

Brand & Culture Guide

Edition: 2025

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A group of people are seated at an outdoor wooden table. In the center, a man with a beard and sunglasses, wearing a grey hoodie and a baseball cap, is laughing heartily. To his left, another man is seen from the back, wearing a grey hoodie. To the right, a woman with long blonde hair is also seen from the back. Further right, another person is partially visible, wearing a white shirt with the number '77' on it. On the table, there are several items: a menu titled 'NEW DRINKS' featuring various beverage illustrations, some papers, and a small potted plant. The background wall is composed of large, light-colored hexagonal tiles. The entire scene is overlaid with a semi-transparent dark filter.

In **San Diego** as it is in Heaven.

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Purpose of this Brand & Culture Guide

CAPTURING HEART + IDENTITY

This Brand & Culture Guide exists to capture the heart and visual identity of Love Church San Diego. It serves as a foundational resource that unifies our message, mission, and personality—ensuring that everything we create reflects who we are and who we're called to reach. From logos to language, colors to culture, this guide helps keep us aligned and intentional.

How to Use This Guide

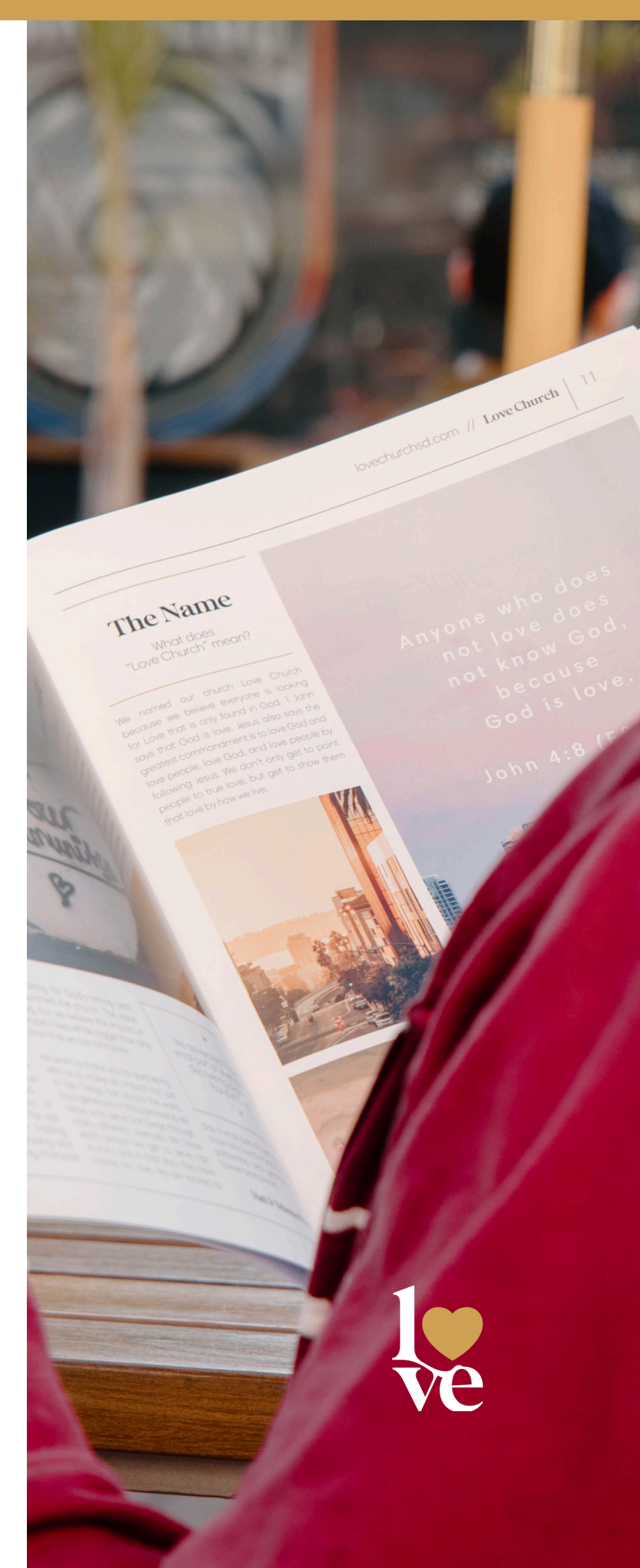
COMPASS + TOOLKIT

Think of this guide as both a compass and a toolkit. This guide is for anyone representing Love Church San Diego—staff, volunteers, creatives, communicators, ministry leaders, and partners. Whether you're designing a graphic, posting to social media, creating print materials, or speaking on behalf of Love Church, this guide will equip you with the visual standards and communication principles needed to stay on-brand and on-mission. Use it often. Share it freely. Let it shape how we show up consistently and meaningfully.

Importance of Brand Consistency

BUILDS TRUST + PROMOTES CLARITY

Brand consistency builds trust. It helps people recognize us, connect with us, and understand what we're all about—before they ever walk through our doors. When every piece of content reflects the same heart and identity, we create a clear and compelling picture of who Jesus is and what His Church can be. Consistency isn't about control; it's about clarity, excellence, and mission.



1. Our Church & Culture Guide



Our Church & Culture

OUR MISSION & VISION

- **Mission Statement:** “To help people experience the love of God in their life through Jesus.”
- **Vision Statement:** “To love, transform, and serve San Diego with the love of God.”

OUR VALUES



JESUS IS OUR MESSAGE.

It's all about Jesus—His life, His love, and His grace.

Everything we preach, teach, and do centers on the good news of the gospel.

We will never stray from the message of Jesus because He is our hope and the reason we exist.



PEOPLE ARE OUR HEART.

Every person matters to God, so they matter to us.

We love because He first loved us, and we go out of our way to see, serve, and celebrate people.

This church exists to love people deeply and help them find life in Jesus



GENEROSITY IS OUR OPPORTUNITY.

We live open-handed because God gave everything for us.

Generosity isn't an obligation—it's a privilege that reflects the heart of our Father. Every day, we have an opportunity to live out that generosity with our time, talent, and treasure to build what matters most.



LOVE IS OUR IDENTITY.

Love isn't just something we do—it's who we are.

In a world filled with noise, we choose to be known by our love for God and others. We want people to feel God's love the moment they meet us.

And he said to him, “You shall love the Lord your God with all your heart and with all your soul and with all your mind. This is the great and first commandment. And the second is like it: You shall love your neighbor as yourself.”

Matthew 22:37 - 39



Our Church & Culture

love

OUR NAME – “LOVE CHURCH”

We named our church **Love Church** because we believe everyone is looking for Love that is only found in God. 1 John says that God is love. Jesus also says the greatest commandment is to love God and love people. We don’t only get to point people to true love, but get to show them that love by how we live.



OUR PASTORS – MATT & BRIANNA PERRY

Matt Perry, originally from Riverside, first felt called to plant a church at 18 while studying in Sydney, Australia. That call led him to pursue a theology degree, a master’s, and hands-on ministry experience through an internship at Relevant Church.

During this time, he met Brianna at California Baptist University. A San Diego native, she was earning her degree in Speech and Language Pathology. After graduating and moving back home, Matt spent more time in San Diego—and soon developed a deep love for the city. They married in 2018 and made San Diego their home. Matt went on to serve at Eastlake Church, Cornerstone Church, and helped launch a campus with Union Church—experiences that helped shape their heart for church planting.

As they prepared to welcome their first child, Ava, they sensed God leading them to plant a life-giving church in the city they love. **That vision became Love Church**—a community passionate about Jesus, authentic relationships, and living on mission.

Our Church & Culture

OUR SYSTEM: HOW WE TEACH OUR VALUES

We keep it simple on purpose. Our whole church is built around one thing—Love. That love flows through everything we do: **Love God. Love People. Love Church.** This is how we move people from just showing up to fully living out their purpose.

LOVE GOD – SUNDAYS

Sundays are where it all starts. We gather every week to lift up the name of Jesus, experience His presence, and hear His Word in a way that actually speaks to real life. Our prayer is that people would walk in feeling welcomed and walk out feeling changed..

LOVE PEOPLE – LOVE GROUPS

This is where the big becomes small. In Love Groups, we build real relationships, grow in our faith, and do life together. It's not about being perfect—it's about being connected.

LOVE CHURCH – ESSENTIALS CLASS + SERVE TEAMS

We don't just want people to attend—we want them to belong and build. Essentials is where people learn who we are, what we believe, and how they fit into the story. Serve Teams are how we put love into action—creating space for others to encounter God the same way we have.

