

FULLERTON FREE—

FULLERTO

BRAND BOOK—

FULLERTON FREE—

VOL. 1

OUR STORY—

The story of Fullerton Free begins with the bigger story God has been writing since the beginning of time. As God relentlessly pursued the people He created, His name became known generation after generation. God's faithful followers proclaimed the good news of salvation in His son Jesus – the story for all time.

And so, our church was born. Inspired by the Holy Spirit, a small group of 20-somethings moved to Fullerton to see how God might use them to further His kingdom. With faith, they sacrificed their resources to start a

church where God would be glorified and His good news would be spread.

As the years rolled on, the First Evangelical Free Church of Fullerton became a beacon of light in North Orange County. Over time, thousands would gather on the corner of Brea & Bastanchury to meet Jesus. God's word would be proclaimed. Broken hearts would be comforted. Songs of praise would resonate. Ambassadors of the gospel would be sent worldwide. Souls would be transformed – all as God's people continued to respond to His love for them.



FULLERTON FREE— FULLERTON FREE— FULLERTON FREE—

Today we continue this great legacy of those who have gone before us. Our foundations remain, as they always have. And still, as times change, we continue to creatively explore how God would use us now to impact the world around us. We rely on the power of the Holy Spirit to be a loving community, united in sacrifice and living like Christ for the glory of God.

As we follow the through-line of God's purposes from the days of the past to the vibrancy of our present community and on into the future of our church, we are thrilled to see that God isn't finished writing our story. We anticipate all the exciting chapters yet to be written as Christ is revealed to us, in us, and by us in the days ahead.





OUR VISION—

Our vision at Fullerton Free is to be an “embassy of the future,” where those who come into contact with our community will experience today what life in the Kingdom of God will be like in His victorious future! Despite our weaknesses, brokenness and minority position we advance God’s heart because He has all the power, He loves us and He’s promised to be with us. This mindset enables us to boldly embody the following “four pillars” reflected in the eight individual phrases below. Each pillar reflects an external and corresponding internal component, in order of phrasing.

Radiant peace rooted in confident expectation.

Revolutionary kindness rooted in humble solidarity.

Prophetic engagement rooted in demonstrable faith.

Unforced appeal rooted in unblushing oddity.

OUR MISSION—

**EMPOWERED BY
THE HOLY SPIRIT
FULLERTON FREE
IS A LOVING
COMMUNITY
UNITED IN
SACRIFICE
AND LIVING
LIKE CHRIST
FOR THE GLORY
OF GOD**



RADIANT PEACE rooted in
CONFIDENT EXPECTATION





*REVOLUTIONARY KINDNESS
rooted in HUMBLE SOLIDARITY*

PROPHETIC ENGAGEMENT
rooted in *DEMONSTRABLE FAITH*



A photograph of a young man with short brown hair, smiling broadly and laughing. He is wearing a dark red short-sleeved shirt with a white and yellow floral pattern. The background is a blurred outdoor setting with a stone wall and shadows.

UNFORCED APPEAL
rooted in *UNBLUSHING ODDITY*

BRAND PURPOSE—

External Communication: Branding acts as a concentrated, abstract message to the viewer. For some, the Fullerton Free branding will be the first—and maybe only—direct contact that they will have with our church family. Because of this, our branding should connote our values subversively in a friendly way.

Internal Communication: Branding has a slightly different purpose when being used internally. When brand guidelines are weak, each form of communication becomes cluttered and distracts from one another: when everyone is shouting, no one is shouting. Therefore, Fullerton Free's branding should be informative, organized, and show continuity throughout our vast ministries.

With both of these purposes in mind, the Fullerton Free's branding has the burden to reflect and connote the value words, history, pillars, and mission statement of First Evangelical Free Church of Fullerton.



**CONNOTATIVE
VALUE WORDS—**

JESUS

FAMILY

SANCTUARY

TIMELESS

HONEST

DIVERSE

FULLERTON FREE LOGO—

Over the years, we have used many different forms of verbal shorthand to introduce the First Evangelical Free Church of Fullerton. Whether called EvFree, Fullerton Free, FEFCF, E-Free or Big Pizza Hut, we have remained the same community of people focused on God's glory, the advance of His Kingdom and the study of His word. But whichever nickname we choose to use, our visual identity serves as a marker of who we are to ourselves, our neighbors and our world.

