



Mobberly  
BAPTIST CHURCH

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BRAND GUIDE

**V 2.2**

*Updated Sept. 14, 2021*



# TABLE OF CONTENTS

# OUR BRAND

**Our brand is our most valuable asset in visual communications. It likely serves as the first impression of Mobberly Baptist Church with any audience in-person or at mobberly.org.**

It is our job to communicate who we are and our purpose through all aspects of our brand. The brand is more than just the logo, and includes colors and typefaces as well as rules for written and verbal communications. This guide puts one head in charge of all parts to ensure consistency and alignment across all channels. This, in turn, will help us present to those we serve a professional visual presence. How we represent our church is critical not for the sake of the church itself, but ultimately for the sake of how we represent Christ to each other and to our community.

The application of a cohesive identity is crucial to supporting the message we carry. Our brand is a tool and, when used correctly and consistently, it ensures every piece we create or the words we say reinforce what we are about. We always want to communicate with excellence.

These brand guidelines are intended to be a starting point and framework in the development and implementation of the Mobberly brand and not a source of ready-made solutions for every possibility. The brand guidelines allow for creativity and flexibility but care should always be taken to maintain consistency and continuity.

Every employee, leader, intern and volunteer plays a part in ensuring that visuals produced in-house (or with an outside vendor) hold fast to these standards. The Communications Department is available to provide strategic assistance on any branding applications within your ministry.

Ultimately, the Communications Department has creative authority over all printed and digital designs produced by and for our ministries. If the Communications Department feels a piece does not represent our brand well, the departments will work together to create a better solution.

We are one church with different languages and locations, but we all have one mission – **to be people leading people into a life-changing, ever-growing relationship with Jesus Christ.**

# OUR CHURCH

## A Brief History

On Sunday, Sept. 4, 1938, forty-nine members of the South Highland Mission, sponsored by the First Baptist Church of Longview, voted to form the South Side Baptist Church.

The church grew, and rooms were added to the small frame building, but before long the church's leaders realized that to meet the needs of a growing young congregation, land would be needed for continued expansion.

In 1942, the church purchased property on Mobberly Avenue and changed the name of the church to Mobberly Avenue Baptist Church. By 1964 the church had grown from 80 charter members to over 1,800.

Growth continued through the 1970s and resulted in plans to develop a satellite church. The church broke ground in the fall of 1980, on the north side of town. The church officially changed its name from Mobberly Avenue Baptist Church to Mobberly Baptist Church and became "one family meeting in two locations."

In the fall of 1991 ground was broken for the construction of a new Worship Center at the Loop 281 location. With the sale of the Mobberly Avenue property, a new era for the church began in September of 1992, when the church's congregation reunited again meeting under one roof. In July 1993, the reunited congregation celebrated God's blessings and moved into the new Worship Center.

Mobberly opened its second campus at the Marshall Convention Center in Marshall, Texas, in the spring of 2014.

In 2016, the Engage10K initiative, and subsequent capital campaign cast a vision for Mobberly members to engage 10,000 households in East Texas by 2020. Engage10K furthered our mission of being people leading people into a life-changing, ever-growing relationship with Jesus Christ.

# OUR MISSION, VALUES AND STRATEGY

## Mission Statement

People leading people into a

**LIFE-CHANGING**

**EVER-GROWING**

relationship with Jesus Christ.

## Values

### Biblical Truth

*John 17:17, 2 Timothy 3:16*

Upholding God's Word as the standard for all decisions, actions and relationship

### Personal Transformation

*Romans 12:2, 2 Corinthians 3:18*

Growing in absolute dependence on God every day

### Family Discipleship

*Deuteronomy 6:4-9*

Combining the influence of church and home

### Generational Connection

*Psalms 78:4-7*

Nurturing intentional relationships among multiple ages and backgrounds

### Gospel Urgency

*John 20:21*

Launching people to live lives to change the world

### Sacrificial Commitment.

*Romans 12:1, Colossians 3:17,23*

Excelling in giving God our very best

# OUR MISSION, VALUES AND STRATEGY

## Strategy



### **Worship**

Declaring God's glory together in worship.

