE:** Our Lead Pastor will preach on Sunday.  
All the ministers ate donuts.

## Team names to use:

Lead Pastor: Josh Powell  
Lead Team: Kevin and Jeremy  
Ministerial Team: Josh, Kevin, Jeremy, Kathy, Josh D, Joseph, Molly, Daryl, Jerry, Scott, Alex  
Support Team: Everyone else  
Facilities Team: Includes the Maintenance Team and Custodial Team  
Food Services Team  
All Team Members

## Locations

Capitalize all locations on campus. Use the word "Room" followed by a colon and room number when directing to a location unless it's a building or major section of a building. Do not abbreviate locations.

Room: B132-133  
Room: C126  
Fellowship Hall  
Taylors Ministry Center  
Connection Center

# WRITING ABOUT TAYLORS FBC

Our name is "Taylors First Baptist Church." Use "Taylors First Baptist Church" when writing for an audience outside of our church. Otherwise, use "Taylors FBC." Always capitalize the "T" and "FBC." Do not use "TFBC."

## TEXT FORMATTING

Use italics to indicate the title of a long work (like a book, movie, or album) or to emphasize a word.

Don't use underline formatting.

Leave one space between sentences, never 2.

## WRITE POSITIVELY

Use positive language rather than negative language. One way to detect negative language is to look for words like "not," "no" etc.

## STANDARDIZED SPELLINGS

These words can be spelled different ways. Here's how we write them.

pick-up (noun, adjective), pick up (verb)  
email (never hyphenate, never capitalize unless it begins a sentence)  
childcare  
churchwide  
homepage  
internet (never capitalize unless it begins a sentence)  
login (noun, adjective), log in (verb)  
nonprofit  
online (never capitalize unless it begins a sentence)  
opt-in (noun, adjective), opt in (verb)  
signup (noun, adjective), sign up (verb)  
URL  
website  
WiFi  
gospel (never capitalize unless it begins a sentence)  
Bible, Word (always capitalize when referring to God's Word)  
Jesus, Lord, God, Holy Spirit, Him, His, He (always capitalize when referring to God)  
biblical (never capitalize unless it begins a sentence)  
Baptism  
Lord's Supper  
D-Now  
cancelation / canceled

# TYPOGRAPHY

## 01 RYLAN

The primary font used in headlines for Taylors' advertising is Rylan. It is to be used for headlines or words of emphasis. DO NOT extend or condense the type. Horizontal/vertical scaling must always be 100%.

AaBbCcDd

Rylan

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## 02 DIN

The secondary font used is DIN and can be used for headlines, sub-headings, and body copy. DO NOT extend or condense the type. Horizontal/vertical scaling must always be 100%.

AaBbCcDd

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

AaBbCcDd

DIN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

AaBbCcDd

DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## 03 AVENIR

Another alternate font used in body copy, signage and logos is Avenir. DO NOT extend or condense the type. Horizontal/vertical scaling must always be 100%.

AaBbCcDd AaBbCcDd

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Avenir Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Taylors First Baptist Church

# EMAIL SIGNATURES

The following guidelines outline the layout and styling requirements for ALL church email signatures.

## E-SIGNATURES



# Ministry Specific EMAIL SIGNATURES

The following guidelines outline the layout and styling requirements for Pre-Academy and Taylors Rec email signatures.

## E-SIGNATURES

INDIVIDUAL  
CONTACT  
INFO

**Kay Lumpkin**  
Director of Kindergarten  
864-678-8803



SOCIAL  
MEDIA  
LINKS

[www.taylorsfbc.org](http://www.taylorsfbc.org)  
864-244-3535  
200 West Main Street  
Taylors, SC 29651



CHURCH  
CONTACT  
INFO

INDIVIDUAL  
CONTACT  
INFO

**Dawn Vanasse**  
Recreation Center Coordinator  
864-292-4058



SOCIAL  
MEDIA  
LINKS

[www.taylorsrec.com](http://www.taylorsrec.com)  
864-292-4060  
200 West Main Street  
Taylors, SC 29687



CHURCH  
CONTACT  
INFO



# DIGITAL LIFE

## and Guidelines at Taylors

Guidelines for functioning in an electronic world are the same as the values, ethics and confidentiality policies employees are expected to live everyday, whether you're commenting on social media, talking with Taylors members or staffers, or chatting over the neighbor's fence. Remember, your responsibility to Taylors doesn't end when you are "off the clock." For that reason, this policy applies to both Taylors FBC sponsored social media and personal use as it relates to Taylors.

## WHAT YOU SHOULD DO

---

### 01 USE PROPER JUDGMENT

Use best judgment in all situations. If you wouldn't want your grandmother seeing what you're doing, do not put it online.