While other organizations make much of their "logo," we seek to use an intentionally minimal approach to draw attention away from ourselves and better reveal Christ and the effect of His work among us. As basic as a type treatment, the simplicity of our new look is rich in meaning. We see our logotype as a "through-line" – a mark that ties together our past, present and future in community, while specifically envisioning the ministries and vision we have today. Our entire visual identity is based on a set of values established to convey Jesus, family, sanctuary, timelessness, honesty and diversity.

FULLERTON FREE—

Fullerton Free— Tape Logo

FREE—

FULLERTON FREE—

Fullerton Free— Tape Logo

FF—

FF—

fullertonfree.com

FF— Short-hand Logo

TAPE LOGO RULES

1. “Fullerton Free—” must be legible at least once per usage of the tape.
2. The “Fullerton Free—” text cannot be smaller than the Copy C1 in the design. If there is no Copy C1 on the design, then follow the type guidelines to ensure the tape is not smaller than Copy C1.
3. Must fall off of the sides of the composition (page). If the design does not allow for this, consider using



Never Use Non-brand Colors



Never Crop



Never Change Font or Recreate

the FF— short-hand logo.

4. The tape should be the top layer of the composition (with some exceptions).
5. The Tape should be horizontal and level, rarely vertical, and never diagonal.



Never Stretch



Never Angle



Never Add Patterns

SHORT-HAND LOGO RULES

WHEN TO USE:

When designing anything within the FF— branding, the tape logo should be the default choice; the tape logo is the primary logo for Fullerton Free. However, sometimes the tape won't work for a design and the short-hand should be used instead. Here are some examples of when you should use the short-hand: the design is small, the design needs to fill a square, the logo is floating on the composition, on letterhead, etc.

WHICH TO USE:

As detailed earlier in this guide, our communication can either be external (for those outside our church) and internal (for those within our church). We have two short-hand logos, one with the church website for external use and one without for internal use.

RULES:

1. The logo should always be the top layer of the design.
2. The logo should be aligned based on the “FF” and not the logo as a whole. See below:
3. Never... stretch, use non-brand colors on, use patterns on, or rotate the logo.



TYPOGRAPHY—



FULLERTON FREE—

FULLERTON FREE—

FULLERTON FREE—

Our human reactions to fonts are often subtle, so paying attention to the subconscious reactions was important. Choosing a typeface that represented the values of Fullerton Free was an extensive process because we wanted a typeface that encapsulated our values subtly. Finally, we decided Paralucent should be our hero typeface because it appears to be warm,

inviting, friendly, and has some fun oddities (unlike most bold, san-serif typefaces). We feel it represents Fullerton Free to our community well. Additionally, Helvetica pairs well with Paralucent in its similarities and differences. Please follow these typeface principles for most Fullerton Free content.

HEADING H1—

Paralucent Heavy italics - Align to the text without the em-dash.

SUB-HEADING S1—

Paralucent Demi-bold. 2/3 the size of H1—

HEADING H2—

Helvetica Neue Medium. 1/2 the size of H1—

SUB-HEADING S2—

Helvetica Neue Regular. 1/3 of the size of H1—

COPY C1—

Helvetica Neue Regular. 1/5 of the size of H1—

TYPE SUBSTITUTES

SERIF:

Poynter Oldstyle. Follow along with the same type principles as the typeface you are substituting.

SCRIPT:

Using script instead of Paralucent is an acceptable substitution. However, the script header should be hand-drawn or strongly customized.

PARAGRAPHS— Please use **justified with last line aligned left** text with large amounts of copy.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet nisi blandit, accumsan lorem lobortis, fermentum lorem. Proin sollicitudin et quam ut dictum. Pellentesque pellentesque nulla libero. Mauris necdian et dolor pellentesque iaculis vitae ut orci. Nullam facilisis lacus sit amet pulvinar tincidunt. Aliquam erat volutpat. Cras hendrerit massa vitae do lor venenatis, varius ornare tellus elementum.

