



SADDLEBACK WORSHIP

Brand Book

TABLE OF CONTENTS

OVERVIEW

BRAND.....05

IDENTITY: VOICE

PERSONALITY.....20

tone..... 20

DO’S & DON’TS.....21

IDENTITY: VISUAL

COLOR.....25

TYPE..... 31

PHOTOGRAPHY.....39

LOGO.....45

APPLICATION.....49

DON'TS.....54

OVERVIEW

A wooden desk with various items: a teal mug on the left, a black camera with a lens on the right, a brown leather strap with metal buckles at the bottom, and a grid of small photographs in the upper right. A semi-transparent teal and orange rectangular overlay covers the left side of the image, containing the title text.

WHY THIS BOOK MATTERS

YOUR BRAND ISN'T WHO YOU SAY YOU ARE.
IT'S WHO *THEY* SAY YOU ARE.

BRAND

Your brand is the combination of your product (what you do), your identity (what you look like), your experience (what you feel like), and your culture (how you do it). The purpose behind branding is to shape the way your audience perceives, experiences, and remembers your ministry.

Brand alignment is consistency across every channel. If your channels lack consistency, your brand will lose credibility and trust.

Alignment happens when the product, identity, experience, and culture consistently deliver on the promise of your brand. This book provides you with the guidelines to ensure every expression of your brand is consistent.

The attributes in this book serve as the guideposts for communication with your audience. Periodically review these attributes to make sure what you communicate aligns with the message of your brand.

A photograph of a man with glasses and a beard, wearing a denim shirt, singing passionately into a microphone. His right hand is raised in a gesture of worship, with his index and middle fingers pointing upwards. The background is a soft-focus stage setting with warm, golden light. A teal-colored gradient bar is overlaid at the bottom of the image, providing a background for the text.

WORSHIP IS OUR EXPRESSION OF ADORATION TO OUR CREATOR.

THE SADDLEBACK WORSHIP BRAND IS

EXPRESSIVE

The worship experience isn't limited to an internal experience, but rather is visibly expressive to our Creator. The ministry models expressive worship through sound, look, and feel. Saddleback Worship is **CELEBRATORY**, sharing joyful adoration to our Creator with **AUTHENTIC** words and music that point to the hope we have in Jesus. The worship experience is **TRANSCENDENT**, going beyond a time or building, and seeping into every area of our lives. The **DIVERSITY** of our Worship Team expresses the expansive creativity of our God, giving a glimpse of heaven.

A woman with long dark hair is shown in profile, singing into a black microphone. Her right hand is raised with fingers spread, palm facing forward. She is wearing a dark top and several thin bracelets on her left wrist. The background is a soft-focus indoor setting with warm, golden light. A semi-transparent teal-to-pink gradient bar runs horizontally across the middle of the image, serving as a background for the text.

IT IS OUR PRAYER OF SURRENDER TO OUR KING.

THE SADDLEBACK WORSHIP BRAND IS

SHEPHERDING

Saddleback Worship is a SHEPHERDING ministry that seeks to move people forward in their personal journeys of faith. Every person on the Worship Team is a leader. By guiding, teaching, and modeling, Saddleback Worship shepherds its ministry members, the Saddleback family, and churches around the world.

The ministry is passionate about EQUIPPING our church and others through leading by example, and offering tools, resources, and inspiration. The ministry is SELFLESS in the way it places the church family first in its worship experience, and in the way it is open-handed with guidance and living by example.

Saddleback Worship is INFLUENTIAL in the way it shapes the church family at Saddleback, and in the way it stands as a model for other churches around the world. Saddleback Worship is TRANSFORMATIONAL, creating a worship culture that opens the door for God to change the hearts and minds of his people. Saddleback Worship equips, educates, challenges, and inspires its volunteers to grow as a result of serving in the ministry. The ministry is COLLABORATIVE, the collective result of many minds, hearts, and voices rather than one front person or individual.



WORSHIP FILLS THE SOUL WITH HOPE AND JOY.

THE SADDLEBACK WORSHIP BRAND IS

HOPE-FILLED

Saddleback Worship is HOPE-FILLED. Every facet is filled with the hope and grace we have in Jesus Christ. Because the worship experience is authentic, deep, and personal, it is LIBERATING.