DISCIPLESHIP STRATEGY:

1. **Love God**
2. **Love People**
3. **Love Church**



Our Church & Culture

OUR LEADERSHIP TERMINOLOGY

Team Member

The hands and heart of the ministry.

Team Members serve faithfully on a specific team during a specific service or event. They help create the atmosphere, support the vision, and play a vital role in helping people feel seen, loved, and welcomed. Every role, no matter how big or small, matters in building the house.

Team Lead

Leads the team in the moment.

Team Leads take ownership of a specific team for a specific service time. They make sure their team is prepared, equipped, and unified. They set the tone, lead by example, and help create a consistent, excellent experience week after week.

Coordinator

Supports and empowers Team Leads.

Coordinators help lead multiple teams or team leads within a specific ministry area (like Kids, Worship, or Guest Experience). They ensure that the systems, communication, and culture are healthy and aligned with the bigger vision. Coordinators often provide coaching, troubleshoot challenges, and keep Sunday running smoothly.

Director

Leads the vision for a department.

Directors carry responsibility for the strategy, structure, and development of a full ministry department. They oversee systems, teams, and health across multiple services and events. Directors lead coordinators, plan trainings, and collaborate closely with pastors to bring the mission to life.

Pastor

Shepherds and leads the ministry and the people.

Pastors carry the spiritual weight and leadership over a department or ministry area. They lead leaders, care for people, develop vision, and build teams. Their role is to lead through prayer, discipleship, communication, and consistent care—always pointing people to Jesus and helping leaders grow deeper in their walk with God.

OUR 10 C's of LEADERSHIP

1. Character – Who you are when no one is watching is the foundation of leadership. Integrity, honesty, and faithfulness build trust. Without character, leadership crumbles because people won't follow someone they don't respect.

2. Competency – Leadership isn't just about inspiration; it's about execution. Are you continually growing in your ability to lead, problem-solve, and serve effectively? A leader who isn't developing their skills will eventually plateau.

3. Calendar (Time Management) – Your priorities are revealed by your schedule. A great leader knows how to steward their time wisely, balancing personal, family, and ministry responsibilities. Are you intentional with your time, or are you just reacting to life?

4. Calling – Leadership is a responsibility, not a status. Has God called you to lead? If so, at what level? Some are called to lead small groups, others to lead movements. Knowing your calling keeps you from comparison and burnout.

5. Communication – Leaders don't just have a vision; they can articulate it in a way that moves people. Can you communicate clearly, cast vision effectively, and inspire action? Leadership rises and falls on communication.

6. Courage – Leadership requires boldness to make hard decisions, take risks, and stand firm in faith even when it's uncomfortable. Courage is what moves vision into action.

7. Consistency – A leader who is inconsistent in their actions, emotions, or decisions breeds instability in those they lead. Consistency builds trust and reliability over time.

8. Creativity – Leadership isn't just about maintaining; it's about innovating. Can you think outside the box, problem-solve creatively, and adapt to new challenges?

9. Compassion – People don't care how much you know until they know how much you care. Compassionate leaders prioritize people over processes and see leadership as a way to serve, not control.

10. Collaboration – Leadership isn't about doing it all yourself. Can you build and empower a team? Do you create a culture where people feel valued and work together effectively?

Our Church & Culture

WHAT WE BELIEVE



At Love Church, our highest goal is to live, love, and look like Jesus.

Everything we believe flows from that desire—to know Him, follow Him, and help others experience His love. These are the core beliefs that shape who we are and why we exist.

About Scripture

We believe the Bible is God’s Word—alive, true, and powerful. It’s not just an old book; it’s the foundation for our lives today. Everything we believe and do is built on the truth of Scripture.

2 Timothy 3:16-17, Hebrews 4:12

About God

We believe in one God, who exists as Father, Son, and Holy Spirit. He is perfectly loving, totally holy, and deeply personal. God created us, knows us, and invites us into a relationship with Him.

Deuteronomy 6:4, Matthew 28:19, 1 John 4:8

About Humanity

We believe every person was created in the image of God, designed for relationship with Him. But sin broke that connection—and no one can fix it on their own. Without Jesus, we’re lost—but because of Jesus, we can be made new.

Genesis 1:27, Romans 3:23, Ephesians 2:4-5

About Jesus

We believe Jesus is the Son of God—fully God and fully man. He lived a sinless life, died on the cross for our sins, and rose again to give us life and freedom. He’s the only way to the Father, and the reason we have hope.

John 14:6, Colossians 1:15-20, 1 Corinthians 15:3-4

About Salvation

We believe salvation is a gift—it can’t be earned. Through Jesus’ death and resurrection, we’re forgiven and made new. We receive salvation by repenting of our sins and putting our faith in Him.

Ephesians 2:8-9, Romans 10:9-10, Acts 4:12

About the Holy Spirit

We believe the Holy Spirit lives in every believer, guiding us, comforting us, and empowering us to live for Jesus. The Spirit gives spiritual gifts to build up the Church and bring glory to God. We believe in the active, present-day work of the Holy Spirit.

John 14:26, Acts 1:8, 1 Corinthians 12:4-11

About the Church

We believe the Church is the family of God—people saved by grace, on mission together. Jesus is the head of the Church, and we are His body. We gather in community to worship, grow, pray, serve, and bring His love to the world.

Matthew 16:18, Acts 2:42-47, Ephesians 4:11-13

About Baptism & Communion

We believe in water baptism as a public declaration of faith—it’s an outward sign of an inward transformation. We also believe in Communion, remembering the sacrifice of Jesus and celebrating His love until He comes again.

Matthew 28:19, Romans 6:4, 1 Corinthians 11:23-26

About Eternity

We believe Jesus will return to make all things new. Every person will spend eternity either with God or separated from Him—and our response to Jesus determines that future. Heaven is real. So is hell. And we want as many people as possible to know the hope of eternity with Jesus.

John 3:16-18, Revelation 21:1-4, Matthew 25:31-46

Our Church & Culture

OUR CITY & AUDIENCE



THE PEOPLE OF SAN DIEGO

Understanding the Audience

- Population: 3.4 million people live in San Diego County — all within 20 minutes of Love Church.

Spiritual Landscape:

- San Diego ranks #4 in Least Religious Cities in the USA
- 40% of residents do not identify with any religion

Young Adults & Colleges:

- Major universities nearby:
 - San Diego State University
 - University of San Diego
- Over 100,000 college students in the metro area

POVERTY & NEED ACROSS SAN DIEGO

- 335,000 people live in poverty (86,000 children)
- Stark gap between the wealthy and low-income families
- Among the largest homeless populations in the U.S.
- Lack of affordable housing
- Inadequate mental health services
- Widespread addiction issues
- 8,000+ human trafficking victims annually

THE HUNGER FOR LOVE

Everyone is looking for love...

- In bars and nightclubs like Gaslamp District
- Scrolling endlessly through social media feeds
- Pursuing money, success, and material things to fill a deeper void

But the truth is:

“God is love.” — 1 John 4:8

- Love isn’t earned, it’s given
- The love people are searching for is only found in God

At Love Church, we want people to:

- Be loved before they walk in the door
- Be pointed to God's love in everything we do
- Experience love, not just hear about it
- Be part of a church that lives love out loud in the city

THE CHURCH WE SEE ♥

- Will make you feel loved before you ever walk in the door
- Will point you to the love of God in every action
- Will not just talk about love — we will live a life of love
- Will show love by being the church in community
- Will live love by serving our city

San Diego ranks as one of the least religious regions in the U.S., with a high percentage of residents unaffiliated with any faith community

But there is hope in Jesus.

We believe a life-giving church will change this.

*SOURCES: SAN DIEGO COUNTY DISTRICT ATTORNEY, SAN DIEGO YOUTH SERVICES, COUNTY OF SAN DIEGO BEHAVIORAL HEALTH SERVICES, THE SAN DIEGO UNION-TRIBUNE, VOICE OF SAN DIEGO.



“San Diego is the best city in the world.”
— Eric Weddle

san diego
sandiego.love

Our Church & Culture

MEMBERSHIP AT LOVE CHURCH

At Love Church, we don't have a formal membership process—no sign-ups, no paperwork, no checklists. But we do believe in something even better: **becoming a fully engaged member of the church family.**

A fully engaged member isn't about a title—it's about a lifestyle. It means you're bought in, showing up, and building with us. Here's what that looks like:

- **ATTEND CONSISTENTLY**

Make Sundays a priority. 2–3 times a month shows commitment and creates rhythm in your life.