### **Connect**

Engaging in Biblical community

### **Serve**

Reaching out to others; locally, nationally and globally.

# OUR LOGO

## Primary



## Secondary



## Grayscale



## Grayscale



## Reverse



## Reverse



*When using the reverse logo, only use the green and white logo on navy, black or gray backgrounds. The solid white logo should be used in all other instances.*

# OUR LOGO

using our logo properly and consistently

## Limits and Padding

The logo should always have breathing room. As a general guideline, maintain a safe area equal to the size of the “o” of the Mobberly logo on all sides. This of course scales based on how large of a logo you are using.

## Size

The minimum size for print applications of the logo is 1.5”. Smaller use of the logo reduces legibility.



1.5" minimum

# OUR LOGO: MISUSE

please don't do this

Do not use blurred or pixelated logos



Do not skew the logo



Do not use unapproved colors



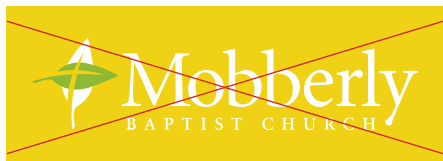
Do not rotate the logo



Do not use unnecessary effects



Do not use the logo in reverse on unapproved colors



*Let's be honest. These look bad and detract from our overall efforts towards clear and consistent communication. If the logo is used in unapproved ways, it needs to be corrected before it is distributed, regardless of the associated cost or burden.*

# OUR COLOR PALETTE

our primary and secondary colors

## Primary



**Mobberly Navy**

**Pantone** 534 C

**CMYK** 100, 87, 38, 33

**RGB** 23, 46, 86

**HEX** 172e56



**Mobberly Green**

**Pantone** 375

**CMYK** 43, 0, 100, 10

**RGB** 143, 185, 53

**HEX** 8fb935



**Mobberly Light Blue**

**Pantone** 310 C

**CMYK** 44, 1, 11, 0

**RGB** 137, 208, 222

**HEX** 89D0DE

## Secondary



**Mobberly Orange**

**Pantone** 165 C

**CMYK** 0, 65, 100, 0

**RGB** 245, 130, 32

**HEX** F58220



**Mobberly Yellow**

**Pantone** 129 C

**CMYK** 8, 13, 100, 0

**RGB** 239, 210, 21

**HEX** EFD215

*Pantone and CMYK colors are used for print pieces. RGB and HEX colors are used in digital designs.*

# OUR TYPOGRAPHY

## our primary and secondary fonts

### Primary

## Montserrat

Extra Light

*Extra Light Italic*

Light

*Light Italic*

Regular

*Italic*

**Medium**

*Medium Italic*

**Semibold**

*Semibold Italic*

**Bold**

***Bold Italic***

- Font size will vary based on the type of publication and whether it is being used in print or digital media.
- Montserrat can be used in title case, all-caps or all lower case.
- Tracking can vary for titles and subtitles.

### Secondary

## Helvetica Neue Lt Std

35 Thin

45 Light

*47 Light Italic*

55 Roman

*56 Italic*

**65 Medium**

**75 Bold**

- Paragraph font weight is 45 Light. **65 Medium** can be used for emphasis.
- Font size is 9pt or 10pt with 16pt leading and 10pt tracking. Different sizes or leading may be used in special cases.
- Helvetica Neue Lt Std should not be used in titles and never in all-caps.
- When using two languages, the language being translated from should be 45 Light and the language being translated into be *46 Light Italic*.  
Ex. Good morning / *Buenos días*

*Any forms, letterhead, internal documents, public print pieces, etc., that you produce yourself should utilize our official typefaces. Please refrain from using outside typefaces.*

# OUR STYLE

## grammar, style, punctuation and numbers

### Abbreviations

Avoid them when possible, particularly when referring to events or groups.