Saddleback Worship is more than a ministry—it is a family.

This FAMILIAL approach to worship means that everyone is welcome. The worship experience is ACCESSIBLE to all, never making anyone feel like an outsider or a stranger. The hope-filled experience gives a message of “I can do this.” Saddleback Worship is INVITING. The ministry’s sound, look, and feel signals to the church and unchurched, to the members and non-members alike, that they are all welcome and wanted.



WORSHIP UNITES THE BODY OF CHRIST.

THE SADDLEBACK WORSHIP BRAND IS

UNIFYING

Saddleback Worship is a UNIFYING ministry that brings the church body together in a worship experience that is consistent and familiar, whether you're in California or Berlin. The ministry connects Saddleback Church across many locations, and unifies the "Big C" church by being open-handed with resources, knowledge, tools, and inspiration. The worship experience is easily REPLICABLE, and can be modeled in locations and churches around the world. By creating a COLLABORATIVE environment that leans on the power of a team, Saddleback Worship creates a PARTICIPATORY example that encourages involvement, rather than a spectator culture. Saddleback Worship is RELEVANT by being continually responsive to the evolving culture of its people.



WORSHIP GOES

BEYOND A SINGLE SONG.



WORSHIP GOES

BEYOND A SINGLE VOICE.

WORSHIP GOES

BEYOND A
SINGLE
PLACE
AND TIME.

WORSHIP GOES

BEYOND
THESE
FOUR
WALLS.

IDENTITY

VOICE

VOICE

Your voice is more than just the “sound” of your brand. It is the unique way of speaking to your audience that expresses your ministry’s personality through words across all platforms. Your brand’s voice is made up of your personality (distinctive characteristics) and tone (how you say it).

PERSONALITY

Saddleback Worship’s voice conveys a tone of joyfulness, openness, acceptance, and community. We welcome you as you are, yet call you to grow in your relationship with God. It is warm, friendly, approachable, simple, positive, and compelling.

The voice is casual, yet bold, vibrant, and open. The tone is edifying, liberating, awe-inspiring, celebratory, and genuine.

“Worship is our expression of adoration to our Creator.”

TONE

The personality is the combination of characteristics or qualities that form a distinctive character. Saddleback Worship is authentic, accepting, loving, selfless, hopeful, transparent, honest, and giving. It has a natural disposition of celebration and excitement, and wants everyone else to feel that same level of joy, energy, and emotion. The personality is expressive and an overflow of what is already inside us.

“Join us for a powerful Night of Worship at Saddleback Lake Forest. During this special gathering, you’ll experience an extended time of worship where we’ll sing, pray, and take communion together as a church body. We love nights like these because they’re a unique opportunity for our Saddleback family to encounter God. You’ll leave feeling encouraged and inspired. Join us Thursday, September 10 from 6:30 to 8:30 PM in the Worship Center.”

DO’S & DON’TS

In creating content for the Worship Ministry, follow these standard guidelines:

Be direct. Use active voice.

Be friendly, not formal.

Avoid empty phrases, market-speak, and floweriness. A reader is more likely to trust the content when it is not over-hyped.

Avoid “Christianese.” Write your copy as if you’re speaking to someone who’s never been to church before. Don’t use terms like “sanctification” that an unchurched person wouldn’t understand.

Avoid wordiness and eliminate unnecessary phrases or adjectives. Keep it short, simple, and friendly.

Eliminate vague modifiers (e.g., really, very, actually, sort of, etc.).

WORDS TO USE

AUTHENTIC
BIBLE / WORD
CELEBRATORY / CELEBRATE
COME
CONNECT
EXPRESSION
FAITH
FREE
HEAVEN
HOPE-FILLED / HOPE
INTERACT
JOIN
OPENNESS
POUR OUT
PRAISE
PROCLAIM
PRESENCE
REAL
RELATIONSHIP
SHARE
STEP IN / ENTER
TRUTH
UNITE
WORTHY

Here are some words to keep in mind as you shape your messaging for Saddleback Worship:

WORDS TO AVOID

AMEN!
ANOINTING
BORN AGAIN
BRETHREN
BROTHER AND SISTER IN CHRIST
COMMUNION
EDIFICATION
EVANGELISE OR EVANGELIST
FELLOWSHIP
GOSPEL / GOOD NEWS
HELL
INTERCESSION
MANIFESTATION
MINISTER
MISSION (AS IN, “WORSHIP IS YOUR MISSION”)
OFFERING
OMNIPOTENT/OMNIPRESENT/OMNISCIENT
OUTPOURING
PROPHECY
REBUKE
REPENT
SANCTIFIED
TESTIMONY

IDENTITY

VISUAL



CELEBRATORY COLOR

PRIMARY | ACCENT | COLOR FLARE

Color is our way of keeping our brand energetic, celebratory, and expressive. Using an array of vibrant colors sets us apart in our overall look and feel and shows the celebration that is our worship.

As a base color, white is used to keep everything looking bright, fresh, clean, and contemporary. We introduce the vibrant colors through graphics and color flares. The latter is our way of bringing life into a photograph, and creating light in areas one typically cannot accomplish in natural photography.

PRIMARY COLOR: WHITE

The primary color of Saddleback Worship is white. When creating layouts, making graphics, or choosing color for text on photographs, use white as much as possible.

Using white as a base creates a clean and open backdrop for your designs. White helps photographs become the focal point and allows colors to pop.

ACCENT COLORS

This selection of swatches is to be used only for graphics. Use each color for the specific reason listed.

DOLE WHIP

This color is used only as an accent color for underline bars.

PANTONE: 601 U **CMYK:** 4 | 0 | 50 | 0
RGB: 247 | 242 | 153 **HEX:** #f7f299

ALOE VERA

This color is used as an accent color for type and graphic elements.

PANTONE: 571 U **CMYK:** 45 | 0 | 30 | 0
RGB: 138 | 207 | 191 **HEX:** #8acfbf

SADDLEBACK BLACK

This color is used as an accent color for type and graphic elements.

PANTONE: 419U **CMYK:** 0 | 0 | 0 | 100 TINT: 90%
RGB: 48 | 48 | 48 **HEX:** #303030

EASY GRAY

This color is used as an accent color for type and graphic elements.

PANTONE: Cool Gray 6 U **CMYK:** 0 | 0 | 0 | 100 TINT: 40%
RGB: 167 | 169 | 172 **HEX:** #a7a9ac

COLOR FLARE SWATCHES

This selection of swatches is to be used only to create color flares on top of photographs. Colors will appear lighter when they go through the design process.

FLARE GREEN

This color is used only for color flare on photography.

PANTONE: 601 U **CMYK:** 4 | 0 | 50 | 0
RGB: 247 | 242 | 153 **HEX:** #f7f299

FLARE CORAL

This color is used only for color flare on photography.

PANTONE: 571 U **CMYK:** 45 | 0 | 30 | 0
RGB: 138 | 207 | 191 **HEX:** #8acfbf

FLARE YELLOW

This color is used only for color flare on photography.

PANTONE: 419U **CMYK:** 0 | 0 | 0 | 100 TINT: 90%
RGB: 48 | 48 | 48 **HEX:** #303030

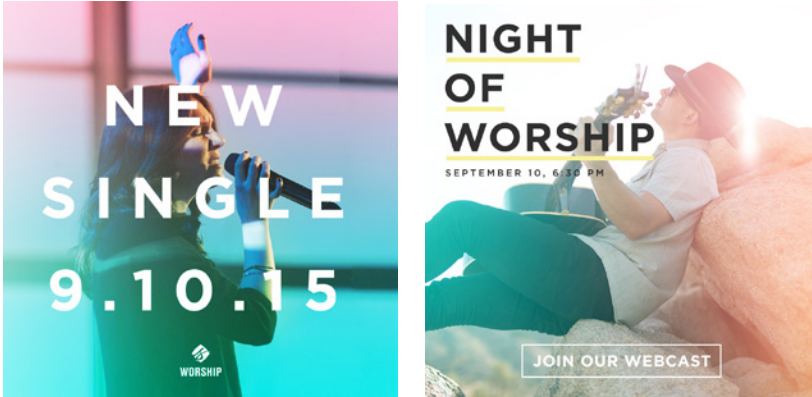
COLOR FLARE PIECES

Color flare should not be used on all assets, as most photos should retain the “bright and clean” look. Color flare should only be applied to:

WORSHIP PHOTOS
ALL PHOTOS INSIDE WORSHIP CENTERS

PRIMARY ASSETS
INCLUDING BUT NOT LIMITED TO:

- HERO WEB HEADERS
- PRINT PIECES
- NIGHT OF WORSHIP



HOW TO APPLY COLOR FLARE

All color flare effects should be done in Photoshop using the directions below:

Open a photograph in Photoshop and apply the “bright and clean” editing tool to the photo (see page 42). Create a new layer on top of a photograph.

Using the paintbrush tool, create a large sized brush with 0% hardness. On this new layer, paint large fields of flare green and flare coral, staying close to the side of the photo and using corners to house the majority of the color. Paint small fields of flare yellow using the same brush, making sure to not overuse the yellow.

Make sure to leave fields of the photograph void of color, allowing the original colors of the photograph to come through. Generally avoid using additional color on main subjects and covering too much of the subject’s face.

Change the blending mode on this layer to “screen” to achieve the full effect.

If necessary, use an eraser with 0% hardness and low opacity to remove a color.





LIBERATING TYPE

CREATIVE | PRINT | WEB

Typography is a central element to the Saddleback Worship brand. All typefaces are taken directly from the Saddleback Church brand. Creative liberty is given to the designer to use the typography in an artistic way to help differentiate it from the main Saddleback brand.



BIG TYPE

The primary type treatment for Saddleback Worship is big type. Text is written in Header text (see page 35) and with excessive tracking. Words are pushed onto multiple lines and staggered to break out of a rigged grid. White text is used as much as possible on top of photographs. Use big type to creatively call out short lines of copy.

THE GRADIENT BOX

The gradient box is a graphic element placed over photographs that do not have the color flare effect. A box is created with a gradient of flare green and flare coral. Just like with the color flare, the “screen” effect is used to create a bold block of celebratory color. Big type is placed on top of this graphic element, breaking the borders of the box to encapsulate the idea of liberating typography.



THE WHITE BOX

The gradient box is a graphic element placed over photographs that have the color flare effect. A box is created with a thick white border. Inside the box is Sub-Header text (see page 35) in bold with generous leading and padding around the text. This lets the color flare effect shine through the box and create a light and airy look, transcending the idea of nature entering “these four walls” and worship extending out of “these four walls.”

THE UNDERLINE

The bold “Dole Whip” underline for Header 2 is a graphic element for the Saddleback Worship brand. This underline creates a bright punch on the page and gives the brand some character. The underline is created by taking the same thickness of Gotham Bold’s “I” (as seen as “Y” below) and placed beneath the header, extending the exact width of the word(s) it is underlining. The space between the words and the underline is 1.5× the thickness of Y.



PRINT FONTS

FonTS and how they are used
for print, screen graphics,
and web graphics.

AKZIDENZ-GROTESK BOLD CONDENSED

ABCDEFGHIJKLMNopRSTUVWXYz
0123456789

GOTHAM BOLD

ABCDEFGHIJKLMNopRSTUVWXYz
0123456789

GOTHAM MEDIUM

ABCDEFGHIJKLMNopRSTUVWXYz
0123456789

GOTHAM LIGHT

ABCDEFGHIJKLMNopRSTUVWXYz
0123456789

Paperback 48 Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Paperback 48 Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

HEADER 2

GOTHAM BOLD
40 TRACKING

For practical headers
throughout the piece that are
not the main header. Always
has an underline (see page 33).

SPECIAL COPY

PAPERBACK 48 ITALIC
40 TRACKING

For bodies of text that are
shorter than body copy and
need a way to differentiate
from the body copy.

INFO COPY 2

GOTHAM BOLD &
GOTHAM LIGHT
40 TRACKING

A combination of Gotham Bold
and Gotham Light help with
information that is side-
by-side, yet should be read
separately. Only to be used in
situations such as in
this example.