- **SERVE ON A TEAM**

Whether it's kids, production, worship, or set-up, **serving helps you grow and helps others** feel at home.

- **BE IN A LOVE GROUP**

Life change happens in community. We're not meant to do life alone, and Love Groups help you stay connected and growing.

- **TITHE FAITHFULLY**

We believe in living open-handed. Giving isn't about pressure—it's about partnership and worship.

- **SHARE JESUS WITH OTHERS**

This is what we're here for. Tell your story, invite someone to church, and let your life point people to Jesus.



When you're doing those five things, you're not just attending Love Church—you're **building it.**

You're part of the story God is writing in San Diego.
And we're so glad to be building it with you.



Our Church & Culture

TEAMS AT LOVE CHURCH

At Love Church, we believe that **everyone has a part to play**—and serving is one of the best ways to live that out. We don’t just fill roles; we build family through teams.

Being on a team isn’t about obligation—it’s about **ownership**. It means using your gifts, showing up with purpose, and helping create a place where others can encounter Jesus.



Creative Team

We use our creativity to communicate the love of God in powerful, intentional, and beautiful ways.

- **Design** – Creates graphics, slides, and visuals that reflect our message and heart.
- **Social Media** – Helps tell our story online and invite the world into what God is doing at Love Church.
- **Photo + Video** – Captures moments from services and events to help people connect visually and emotionally.
- **Content & Communication** – Writes, edits, and manages content to make sure everything we say points to Jesus and reflects Love Church.
- **Stage + Environment Design** – Brings the vision to life through creative spaces, stage builds, and environments that reflect God’s beauty.
- **Web** – Helps create an easy and engaging online experience through our website and digital tools.
- **Project Management** – Keeps creative projects on track and moving forward with excellence.



Worship Team

We lead people into the presence of God through song, sound, and surrender.

- **Worship Leaders + Musicians** – Vocalists and instrumentalists who lead our church in heartfelt, Spirit-led worship.
- **Worship Admin** – Helps plan, schedule, and organize all aspects of worship sets, rehearsals, and song libraries.



Love Groups Team

Love Groups are where the big becomes small, and real life happens in community.

- **Group Leaders** – Facilitate conversation, build relationships, and help people grow in their faith.
- **Group Coaches** – Support and develop group leaders as they care for their communities.



TEAMS AT LOVE CHURCH (CON'T)



Love Club (Kids Ministry)

Love Club is where kids grow in God’s love—together.

- **Check-in + Hosts** – Welcomes families, manages check-in, and helps parents feel confident and secure.
- **Nursery + Preschool (Dreamers & Heroes)** – Cares for little ones with patience, love, and biblical truth.
- **Elementary (Legends)** – Leads older kids in games, worship, teaching, and small group connection.
- **Kids Worship + Creative** – Brings energy and fun through worship, skits, storytelling, and more.



Love YTH (Youth)

Our middle and high school community exists to raise up the next generation with identity, purpose, and passion for Jesus.

- **Youth Nights + Events** – Hosts weekly and monthly gatherings for fun, connection, and encounter.
- **Youth Groups** – Leads students in smaller communities where real conversation and growth happen.
- **Youth Worship & Creative** – Uses music, creativity, and media to create a space for students to meet Jesus.



Guest Experience Team

We make Love Church the most welcoming place people have ever experienced.

- **Parking + Welcome Team** – First impressions matter! This team welcomes guests from the moment they arrive.
- **Greeters** – Smiles, high fives, and personal connections to help people feel seen and known.
- **Hospitality** – Creates warm environments through coffee, refreshments, and conversation.
- **Ushers** – Helps people find seats, serves communion, and keeps the service flowing smoothly.
- **Safety Team** – Ensures our environment is safe and secure for every person and family.
- **Prayer Team** – Covers the room in prayer during services, interceding for salvations, healing, breakthrough, and the move of the Holy Spirit in real time.



Next Steps Team

Helping people move from curious to connected.

- **Essentials Class Hosts** – Helps people discover who we are, what we believe, and how they can get involved.
- **Starting Point + Follow-Up** – Connects with new guests and helps them take their next step in following Jesus.
- **Admin + Data Entry** – Supports behind the scenes by keeping records, check-ins, and follow-up systems organized.



Love Local & Global (Outreach)

We exist to bring the love of Jesus beyond our walls and into our city and the world.

- **Love San Diego** – Serves our city through monthly outreaches and partnerships with local organizations.
- **Missions + Church Planting** – Helps organize trips, support mission partners, and plant life-giving churches.



Set-Up & Take-Down Team

This team arrives early and stays late to make church possible—transforming spaces into places of worship and community.

- **Set-Up Team** – Arrives before service to unload gear, set up signs, kids spaces, worship equipment, and more.
- **Tear-Down Team** – Stays after service to reset the space, pack up gear, and make sure everything is ready for the next week.
- **Load-In/Load-Out Support** – Helps move equipment in and out of storage or trailers quickly and safely.



Production Team

This team makes Sundays happen behind the scenes—delivering sound, visuals, and flow that help people focus on Jesus.

- **Audio** – Mixes live sound and ensures clarity and quality during worship and the message.
- **Visuals + Slides** – Runs lyrics, scripture, and message slides that guide our gatherings.
- **Lighting** – Enhances the worship experience through intentional and distraction-free lighting design.
- **Broadcast/Camera** – Captures services for livestream and future use, making Jesus known beyond the room.
- **Stage + Service Flow** – Oversees transitions, stage movements, and service timing to make Sundays flow with excellence.

Our Church & Culture

CULTURE GLOSSARY

Our culture isn't a slogan or a vibe—it's a Spirit-led foundation that shapes how we love, serve, lead, and live.

This page is more than words—it's a window into what makes Love Church, Love Church.

These are the phrases we speak, and the way of life we invite everyone to live into.

Our Culture Code:

LOVE. HUMILITY. HABITS

We're not just building a church—we're shaping a culture. Culture is how we define who we are and how we lead.

The Habits We Practice:

H.O.P.E

- We walk in **humility**. We lead like Jesus—who came to serve, not be served. We pursue humility daily, knowing we're all growing together.
- We take **ownership**. This isn't "Matt's church"—this is our church. Every person plays a part. We don't wait to be asked—we show up, speak up, and build up.
- We **pray** like it matters. Because it does. Prayer isn't our last resort—it's our first response. We cover our church, our city, and our lives in prayer.
- We share the gospel boldly. **(evangelism)** Evangelism is more than a moment—it's our lifestyle. We point people to Jesus with our words, our lives, and our invites.

The Heart We Carry:

WE LEAD WITH LOVE.

We're not just building a church—we're shaping a culture. Culture is how we define who we are and how we lead.

WE CELEBRATE WHAT GOD CELEBRATES.

We cheer loudest when someone says yes to Jesus, takes a next step in faith, or finds their place in community.

WE HELP PEOPLE FIND JESUS IN ALL WE DO.

From the parking lot to the pulpit, we reflect His love in every smile, handshake, prayer, and message.

The Mindset We Carry

Every servant leader at Love Church is...

- **Humble enough to grow.** Always ready to learn, never above correction.
- **Rooted in prayer.** We rely on God, not ourselves.
- **Committed to the mission.** We show up, we serve, and we build.
- **Living on mission.** Every day is an opportunity to share the love of Jesus.



Our Church & Culture

CULTURE GLOSSARY

Culture Phrases:

The best is yet to come

- Philippians 1:6, 1 John 4:7

We believe love is our language and the future is full of hope.

Love God. Love People.

- Matthew 22:37–39

Everything we do flows from loving God and loving people.

A place to belong before you believe

- John 1:46, Luke 19:10

You don’t have to believe to belong—we welcome you as you are.

We don’t have to—we get to

- Psalm 100:2

Serving is our joy, not our job.

Love humility

- Philippians 2:3–5

We choose humility because Jesus modeled it.

People are our priority

- Luke 15

Jesus always stopped for the one—we do too.

Excellence is doing the best we can with what we have

- Colossians 3:23

Excellence honors God and inspires people.

We speak life

- Proverbs 18:21

Our words create culture—so we choose to speak hope.

We show up with love

- John 13:35

Love isn’t just felt—it’s shown in how we show up.

Prayer is our first response, not our last resort

- Philippians 4:6, 1 Thessalonians 5:17

We pray first because we depend on God.

Presence over performance

- Luke 10:38–42

We value being with Jesus over doing for Jesus.