### 02 YOU REPRESENT TAYLORS

Whether offline or online, you are representing Taylors FBC at all times. Please keep this in mind as you interact, create and share in the social media world.

### 03 STATE THAT IT'S YOUR OPINION

Unless authorized to speak on behalf of Taylors FBC, you must state that the views expressed are your own.

#### EXAMPLE:

*These are my thoughts and opinions and do not directly reflect the thoughts and beliefs of Taylors First Baptist Church or the Southern Baptist Convention.*

### 04 BE MINDFUL

Please be sensible when using social networks during your working hours. We realize this is a powerful and effective medium to keep in touch with friends, coworkers, and volunteers, but please be mindful of how much time you spend doing non-Taylors related online activities.

## **05 REMEMBER INTERNET PERMANENCY**

Google has a very good (and very permanent) memory. Think about this before sharing anything online.

## **06 PROTECT YOURSELF**

Be safe when online. Don't give out too much personal information about yourself, your location, your surroundings or your home address. Because you are on staff at Taylors, you have a higher profile than most people. Be mindful of this and stay safe.

## **07 BUILD YOUR ONLINE COMMUNITY**

Trust your community. When using social networks for ministry purposes, enable your online community to contribute in whatever ways seem appropriate. There is tremendous opportunity in letting your community write, share, comment, police, and rate the content that results from your social network.

## **08 HAVE FUN**

Above all else, have fun. Social Media platforms offer amazing places to connect with old friends, meet new ones and strengthen connections with your co-workers here at Taylors. Be mindful of the guidelines above, yes, but also take time to enjoy yourself ... and others!

## **09 HONOR OUR DIFFERENCES**

Live the Scriptural values that we abide by. Taylors will not tolerate discrimination (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances. We love others because God loves others. All people bear His image and are worthy of the dignity inherent in that identity.

## **10 HAVE COMPLETE FOCUS**

When doing a live stream, video, or taking a photo for social media, be sure to be in a safe environment for the duration. You should be in a position that poses no danger to yourself or others around you! While filming or capturing a picture, you should be able to focus completely on creating the content, not divided between ministry projects, caring for minors, driving, or other such tasks.

# WHAT YOU SHOULD **NEVER** DO

---

## **01 IGNORE A HESITATION**

If you hesitate before clicking “share,” chances are it’s a bad idea to share whatever you’ve just written and/or created.

## **02 AIR PERSONAL GRIEVANCES**

Social networks are never a good place to air personal grievances with other staff members or Taylors members. Unfortunately, social networks are breeding grounds for passive-aggressive behavior. Rise above that. If you have a conflict with someone, please respect yourself (and them) enough to work through it in person.

## **03 SOLVE CONFLICT ONLINE**

If conflict arises in an official Taylors-sponsored social network, never attempt to prove a point in a public forum. Ask clarifying questions if you need to, but if someone is upset by something you’ve shared, contact them personally and resolve it in a private manner. This will save you (and Taylors) lots of heartache.

## **04 DISCLOSE THE NUMBERS**

Non-public financial or operational information. This includes strategies, budgets and most anything with a dollar-figure attached to it. If it’s not already public information, it’s not your job to make it so. Taylors has periodic meetings to disclose financial information as well as open accounting books. You do not need to broadcast sensitive financial information.

## **05 GIVE OUT PERSONAL INFORMATION**

Never share personal information about our staff, Taylors members, or guests. This is a bad idea. Always.

## **06 POST PHOTOS OF CHILDREN UNDER 18**

Do not take photos of children under the age of 18 and NEVER post them on your own social media account. The church requests permission from parents to post photos on official Taylors FBC social accounts. Some parents request that their children not be featured. The safest way to protect these children is to not take any photos of children, even for personal use.







# *The* **SCHOOL**

---

TAYLORS FIRST PRE-ACADEMY

---



**TAYLORS  
FIRST**  
PRE-ACADEMY



# Taylor's First PRE-ACADEMY LOGO

The following guidelines outline the usage of the Taylor's First Pre-Academy logo.



To be used on  
official documents  
sent to parents



## WHEN TO USE THE OFFICIAL MARK

The Official Mark was created to portray a professional atmosphere for children to learn and grow both academically and spiritually.

The Taylor's First Pre-Academy Official Mark should be used on all official documents and important documentation sent to parents. For example, the Official Mark should be used on the school's letterhead, business cards, envelopes, fax cover sheets, etc.

The full logo is ALWAYS to be use on collateral pieces. You may NOT use the icon by itself on external collateral unless it is used along with the full logo. For example, if you decide to use the icon as a background watermark (as shown on this page), you MUST also include the full logo on the page.





