



*Bayside*

**BAYSIDE CHURCH**

Brand Resource Guide

[baysideonline.com/resources](https://baysideonline.com/resources)

Bayside Communications | updated October 2021

## WHY A BRAND GUIDE?

### Welcome

**We believe in reaching people and connecting them to God and the Church.**

This guide establishes the voice and look of the Bayside brand. Presenting ourselves clearly and consistently is crucial to our effectiveness. Here, you'll find principles and standards that help our staff, volunteers, and contractors communicate our mission and personality so the name of Bayside is trusted and recognizable!

#### Goals

1. To define Bayside's mission, culture and personality.
2. To define standards for the Bayside visual identity.
3. To give examples of our photography style and implementation.
4. To get you started with your marketing strategies.

#### Why a Brand Guide?

Logo

Clear Space & Scale

Usage Do's + Don'ts

File Types

Color

Typography

Photos

Social Media Style

Marketing Tips

Contact

Bayside

## LOGO Primary Logos

The primary Bayside signature may be used with or without the 'Church' identifier. The Bayside signature *without* the 'Church' identifier is the most commonly used option. Alternatively, the 'Bayside Church' signature is an ideal option when advertising externally in mass media, or in communities where Bayside Church isn't well-known. (For example, on a billboard in San Francisco).

The placement and scale of the identifier should be centered proportionately within the baseline of the signature and descender of the letter 'y'.



- **most commonly used option**



- **ideal option when advertising externally in mass media**
- **communities where Bayside Church isn't well-known. (For example, on a billboard in San Francisco).**

Why a Brand Guide?

Logo

Clear Space & Scale

Usage Do's + Don'ts

File Types

Color

Typography

Photos

Social Media Style

Marketing Tips

Contact

Bayside

## LOGO: CLEAR SPACE & SCALE

### Clear Space



Our landmark signature is our most valuable asset. It provides brand recognition and should be used correctly to ensure it has room to breathe.

### “CLEAR SPACE”:

For the Bayside signature to communicate effectively, it should not be crowded or overwhelmed by any other elements. “Clear Space” refers to the area surrounding the landmark that should be kept free from visual distraction.

**IT IS EQUAL TO THE WIDTH OF THE CAPITAL LETTER ‘B’ SURROUNDING THE SIGNATURE AT THE FURTHEST**

### Scale

Bayside

The landmark must be used at a size no smaller than .25 inches in height.

There will be no enlargement restrictions except that this application should be reserved for specialty purposes.

The Bayside landmark signature may be enlarged or reduced in size as required. The minimum size guideline of any signature is often to make sure the signature is readable. Follow these minimum size parameters to ensure that our landmark communicates effectively.

Why a Brand Guide?

Logo

**Clear Space & Scale**

Usage Do's + Don'ts

File Types

Color

Typography

Photos

Social Media Style

Marketing Tips

Contact

## LOGO : USAGE Do's and Don'ts



Do not apply an outline to the Bayside signature or use old versions.



Do not use old symbols, old taglines or old versions of the signature.



Do not use chevrons or apply "thrive" tagline to the Bayside signature.



Do not create a badge, apply gradients or texture to any part of the signature.

**To maintain consistency throughout our identity application it is essential that the brandmark is never altered in any way.**

Please keep in mind that the integrity of the Bayside brand is diminished when the brandmark is used incorrectly. It is essential that the brandmark is always reproduced from the master artwork provided by Bayside.

[Click here to access official Bayside logos.](#)



Do not stretch, skew or alter the Bayside signature.



Do not pluralize, use unapproved fonts or alter the Bayside signature



Do not change the color of the logo from its standard usage of black or white



Do not alter the campus name in any way (font, spacing, sizing, etc).

Why a Brand Guide?

Logo

Clear Space & Scale

**Usage Do's + Don'ts**

File Types

Color

Typography

Photos

Social Media Style

Marketing Tips

Contact

Bayside



Why a Brand Guide?

Logo

Clear Space & Scale

**Usage Do's + Don'ts**

File Types

Color

Typography

Photos

Social Media Style

Marketing Tips

Process

Contact

## LOGO: USAGE **Campus Logos**

Campus signatures may be used only when referring to events unique to your specific campus.

(example: Pancake Breakfast at Bayside San Francisco, Service times at Bayside Los Angeles, Drop off donations at Bayside Manhattan).

Bayside  
ADVENTURE

Bayside  
BLUE OAKS

Bayside  
DAVIS

Bayside  
FOLSOM

Bayside  
GRANITE BAY

Bayside  
ORANGE COUNTY

Bayside  
SANTA ROSA

Campus signatures should follow the same guidelines as the primary signature in terms of 'identifier' placement and scale.