Worship is our weapon

- 2 Chronicles 20, Acts 16:25–26

We fight battles by lifting our praise.

Faith moves us forward

- Hebrews 11:1, 2 Corinthians 5:7

We walk by faith even when we can’t see.

Every seat has a story

- Luke 15

Every person matters to God and has a story worth knowing.

Every Sunday is someone’s first Sunday

- Romans 15:7

We create welcoming spaces for new beginnings.

We’re building family, not fans

- Romans 12:5

Church isn’t a crowd—it’s a community.

We carry the culture

- Romans 12:2

We don’t copy culture—we shape it through the Kingdom.

Grace is our posture

- John 1:16–17

We lead with grace because we’ve received grace.

We live open-handed

- Proverbs 11:25

We give freely because God gave freely to us.

Honor is our default

- Romans 12:10

We choose to see and celebrate the best in people.

Obedience over outcome

- 1 Samuel 15:22

We trust God with the results and say yes to the process.

We lead with love

- 1 Corinthians 16:14

Everything we do is done in love—no exceptions.

We go first

- 1 John 4:19

Love initiates—we don’t wait to make the first move.

Your story matters here

- Psalm 66:16

Every story is sacred because every life matters.

Known, not just noticed

- Isaiah 43:1

We don’t do crowds—we do connection.

NEVER & ALWAYS:

Never ask:

- “Is this your first time here?”

Always ask:

- “How long have you been coming?”



Our Church & Culture

SPIRITUAL RHYTHMS

These rhythms aren't about religion or rules – they're about relationship.

Spiritual rhythms (or habits) are simple, intentional ways we can connect with God in our daily lives.

They help us stay close to Jesus and live from the love we already have, not chase what we think we're missing.

Further Study:

1. **Celebration of Discipline** by Richard Foster

2. **Holy Habits** by Noah Herrin



1. READ THE BIBLE DAILY (5-10 MINUTES)

Pick one verse a day and journal using the SOAP method:

- Scripture – Write it out
- Observation – What does it say?
- Application – What does it mean for you today?
- Prayer – Talk to God about it

Bonus Tip: Don't feel pressured to have to read an entire chapter at once—just pick one verse that speaks to you.



2. PRAYER (5 MINUTES + 1 MINUTE EACH HOUR)

Start each day (for 5 minutes) with prayer using this method:

- Praise – Thank God for who He is
- Repent – Turn from what's in the way
- Ask – Bring your needs to Him
- Yield – Surrender and listen

Bonus Tip: Set a reminder to pray one minute every hour you're awake. Just one focused minute of prayer throughout the day can change everything.



3. SABBATH + STILLNESS (5 MINUTES + SABBATH 1 DAY)

Take one day a week to rest, reflect, and delight in God. No noise. Just stillness.

- “Be still and know that I am God.” – Psalm 46:10



4. JOURNAL + REFLECT (JOURNAL 10 MINUTES)

- Write one page a day
- Track gratitude, prayer requests, and what God is showing you
- Revisit it weekly—you'll see how God is moving

What is God saying? What are you learning? What are you praying?



5. COMMUNITY + ACCOUNTABILITY

- Church is family. Don't do life alone.
- Join a Love Group. Serve. Encourage someone.
- Commit to making one new friend this month. We grow best together.

Reminder: Be all-in with your Love Church family. We grow best together.



6. WORSHIP + WONDER (3-5 MINUTES)

- Worship God to start your day.
- Stop and play one worship song a day to focus your heart
- Use the Love Church Worship Playlist to connect with God wherever you are

Link: <https://open.spotify.com/playlist/2nqT5t6eIGSWITV2dFd>



7. FASTING + FOCUS (1 MEAL OR HALF A DAY PER WEEK)

- Fasting is saying no to what your body wants so you can say yes to what your soul needs. You can start small—choose one day a week, or even half a day, to fast from food. Instead of feeding your body, feed your spirit through prayer, worship, and time with God.

Bonus Tip: When we pray, we often do the talking. When we fast, we create space to do the listening.

Example: Skip lunch and spend that time reading Scripture, praying through the P.R.A.Y. model, or just being still before God.



8. GIVE GENEROUSLY (WEEKLY OR MONTHLY)

Giving is a spiritual rhythm that builds your faith and makes you more like Jesus.

When you give your **money, time, and energy**, you declare that God is your provider—and you reflect His generous heart.

- Tithe regularly (start with 10%)
- Give to others in need—practice spontaneous generosity
- Serve with your time on a Love Team or in your community

Bonus Tip: Every time you give, say a short prayer like: “God, I trust You more than money. I give because You first gave to me.”

Verse to remember: “It is more blessed to give than to receive.”
– Acts 20:35

2. Brand Voice & Messaging



Brand Voice & Messaging

BRAND PERSONALITY & TONE

Our culture isn't a slogan or a vibe—it's a Spirit-led foundation that shapes how we love, serve, lead, and live.

This page is more than words—it's a window into what makes **Love Church, Love Church.**

These are the phrases we speak, and the way of life we invite everyone to live into.

COOL. CLEAR. BUILT FOR CONNECTION.

Love Church speaks the language of a generation searching for belonging. Our voice is modern, youthful, and real — like a trusted friend who's down to earth and easy to talk to. We're not churchy. We're not corny. We're not trying too hard.

We just genuinely believe that people were made for community and that real love changes everything.

We talk like we text: simple, clean, and to the point. Think short sentences, not sermons. Everyday language, not insider lingo.

We explain things clearly, even to someone who's never set foot in a church before.

WHAT IT SOUNDS LIKE?

- “You were created for community.”
- “This is how you make friends in church.”
- “Come just the way you are.”
- “This isn't about religion. It's about love — the kind you've been searching for.”
- “Looking for something real? So were we.”
- “God > swiping right.”
- “Hope looks like this: Humility. Ownership. Prayer. Evangelism.”



WHY IT MATTERS

We're speaking to people who are over the fake, burned out on the hype, and searching for something real. College students, young adults, first-timers — the ones scrolling past noise, walking through Mission Valley, and wondering if there's more.

They're not looking for a perfect church — just a place to feel seen, known, and genuinely loved. That's why our voice is honest, hopeful, and always about connection.

Brand Voice & Messaging

KEY MESSAGING PILLARS

Key Messaging Pillars are the core ideas that shape everything **we say and how we say it**. They're the big truths we want people to remember about Love Church — the heartbeat behind every post, sermon, invite, or conversation.

These pillars keep our communication clear, consistent, and aligned with our mission, helping people quickly understand who we are and why we exist.



1. YOU WERE CREATED FOR COMMUNITY.

We believe life is better together. Whether you've never been to church or you're giving it another shot, you don't have to do life alone. Real friendships, real support, and real belonging start here.

- "This is how you make friends in church."

2. COME AS YOU ARE.

You don't have to have it all together to be part of this. Doubts, messiness, questions — bring it all. Jesus meets us where we are, not where we pretend to be.

- "No dress code. No resume. Just show up."

3. LOVE IS FOUND IN GOD.

We're not offering hype, hookups, or self-help. We're offering the love you've been searching for — and it's found in Jesus. Not in bars, not in swiping, not in chasing what doesn't last.

- "Looking for something real? So were we."

4. BUILT ON HOPE.

We're not just planting a church — we're planting hope. That's why everything we do is rooted in four things: Humility, Ownership, Prayer, and Evangelism. HOPE isn't just a vibe — it's our blueprint.

- "How do we plant a church? With HOPE."

5. CLEAR, SIMPLE, HONEST.

No churchy jargon. No religious performance. Just a clear invitation to know Jesus, build community, and live with purpose. We keep it real, relevant, and relatable — because the message of Jesus doesn't need a filter.

- "This isn't about religion. It's about relationship."

Brand Voice & Messaging

MESSAGING CHANNELS

To reach a generation that's not looking for church but is desperate for love, we need to show up where they are — **physically, digitally, and relationally.**

Our messaging channels are the intentional spaces where we engage San Diego with the heart of Love Church.

1. Social Media (Instagram, TikTok, YouTube Shorts)

Where scrolling meets soul-searching. Our social content should feel like a breath of fresh air in a feed full of noise — short, real, and relatable.

- **Goal:** Introduce who we are, spark curiosity, invite people in.
- **Content:** Reels that share testimonies, invite to church, unpack culture moments, and highlight community life.
- **Voice:** Modern, authentic, hopeful — like a trusted friend, not a religious ad.

“The love you’re scrolling for? It’s found in Jesus.”