NIGHT OF WORSHIP

REFOCUSING ON GOD’S GRACE IN EVERY SEASON

ABOUT THIS

To de remque voluptature doluptati blam
auda nonsequis dit exerum veristem enis
velitib eatios duntinvenis quidigendit
occum et am consequ iatie
nobit magnatus.

DATES

LAKE FOREST
08.02.15

ANAHEIM
08.13.15

NEWPORT MESA
09.20.15

LAKE FOREST
10.05.15

NEWPORT MESA
10.28.15

LAKE FOREST
01.17.16

Ehent aut aut aut lab is sunt officia dit quiatiae.
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corendu ciendus alibus sintia esequia ectio.
Pos eria quiae laut et ut ernatur, optatum cus
eaquiasperia voluptis mollabo reperferita dolutem
alit facea in porem. Dae porem int voluptis
ad magniendae est ad maxim eliam dolorem
dendioreium alitat omnimos quatur, eiundignat
assequo omnim acimus, omnim sum facessi nctore,
que vendis non eaqui aut exeratenia net accum
quis num volendit molorro que aut latur, cus
sitate consectur, ant quunt faccum fugit lant vel
ipsa dolorum faci qui as utempos con consequunt
aligendae eatur si doles quam, ommo quis et
quis sunt optiis eum ut as esed quam, que aut
fugia aborestium entotate etur sit lab im as aute
net reptur, occus accae volorem volupie ndamus
nestia volo quamusa piciis ut lab illam sunt dellore
videndissed utem et aborrovidit quo volorpo reritae
delis as dolorrum ius et, invenim faccustiume vel
iuscimin ne voluptat ulluptur? Umqui nonse plit
verum endae nis qui derspid ucillor eptatur? Bus
digenis id magnimusdae cus, que aperferibus.

Henimil ma core vernam quodi rerum quae. Ne re,
etur sus quamet lam des modist volupit isimus, si
tem arunt audi verfernatem fuga. Nonsed et ad qui
ulpa sento dolores im quis aut quibus porit quid qui
ut mos ea sus etum sitis quatquis repraerum vel
incto exped molut quo quid ut landit alitati ut quia
doluptium et ati officiistet accullatem ad mincil
ma que pa sant utem vidi qui idendi coris aut ut
eiumendenit, et lit asserum etur abo.

SADDLEBACKWORSHIP.COM/NIGHTOFWORSHIP



HEADER

AKZIDENZ-GROTESK
BOLD CONDENSED
40 TRACKING

Just like Saddleback’s style,
Akzidenz is used only as
headers. Akzidenz is also used
for large graphic type pieces.

SUB-HEADER

GOTHAM MEDIUM
240 TRACKING

Open tracking makes this
sub-header different than the
rest of Gotham being used in
the section.

BODY COPY

PAPERBACK 48 ROMAN
40 TRACKING

For large bodies of text to be
easily read.

INFO COPY 1

GOTHAM MEDIUM
40 TRACKING

For any informational call-outs
(website, addresses, etc.).

WEB FONTS

A list of web-friendly fonts to replace Gotham and Paperback on the web.

PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Georgia Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Georgia Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

GRAPHICS
PRINT FONTS

Graphics that are inserted into the website and on social media still use print fonts.

BODY COPY
GEORGIA REG
40 TRACKING

For large bodies of text to be easily read.

SUB-HEADER & NAVIGATION
PROXIMA NOVA REG
40 TRACKING

Web's sub-header and navigation mimic the use of Gotham as info copy in print.



HEADER
PROXIMA NOVA BOLD
40 TRACKING

For practical headers throughout the piece that are not the main header. Always has an underline (see page 33).

BUTTONS
PROXIMA NOVA BOLD
40 TRACKING

Buttons use Proxima Bold to mimic saddleback.com's Gotham buttons.

SPECIAL COPY
GEORGIA ITALIC
0 TRACKING

For bodies of text that are shorter than body copy and need a way to differentiate from the body copy.



AUTHENTIC PHOTOGRAPHY

STYLE | EDITING | WORSHIP | SCENIC

Photography should evoke a feeling or a mood, rather than solely focusing on the obvious subject. Since our design relies so heavily on photography, it is critical that all images are high quality and well-edited. Assure that images include diversity, color, empty space, and ways to integrate text.