# LOGO : USAGE **Broadcast / Digital**

(i.e. web favicons, online streams, Bayside app)

There may be instances online where an abbreviated version of the logo works better for legibility and simplicity. You may use this variation of the logo on digital channels that are already visually defined as a Bayside channel.

[Click here to access official Bayside logos](#)

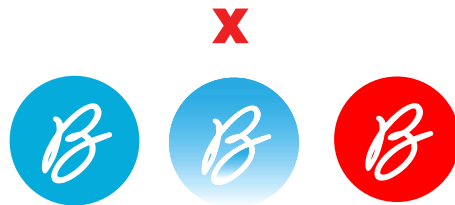


Your color options for this icon are white and black.

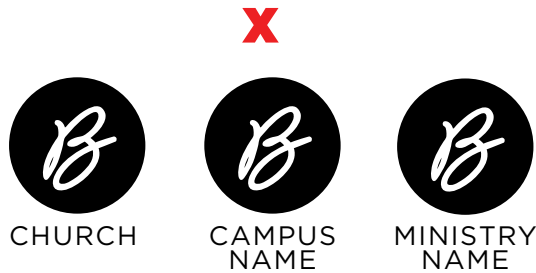
*(The actual white logo doesn't include a stroke around the circle, but only shown here to make the circle visible to you)*

You may adjust the opacity levels (transparency) when overlaid on photos or videos. You may also use the version of the icon where the "B" is cut out of the background in order to show photos or videos through the "B"

## EXAMPLES OF ACCEPTABLE USE:



Do not change the color, or apply gradients or texture to any part of the mark.



Do not add any text to the mark.



Do not cut off any part of the mark, and do not rotate the mark



100% opacity



lowered opacity (example is 50%)



100% opacity  
with cutout "B" to reveal background



lowered opacity (example is 50%)  
with cutout "B" to reveal background

Why a Brand Guide?

Logo

Clear Space & Scale

**Usage Do's + Don'ts**

File Types

Color

Typography

Photos

Social Media Style

Marketing Tips

Contact

## FILE TYPES: WHICH FILE TYPE SHOULD I USE?

### PDF

*commonly used for: print materials, apparel*

- vector (line illustration) file
- small file size
- will maintain quality (i.e. crisp edges) when scaled
- editable in Adobe Illustrator
- handy for transferring files, because they're viewable regardless of software, hardware or operating system (most common file type to send to outside vendors that print apparel, decals, etc).

### PNG

*commonly used for: web or digital application (i.e. email signatures, social media, websites).*

- image file
- small file size
- transparent background makes it ideal to place over images
- may lose quality when scaled drastically

Why a Brand Guide?

Logo

Clear Space & Scale

Usage Do's + Don'ts

**File Types**

Color

Typography

Photos

Social Media Style

Marketing Tips

Process

Contact



Bayside

## COLOR

The Bayside signature is restricted to a grayscale color palette. This allows it to be flexible when used in conjunction with photography. The most important rule is to allow sufficient contrast for the signature to be prominent and legible.



*White signature on dark colored background*



*Black signature on light colored background*



*White signature on photographic background*



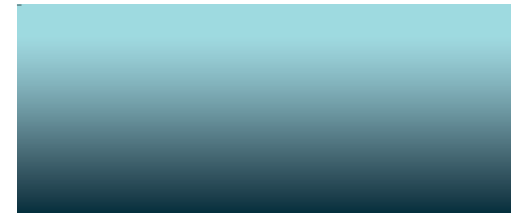
*Black signature on photographic background*



Bayside Blue

C 73  
M 13  
Y 4  
K 0

#00aada



secondary "blue" option: gradient

C 36  
M 0  
Y 12  
K 0  
C 95  
M 69  
Y 53  
K 55

Why a Brand Guide?

Logo

Clear Space & Scale

Usage Do's + Don'ts

File Types

**Color**

Typography

Photos

Social Media Style

Marketing Tips

Process

Contact



Bayside

Why a Brand Guide?