2. Website & Landing Pages

Our digital front door. This is where people go after they’ve seen or heard about us. It should answer: Who are these people?

Can I belong here?

- **Goal:** Make it easy to plan a visit, join community, or take a first step.
- **Content:** Clear next steps, bold language about love and community, visuals that reflect our people and vibe.
- **Voice:** Simple, clear, welcoming.

“Come just as you are. You’ll be loved before you even walk in.”

3. Campus Outreach & Local Events

College campuses are full of people looking for connection. We’ll meet them with love, not judgment.

- **Goal:** Be known on local campuses like SDSU and USD as the place where real community happens.
- **Strategy:** Tabling, interest events, collabs with student orgs, invites to hangouts or pop-up worship nights.
- **Voice:** Fun, inviting, unforced.

“We’re not here to sell religion — just to show you love.”

4. Sunday Gatherings & Community Life

Love has to be more than words — it has to be experienced. Every gathering is a chance to embody the message.

- **Goal:** Create an environment where people feel loved and seen the moment they show up.
- **Touchpoints:** First impressions, signage, worship, messages, follow-up, community groups.
- **Voice:** Warm, intentional, consistent across all platforms.

“You’ll be seen. You’ll be known. You’ll be loved.”

5. Local Partnerships & City Presence

From the Gaslamp District to coffee shops and service projects — we want to be a church that shows up for our city.

- **Goal:** Be known for love in action — not just sermons, but service.
- **Strategy:** Serve days, local business partnerships, pop-up prayer booths, being where people already are.
- **Voice:** Bold, kind, active.

“Love looks like presence. Love looks like people. Love looks like us.”

3. Logo Family



Logo Family

PRIMARY LOGO

The Primary Logo is the core visual mark of Love Church San Diego — bold, modern, and instantly recognizable. It reflects the heart of our identity and is used across all major touchpoints.

Text: “Love”

Bigola Display

Text: “Church”

Harmonia Sans Pro Cyr
(Semi-bold)



Logo Family

SECONDARY LOGO VARIATIONS

Secondary logos offer flexibility without losing clarity. These simplified or stacked versions maintain brand consistency in spaces where the primary logo doesn't fit.

Text: "Love"

Bigola Display

Text: "san diego"

Harmonia Sans Pro Cyr
(Semi-bold)

Text: ".love"

Harmonia Sans Pro Cyr
(Bold)

Stacked "Love" - Logo



San Diego.Love - Logo



Love Text Only - Logo



Love Circle - Logo



Logo Family

LOCATION-SPECIFIC LOCKUP

In the event that Love Church expands to more than one location, a location (or campus) logo should be structured using the following lockup.

Text: “Love”

Bigola Display

Text: “church”

Harmonia Sans Pro Cyr
(Light)

Text: [Campus/Location] - Right-centered

Harmonia Sans Pro Cyr
(Semi-Bold)



Logo Family

MONOCHROME LOGOS

Our monochrome logos provide maximum versatility while preserving visual impact. Ideal for minimal designs, merchandise, and digital use where full color isn't an option.



Logo Family

LOVE CLUB (KIDS)

Love Club is our kids ministry, where children experience God’s love in fun, safe, and creative ways. It’s all about joy, Jesus, and forming real friendships from the start.

Text: “Love” “Club”

Bigola Display



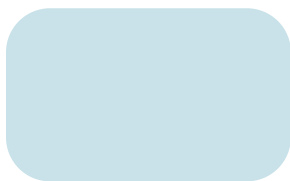
Sunshine Yellow

- HEX: #F0E722
- RGB: (240, 231, 34)



Pacific Blue

- HEX: #5381EC
- RGB: (83, 129, 236)



Sky Blue

- HEX: #C9E2E9
- RGB: (201, 226, 233)



Logo Family

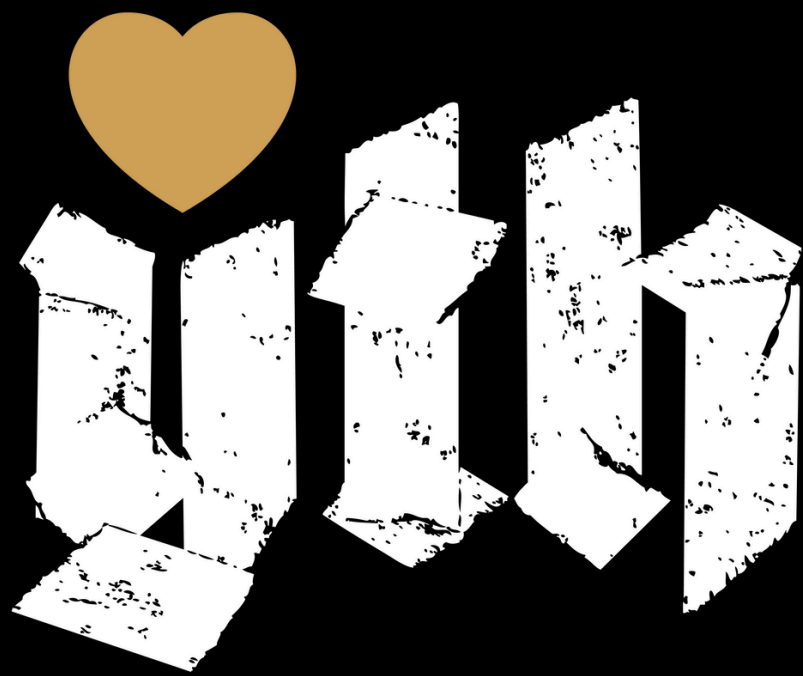
LOVE YTH (YOUTH/STUDENTS)

Love YTH is where middle and high school students find real connection and discover their identity in Jesus. It's loud, fun, raw, and full of love.

The YTH Logo is grunge, urban, and speaks to a young generation.

Text: "yth"

Adhesive Nr. Seven
(Regular)



Logo Family

LOVE GROUPS

Love Groups are where big church gets small.
These weekly gatherings are how we build real
friendships, grow in faith, and live out love in
everyday life.

Text: “Love”

Bigola Display

Text: “Groups”

Harmonia Sans Pro Cyr
(Light)

Love Groups - Full Logo



Love Groups - Horizontal Logo



Love Groups - Text-Only Logo



love
CHURCH

4. Logo Usage Guidelines

A
PLACE
TO
EXPERIENCE
LOVE

love

Logo Usage Guidelines

LOGO DONT'S

To keep the Love Church brand strong and consistent, our logo must always be used with care.

This section outlines the incorrect ways to use our logo across all platforms.

Following these guidelines ensures our brand stays clear, recognizable, and professional — no stretching, distorting, or DIY edits allowed.



