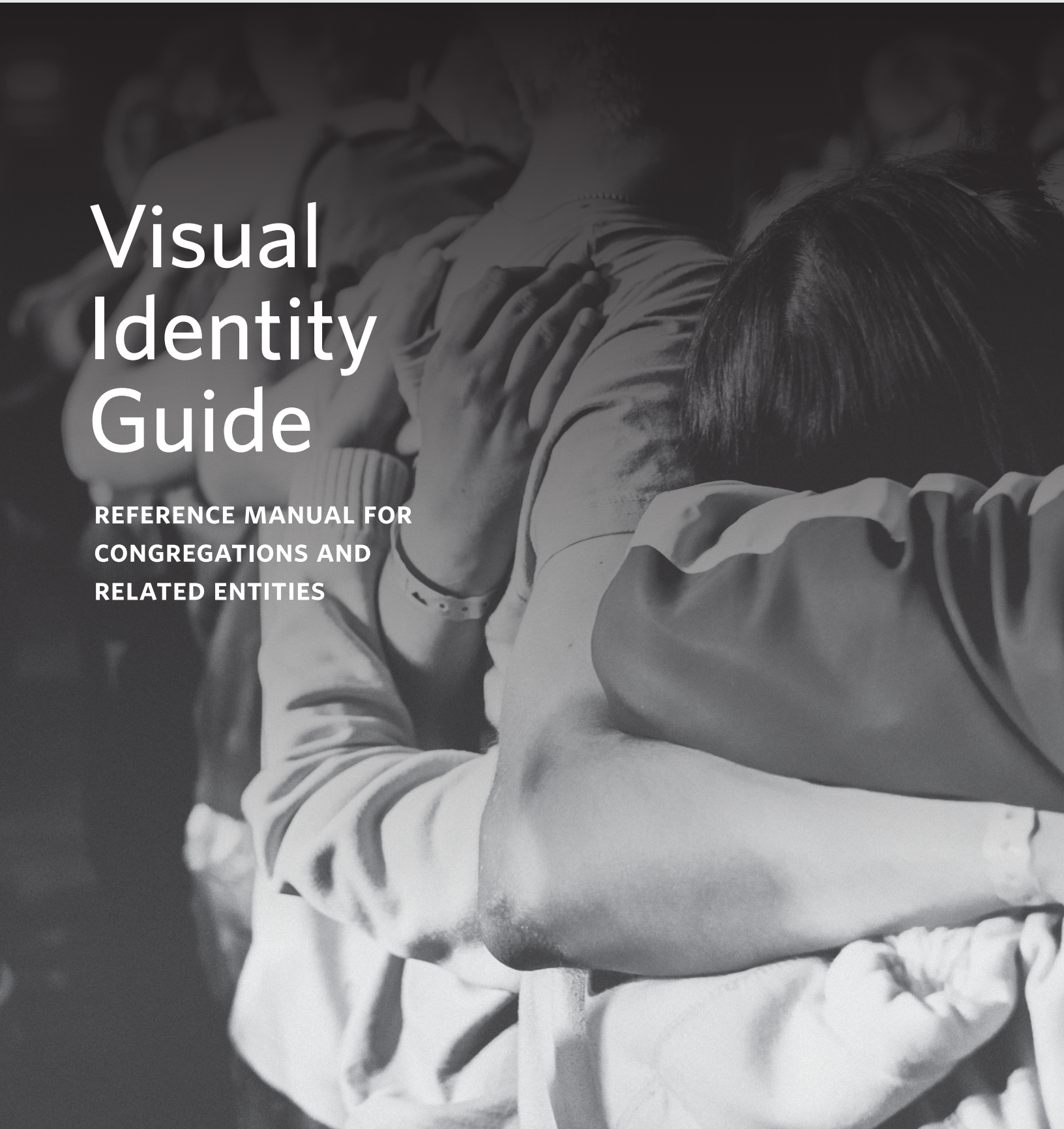
Brethren in Christ U.S.



Visual Identity Guide

REFERENCE MANUAL FOR CONGREGATIONS AND RELATED ENTITIES

TABLE OF CONTENTS

Welcome 1
Overview 2
Section One: BIC U.S. Symbol in Congregational Logos
- Congregational Incorporation 4
- Incorrect Uses 5

Section Two: BIC U.S. Ministry Logos
- Brethren in Christ U.S. 7
- Brethren in Christ Foundation 8
- World Missions 9
- Regional Conferences 10
- Incorrect Uses 11

Version published January 2024

Dear Church Family,

One of the most beautiful things about the Brethren in Christ U.S. (BIC U.S.) is the breadth of church expressions. As congregations gather, every worship service looks slightly different. Each body of believers is able to express its unique love for the Lord while remaining united by our shared beliefs.