Photography for Saddleback Worship is much more lifestyled than Saddleback Church's photography. Authenticity is key here. Make sure to focus on faces and try to keep the idea of "one family" when shooting and using photos. It is not uncommon to use photos of the worship team in nature. This strategic branding move communicates that worship goes beyond the four walls of the church.

Photographic styles should be authentic, scenic, and an expressive. They should convey a feeling that worship extends beyond "these four walls."

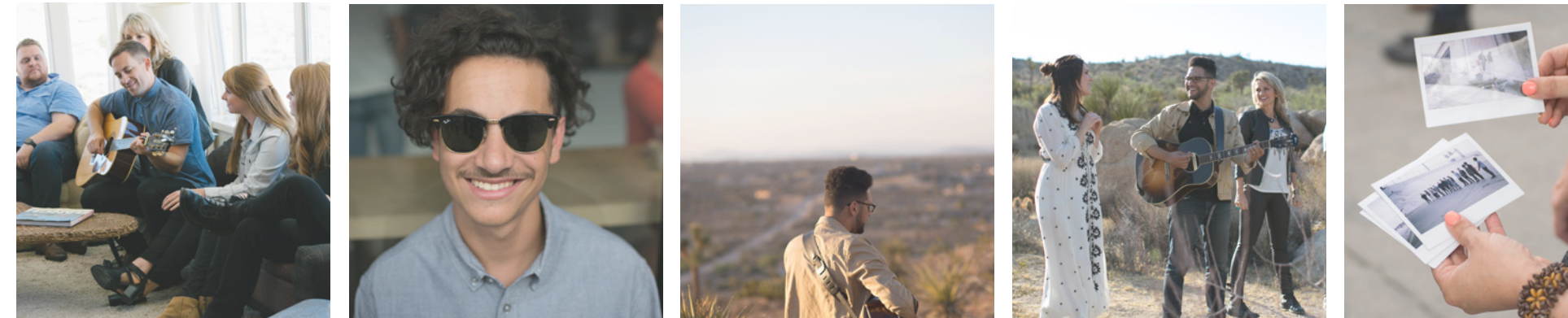


PHOTOGRAPHY STYLE

As a visual representation of our brand, images should be intriguing, beautiful, compelling, and somewhat poetic. Whenever possible, use imagery that communicates movement, sound, or a sense of activity that is happening within the image. This can be subtle or overt, depending on the mood you're trying to create.

If using several images in one layout, make sure there is a relationship between the photographs to create visual harmony. For instance, the relationship could be based on color, perspective, similar graphic elements, mood, etc. Avoid having the subject looking directly into the lens. The viewer should feel as if he/she is witnessing a moment in time, perhaps a spectator gleaning from the enlightening scene in front of them. Photographs can exude emotion, but can never be heavy. Seek to capture candid moments of laughter and connectivity, and be open to photographing the subjects in nature and in other locations one might not normally associate with places of worship.

Additionally, lighting that adds character and mood can help transform even a fairly objective point-of-view into something more compelling and unique. Integrate light and color where applicable, and be creative as to what is intentionally blurry and what should remain in focus.





BRIGHT & CLEAN EDITING

Bright and clean is the primary photo editing format for Saddleback Worship. This style aligns photographs and creates a light and airy look to all the images. Photos are slightly over-exposed, deep blacks are removed, and saturation is minimally lowered. Use this editing style on all photos (including those with color screen) to create consistency.

WORSHIP PHOTOGRAPHY

Our worship photos display how we worship on the weekends—capturing moments of praise. Using photos from the perspective of the church member gives the viewer a sense of being unified and participatory. This first-person point-of-view creates a sense of “being there” and interacting in worship. It is best not to focus entirely on one member.



SCENIC PHOTOGRAPHY

Scenic photography can accompany worship photography but should not act as a replacement. Scenic photography should either be expansive or focus on close-up details.



LOGO

PRIMARY | SUB-HEADER

The Saddleback Worship logo is an extension of the main Saddleback brand. The logo is used sparingly and is generally tucked away on the main promotional material or branding piece so as to avoid immediate attention to itself.