# Taylor's First PRE-ACADEMY LOGO

## LOGO FORMAT

The logo formats shown here are the standard treatments to be used in your Advertising. Choose the version that fits your application.

There are 2 versions of the Taylor's First Pre-Academy logo (outlined below). Version 1 (the Mascot) is designed specifically for any type of promotional material for the school. Version 2 (the Official Mark) should be used for any official documentation sent to parents. Below are the following recommendations for each logo. Please consult the school's design department if you have a logo usage question.

### THE MASCOT

**Recommended for use on promotional collateral**

The mascot should be used on all promotional advertising material (ex: flyers, posters, event announcements, etc.)



### THE OFFICIAL MARK

**Recommended for use on all official documentation**

The official mark should be used on all official documentation sent to parents. (ex: letterhead, envelopes, fax cover sheets, business cards, progress reports)



# THE MASCOT COLOR PALETTE



This is the standard treatment to be used with Process Printing.

This logo is to be used on all promotional print advertisement where possible.

- C=33 M=77 Y=89 K=34
- C=25 M=72 Y=89 K=14
- C=51 M=68 Y=85 K=67
- C=7 M=30 Y=95 K=0
- C=51 M=10 Y=38 K=0
- C=71 M=29 Y=49 K=5
- C=17 M=13 Y=13 K=0



This is the standard treatment to be used with all Web/Screen applications.

This logo is to be used on all web advertisement where possible: website, web ads, tv commercials, IMAGS, etc.

- R=128 G=64 B=38
- R=171 G=89 B=51
- R=63 G=41 B=20
- R=236 G=180 B=43
- R=129 G=186 B=169
- R=80 G=141 B=133
- R=210 G=210 B=210



This is the standard treatment to be used with all Spot-Color Printing.

This logo using PANTONE colors is for use with all 2-color printing. It is also for use in reference to color choice in vinyl lettering for signage.

- PANTONE 4705 C
- PANTONE 7516 C
- PANTONE 476 C
- PANTONE 143 C
- PANTONE 623 C
- PANTONE 327 C
- PANTONE 428 C

# THE OFFICAL MARK COLOR PALETTE



This is the standard treatment to be used with Process Printing.

This logo is to be used on all offical print documentation where possible.

- C=33 M=77 Y=89 K=34
- C=25 M=72 Y=89 K=14
- C=51 M=68 Y=85 K=67
- C=4 M=44 Y=84 K=0
- C=51 M=10 Y=38 K=0
- C=6 M=2 Y=6 K=0



This is the standard treatment to be used with all Web/Screen applications.

This logo is to be used on all web advertisement where possible: website, web ads, tv commercials, IMAGS, etc.

- R=128 G=64 B=38
- R=171 G=89 B=51
- R=63 G=41 B=20
- R=239 G=157 B=67
- R=129 G=186 B=169
- R=237 G=241 B=236



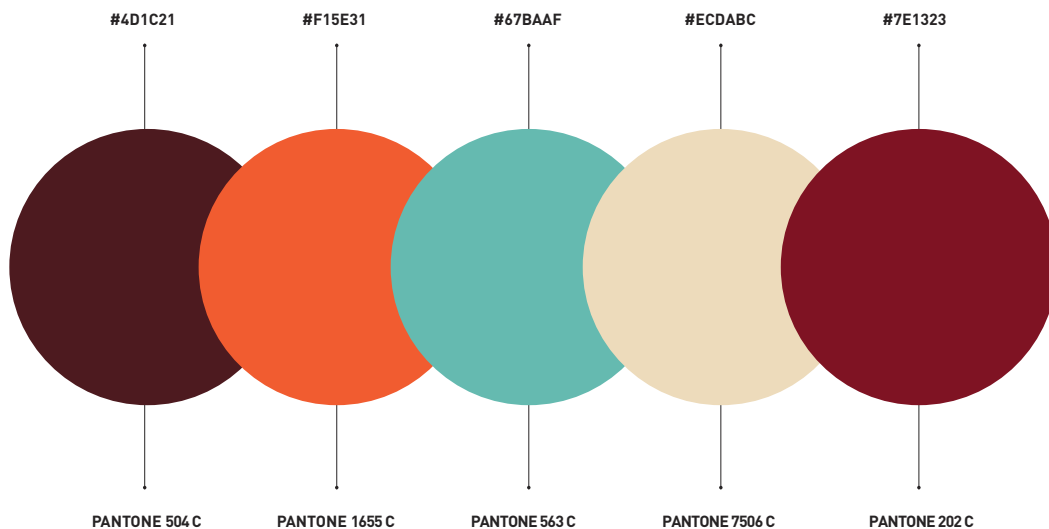
This is the standard treatment to be used with all Spot-Color Printing.