### Apostrophes

Avoid in plurals.

*Ex: CDs, URLs*

### Biblical References

Scripture should be in Helvetica Neue LT Std. 46 Light Italic and references in 45 Light. Use quotation marks around the verse and parenthesis around the Bible version.

*Ex. "Let us examine our ways and test them, and let us return to the Lord."*

Lamentations 3:40 (NIV)

Gospel is only capitalized when referring to the gospel books.

*Ex. the Gospel of John (not sharing the Gospel)*

Books of the Bible should not be abbreviated

*If circumstances require abbreviations, books five letters or fewer are not abbreviated.*

### Capitalization

Capitalize pronouns when referencing the Deity.

*Ex. (God, Father, Lord, Holy Spirit, He, Him, etc.).*

Avoid using ALL CAPS in body type as it comes across as overbearing. Reserve all caps for titles/subtitles.

### Commas

In lists of three items or more, eliminate the comma before and/or.

### Dates

Abbreviate months with more than five letters when preceding a number. Do not abbreviate when used alone.

*Ex. Dec. 11 or December (not December 11 / Dec.)*

### Email

Use your ministry email address in lieu of personal email addresses.

*Ex. communications@mobberly.org (not alyssar@mobberly.org)*

### Exclamations

Use sparingly, if at all.

### Hyphens

Make every effort not to hyphenate words in copy. Add a hard return if necessary.

Never hyphenate websites or email addresses.

### Mobberly

When referring to Mobberly's campuses, always include the location. Do not capitalize campus.

*Ex. Mobberly's Longview campus, Mobberly's Marshall campus*

When referring to a Worship Center, it should be prefaced by Longview or Marshall to define the location.

*Ex. Longview Worship Center, Marshall Worship Center*

The following locations are capitalized as proper nouns:

*Ex. Longview Worship Center, Marshall Worship Center, The Crossing, The Bridge, Williams Lake, Preschool Building, Vietnamese Building.*

### Numbers

Spell out numbers one through nine, but use numerals for 10 and above.

When a sentence begins with a number, it is always spelled out.

*Ex. One day, I walked to The Bridge. Thousands attended Easter Worship Gatherings*

### Periods

Use one space after periods and at the end of sentences. Omit periods for incomplete sentences.

### Phone Numbers

Phone numbers should be separated with periods.

### Punctuation

*(within quotation marks)*

The period and comma always go inside the quotation marks. The dash, semicolon, question mark and exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

# OUR STYLE

## grammar, style, punctuation and numbers

### Sentences

Choose active versus passive writing.

*Ex: We decided... (not "It was decided...") or We are going... (not "We will be going...")*

### State Reference

When referring to locations within Texas do not include the state. Otherwise use the standard state abbreviation or spell it out.

### Times

Use a.m./p.m. lowercase with periods. A.M./P.M. can be used if the rest of the sentence is in all caps.

Use figures except for noon and midnight. Do not include zeros for hourly times.

*Ex: 6 p.m. (not 6:00 PM), 7-8:30 p.m. (not 7:00 pm to 8:30pm), Noon and Midnight (not 12pm or 12am)*

Avoid Redundancies.

*Ex. The Night of Worship is at 6. (not "The Night of Worship begins at 6 p.m. tonight.") Night, p.m. and tonight all refer to the evening.*

### Titles

#### Compositions

Capitalize the first and last word of a title and all words four letters or longer.

Do not capitalize articles "a," "an" and "the" or conjunctions or prepositions, unless four letters or longer.

### Places

General compass directions should be lowercase.

*Ex. The warm-front is moving east.*

Capitalize names of regions.

*Ex. Mobberly is located in East Texas.*

### Web

Use lowercase for all web addresses.

Do not underline web addresses. Do not use www. Do not hyphenate.

