



BRAND GUIDELINES

APRIL 2019



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CONSISTENCY • RECOGNITION

The aim of brand guidelines are to ensure that a brand looks cohesive in the 'outside world'. Following these guidelines will ensure that the brand elements are used in a way that upholds aesthetic standards and keeps your brand looking professional and consistent - ultimately creating brand recognition.

These guidelines allow for enough creative freedom to use the brand as you see fit, while still ensuring that the brand looks its best across all applications.

WHAT WE BELIEVE

We are a tortoise culture. We're committed to incremental steps: We will make small steps and take one step at a time, recognising it will take a decade to begin to bring renewal and cohesion to our movement.

We are passionate about small, sustainable continuous development which, under God's good hand leads to multiplicative exponential growth.

We'll respect the "hares" within our movement that are moving faster and in a different direction to us. We'll speak well of them and extend grace to them but, at the same time, we'll be quietly confident that God's good hand is with us and with what we are doing.

WHY WE DO IT

Together works better.

We are a movement of churches and support ministries working together to grow, multiply and send, everyday disciples, leaders and churches into every local community in New Zealand.



LOGO

PRIMARY LOGO

CCCNZ's primary logo is a wordmark with a stylised symbol of NZ. The colours reflect the various types of people and locations we are involved with.

This logo is used across primary brand applications. It helps audiences easily identify CCCNZ publications, marketing, online presence and other materials.

It is essential that the logo always be used with respect and care in application, according to these guidelines.

MINIMUM SIZE



The smallest size the logo should be represented at is 15mm high or 175 pixels high on screen/web. This enables the entire logo to be read clearly at smaller sizes.



NOTE: Original logo
Brown 'Z'.



NOTE: 2019 Revised logo
New yellow 'C', a blue 'N' and a green 'Z'.

LOGO UPDATE

2019

CCCNZ's logo has undergone a subtle transformation in 2019. To lighten the logo and brand, a sunshine yellow has been incorporated to replace the brown.

This is seen in the letter 'C'; and also in the dots within the NZ symbol design.

New logo files are available and provided where possible. Please ensure to request and use the updated logos at all times.



LOGO

SECONDARY LOGOS

The secondary logo is a negative version - to be used on the dark grey background or overlaid on simple block colour (but not one of the core brand colours).

The alternative is a full white logo, which can be used on dark grey or one of the core brand full block colour backgrounds as needed (ie: blue). This whiteout version is used on the website footers of CCCNZ sites.

These secondary logo should never be used directly next to the primary logo, and should only be used in few circumstances.

POSITIVE



NEGATIVE



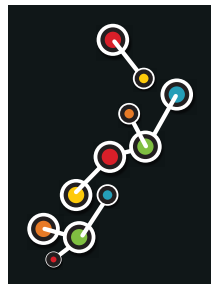
WHITE



SYMBOL: POSITIVE



SYMBOL: NEGATIVE



NEGATIVE - CLEAR

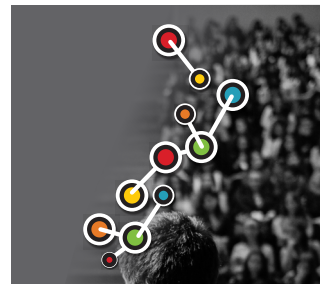


Shown with a grey & photo background example

WHITE - CLEAR



SYMBOL: NEGATIVE - CLEAR



Shown with a grey & photo background example

LOGO TYPES

FORMATS FOR USE

The logos have been provided in a variety of filetypes for use across all media types.

- Positive logo: Full colour version.
 - Negative logo: Supplied on the charcoal background.
 - White logo: Full white logo.
 - Clear: Has a clear background for overlays.
-
- JPG: Great for Word / Publisher etc and online. Available in 3 core sizes. Don't size up this format, as it will lose quality.
 - PNG: A transparent background filetype, use when wanting to overlay the logo or symbol on other backgrounds (ensure all colours can still be seen or use the white version). Don't size up this format, as it will lose quality.
 - PDF: A high resolution file for all printing needs. A designer or printer will often request this format as it doesn't lose quality when scaling up/down in size.
 - EPS: A special type of high resolution file, again for designers or printers. You may not be able to preview this file, but specialist design software can.