This logo using PANTONE colors is for use with all 2-color printing. It is also for use in reference to color choice in vinyl lettering for signage.

- PANTONE 4705 C
- PANTONE 7516 C
- PANTONE 476 C
- PANTONE 1375 C
- PANTONE 623 C
- PANTONE 621 C

# Taylors First Pre-Academy COLOR PALETTE

The palette outlined below contains the primary colors recommended for the Taylors First Pre-Academy collateral. The colors are vibrant and fun. The Taylors First Pre-Academy brand should portray an engaging atmosphere for children to learn academically and spiritually through educational activities, encouraging teachers and exciting experiences.



## LOGO TYPOGRAPHY

The Taylors First Pre-Academy logo utilizes 1 font, Aller Display

# ABCDEFGHIJKL

**ALLER DISPLAY**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

# MILESTONE COLOR PALETTE



This is the standard treatment to be used with Process Printing.

This logo is to be used on all official print documentation where possible.

- C=33 M=77 Y=89 K=34
- C=25 M=72 Y=89 K=14
- C=51 M=68 Y=85 K=67
- C=4 M=44 Y=84 K=0
- C=51 M=10 Y=38 K=0
- C=6 M=2 Y=6 K=0



This is the standard treatment to be used with all Web/Screen applications.

This logo is to be used on all web advertisement where possible: website, web ads, tv commercials, IMAGS, etc.

- R=128 G=64 B=38
- R=171 G=89 B=51
- R=63 G=41 B=20
- R=239 G=157 B=67
- R=129 G=186 B=169
- R=237 G=241 B=236



This is the standard treatment to be used with all Spot-Color Printing.

This logo using PANTONE colors is for use with all 2-color printing. It is also for use in reference to color choice in vinyl lettering for signage.

- PANTONE 4705 C
- PANTONE 7516 C
- PANTONE 476 C
- PANTONE 1375 C
- PANTONE 623 C
- PANTONE 621 C





This is the standard treatment to be used with Process Printing.

This logo is to be used on all official print documentation where possible.

- C=33 M=77 Y=89 K=34
- C=25 M=72 Y=89 K=14
- C=51 M=68 Y=85 K=67
- C=4 M=44 Y=84 K=0
- C=51 M=10 Y=38 K=0
- C=6 M=2 Y=6 K=0



This is the standard treatment to be used with all Web/Screen applications.

This logo is to be used on all web advertisement where possible: website, web ads, tv commercials, IMAGS, etc.

- R=128 G=64 B=38
- R=171 G=89 B=51
- R=63 G=41 B=20
- R=239 G=157 B=67
- R=129 G=186 B=169
- R=237 G=241 B=236



This is the standard treatment to be used with all Spot-Color Printing.

This logo using PANTONE colors is for use with all 2-color printing. It is also for use in reference to color choice in vinyl lettering for signage.

- PANTONE 4705 C
- PANTONE 7516 C
- PANTONE 476 C
- PANTONE 1375 C
- PANTONE 623 C
- PANTONE 621 C

# HOW TO USE THE MILESTONE LOGO

---

The 60 Year Celebration logo was created to celebrate the 60 year existence of the school while creating an inviting atmosphere. This logo should be modified for any subsequent milestones in the future.

## WHEN TO USE SPIFFY

The Taylors First Pre-Academy Milestone Celebration Mascot logo should be used on all promotional materials for the school where highlighting the Anniversary milestones of the school. For example, Spiffy can be used on posters, school events, and handouts to the community.