*Ex. mobberly.org (not Mobberly.org or www.mobberly.org)*

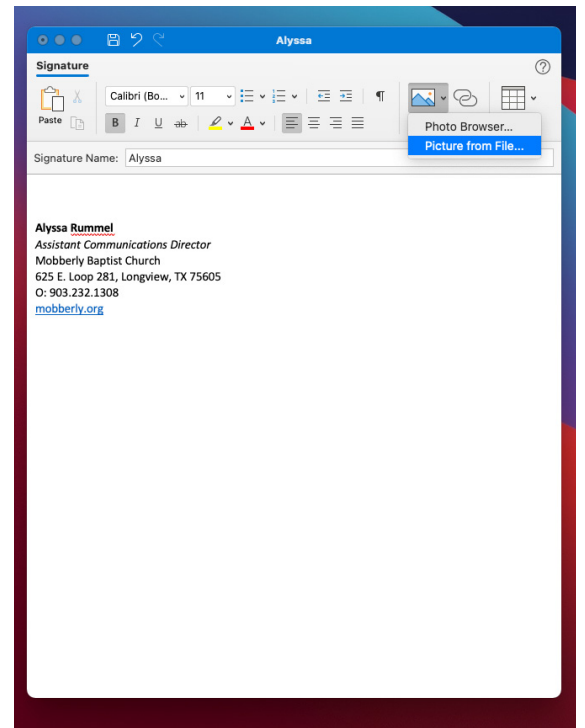
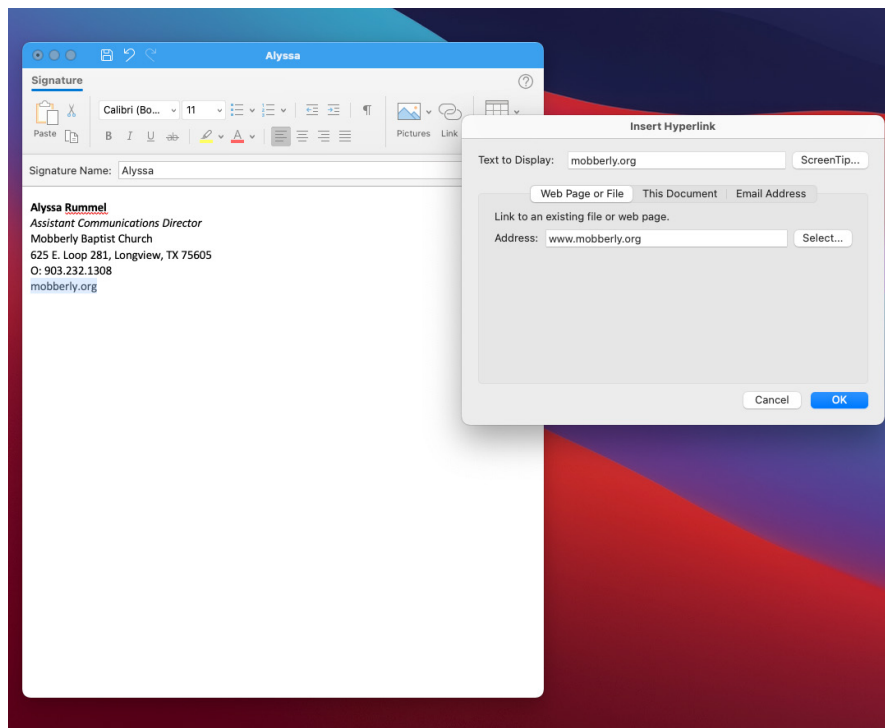
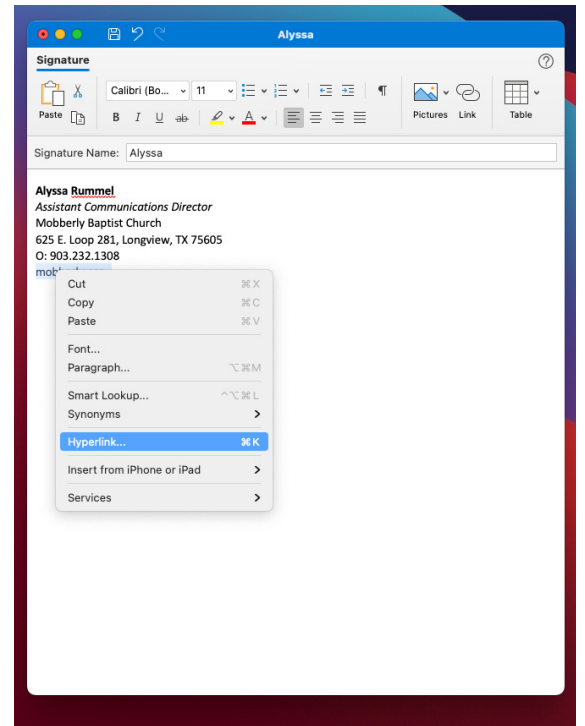
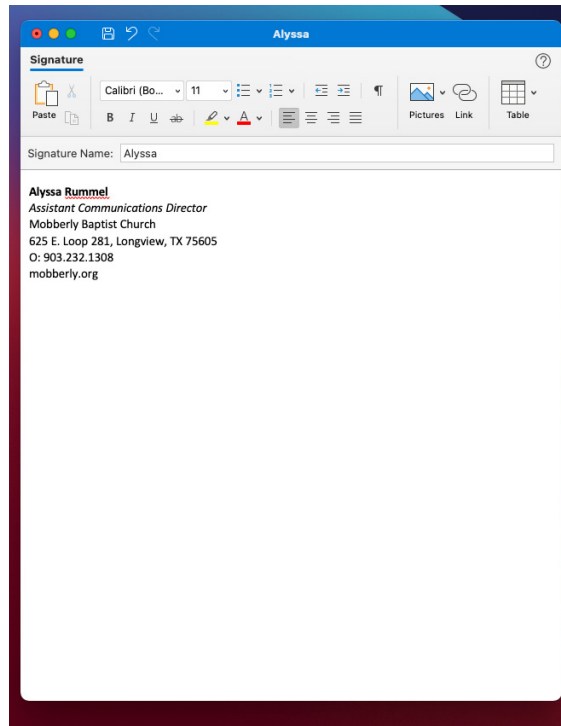
# OUR EMAIL SIGNATURE