Logo

Clear Space & Scale

Usage Do's + Don'ts

File Types

Color

**Typography**

Photos

Social Media Style

Marketing Tips

Process

Contact

# TYPOGRAPHY

## Gotham

### GOTHAM THIN

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
1234567890!@#%&\*()\_+<>?{}|\

### GOTHAM EXTRA LIGHT

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
1234567890!@#%&\*()\_+<>?{}|\

### GOTHAM LIGHT

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
1234567890!@#%&\*()\_+<>?{}|\

### GOTHAM BOOK

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
1234567890!@#%&\*()\_+<>?{}|\

### GOTHAM MEDIUM

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
1234567890!@#%&\*()\_+<>?{}|\

### GOTHAM BOLD

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
1234567890!@#%&\*()\_+<>?{}|\

### GOTHAM BLACK

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
1234567890!@#%&\*()\_+<>?{}|\

### GOTHAM ULTRA

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
1234567890!@#%&\*()\_+<>?{}|\

*For circumstances where Gotham is not available, please use **Helvetica** as an alternate.*

[Download Gotham Here](#)

## PHOTOGRAPHY + PROMOTIONAL MATERIAL

Bayside’s photography style is editorial, and photojournalistic. Our perspective is humane, spontaneous, and focuses on emotion and authenticity. We edit using bright and natural color tones, and overall style is sharp and clean.



All images in Bayside communications should express the quality and diversity that is inherent in the brand by illustrating a specific ministry, scene, mood or spiritual process. The most impactful imagery captures an authentic moment and tells a story.

**Bayside staff may download official photos from:**

[baysidephotoweb.smugmug.com](https://baysidephotoweb.smugmug.com)

*for internal access only; please do not share.*

**Please DO NOT alter these images, as they’ve already been edited to fit the Bayside brand.**

*(This includes applying instagram filters)*

If custom photography is not available you may source images from the following approved FREE stock photography site:

[www.unsplash.com](https://www.unsplash.com)

### A few key guidelines:

- Please avoid usage of photos that display a child’s name/nametag.
- Please use your discernment to avoid images in which the subjects clothing is too revealing, or displays inappropriate language or subject matter.
- Please be aware of a subject’s facial expression, and choose photos that display positive emotions.

Why a Brand Guide?

Logo

Clear Space & Scale

Usage Do’s + Don’ts

File Types

Color

Typography

**Photos**

Social Media Style

Marketing Tips

Process

Contact

## SOCIAL MEDIA    Aesthetic

Social Media is one of the fastest growing, most cost-effective tools available to reach the unreached. Someone might never want to step foot in a church, but through social media they can have a touch and connection with Bayside. We also reach thousands across the world through online sermons, articles, stories, and more!

**In the noisy world of social media, we seek to stand out by providing meaningful story-driven content that will resonate with people, rather than competing with loud, ad-campaign style marketing.**

**How do we do that?** By developing connections to the *story of Bayside and the heart behind it*, so people become attached the church at its core. We learn about our audiences, and provide content that addresses their felt needs and questions.

- We share real stories of life change and spiritual growth.
- We share photos and videos depicting faces and emotion.
- We share quality- high quality photos and design.
- We develop connections through fast response times, asking for prayer and getting people connected.

### Social Media Style Guidelines:

- A logo isn't necessary on posts. However, if you choose to use a logo, please adhere to logo usage rules, and limit to no more than one logo per post.
- When posting just a photo, leave it unedited (no filters) and keep it minimal without a logo or other elements (i.e borders).
- Use the caption to communicate your message. Not everything needs to be displayed on the image post.
- Break up the rhythm of graphic posts by posting a photo / some photos / video between them.
- Last but not least, please use our team's curated design templates to ensure basic design standards are met. This also makes it easier for you to design, so you can instead focus on curating great content! Simply choose a great photo, and add your own text.

**A VARIETY OF TEMPLATES  
ARE AVAILABLE AT**

[www.canva.com](http://www.canva.com)

**PLEASE SEE YOUR CAMPUS COMMS LEAD  
FOR ACCESS.**

Why a Brand Guide?

Logo

Clear Space & Scale

Usage Do's + Don'ts

File Types

Color

Typography

Photos

**Social Media Style**

Marketing Tips

Process

Contact

The image shows a man and a young girl at a water park. The man is in the foreground, looking towards the camera. The girl is behind him, smiling. In the background, there are colorful water slides and a large inflatable structure. The word "Bayside" is written in a cursive font in the top left corner.

Bayside

## MARKETING TIPS

### Formulate your marketing “mix”

**Before designing any of your marketing pieces, or beginning your campaign, think through some key questions to formulate your approach.**

As Bayside Church, we’re primarily speaking to members of our congregation, and also the local community who may not all be church-goers. We should first consider “meeting them” where they are, so our message has maximum impact. Communicating clearly and capturing your audience’s interest is key to your campaign’s success.

We have a set of questions to get the creative ball rolling. From there, you can strategically determine the best “marketing mix” (mediums, platforms, language, and the “look and feel”) for your campaign before you begin the design process.