We see this diversity in the visual identities of our congregations as well. Some may choose to incorporate the BIC U.S. symbol into their own logo while others create a visual presence that is uniquely their own. And while we celebrate this diversity, we recognize that our logo connects the global BIC family and strengthens our shared identity.

We created this guide to assist congregations and other entities with the process of utilizing our symbol and logos. It is divided into two sections:

- **The first section** provides guidelines for congregations wanting to use the BIC U.S. symbol in their own church logo. You will find instructions for creating your own logo with our symbol or, alternatively, using our standardized template if preferred.
- **The second section** contains guidelines for using BIC U.S. logos when referring to the denomination itself or any of its ministry entities, including the Brethren in Christ Foundation, World Missions, and regional conferences.

We hope this tool is useful to you and your congregation. If you have questions, please don't hesitate to reach out to us at biccomm@bicus.org.

Blessings,
BIC U.S. Communications

Overview

Purpose

The purpose of this guide is to assist Brethren in Christ U.S. congregations and related ministries in the process of implementing our visual identity. We seek to present a consistent image to increase our brand's recognition, strengthen our shared identity, and better connect our community.

Logo Anatomy

The Brethren in Christ U.S. logo is composed of two elements, a symbol and a word mark. The symbol portion of the logo may be used without the word mark. However, the word mark portion of the logo may not be used without the symbol.

Organization Name

The following names can be used when referring to the Brethren in Christ U.S. organization:

Legal Name: **General Conference of the Brethren in Christ**
Doing Business As (DBA): **Brethren in Christ U.S.**
Shorthand/Abbreviation: **BIC U.S.**

Use the capitalization and punctuation conventions presented above when writing the organization's name in any form. Writing the organization's name in all caps is also acceptable.

Legal Acknowledgment

The BIC U.S. symbol is a registered trademark of Brethren in Christ U.S. The organization's congregations, regional conferences, and other officially recognized entities may use the symbol in their respective logos and branded materials. Other entities may request permission to use the BIC U.S. symbol by contacting biccomm@bicus.org.

Download

To download any of the available Brethren in Christ U.S. logos, please visit: bicus.org/resources/visual-identity.

Questions

Please contact BIC U.S. Communications with any questions at biccomm@bicus.org.

SECTION ONE

BIC U.S. Symbol in Congregational Logos

Guidelines for incorporating the BIC U.S. symbol into your congregation's logo.

Congregational Incorporation

Overview

Brethren in Christ U.S. congregations are welcome (but not required) to incorporate the BIC U.S. symbol into their own congregational logo. Doing so helps visually connect congregations within the global Brethren in Christ family and strengthens the identity and recognition of both the congregation and the Brethren in Christ as a whole.

BIC U.S. SYMBOL

Congregations can choose between two options regarding how to incorporate the symbol into their respective logo.

Option 1: Self-Designed

Congregations may download the BIC U.S. symbol and design the word mark portion of the logo themselves. Congregations taking this approach are encouraged to seek the assistance of a graphic design professional to complete the process. Note the word mark may be in any position related to the symbol; example placements shown below.

Download file: please visit bicus.org/resources/visual-identity to access the BIC U.S. symbol file.

Option 2: Standard Design

If desired, the BIC U.S. Communications team can create a logo for your congregation that incorporates the BIC U.S. symbol using the standardized template shown below. Note the portion indicating "Brethren in Christ" is optional.

Request adaptation: If interested, please contact the BIC U.S. Communications team at biccomm@bicus.org to request this for your congregation.

While the BIC U.S. symbol is a registered trademark, the "®" can be removed from congregational logos if desired.

Incorrect Uses

To maintain readability and brand quality, congregational logos using the BIC U.S. symbol should avoid certain alterations and uses.

Disproportionate Scaling

Congregational logos should not be scaled disproportionately (more horizontally than vertically or vice versa). When resizing, logos should be scaled evenly in both horizontal and vertical directions.

Distracting Backgrounds

Logos should not be placed on solid colors with similar saturations or on highly-detailed portions of images.

Overlapping elements

Text or other elements should not overlap the BIC U.S. symbol.

SECTION TWO

BIC U.S. Ministry Logos

Guidelines for using BIC U.S. logos when referring to the Brethren in Christ U.S., Brethren in Christ Foundation, World Missions, and regional conferences.

Brethren in Christ U.S.