## how to format your official Mobberly email signature

### Parameters

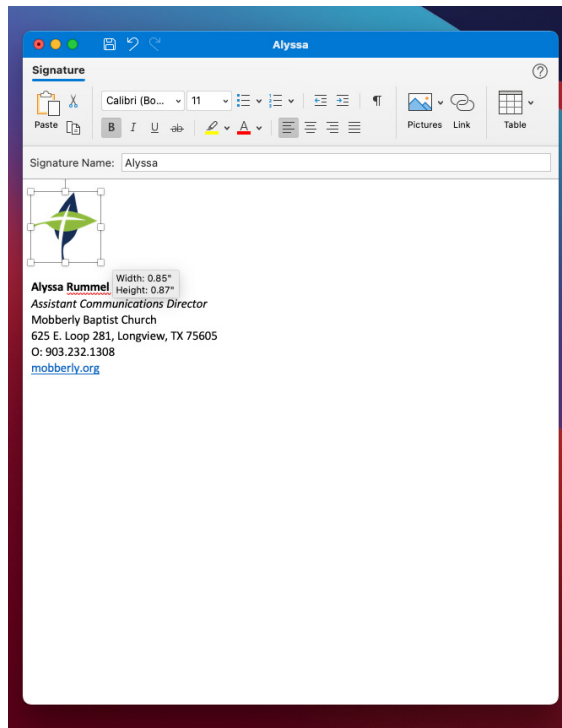
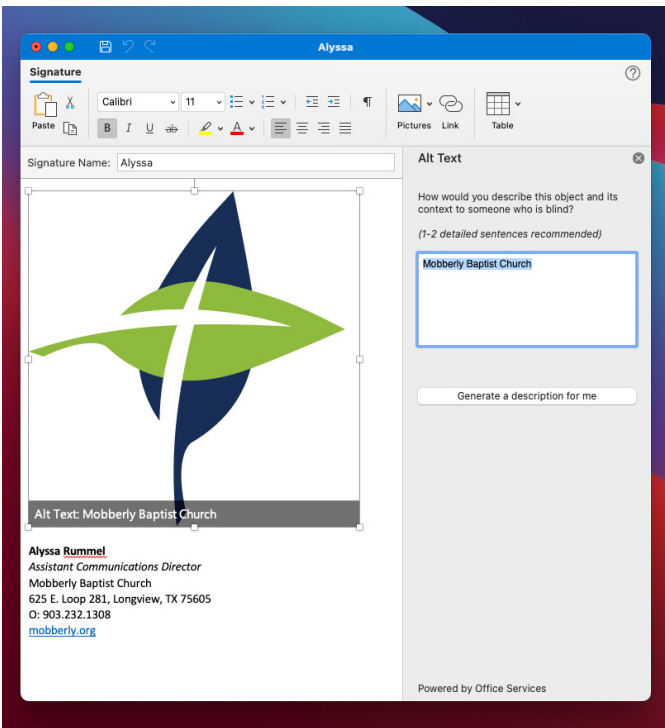
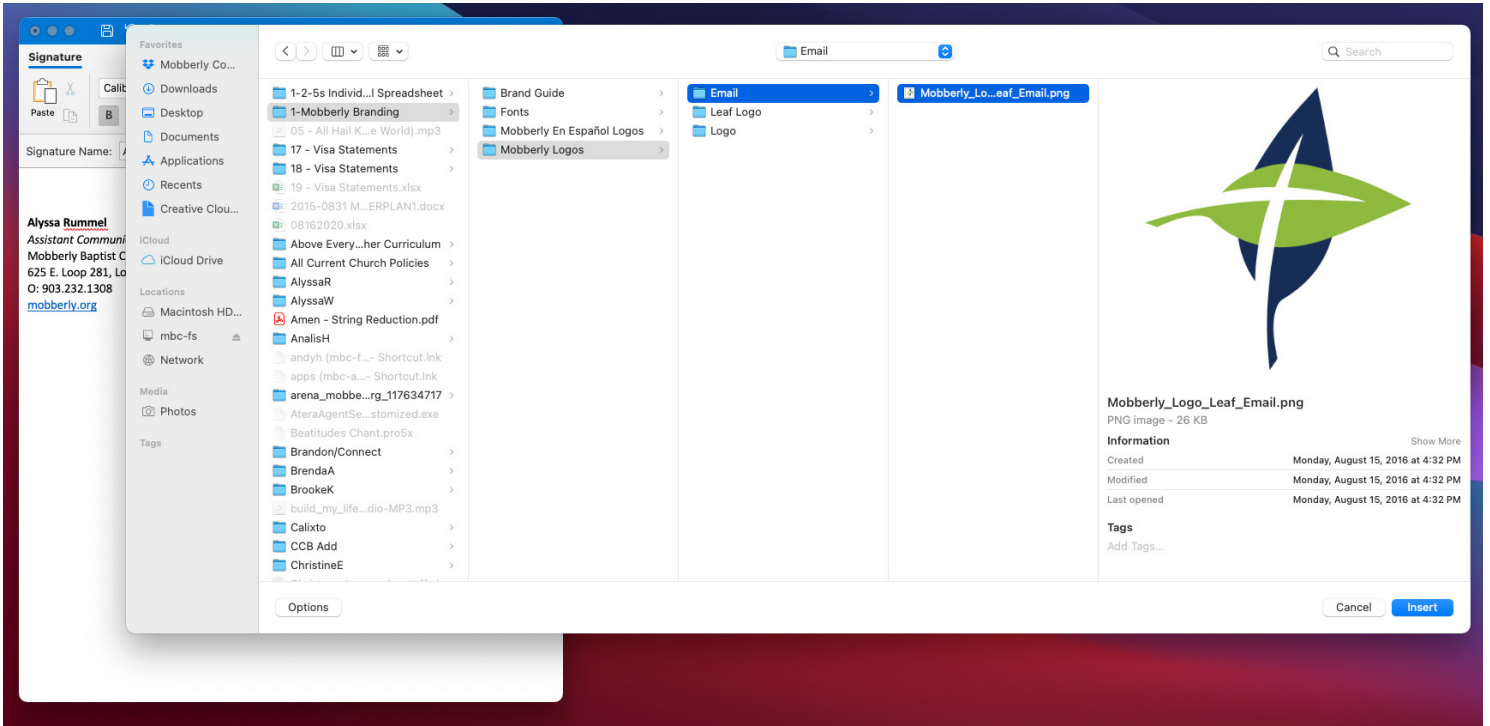
Your email signature should match the example below. Follow the screenshots for step-by-step instructions on formatting your signature. All text should be in black and Calibri font. Your emails should not have a background.