**View your marketing campaign through the eyes of your audience. Is it clear and captivating?**

### QUESTIONS TO ANSWER BEFORE YOU BEGIN THE PROCESS:

- **Clearly describe the event or project in one sentence.** If you can’t describe it, neither can anyone else!
- **Who is the intended audience?** (For example, men, women, college students, parents of toddler-aged children, etc.)
- **Why should someone care about this event or project?** What is the cause, the story, the value?
- **What is your call to action?** (Ultimately, what do you want them to do after viewing this marketing piece? Register? Attend? Donate? Pray? Spread the word?)
- **What are 3 adjectives to describe the desired “look and feel?”** (For example, “colorful, youthful, geometric” / “feminine, nature-inspired, bohemian” / “upscale, modern, bold”)
- **What is your marketing budget?** \$100? \$1000?
- **What are the final logistic details?** Event size, location, date and time, etc. It may seem insignificant to the design, but these can help inspire a design and strategy (for example: the physical location, the season, and cross-promotion or competition with other events taking place around that time).

Why a Brand Guide?

Logo

Clear Space & Scale

Usage Do’s + Don’ts

File Types

Color

Typography

Photos

Social Media Style

**Marketing Tips**

Process

Contact

# THINK GLOBALLY, ACT LOCALLY.

## GLOBAL

**At Central Communications, we focus on mass marketing for the Bayside organization.** Our role is to establish the identity and brand guidelines for the following: all-campus events, holidays, outreach campaigns, promoting weekend services to the community, Growth Track, Groups, and Bayside ministries. After content and strategy is established, we hand off to our Campus Comms Leads to implement at the local level.

All of the above can be requested for your campus by [submitting a ticket here](#). Your Campus Comms Lead is your “go-to” to help coordinate and execute these campaigns on your campus.

## LOCAL

**Meanwhile, for campaigns specific only to your campus (that are outside of the scope listed above) we’ve created a variety of social media, print, and sign templates on Canva that you may utilize. Please consult your Campus Comms Lead.**

- ministry events
- classes and Bible studies
- social media posts
- weekend features (food, entertainment, special guests, volunteer recruitment, etc.)
- informational and building signage

### Here are some mediums and platforms for your consideration:

#### LARGE FORMAT

- signs (a-frame, stanchions, tables)
- yard signs with stakes
- vinyl banners

#### PRESS

- Handcards (Welcome Packet inserts)
- 8.5x11 posters
- postcards and mailers
- booklets

#### DIGITAL

- email marketing campaigns
- facebook
- instagram / instagram stories
- website (baysideonline.com)
- slides
- videos
- photo shoots

Why a Brand Guide?

Logo

Clear Space & Scale

Usage Do's + Don'ts

File Types

Color

Typography

Photos

Social Media Style

Marketing Tips

**Process**

Contact

## CONTACT US

Our Communications Team is here to help!

### **Bri Lynaugh**

#### **Communications Director**

[bri.lynaugh@baysideonline.com](mailto:bri.lynaugh@baysideonline.com)

Bri coordinates logistics and communication for mass campaigns, and projects at the campus level. Contact Bri if you're beginning a campaign (or project) and she'll help you organize your goals, timelines, deliverables, and a follow-up strategy with your audience.

### **Jordan McQueen**

#### **Video Director**

[jordan.mcqueen@baysideonline.com](mailto:jordan.mcqueen@baysideonline.com)

Jordan manages the team that produces creative video content for Bayside's global channels.

### **Jake Floch**

#### **Stream Director**

[jake.floch@baysideonline.com](mailto:jake.floch@baysideonline.com)

Jake manages the distribution of our campus livestreams and provides oversight and training for live video production.

### **Zack Dutra**

#### **Digital Projects Manager**

[zack.dutra@baysideonline.com](mailto:zack.dutra@baysideonline.com)

Zack develops digital tools to help reach and connect people in our region to Bayside Campuses and digital streams. Connect with Zack if you're looking to take your ministry's digital strategy to the next level.

### **Artemio Perez**

#### **Senior Graphic Designer**

[artemio.perez@baysideonline.com](mailto:artemio.perez@baysideonline.com)

Artemio oversees the team that produces graphic design and creative campaigns. Contact Artemio for help with art direction, generating promotional concepts, or questions about the visual brand.

**To request a communications project, simply [submit a ticket request here](#) (and bookmark it for future reference!)**

This is the best way for us to serve you and prioritize the requests that come in from all of our campuses. Please be prepared to submit complete details and finalized content (incomplete requests will ultimately slow down your project).

*Bayside*