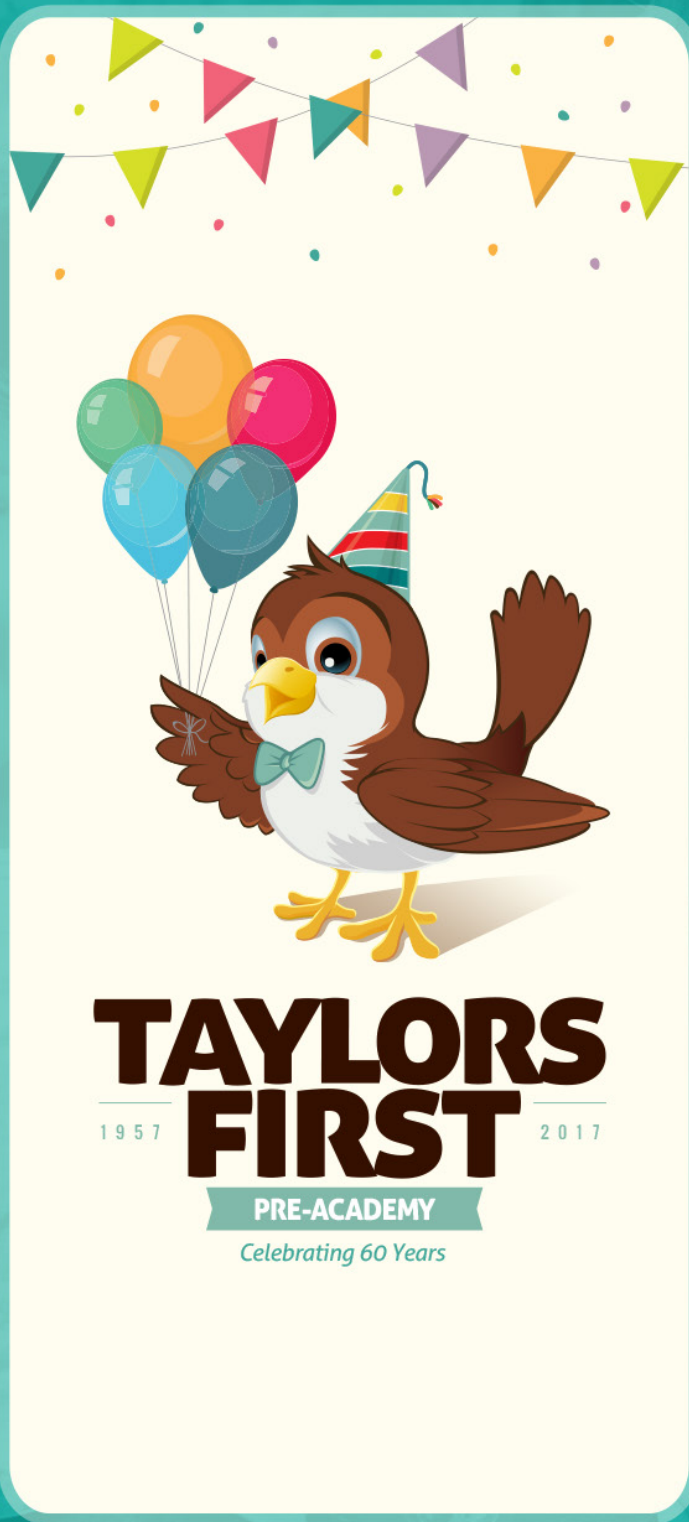
## HOW TO USE SPIFFY

Several celebration elements were created to be used in multiple ways. They can be used with or without the “Taylors First Pre-Academy” text. When using Spiffy the Sparrow and any of the celebration elements (wearing a party hat, standing under party flags, standing next to a cupcake, or holding balloons) or as the main design element of the collateral piece, the “Taylors” text should not be attached to the character. The only time it can be used is in conjunction with Spiffy holding the balloons as shown in the example on the right.

When sending a promotional piece that does not use Spiffy and the celebratory elements as the main element of design, you should use the flat version that is holding the banner in its beak on the collateral piece.

If you have a question regarding the usage of Spiffy or the Taylors First Pre-Academy official mark, please contact the school's design department.





POP - UP BANNER IDEA









*The*  
**REC**

---

TAYLORS REC

---



***TAYLORS REC***



# Taylors Rec LOGO

## LOGO FORMAT

The format below represents the guideline that the Taylors Rec logo should comply to.

- Logo may not be changed in any way from the standards set in this manual.
- Logo is NEVER to be stretched either vertically or horizontally.
- Logo icon must stay proportional in size to the rest of the logo. It may not be enlarged or reduced unless standing alone as a graphical element.

## MINISTRY LOGO FOR PRINT/WEB/TV/SCREEN APPLICATIONS



---

## BUILDING LOGO FOR PRINT/WEB/TV/SCREEN APPLICATIONS



## ADDITIONAL ALTERNATE LOGOS (1 COLOR)



# TAYLORS REC COLOR PALETTE



This is the standard treatment to be used with Process Printing.

This logo is to be used on all print advertisement where possible: letterhead, stationary, business cards, note cards, print ads, brochures, rack cards, posters, etc.

● C=24 M=1 Y=100 K=0

● C=0 M=0 Y=0 K=100



This is the standard treatment to be used with all Web/Screen applications.

This logo is to be used on all web advertisement where possible: website, web ads, tv commercials, IMAGS, etc.

● R=205 G=217 B=41

● R=0 G=0 B=0



This is the standard treatment to be used with all Spot-Color Printing.

This logo using PANTONE colors is for use with all 2-color printing. It is also for use in reference to color choice in vinyl lettering for signage.