CLEAR SPACE

To ensure legibility, always ensure that the minimum clear space is kept free around the logo. This space isolates the logomark from any other graphic elements that may compete or conflict and lessen the impact of the brand.

The minimum clear space is defined as the width of the 'N'. This minimum space should be maintained proportionally to the size of the logo.



INCORRECT LOGO USAGE

To maintain the integrity of the brand, there are a few “no-no’s” to adhere to. Shown here are a few examples of what not to do.

Please don’t:

- Compromise the look of the brand by rotating, skewing, stretching or distorting in anyway.
- Recolour or alter the colours in the logomark.
- Add elements on the logo (shapes/shadows etc).
- Rearrange elements of the logo.

Use approved logo files for the best outcomes.



Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456780 !@#\$%^&*()**

Font: Oswald

Google Font: <https://fonts.google.com/specimen/Oswald>

Adobe Fonts: <https://fonts.adobe.com/fonts/oswald>

TYPOGRAPHY

HEADINGS: 'OSWALD'

Typography becomes a powerful brand tool when used well and consistently. The CCCNZ brand uses two core typefaces in all materials.

Oswald is a multi-weight font available for use across a variety of mediums - print documents and websites. It is recommended for use on headings only.

Google Fonts can be downloaded for regular use on PCs and used within publishing programs. Adobe Fonts work within the premium Adobe Suite of design software programs and Rocketspark websites.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456780 !@#\$%^&*()

Font: Source Sans Pro

Google Font: <https://fonts.google.com/specimen/Source+Sans+Pro>

Adobe Fonts: <https://fonts.adobe.com/fonts/source-sans>

TYPOGRAPHY

BODY COPY: 'SOURCE SANS PRO'

Typography becomes a powerful brand tool when used well and consistently. The CCCNZ brand uses two core typefaces in all materials.

Source Sans Pro is a multi-weight font available for use across a variety of mediums - print documents and websites.

It is recommended for use on body copy.

Google Fonts can be downloaded for regular use on PCs and used within publishing programs.

Adobe Fonts work within the premium Adobe Suite of design software programs and Rocketspark websites.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456780 !@#\$%^&*()

Font: Open Sans

Google Font: <https://fonts.adobe.com/fonts/open-sans>

Adobe Fonts: <https://fonts.google.com/specimen/Open+Sans>

TYPOGRAPHY

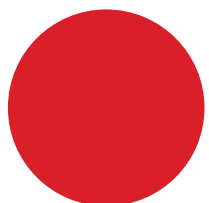
EMAIL NEWSLETTERS: ‘OPEN SANS’

Typography becomes a powerful brand tool when used well and consistently. The CCCNZ brand uses two core typefaces in all materials.

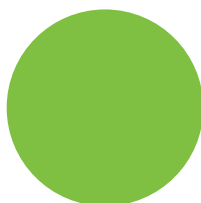
Open Sans is a multi-weight font recommended for use within the email newsletters only. It is used here because it is a common font that can be ‘read’ by all devices and internet browsers, whereas the other fonts don’t work within email, unless images with the font in them are created.

Google Fonts can be downloaded for regular use on PCs and used within publishing programs.

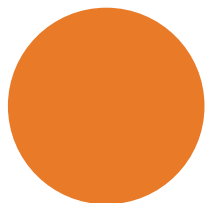
Adobe Fonts work within the premium Adobe Suite of design software programs and Rocketspark websites.

**RED**

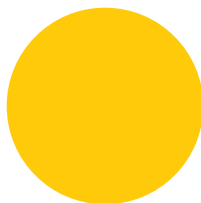
Web: #D61F28
CMYK: 9/100/98/2
RGB: 214/31/40

**GREEN**

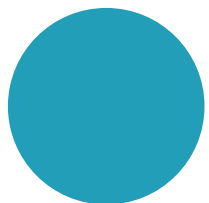
Web: #81BE41
CMYK: 55/2/100/0
RGB: 129/190/65

**ORANGE**

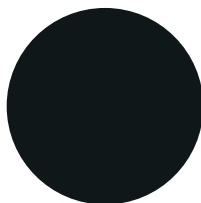
Web: #E77A27
CMYK: 6/63/98/0
RGB: 231/122/39