DON'T: Add a drop shadow



DON'T: Change the logo color from a branded color



DON'T: Add a glow/outline effect



DON'T: Blur the logo



DON'T: Crop the Logo



DON'T: Use a low-res version



DON'T: Use a screenshot version of the logo



DON'T: Stretch or distort the logo



DON'T: Add text to the logo



DON'T: Change the logo font



DON'T: Put the text on a busy or distracting background



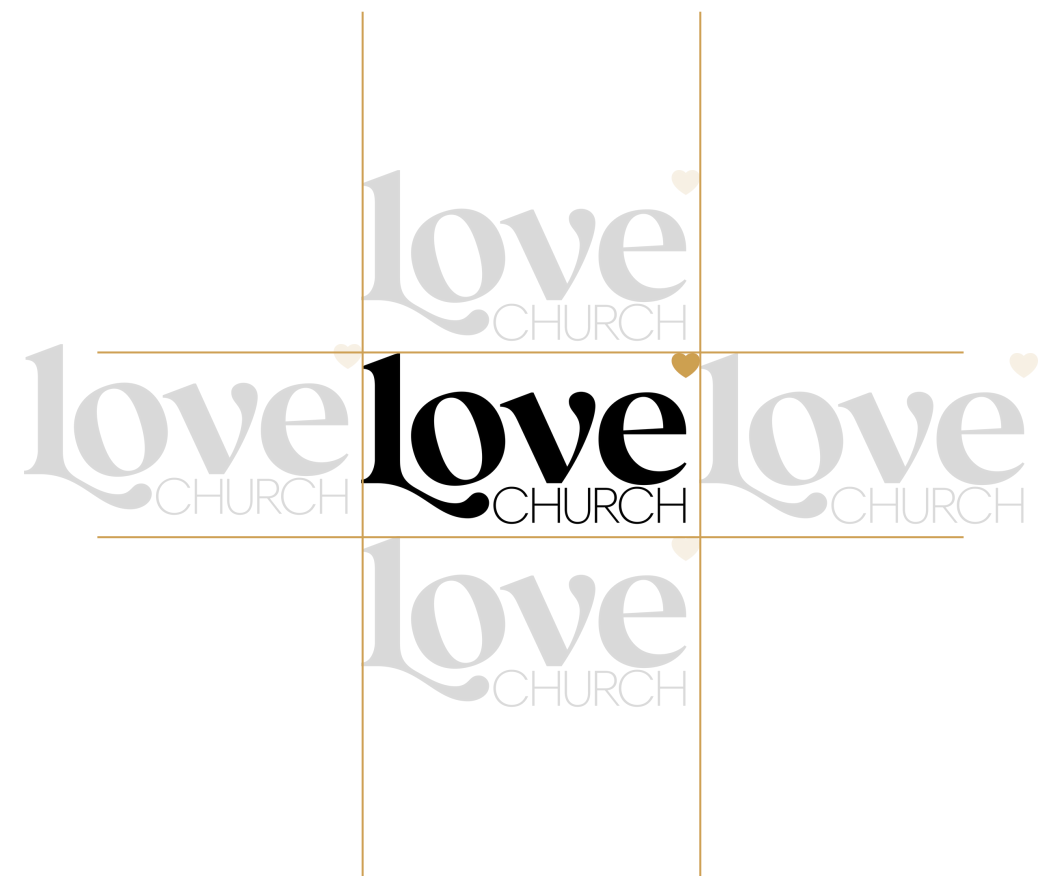
DON'T: Rotate the logo

Logo Usage Guidelines

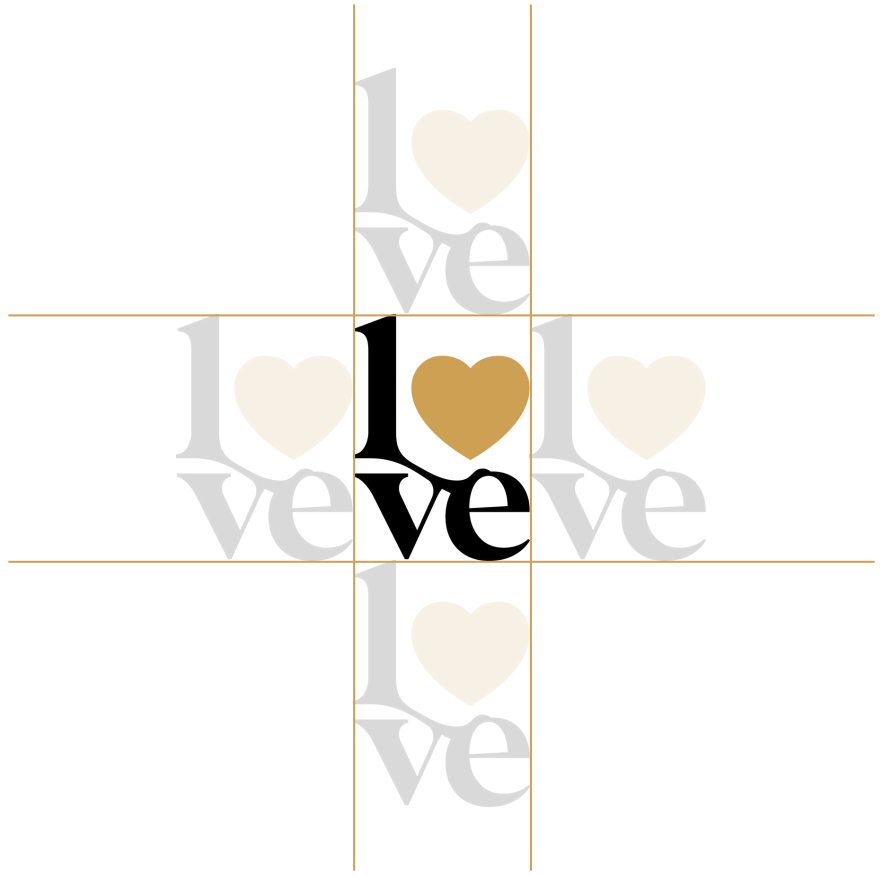
MINIMUM SIZE REQUIREMENTS

To ensure our logo remains clear and legible across all applications, minimum size requirements must be followed.

These guidelines protect the integrity of the brand by making sure the logo is never too small to read or recognize — whether it's on a screen, print piece, or piece of merch. Always scale with care and never drop below the set minimums.



- Primary Logo Minimums:**
- Digital: 150px wide
 - Print: 1.5 inches wide



- Secondary/Stacked Logo Minimums:**
- Digital: 100px wide
 - Print: 1 inch wide

Logo Usage Guidelines

LOGO PLACEMENT (IMAGES/GRAPHICS)

When placing a logo on images or graphics, visibility and contrast are key. Always ensure the logo stands out clearly against the background — avoid busy or cluttered areas, and never place the logo where it competes with other elements.

Use high-contrast zones, add a subtle overlay if needed, and always follow clear space guidelines to maintain brand integrity and visual impact.



Logo is placed in a good position, not competing with any distracting objects or backgrounds.



Logo is placed in a good position in the bottom right. A dark overlay is added to make the logo clear and visible.



Logo is placed on a busy, distracting background making it blend in, difficult to read.



Logo is poorly placed, covering a subject's face.

Logo Usage Guidelines

BACKGROUNDS & CONTRAST RULES

Our logo should always be easy to see and used with an approved brand color. Use high-contrast pairings — light logos on dark backgrounds and dark logos on light backgrounds.



- Gold Background:**
- White logo with white heart.



- Black Background:**
- White logo with gold heart.



- White Background:**
- Black logo with gold heart.

love
CHURCH

5. Color Palette

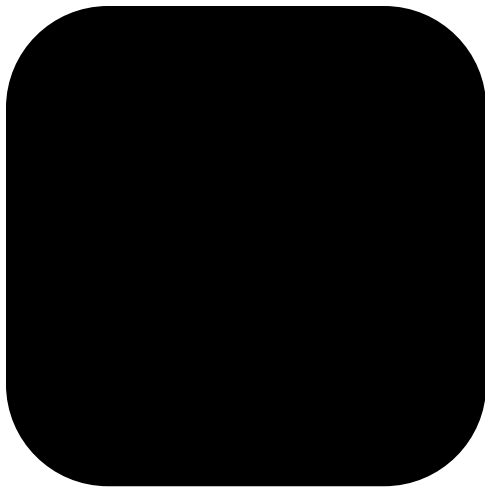
A
PLACE
TO
EXPERIENCE
LOVE

love

Color Palette

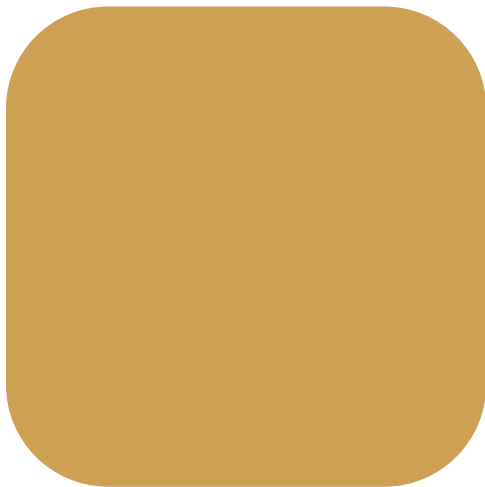
PRIMARY BRAND COLORS

Our primary brand colors are the foundation of Love Church San Diego’s visual identity. These colors represent the heart of who we are — vibrant, welcoming, and grounded in truth. They are used most prominently across all major touchpoints to create a consistent and recognizable presence.



Mission Black

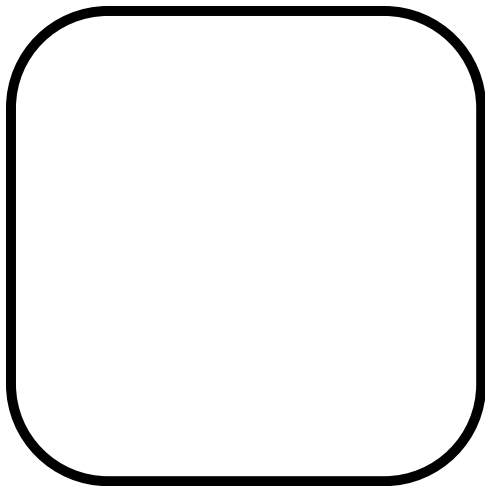
- HEX: #000000
- RGB: (0, 0, 0)
- CMYK: 0, 0, 0, 100
- HSL: (0, 0%, 0%)
- Pantone: Black C



Love Gold

- HEX: #CEA054
- RGB: (206, 160, 84)
- CMYK: 0, 22, 59, 19
- HSL: (37, 55%, 57%)
- Pantone: Closest match — Pantone 465 C

(Note: Pantone matches for gold tones can vary slightly depending on print finishes, but 465 C is a very close standard match.)