● PANTONE 381 C

● PANTONE Black 6 C



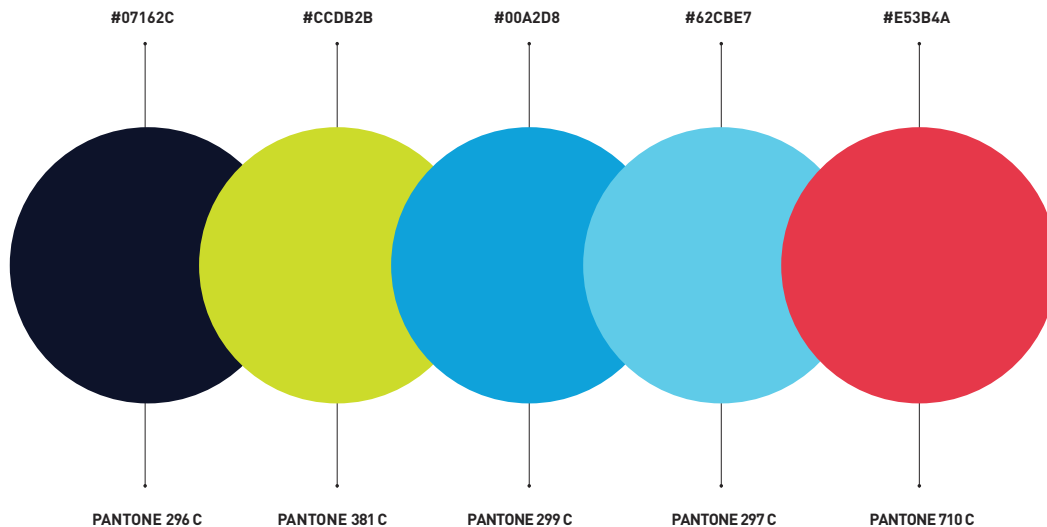
This is an alternate treatment to be used with Process Printing in the case that the standard colors become hard to see/read on a dark or similar colored background. This logo may NOT be used on light colored backgrounds.

● C=24 M=1 Y=100 K=0

○ C=0 M=0 Y=0 K=0

# Taylors Rec COLOR PALETTE

The palette outlined below contains the primary colors to be used in all Taylors Rec collateral. The colors are engaging and exciting. The Taylors Rec brand should portray an inviting, fun atmosphere for people in the community to participate in recreation while learning about and growing in Christ.



## LOGO TYPOGRAPHY

The Taylors Rec logo utilizes 1 font (Nitro) with two stylizations (Solid and Outlined).

***ABCDEFGH***

***NITRO***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789***

***ABCDEFGH***

***NITRO OUTLINED***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789***

# Taylor's Rec LOGO USAGE

The following guidelines outline the usage of the Taylor's Rec and Taylor's Rec Center logos and the stylization of the imagery used on collateral pieces.



## TAYLORS REC

When the collateral piece is promoting an event that is a part of the Taylor Rec ministry, the Taylor Rec logo should be used.

**Ex:** Baseball game, basketball tournament, Whitewater Rafting Trip



## TAYLORS REC CENTER

When the collateral piece is promoting the actual Recreation building, the Taylor Rec Center logo should be used.

**Ex:** Gym membership flyers, Open Gym Night, etc





# *Quick Brand* **REFERENCE**

---

TAYLORS FIRST BAPTIST CHURCH

---



**taylors**<sup>™</sup>  
first baptist church



# Taylor's First Baptist Church

# LEADERSHIP

There are many ministers that you might need to refer to. Please use the following list of official job titles to ensure consistent printed reference.

---

## Lead Pastor

**Josh Powell**

## Lead Team

**Kevin Batson | Worship Pastor**

**Steven Crittendon | Reach Pastor**

**Chris DeWease | Executive Pastor**

**Jeremy Thompson | Equip Pastor**

## Ministerial Team

**Joseph Eskridge | Minister of Recreation**

**Nathan Finn | Teaching Pastor**

**Lea Hardy | Minister of Children**

**Wes Henderson | Interim Minister of Pastoral Care**

**Matthew Kilgore | Minister of Students**

**Scott Norman | Minister of Worship**

**Alex Smith | Minister of College and Young Adults**



**Taylors FBC Team**

Scan the QR code to get see our team.

# Taylor's First Baptist Church

# LOCATIONS

There are many locations on campus that you might need to refer to. Please use the following list of official location names to ensure consistent printed reference.