**YELLOW**

Web: #FFCB05
CMYK: 0/20/100/0
RGB: 255/203/5

**BLUE**

Web: #1C9EB9
CMYK: 77/20/22/0
RGB: 28/158/185

**DARK GREY**

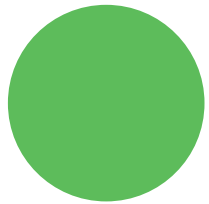
Web: #121A1B
CMYK: 67/52/53/85
RGB: 18/26/27

COLOUR

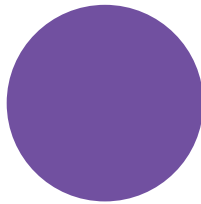
PRIMARY PALETTE

Colour creates an integral part of a brand's identity. Consistent use of the colour palette create recognition of the brand as well as psychological purposes by communicating a certain feeling to our audience.

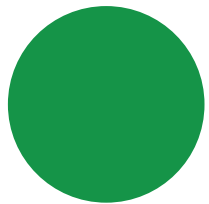
The Primary Colour Palette has been formed from the core brand colours of the logomark. Yellow is a recent addition to replace the outdated brown and communicate a brighter, fresher and pure aspect to the brand.



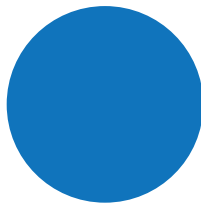
GRASS
Web: #62BA5F
CMYK: 65/0/87/0
RGB: 98/186/95



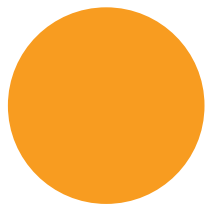
PURPLE
Web: #72539F
CMYK: 65/80/0/0
RGB: 114/83/159



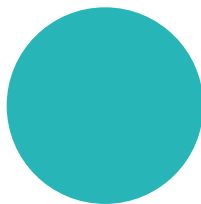
DARK GREEN
Web: #169449
CMYK: 86/21/100/0
RGB: 22/148/73



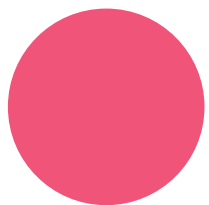
DARK BLUE
Web: #2377BA
CMYK: 85/50/0/0
RGB: 35/119/186



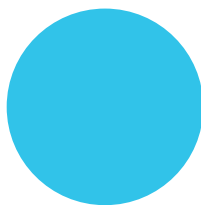
MANDARIN
Web: #F79C34
CMYK: 0/45/98/0
RGB: 247/156/52



TURQUOISE
Web: #38B4B8
CMYK: 71/5/30/0
RGB: 56/180/184



PINK
Web: #ED587B
CMYK: 0/82/32/0
RGB: 237/88/123



SKY BLUE
Web: #38C4E6
CMYK: 65/0/5/0
RGB: 56/196/230

COLOUR

SECONDARY PALETTE

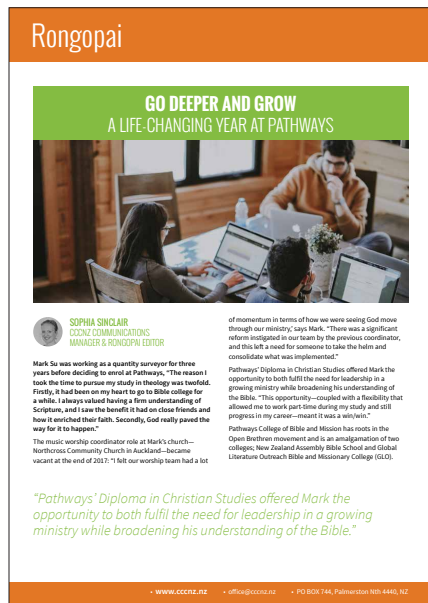
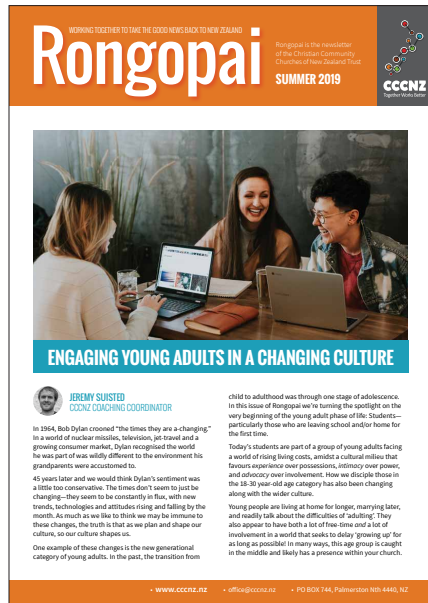
A brand can utilise a second palette of colours that complement and support the core primary palette. A secondary palette of colours helps to give the brand a more diverse colour range when required.