PRIMARY LOGO

These are the preferred logos of Saddleback Worship. The Worship logo is to be used internally at Saddleback for our members. The Saddleback Worship logo should be used when communicating to an external audience, such as on our website and social media channels.



LOGO WITH SUB-HEADER

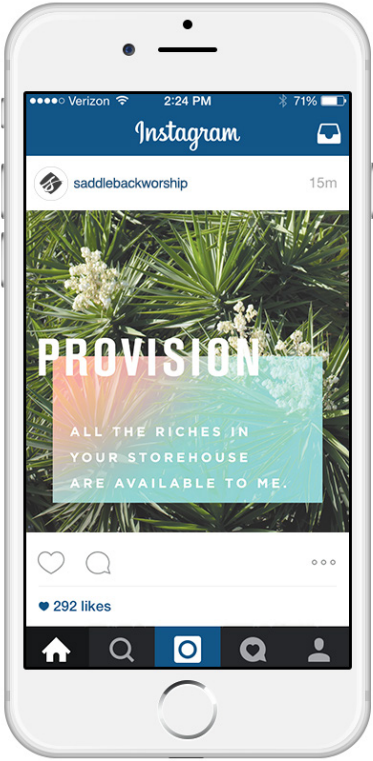
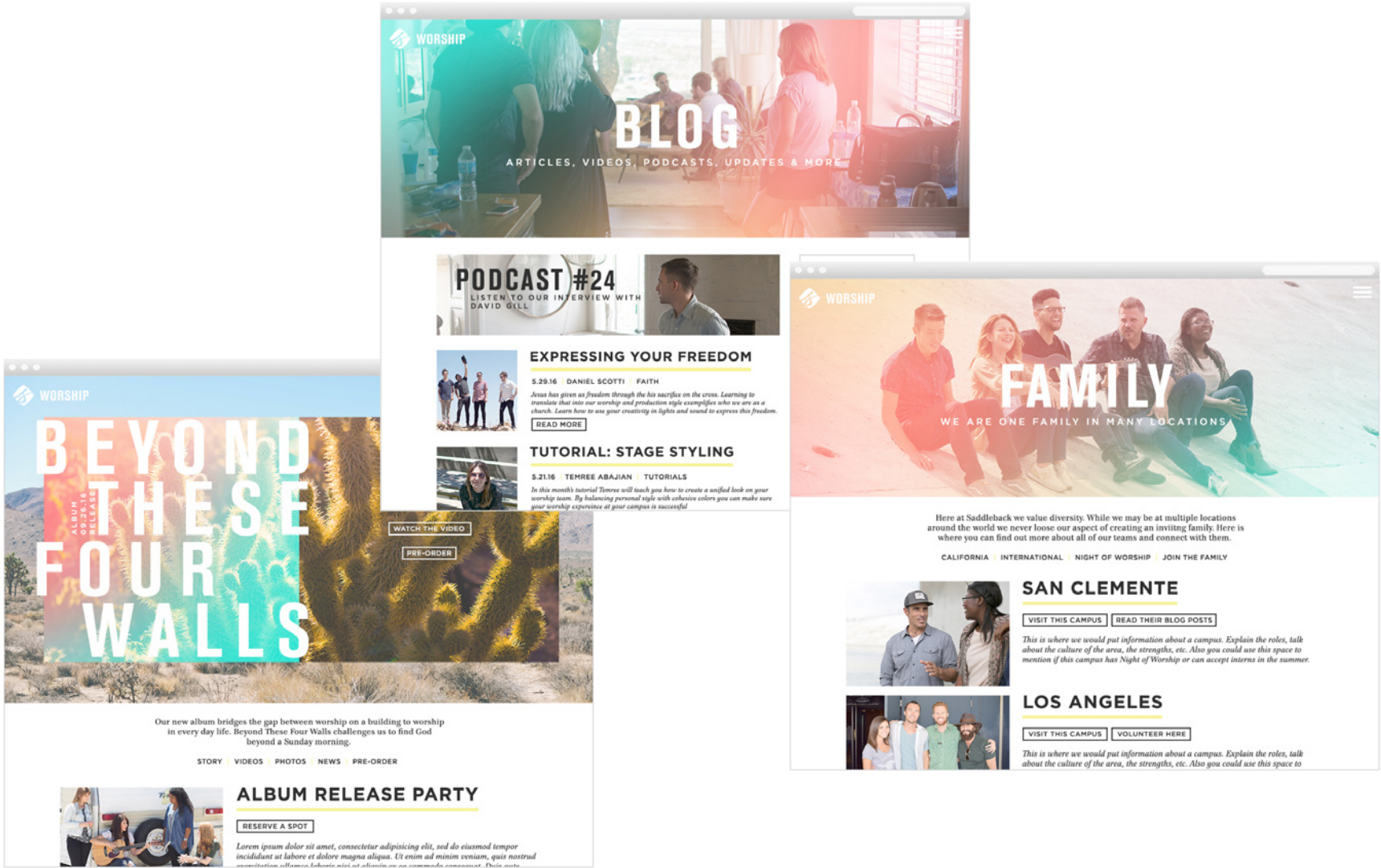
When creating a mark for a ministry that requires being under the Saddleback Worship name, use Saddleback Church’s method of creating ministry logos by using Paperback 48 Italics. The logo must use the entire “Saddleback Worship” name to differentiate it from the general Worship brand. Custom logos are created with the specific ministry name. Do not use the Gotham sub-header style under the Saddleback Worship logo. Only place sub-headers under the logo when showing a sub-brand (i.e. a ministry). The logo should be pushed into a corner if possible to avoid this formatting.