## Correct Location

Taylor's FBC  
Taylor's First Baptist Church

Worship Center  
Chapel

Fellowship Hall  
Welcome Center  
Connection Center  
Resource Center  
Guest Services  
Reach Area

Elementary Welcome Desk  
Preschool Welcome Desk

Preschool Area  
Elementary Area

Taylor's First Pre-Academy

Student Worship Room  
Student Café

The Loft

Building C Welcome Area

Taylor's Ministry Center  
Taylor's Community Center  
Church Office

Taylor's Rec Center

Taylor's Rec Complex  
Taylor's Rec Fields  
Taylor's Rec Picnic Shelter

## Incorrect Location (If Common)

TFBC

Sanctuary  
Old Sanctuary

Social Hall  
Gathering Space

Library  
Welcome Desk  
Missions Desk

Kidspath Welcome Desk  
Building Blocks Welcome Desk

Building Blocks  
Kidspath

Weekday Program, Kindergarten

The Apex  
The Apex Café

Singles / Elevate Welcome Area

TMC, Old Post Office  
Old Lumber Yard Building  
Office

Family Life Center, FLC, TRC

Taylor's Park, Ballfields

# Taylor's First Baptist Church

# MINISTRY NAMES

There are many ministry names that you might need to refer to. Please use the following list of official ministry names to ensure consistent printed reference.

---

## Equip Ministries

Taylor's Children:  
Nursery / Preschool / Elementary  
Taylor's Students:  
Middle School / High School  
Taylor's College  
Taylor's Young Adults

Taylor's Married  
Taylor's Men  
Taylor's Women  
Taylor's Seniors  
Taylor's Singles

## Discipleship

Life Groups | Leadership

## Worship

Band Led Worship | Traditional Worship | Taylor's Worship  
Traditional Choir | Worship Choir | Orchestra | Band  
Regeneration Student Choir | KidsMusic: Preschool Music & Children's Choirs

## School

Taylor's First Pre-Academy: Parent's Day Out and Kindergarten

## Recreation

Taylor's Rec (the ministry)  
Taylor's Rec Center (the building)  
Taylor's Recreation Outreach

## Missions

Reach: Nation and Nations  
Love Taylor's (local community)

## Additional

Guest Services  
Taylor's Prayer



**STILL HAVE QUESTIONS?**

Contact us via email: [sherrieh@taylorsfbc.org](mailto:sherrieh@taylorsfbc.org)

[taylorsfbc.org](http://taylorsfbc.org)

Revised 6/4/22





# Taylor's First Baptist Church

## JOURNEY LOGO

### LOGO FORMAT

The format below represents the guideline that all JOURNEY logos should comply to.

1.) The JOURNEY logo consists of 3 parts. The first part is the main logo, consisting of the icon and "JOURNEY" wordmark. The second part of the logo is the name of the class. The third part of the JOURNEY logo is the life stage icon (optional). The JOURNEY teacher can use life stage icons to note the age group that the JOURNEY class is intended for.

2.) The colors of the JOURNEY logo remains the same for each class/activity. Reference the colors to the right.

WITHOUT  
LIFE STAGE  
LOGO



WITH  
LIFE STAGE  
LOGO  
(OPTIONAL)



### LOGO TYPOGRAPHY

Each JOURNEY logo uses 2 fonts (listed below).

The first line of the logo utilizes DOCK11 Heavy. The second line of the logo utilizes Myriad Pro Regular.

**ABCDEFGFG**

**DOCK11 HEAVY**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

**AaBbCcDd**

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# JOURNEY LOGO COLOR PALETTE

---



This is the standard treatment to be used with Process Printing.

This logo is to be used on all print advertisement where possible: letterhead, stationary, business cards, note cards, print ads, brochures, rack cards, posters, etc.

- C=93 M=59 Y=24 K=5
- C=27 M=5 Y=100 K=0
- C=4 M=43 Y=100 K=0
- C=48 M=0 Y=5 K=0
- C=0 M=0 Y=0 K=25



This is the standard treatment to be used with all Web/Screen applications.

This logo is to be used on all web advertisement where possible: website, web ads, tv commercials, IMAGS, etc.

- R=10 G=98 B=142
- R=198 G=208 B=46
- R=240 G=157 B=32
- R=120 G=208 B=235
- R=198 G=200 B=202



This is the standard treatment to be used with all Spot-Color Printing.

This logo using PANTONE colors is for use with all 2-color printing. It is also for use in reference to color choice in vinyl lettering for signage.

- PANTONE 647 C
- PANTONE 381 C
- PANTONE 144 C
- PANTONE 2905 C
- PANTONE 420 C

# Taylor's Branded Collateral

# LETTER

The following guidelines lay out the general format for all letters from Taylor's First Baptist Church. A Pastor's Office Letter is used as an example.

## Letterhead Paper

Paper with the leaderhead is available in the workroom.