The Secondary Colour Palette has been created with fresh and bright colours in mind that can be used across the CCCNZ sub brands as well.

PUBLICATIONS

There are a large variety of publications that have been established within CCCNZ.

The following pages show an overview of these documents to provide examples should more publications be required.



RONGOPAI

The Rongopai Newsletters are a quarterly publication. Rongopai is the Māori word for 'good news', and our magazine is one way CCCNZ seeks to encourage believers to work together to impact New Zealand with the good news of Jesus Christ.

Inside Rongopai you'll find stories of churches full of ordinary Christians finding ways to serve their extraordinary God. We're a movement of people who build community around the Word of God and find their sense of belonging in who they are in Jesus Christ.

The brand and core colours are used effectively across this publication, with flexibility to be creative on each issue.

Two examples of issues are shown here, showcasing how consistent design is effectively used to communicate messages in different seasons.



REACHING BASE CAMP

AMBASSADOR'S REPORT, MARK GRACE

It's 11:30am on Friday 29 May 1953. Edmund Hillary and Tenzing Norgay are the first humans to reach the summit of our planet's highest mountain. At about 11:40am—while still on the summit—Hillary will take a small cross out of his gear and place it in the snow.

The cross was given to expedition leader Colonel John Hunt by Father Martin Haigh, of St Mary's Catholic Church, Broadfield Drive, Leyland. Hunt would pass the cross to Hillary to have it placed on the summit.

While the image of the cross on the summit of Everest is a powerful one, we too face a summit and a cross. This summit is just as daunting, it's just as impossible, it's just as formidable. It's just as idealistic as the idea of summiting Everest was 65 years ago and we take it just as seriously. Our summit is the goal of ensuring that New Zealanders of every age, every ethnicity, in every town, village, city, in every prison, place and police station across every region and marina, hears and experiences the gospel of Jesus Christ in our generation!



2018 Southern Regional Conference in Auckland



Youth Leaders connecting in small groups at the 2018 Youth Summit

Our cross is not a wooden one placed in ice, our cross is the message of a crucified King; our cross is not formed out of wood, but words, the words of God recorded in the Old and New Testaments. This message has the power to transform the very fabric of life and reality for every Kiwi who entrusts themselves to the King.

Just as several of the 1953 expedition had made past attempts at summiting Everest, we come from a movement of people who have aimed for the summit in their generation. From Gordon Forster preaching the gospel in New Zealand was being cut from the bush in the 1880s, through to the gospel caravans of the early 1900s, to the open air evangelists, to the work amongst Māori,



Brainstorming ideas for how CCCNZ can best support youth ministry in New Zealand

to men and women establishing computer centres across our islands, to ordinary people captivated by Christ—through the gospel, from the Scriptures establishing churches in their homes, and halls... we are movement of people who have sought to reach New Zealand in their generation.

John Hunt was invited by the Joint Himalayan Committee of the Alpine Club and the Royal Geographical Society to lead the British Everest expedition of 1953. The committee had members who themselves had attempted to summit. In one sense, the committee was passing the baton on. Our forebears of faith—evangelists, of open air campaigners, of gospel camps, of church planters have passed the baton onto us, to reach New Zealand with the good news of Jesus Christ.

It's now 2018, we are a very diverse movement of churches and support ministries. The 1953 expedition knew its own diversity. Edmund Hillary was a bee keeper, Alfred Gregory led a travel agency, Charles Wylie was a soldier, the expedition leader was a British Army Colonel, Tom Stobart was a cameraman, Tom Bourdillon a physicist, and Norgay a guide. The 15

"Our whole focus is not ourselves but the transforming good news of the message of the cross"

mountainers were supported by a wider team of 20 Sherpas, 362 porters, and 4.5 half tonnes of supplies. This movement of porters, mountaineers, Sherpas and guides looked different, spoke different languages, had different approaches to mountaineering, life, and faith, yet they shared at that deepest level a belief that the summit was reachable. As a movement of churches and support ministries, we too have many differences, but at our core we share deeply in the conviction that our King was crucified, our King has risen, and our King is coming again. This is good news.