Pure White

- HEX: #FFFFFF
- RGB: (255, 255, 255)
- CMYK: 0, 0, 0, 0
- HSL: (0, 0%, 100%)

(Note: Pantone Safe White (Pantone does not traditionally number pure white, but "Safe White" is the practical print reference.)



Color Palette

SHADING & TONES

To maintain visual harmony and flexibility, we have established a range of approved shades and tones derived from our primary palette. These variations allow for depth, layering, and nuanced design without drifting from our core identity, ensuring every piece feels cohesive and intentional.

- **Shading** = darker versions of a color.
- **Tones** = lighter or muted versions (adding gray or adjusting saturation/lightness).

Primary Color	Shade/Tone Name	HEX Code
Mission Black	Charcoal	#1A1A1A
Mission Black	Dark Gray	#333333
Mission Black	Medium Gray	#4D4D4D
Love Gold	Deep Gold	#A77F3B
Love Gold	Burnt Gold	#8B6930
Love Gold	Soft Gold	#E2BA7A
Love Gold	Light Gold	#F3D7A7
Pure White	Off White	#F2F2F2
Pure White	Light Gray	#E6E6E6
Pure White	Pale Gray	#D9D9D9

● Mission Black: Shades & Tones

Since pure black (#000000) is already the darkest value, we mainly create tones:



Tone 1: Charcoal — #1A1A1A



Tone 2: Dark Gray — #333333



Tone 3: Medium Gray — #4D4D4D

● Love Gold: Shades & Tones

Shades (darker) and tones (lighter/muted) for #CEA054:



Shade 1: Deep Gold — #A77F3B



Shade 2: Burnt Gold — #8B6930



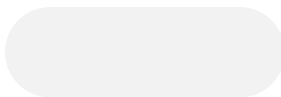
Tone 1: Soft Gold — #E2BA7A



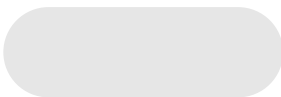
Tone 2: Light Gold — #F3D7A7

○ Pure White: Shades & Tones

Pure white (#FFFFFF) is the lightest value, so we create soft shades (very light grays):



Tone 1: Off White — #F2F2F2



Tone 2: Light Gray — #E6E6E6



Tone 3: Pale Gray — #D9D9D9



Color Palette

EXTENDED/SECONDARY COLOR PALETTE

The extended palette complements our primary colors, offering designers additional options for flexibility across different platforms and materials. These colors are especially helpful for backgrounds, illustrations, merchandise, and thematic campaigns, allowing for creativity while keeping brand integrity.



- Heart Red**
- HEX: #DD3737
 - RGB: (221,55,55)
 - CMYK: 0, 75, 75, 13



- Pacific Blue**
- HEX: #1B888F
 - RGB: (27,136,143)
 - CMYK: 81, 5, 0, 44



- Vibrant Life Green**
- HEX: #8CC640
 - RGB: (140,198,64)
 - CMYK: 29, 0, 68, 22



- Midnight Blue**
- HEX: #3C4AC4
 - RGB: (60,74,196)
 - CMYK: 69, 62, 0, 23

Love Club (Kids) - Primary Colors



- Sunshine Yellow**
- HEX: #F0E722



- Pacific Blue**
- HEX: #5381EC



- Sky Blue**
- HEX: #C9E2E9



Color Palette

COLOR PAIRINGS & DUO TONES

Effective color pairing strengthens brand recognition and ensures clarity across media. We've curated specific pairings and duotone combinations that maintain legibility, emotional tone, and aesthetic balance. These pairings help our designs feel both modern and timeless, reinforcing the spirit and mission of Love Church San Diego.



Mission Black (#000000)
Best Paired With:

- Love Gold (#CEA054) – Creates a luxurious and impactful contrast.
- Pure White (#FFFFFF) – For a classic, clean, and bold look.
- Vibrant Life Palette (Green) (#8CC640) – Bold contrast with an organic and fresh feel.



Love Gold (#CEA054)
Best Paired With:

- Mission Black (#000000) – For a striking, high-end, and sophisticated look.
- Pure White (#FFFFFF) – To soften the richness of gold with a clean, neutral base.
- Vibrant Life Palette (Green) (#8CC640) – Adds warmth and balance with a fresh, natural vibe.



Pure White (#FFFFFF)
Best Paired With:

- Mission Black (#000000) – Classic, bold, and timeless.
- Love Gold (#CEA054) – Subtle contrast that gives a sense of elegance.
- Vibrant Life Palette (Green) (#8CC640) – Gives freshness while keeping the look balanced.



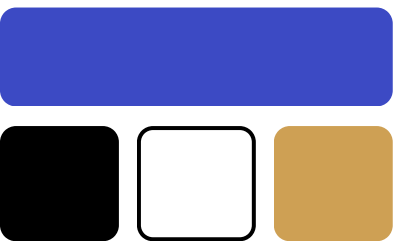
Vibrant Life Palette (Green) (#8CC640)
Best Paired With:

- Love Gold (#CEA054) – Creates a harmonious, earthy, and energetic feel.
- Mission Black (#000000) – A high-impact contrast that makes the green pop.
- Pure White (#FFFFFF) – Crisp and fresh, for a balanced and lively look.



Pacific Blue (#1B888F)
Best Paired With:

- Pure White (#FFFFFF) – Bright and refreshing with a clean aesthetic.
- Love Gold (#CEA054) – The teal and gold combination feels both rich and calming.
- Vibrant Life Palette (Green) (#8CC640) – A serene yet dynamic pairing with natural undertones.



Midnight Blue (#3C4AC4)
Best Paired With:

- Mission Black (#000000) – Strong contrast with a modern, professional edge.
- Pure White (#FFFFFF) – Crisp, clean, and calming.
- Love Gold (#CEA054) – A bold yet balanced pairing that adds richness and depth.

6. Typography

love

Typography

PRIMARY FONTS

Designed to communicate warmth, simplicity, and hope, our fonts are used for all headings and titles across brand materials — from digital to print. It reinforces our tone: passionate, grounded, and gospel-centered.



Bigola Display

HARMONIA
SANS PRO CYR

Typography

PRIMARY FONTS (ALL HEADINGS)



Bigola Display

Display Heading 1

Canva:
Letter spacing: -20
Line Height: 0.87

Adobe Suite:
Tracking: 0
Leading: (505.92)

Case:
Title or Lowercase ONLY

Harmonia Sans Pro Cyr (Light)

Harmonia Sans Pro Cyr (Semi-bold)

Canva:
Letter spacing: -20
Line Height: 0.87

Adobe Suite:
Tracking: -15
Leading: (505.92)

Case:
Title, lowercase, or
CAPS are allowed

Heading 2

Heading 3

Heading 4

Four score and seven years ago our fathers brought forth on
this continent, a new nation, conceived in Liberty, and
dedicated to the proposition that all men are created equal.

Letter spacing: -20
Line Height: 1.5

Typography

ALTERNATE WEB SAFE FONTS

For flexibility and consistency across platforms, we’ve selected alternative web-safe fonts that complement our primary typefaces. These fonts should be used when custom fonts are unavailable or to ensure fast load times and accessibility on all devices. They preserve the spirit of the brand while ensuring seamless digital experiences.

What are web safe fonts?

Web safe fonts are typefaces that come pre-installed as default fonts on the majority of computers and devices, regardless of operating system. Creating a web safe font stack gives you the best chance of having your text appear as intended.



Georgia Pro

Display & Heading 1

Canva:
Letter spacing: -20
Line Height: 0.87

Adobe Suite:
Tracking: 0
Leading: (505.92)

Arial

Heading 2

Heading 3

Heading 4

Heading 5

Canva:
Letter spacing: -20
Line Height: 0.87

Adobe Suite:
Tracking: -15
Leading: (505.92)

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Letter spacing: -20
Line Height: 1.5

Typography

TYPOGRAPHY IN USE (MOCKUPS)

Typography brings the brand voice to life. In application, our fonts work together to communicate hierarchy, emotion, and clarity. Whether on social media graphics, website headers, print materials, or sermon slides, consistent type treatment ensures our messaging feels unified and intentional.