Versions Available

The Brethren in Christ U.S. logo is available in three colors.

BLUE
Use on white or lightly-colored backgrounds. Blue logo should not be used on dark gray or black.

90% BLACK
Use on white or lightly-colored backgrounds. Black logo should not be used on PMS 7690 U.

WHITE
Use on PMS 7690 U (shown). Other dark, non-distinct background colors such as gray may also be used.

Color Palette

PMS 7690 U
RGB: 76 127 171
HEX: 4B7EA9
CMYK: 85 35 4 10

90% BLACK
RGB: 26 26 26
HEX: 1A1A1A
CMYK: 0 0 0 90

PURE WHITE
RGB: 255 255 255
HEX: FFFFFF
CMYK: 0 0 0 0

Languages

The Brethren in Christ U.S. logo is available in English and Spanish.

Brethren in Christ Foundation

Versions Available

The Brethren in Christ Foundation logo is available in three colors.

NAVY BLUE
Use on white or lightly-colored backgrounds. Blue logo should not be used on dark gray or black.

90% BLACK
Use on white or lightly-colored backgrounds. Black logo should not be used on Navy Blue or 5497 U.

WHITE
Use on PMS 534 C (shown). Other dark, non-distinct background colors such as gray may also be used.

Color Palette

NAVY BLUE
RGB: 11 66 96
HEX: 0B4260
CMYK: 98 72 40 28

90% BLACK
RGB: 26 26 26
HEX: 1A1A1A
CMYK: 0 0 0 90

PURE WHITE
RGB: 255 255 255
HEX: FFFFFF
CMYK: 0 0 0 0

PMS 534 C
RGB: 28 53 94
HEX: 1C355E
CMYK: 98 85 36 27

Languages

The Brethren in Christ Foundation logo is available in English only.

Learn more about the Brethren in Christ Foundation: ***bicfoundation.org.***

World Missions

Versions Available

The World Missions logo is available in three color options.

BLACK W/ ORANGE
Use on white or lightly-colored backgrounds only.

90% BLACK
Use on white or lightly-colored backgrounds. Black logo should not be used on PMS 1665 U.

WHITE
Use on PMS 1665 U (shown). Other dark, non-distinct background colors such as gray may also be used.

Color Palette

PMS 1665 U
RGB: 229 104 73
HEX: E56849
CMYK: 0 72 100 0

90% BLACK
RGB: 26 26 26
HEX: 1A1A1A
CMYK: 0 0 0 90

PURE WHITE
RGB: 255 255 255
HEX: FFFFFF
CMYK: 0 0 0 0

Languages

The World Missions logo is available in English and Spanish.

Learn more about World Missions: ***bicus.org/missions.***

Regional Conferences

Versions Available

Regional conference logos are available in three colors. Allegheny Conference shown as example; logos for all regional conferences are available.

BLUE
Use on white or lightly-colored backgrounds. Blue logo should not be used on dark gray or black.

90% BLACK
Use on white or lightly-colored backgrounds. Black logo should not be used on PMS 7690 U or 1807 U.

WHITE
Use on PMS 1807 U (shown). Other dark, non-distinct background colors such as gray may also be used.

Color Palette

PMS 7690 U
RGB: 76 127 171
HEX: 4B7EA9
CMYK: 85 35 4 10

90% BLACK
RGB: 26 26 26
HEX: 1A1A1A
CMYK: 0 0 0 90

PMS 1807 U
RGB: 167 81 84
HEX: A75154
CMYK: 0 100 79 25

Languages

Regional conference logos are available in English and Spanish.

Learn more about regional conferences: ***bicus.org/about/leadership-structure/regional-conferences.***

Incorrect Uses

To maintain readability, consistency, and quality, BIC U.S. logos should not be altered or used in certain ways.

Recoloring Logo

The color of BIC U.S. ministry logos should not be changed. Logos should only use colors specified in this guide.

Artistic Effects

Special effects, such as drop shadows, should not be applied.

Disproportionate Scaling

Logos should not be scaled disproportionately (more horizontally than vertically or vice versa). When resizing, logos should be scaled evenly in both horizontal and vertical directions.

Distracting Backgrounds

Logos should not be placed on solid colors with similar saturations or on highly detailed portions of images. Follow background guidelines recommended in this guide.

Rotations

Logos should not be rotated in any direction.

Font Substitutions

Alternative fonts should not be used for any portion of the logo.

BRETHREN IN CHRIST U.S.
431 Grantham Road, Mechanicsburg, PA 17055-5812
bicus.org | (717) 697-2634 | bic@bicus.org