## Body Font

Times New Roman, 11 pt

## Margins

2.5 inches top & bottom  
1 inch on sides

## Text Alignment

All letters should be left aligned with no indention of the margin, with a ragged edge.

## Contact Information

Since the church's contact information is included at the bottom of the letterhead, only feature contact information in the body of the letter that directs someone to a specific office within the church.



February 5, 2022

Recipients Name  
Street Address  
City, State Zip Code

Dear Person,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean mollis nisl ut sollicitudin lacinia. In et iaculis libero. Praesent et sagittis orci. Mauris non consectetur ligula. Nullam malesuada, nisl in lobortis interdum, sem tellus tempus ipsum, ut mollis nunc erat vel nunc. Nunc ornare purus tincidunt lacus luctus, sit amet ornare nibh ornare. Duis eu metus ac metus gravida pellentesque. Pellentesque ac sollicitudin felis.

Morbi sodales magna quis nunc fringilla viverra. Aenean mollis sapien ac urna euismod, sed sollicitudin purus fringilla. Interdum et malesuada fames ac ante ipsum primis in faucibus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Praesent vel massa diam. Aenean hendrerit, mi semper feugiat rutrum, arcu purus scelerisque ipsum, id vulputate neque nisi quis mauris. Sed adipiscing quam eu neque cursus, non dignissim ligula bibendum. Aliquam a consequat neque.

Regards,

Josh Powell

ENCOUNTER GOD. EQUIP BELIEVERS. ENGAGE THE WORLD.

200 West Main Street | Taylors, SC 29687 | 864-244-3535 | www.taylorsfbc.org

## Envelope

Envelopes with the church branding are available in the workroom.



200 West Main Street  
Taylors, SC 29687

www.taylorsfbc.org

# Taylor's Branded Collateral

# FLYER

The following guidelines lay out the general format for all flyers from Taylor's First Baptist Church. A Taylor's Students flyer is used as an example.

## FRONT

### Headline

Lavanderia Sturdy or DIN Bold

Use as many headlines & subheadings as needed

### Body Type

DIN (any weight) or Futura Book or Medium (shown)

### Colors

Refer to the Branding Standards for colors.

### Ministry Name

Use the Ministry name as stated in the Branding Standards.

### Life Stage/Ministry Logo

Use the appropriate logo depending on the background color.

### External Use

If the flyer is intended for an audience outside Taylor's FBC, it needs to be co-branded with the church logo and feature the church contact information.

## Taylor's Students

# Worship Night

Wednesday, February 5  
at 7:30 pm  
Apex Worship Center  
Taylor's First Baptist Church

We invite you to join us for a fantastic night featuring great singing, preaching, and more!

Contact the Taylor's Students Office for more information at [students@taylor'sfbc.org](mailto:students@taylor'sfbc.org).



## External Use Footer



200 West Main Street | Taylor's, SC 29687 | [taylor'sfbc.org](http://taylor'sfbc.org)



# Taylor's Branded Collateral

# POSTCARD

The following guidelines lay out the general format for all postcards from Taylors First Baptist Church. A Taylors Women's card is used as an example.

## FRONT

### Headline Line 1 Font

Lavanderia Sturdy or DIN Bold

### Headline Line 2 Font

Lavanderia Sturdy or DIN Bold

### Body Font

DIN (All Styles) or  
Futura Book or Medium (shown)

### Life Stage/Ministry Logo

Use the appropriate logo depending  
on the background color

### Colors For Use

Refer to the Branding Standards  
for colors.



For a card with an external audience, be sure to feature the church's address, phone number, web address, and other pertinent information as necessary.

## BACK

### Return Address Type

Futura Medium

**In First Class Mail**, you may substitute the ministry name (**Taylors Women** in this example) for First Baptist Church.

### Taylor's Logo

All postcards must feature the church's logo and web address below the return address in Futura.



# *Taylor's Branded Collateral*

# SIGNS

The following guidelines lay out the general form for all temporary signs used in Taylor's First Baptist Church. A Singles Fellowship sign is used as an example.

---

## Headline Font

DIN Bold or Avenir Heavy or Black

Avenir is permitted in signs only to match with the existing building signage. It should not be used in any other collateral.

LUNCH  
TODAY

## Text Font

DIN Bold or Avenir  
(Shown: Avenir)

Served in C126  
at 12:30 pm

## Colors For Use

Text may be white, the ministry primary or secondary color, or any of the other Taylor's colors. The background may be white, the Taylor's gray texture, or the ministry secondary color.



## Note on Permanent Signs

Any sign that is to be used for more than a single event or short duration of time needs to be produced by the Communications Team. If you have any questions as to what qualifies as a permanent sign, don't hesitate to ask!

You may use temporary signs until the team can produce a permanent sign.