Which brings us to base camp. Over the last two years CCCNZ has worked with the metaphor of being at base camp. The 1953 expedition

ANNUAL REPORT

The Annual Report is a publication available online and as printed copies.

The brand and core colours are used effectively across this publication, with flexibility to be creative annually.

"Being part of something larger than a local church or support ministry brings a great deal of benefit, encouragement and 'spurring each other on' as together we seek to serve our Lord and Saviour in Aotearoa."

STAFF AND LEADERSHIP

We're pleased that the staff team has expanded to include specific areas of church interest—youth, administration, church planting, and we've just announced scholarship coordination for those seeking to undertake theological study at all levels.

The CCCNZ Board is deeply grateful to our Regional Enablers and APRs in Auckland for the leadership they are displaying right across the country. The search for a Prayer Coordinator continues. This is a vital role in coordinating intercessors nationally for ministry of the gospel in our country, wider movement and beyond.

COMMUNICATIONS

Communication is also a significant component of our strategy with printed and electronic material to inform and encourage the movement across the nation. The quarterly printed magazine *Ringside* and email newsletter *to/for* are checked full of news and updates for your churches and support ministries. We're always on the lookout for stories, so contact the office if you have something to share with the network of churches we belong to.

The website also performs a vital role in centralising information, storing of archive and resource material, and advertising ministry roles around the country. We encourage you to make a regular visit to the website www.cccnz.org.nz and stay tuned as new services and ministry opportunities are rolled out.



Youth Pastors and Key Youth Leaders at the first CCCNZ Youth Summit, 23 May 2018



FUNDING

The CCCNZ Board is extremely grateful for the support of Litchfield Lands, Longview and Hillview Trusts to enable Mark Grace and his team to progressively roll out the services provided. Their generous support of CCCNZ has enabled us to get established.

NETWORKING

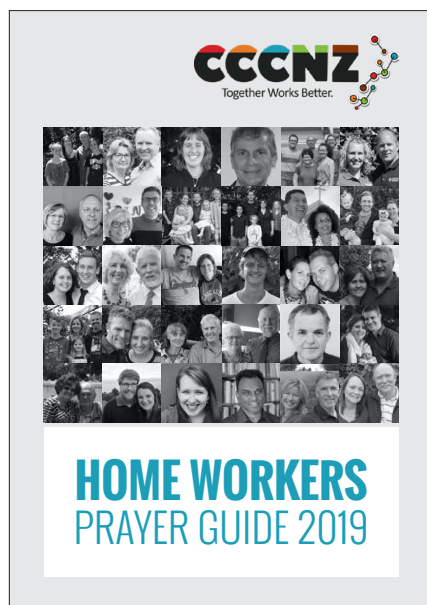
CCCNZ has greatly benefitted from the interaction and helpful advice from CCCAus during these early steps in our establishment. The CCCAus Board and personnel have encouraged us to make a start and not wait on a critical mass of church support, so we have done that and have been thrilled with the responses from a wide representation in our movement.

TOGETHER WORKS BETTER

"For we do not preach ourselves, but Jesus Christ as Lord and ourselves as your servants for Jesus' sake." 2 Corinthians 4:5

We have learned in these early months of operating that together does indeed work better. Being part of something larger than a local church or support ministry brings a great deal of benefit, encouragement and 'spurring each other on' as together we seek to serve our Lord and Saviour in Aotearoa.





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PHYSICAL ADDRESS
Level 2, Capital Fund House, 357 Main Street Palmerston North.

THE HOME WORKERS PRAYER GUIDE

The Home Workers Prayer Guide is a resource to assist Home Workers to pray through the month.

The brand and core colours are used effectively across this publication, with flexibility to be creative on each issue.

An example of an issue is shown here, showcasing how consistent design is effectively used with a core colour theme.



ABOUT THIS GUIDE

The CCCNZ Home Workers Prayer Guide is a resource to assist you to pray through the month for those from our movement who serve in a New Zealand context—our home workers.