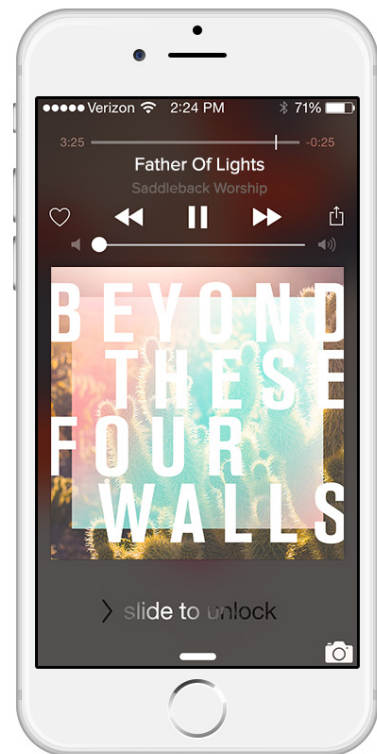




APPLICATION

WEB | SOCIAL MEDIA | PRINT





DON'TS

PHOTOGRAPHY | LOGO

Below are examples of what *not* to do with photographs and logos. Keeping these “don’ts” in mind will help keep the Saddleback Worship brand consistent.

PHOTOGRAPHY DON'TS

DON'T USE COLOR FLARE OVER AN ENTIRE PHOTO.

DON'T LET YELLOW FLARE DOMINATE THE COLOR FLARE EFFECT.

DON'T USE ANY OTHER BLENDING MODE OTHER THAN “SCREEN” FOR THE COLOR FLARE EFFECT.

DON'T OVEREXPOSE OR WASH OUT ANY PHOTO.

DON'T USE PHOTOS THAT HAVE OVERLY-POSED SUBJECTS.

DON'T USE PHOTOS WHERE THE SUBJECT(S) OR SCENE ARE OVERLY SERIOUS.



LOGO DON'TS

DON'T ROTATE THE LOGO.

DON'T SKEW, STRETCH, OR SQUEEZE THE LOGO.

DON'T USE DROP SHADOWS OR OTHER EFFECTS ON THE LOGO.

DON'T CHANGE THE COLOR OF THE LOGO—PERIOD!

DON'T ADD ANY GRADIENTS TO THE LOGO.

DON'T INTEGRATE ANY IMAGES IN THE LOGO.

DON'T CHANGE THE DISTANCE BETWEEN THE WORDMARK AND THE SYMBOL.

DON'T CHANGE THE SCALE OF PART OF THE LOGO, AND DON'T ARBITRARILY CHANGE THE FORMAT.

DON'T CHANGE THE FONT OF THE WORDMARK.



**SADDLEBACK
CHURCH**