Find the leaf logo for your signature in Churchwide > 1-Mobberly Branding > Mobberly Logos > Email



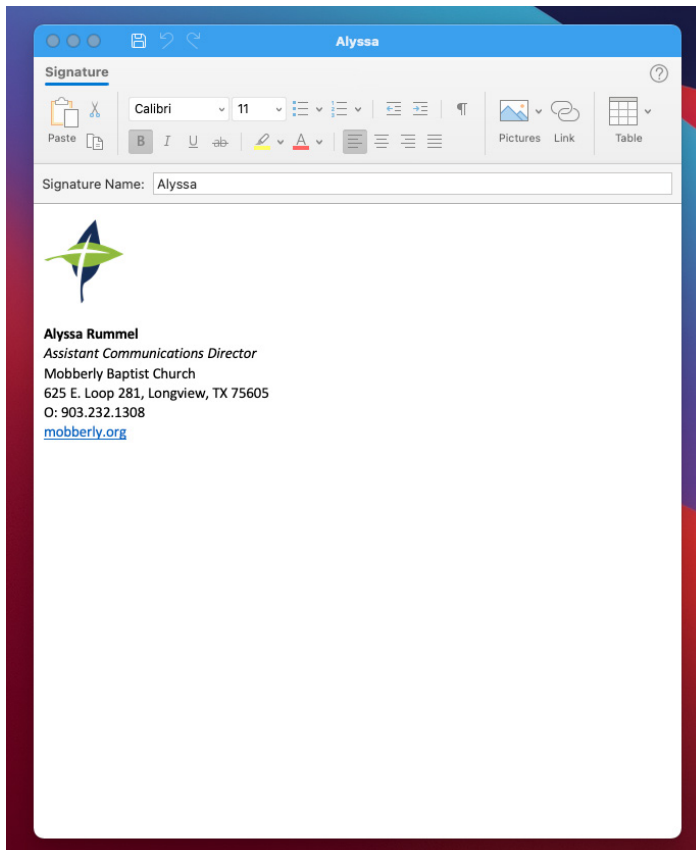
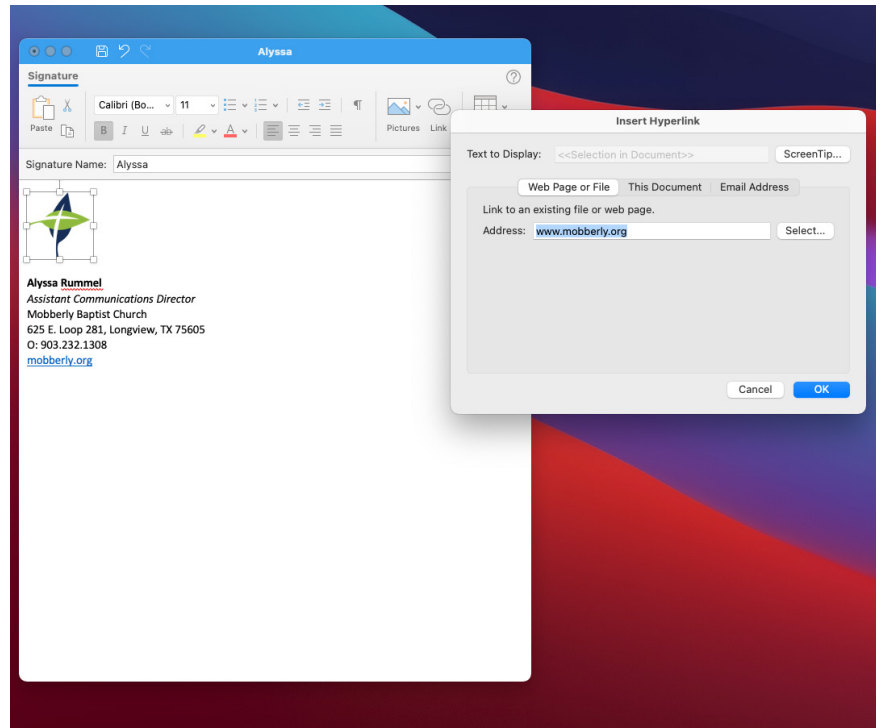
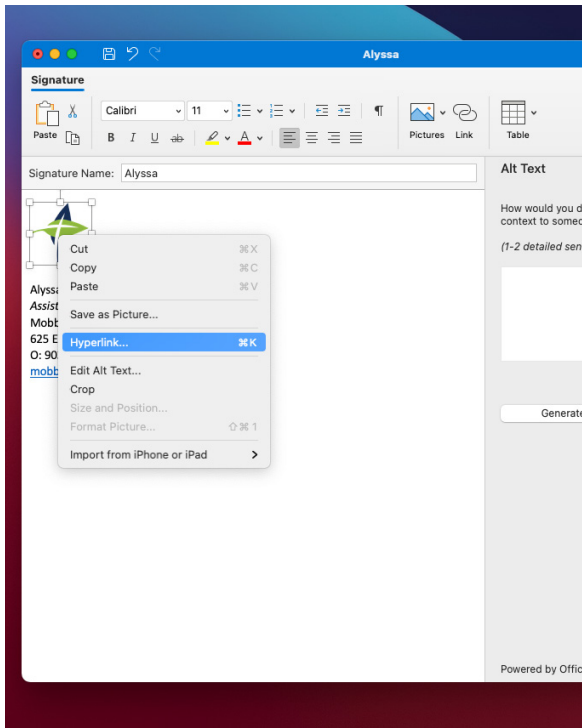
# OUR EMAIL SIGNATURE

how to format your official Mobberly email signature



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how to format your official Mobberly email signature



## Final Instructions

Once you are done creating your signature, you will have to exit out of and reopen Outlook for the changes to go into effect.

You can add your cell phone to the signature preceded by C: or the fax number preceded by F:.

# OUR MATERIALS, REQUESTS AND LEGAL

## Materials

Branding materials including logos, fonts and a copy of this guide are located in Churchwide > 1-Mobberly Branding.

### **Please check this folder frequently as versions are updated periodically.**

The version number and the date of the most recent update are included on the front page of this guide.

## Communications Requests

Communications Requests are the primary form of gathering information for the Communications Department. Please submit a Communications Request for your events and graphic, social media and web needs. Forms are located at [mobberly.org/files](https://mobberly.org/files).

## Legal

Mobberly Baptist Church name and Mobberly Baptist Church logos are part of Mobberly Baptist Church and may be subject to copyright or trademark. Re-use of logos and branding is prohibited without consent from the Mobberly Baptist Church Communications Department.



**QUESTIONS?** Email [communications@mobberly.org](mailto:communications@mobberly.org).

PROVIDED BY THE COMMUNICATIONS DEPARTMENT OF MOBBERLY BAPTIST CHURCH.

*2021 Mobberly Baptist Church*