THE HISTORY OF THE CCCNZ HOME WORKERS PRAYER GUIDE

Until 2004, GPH produced a list of commended Christian workers across New Zealand. After that time some workers in New Zealand were progressively incorporated into GC3's Daily Prayer Guides, until 2015 when it was signalled the future listing criteria would be those people in ministries "whose chief reason for existence is to engage with people who are not New Zealand citizens and not permanent residents".

In 2016 GC3—knowing CCCNZ would soon be incorporated—asked CCCNZ to create a prayer guide for New Zealand home workers.

In 2017, the first CCCNZ Home Workers Prayer Guide was produced. Those listed are working in New Zealand with roles that are not primarily cross-cultural in focus.

3

FURTHER PRAYER FUEL

We invite you to join us in prayer by using our monthly email newsletter Te Harinui and our quarterly magazine Rongopai as further prayer fuel. Go to www.ccnz.nz and click on News & Events to subscribe.

We are happy to promote all the home workers in this prayer guide. At the same time, it is GC3 who will facilitate the remittance of designated financial gifts to them.

CONCLUSION

It's been a privilege to be asked to create the CCCNZ Home Workers Prayer Guide. In doing so, we recognise the partnership we have with GC3 and other support ministries; we recognise the call and commitment of the various men and women listed; we recognise the partnership with both their commending churches and the churches they attend; we recognise the partnership with the ministries they are involved in and we recognise the centrality and significance of prayerful men and women across these islands.

It's our deep conviction that the growth of the gospel in New Zealand depends on both proclamation and prayer.

We have always been a movement pointing the people of Aotearoa to the living Lord Jesus, through the gospel from the Bible. Throughout our history we have done that with creativity, courage and conviction. It has always been soaked in prayer.

And so, we commend these home workers to you. We'd ask that you soak them, their commending churches and their ministries in prayer.

We, too, would ask for your prayers. We ask you to pray that the good news of the death and resurrection of Jesus Christ is heard and experienced by every man, woman and child in Aotearoa, New Zealand.

Would you pray for our home workers, and for us, the prayer of Paul in 2 Thessalonians 3:1a "As for other matters, brothers and sisters, pray for us that the message of the Lord may spread rapidly and be honoured..."

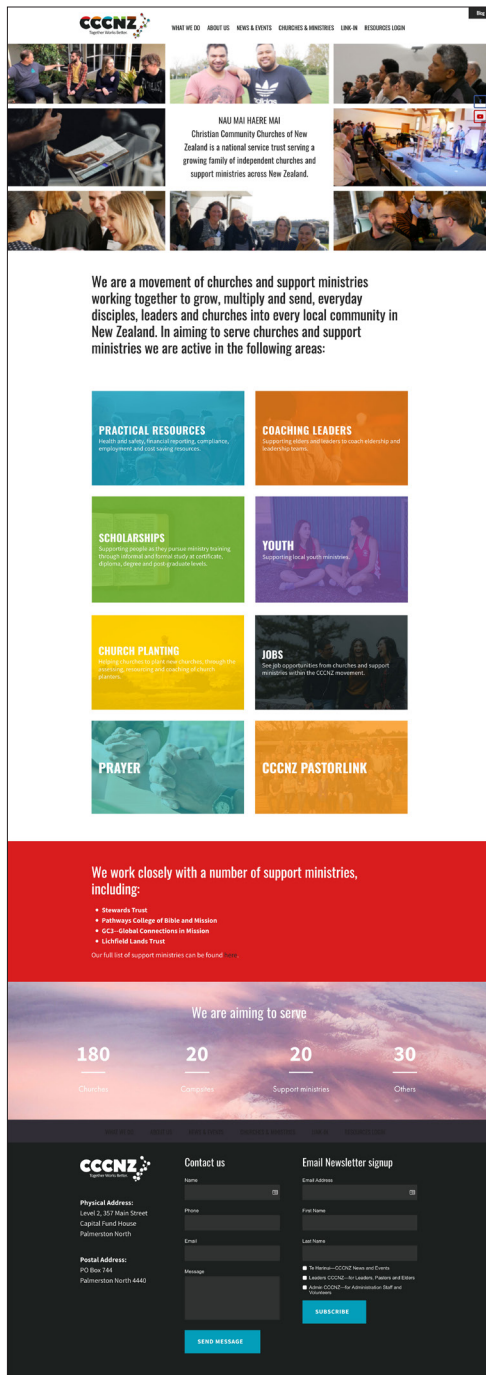
Mark Grace
CCCNZ Ambassador

4

ONLINE

Online presence is a given in today's world. It's also a place where brand consistency can lapse all too easily; yet it is possibly the most accessible place a brand is seen.