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IMAGES WE LIKE—

With the Fullerton Free branding, photography plays a significant role. Because of this, we want all of our photography to feel cohesive in style, subject matter, and editing. When shooting or curating photos, look for greenery; we love natural tones. Try to avoid settings with large amounts of blues and pinks. Look for moments of our church congregation representing a family. We love seeing smiles, hugs, prayer, and other captivating moments.



EDITING PHOTOS

When editing photos and videos, try to follow these settings. Each environment is different, so some settings may need to change accordingly. Regardless, our main goal with these settings is to drop blues, purples, and pinks, boost deep greens, and elevate oranges (but watch skin tones, we don't want people looking orange). Alternatively, the Fullerton Free preset can be downloaded and used.

1 In Lightroom, choose “Artistic 05.” **2** Push the saturation of red through green. Drop aqua through megenta. **3** Pull red and yellow towards orange. Pull magenta towards red. **4** Bring the whites down and the blacks up to make the image appear dusty. Bend the middle points together to add contrast. **5** Bring the highlights down a bit. **6** Add some grain and add roughness. **7** Bring up the sharpness.

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COLORS—

Color plays a large part in the Fullerton Free branding; it acts as a glue to keep continuity throughout all congregational initiatives. When choosing a color scheme, we looked to our campus itself. We extracted colors and defined them into a palette. From that palette, we chose five brand colors. These 5 colors are to be used for everything that is branded under Fullerton Free.

Our palette has a wide variety of colors to give each ministry the tools to stand out while limiting some colors in order to keep everything cohesive. On a color wheel, our color palette goes from green to red; eliminating the cooler colors. So, our brand excludes the use of teals, blues, purples, and pinks.

HERITAGE BROWN—

PANTONE: 476 XGC
HEX: 4F392D
RGB: 79, 57, 45
CMYK: 0, 28, 43, 69

Color schemes to use with Heritage Brown backgrounds:

FULLERTON FREE—

FULLERTON FREE—

FUTURE ORANGE—

PANTONE: 10153 C
HEX: C9522A
RGB: 201, 82, 42
CMYK: 0, 59, 79, 21

Color schemes to use with Future Orange backgrounds:

FULLERTON FREE—

FULLERTON FREE—

GROWTH GREEN—

PANTONE: 7735 CP
HEX: 36553A
RGB: 54, 85, 58
CMYK: 36, 0, 32, 67

Color schemes to use with Growth Green backgrounds:

FULLERTON FREE—

FULLERTON FREE—

FULLERTON CREAM—

PANTONE: P 16-1 C
HEX: DDCBAC
RGB: 221, 203, 172
CMYK: 0, 8, 22, 13

Color schemes to use with Fullerton Cream backgrounds:

FULLERTON FREE—

FULLERTON FREE—

PURE WHITE—

HEX: FFFFFFFF
RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

BRAND PALETTE—





OUR MINISTRY STRUCTURE & LEADERSHIP PHILOSOPHY—

In John 13:1-17, Jesus demonstrated that He came not to be served but to serve, and then He called us to follow His example. In that light, we affirm leadership in the church as an opportunity to reflect our mission of love and sacrifice. Led by our Elders and Shepherds, it is the aim of all in leadership at Fullerton Free to humbly serve others as a way to reveal, serve and glorify Christ.

Our church ministries are divided into four primary areas:

ANCHOR— FRONTIER— HERITAGE— RESPONSE—

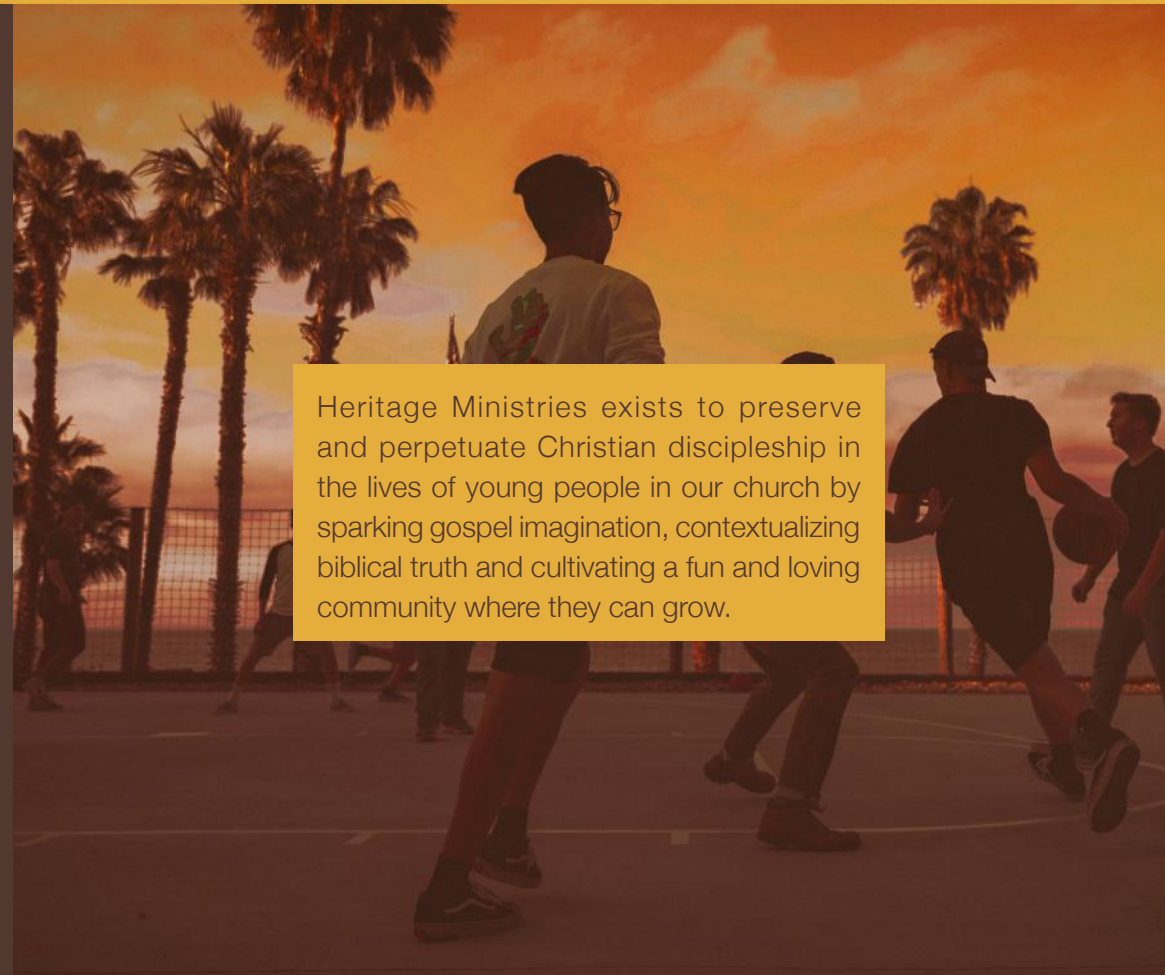




Anchor Ministries exists to cultivate and sustain the biblical discipleship ministries at the core of our church. Through thoughtful care and preservation of people, places and programs, these ministries provide our church with the stability necessary to advance into the future.

The purpose of Frontier Ministries is to challenge and equip the church to ensure that we remain outward-focused and future-minded. Through evangelism, service, hospitality and strategic partnerships, we reveal Christ, care for the hurting and welcome the stranger both here in our neighborhoods and around the world.





Heritage Ministries exists to preserve and perpetuate Christian discipleship in the lives of young people in our church by sparking gospel imagination, contextualizing biblical truth and cultivating a fun and loving community where they can grow.

The purpose of Response Ministries is to bring glory to God by inspiring and encouraging people to honestly and uniquely express themselves to God in praise. Our aim is to create environments and opportunities for people to consider the wonders of God, His good news and His work among us, fostering a culture of intentional, authentic and creative worship responses to Him and for His glory.





fullertonfree.com