These mockups demonstrate how typography can guide the eye, create rhythm, and reinforce the identity of Love Church San Diego in every touchpoint.



7. Photography



Photography

PHOTOGRAPHY GUIDELINES

Photography at Love Church San Diego should capture authentic moments that reflect our vibrant, Spirit-led community. From worship to outreach, every image should tell a story — one of faith, family, joy, and **love**.

Our visual style is **warm, natural, and candid, focusing on real people and real moments** that resonate with our mission: to love God, love people, and make disciples.

Our photo editing style is clean, warm, and true to life. Avoid harsh filters or overly saturated effects. Use soft contrast, warm temperature, and gentle highlights to create consistency across all imagery. Skin tones should remain natural, and whites should be clean but not blown out. The goal is authenticity — enhancing the beauty of what’s already happening, not distorting it.



Photography

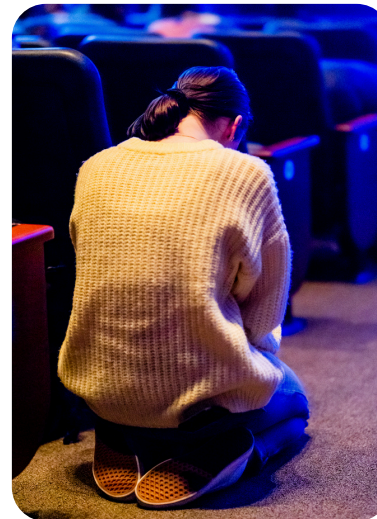
SUBJECTS, EVENTS AND ENVIRONMENTS



SPEAKER/COMMUNICATORS ON STAGE

Speaker photography should communicate clarity, passion, and purpose. Capture moments mid-message, emphasizing expressions, hand gestures, usage of props or visuals, and the connection between the speaker and the audience.

Use angles that frame the speaker with intentional lighting, allowing the subject to stand out without distractions. Speaker images should convey emotion and draw the viewer.



WORSHIP EXPERIENCE

Worship photography should evoke the atmosphere of intimacy, reverence, and collective praise. Focus on genuine expressions — hands lifted, eyes closed, voices singing.

Candid angles, shallow depth of field, and natural lighting help highlight the spiritual engagement of our community without staging. These images should feel immersive, like a glimpse into heaven on earth.



SERVING / OUTREACH EVENTS

Capture our community in action — loving others through service. These photos should highlight people joyfully engaged in acts of kindness: setting up chairs, praying for others, feeding the hungry, or simply lending a helping hand.

Prioritize diversity, humility, and energy. Serving photography reflects the mission lived out, not just spoken.

Photography

SUBJECTS, EVENTS AND ENVIRONMENTS



FAMILY & KIDS

Family moments at Love Church are sacred. Showcase families of all shapes and sizes worshiping together, connecting in community, and sharing life. Look for interactions that show joy, belonging, and generational impact.

*Photos of children should only be posted publicly with the consent of a legal parent or guardian.



LOVE GROUPS

Photography of Groups should capture the heartbeat of discipleship and community at Love Church San Diego. Highlight genuine connection: people praying together, sharing meals, studying scripture, laughing, and doing life side by side. Prioritize diversity, authenticity, and warmth in every frame.

These images should feel inviting and relational — not staged — showing that groups are where people are truly known, loved, and grown in faith.



BAPTISMS

Baptism photography should capture the sacred and celebratory nature of life transformation. Focus on the moments before, during, and after the baptism — hands raised, eyes closed, joyful tears, and embraces. These images should reflect the power of the Gospel, personal surrender, and community celebration.

Baptism visuals should feel powerful, hopeful, and deeply moving — a public declaration of an inward resurrection.

8. Brand Application







9. Brand Implementation & Tools



Brand Implementation & Tools

TOOLS WE USE



SLACK

Our internal team communication hub.
Quick updates, prayer requests, team chats, and leadership convos happen here to keep us unified and moving forward.
“I sent you a message on Slack.”



INSTAGRAM

Our public window to the world.
We share stories, communicate vision, and invite people into the family of God through engaging, mission-focused content.
“I found out about Love Church on Instagram.”



PLANNING CENTER: SERVICES

Our service and volunteer scheduling tool.
We use this to schedule teams, build Sunday flows, and ensure excellence in every gathering.
“Hey, I just sent you a service request via Planning Center.”



YOU VERSION BIBLE APP (“THE BIBLE APP”)

Our daily digital Bible resource.
Encourages our team and church family to stay rooted in Scripture through reading plans and devotional moments.
“I just hit my 50 day streak on the Bible app!”



MONDAY.COM

Our project and task management tool.
Used for organizing launches, event planning, and ongoing projects—helps teams collaborate, assign tasks, and track progress clearly.
“Hey Paul, I assigned you a new task on Monday.com”



Brand Implementation & Tools

FILE TYPES & BEST PRACTICES

To maintain excellence and consistency across all platforms and media, it's important to use the correct file types for each design need. Below are guidelines to help your team choose the right format and follow best practices for every project:

File Types

- **.AI / .EPS / .SVG**
 - Use for: Logos and icons (print + digital)
 - Why: These are vector formats, meaning they scale infinitely without losing quality. Ideal for signage, large prints, and design files.
- **.PNG**
 - Use for: Web graphics and overlays (transparent background)
 - Why: High-quality images with transparent backgrounds — perfect for placing logos or graphics over photos or colors.
- **.JPG**
 - Use for: Photos and web content
 - Why: Great for photography and image-heavy content. Keep file sizes optimized to ensure fast loading.
- **.PDF**
 - Use for: Print-ready documents and presentations
 - Why: Universal and high-quality for print or sharing. Make sure fonts are embedded when exporting.
- **.MP4 / .MOV**
 - Use for: Video content (web, social, presentations, screens)
 - Why: Widely supported formats ideal for high-quality video delivery.
- **Export Settings for 4K (Recommended for major events, sermon videos, screens):**
 - Resolution: 3840 × 2160 (UHD)
 - Frame Rate: 24 or 30 fps (match source)
 - Format: H.264 codec (.MP4) or ProRes (.MOV for higher quality)
 - Bitrate: Target 40–60 Mbps for MP4, higher for ProRes
 - Audio: AAC, 48kHz, 320kbps
 - Color Profile: Rec. 709 (standard)

Best Practices

- **Always Use Official Assets:** Download logos, graphics, and brand materials only from the approved brand folder to ensure consistency.
- **Keep Files Organized:** Use clearly labeled folders (e.g., Logos, Social, Print, Templates) and naming conventions (e.g., LoveChurch_Logo_Black.png).
- **Optimize for Web:** Compress JPG and PNG files before uploading to websites or social platforms to reduce load times.
- **Embed Fonts:** When sharing editable files, make sure fonts are either embedded or included in the shared package.
- **Maintain Clear Space:** Always use logos and graphics with the proper padding or “safe space” around them, as outlined in the logo guidelines.
- **Avoid Stretching or Warping:** Always scale images proportionally to maintain their original look and feel.



Final Notes

BRAND & CULTURE GUIDE

This Brand & Culture Guide exists to protect the integrity of our message and to equip every team member, designer, photographer, and communicator to build with clarity, unity, and purpose.

At Love Church San Diego, we're not just creating graphics or planning events — we're building the Kingdom. Every font choice, photo, story, and color used carries weight because it reflects the heart of Jesus and the heartbeat of our house.

As we grow, adapt, and innovate, our brand will evolve — but our mission remains the same: to love God, love people, and make disciples. This guide is a living document. Return to it often. Use it faithfully. And when in doubt, let love lead — in design, in culture, and in everything we communicate.

If you have questions, creative ideas, or need clarity, reach out to the Love Church Communications Team. We're in this together — unified in vision, excellent in execution, and always led by the Spirit.

Let's build with beauty, boldness, and love.

—

Love Church San Diego

To love, transform, and serve San Diego with the love of God.





Credits:

Love Church Logo
San Diego.Love Logo
Dylan Mitchell

Love Groups Logo
Love Club Logo
Love YTH Logo
Allan Meade, Jr. (Design Church Co.)

Brand & Culture Guide
Allan Meade, Jr. (Design Church Co.)

Photography
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Jordan Nordlum

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