It is important to continue brand consistency across all online media and take the utmost care in communicating the CCCNZ brand online.



WEBSITE

www.cccnz.nz

The CCCNZ website is the core 'hub' online. It's where everyone is directed to for access of general information, publications and connections to other CCCNZ brands.

**Image of site as at April 2019*

Brand consistency is key on the website, through colours and fonts and messaging.

All colours for web are available in the Colour Palette section if required. Use the "web" colours listed if they are not all on hand in the Rocketspark site.

TE HARINUI CCCNZ

GOOD NEWS OF GREAT JOY TOGETHER WORKS BETTER



'I was inspired by the conference to mentor a teenager, which I've just started doing'



Whether you are looking for inspiration or confidence, our Everyday Disciple Making Regional Conferences are designed to help ordinary Christians obey Jesus' command to 'Go and make disciples'.

You don't need any special training or qualifications to join us, this conference is for everyone: mums, dads, students, professionals, tradespeople, retired, volunteers... it's all about learning to follow Jesus and make disciples in your own context.

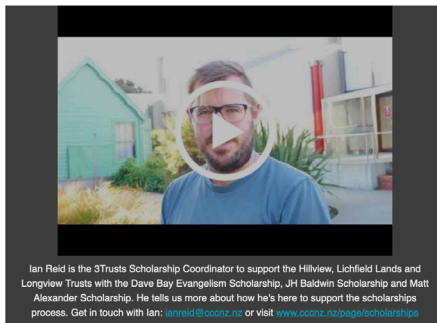
Learn more about CCCNZ, meet some of our staff team, and spend time planning, chatting and praying for your region with others from your church and churches within our movement.

Bookings are open NOW.

- Central and Lower North Island, 8 September, Kapiti Coast Community Church, Kapiti.
- Auckland, 15 September, Northcross Community Church, North Shore, Auckland.

For more information and to register, visit our website: www.cccnz.nz

Are you looking to train for ministry?



Studying away from home next year?

Are you a student looking to study in Auckland, Palmerston North, Hamilton or Christchurch in 2019?

Are you looking for a Christian hostel/community environment to be part of?

RONGOPAI Winter - COMING SOON

Keep an eye out in your mailbox (or at the back of your church) for the latest issue of RONGOPAI, our quarterly newsletter.

This Winter's issue is focused on Youth and features interviews, articles and stories from churches across our movement.

If you're not on the mailing list but would like to be, contact Sophia Sinclair: sophiasinclair@cccnz.nz

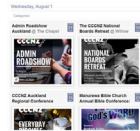
Community Calendar

Is your church running an event?

We've recently launched our Community Calendar—a place for churches, support ministries and campsites within our movement to share their events.

Take a look [HERE](#).

Email [Sophia Sinclair](mailto:sophiasinclair@cccnz.nz) with details of your event to be included. Image specs are: a .PNG file no bigger than 2MB.



We're here to serve you and your church

CCCNZ is a national service trust working and serving amongst churches.

We're passionate about seeing God's people equipped and enabled to serve him through the local church.

We seek to be a blessing to you, so that you can be a blessing to others. Follow the links below to find out more.



RESOURCE LIBRARY

Danielle Diprose
Health and Safety, Financial Reporting, Compliance, Employment and Cost Saving Resources



COACHING LEADERS

Jeremy Suisted
Supporting elders and leaders to coach eldership and leadership teams



SCHOLARSHIPS

Ian Reid
Supporting people as they pursue ministry training



EVENTS

Delwyn Blondell
Coordinating CCCNZ events around New Zealand



YOUTH

Murray Brown
Supporting local youth ministries and leaders



CHURCH PLANTING

Dave Giesbers
Helping churches to plant new churches through assessing, resourcing & coaching church planters



PRACTICAL SERVICES

Danielle Diprose
Advising Churches and support ministries on employment, financial law and compliance



COMMUNICATIONS

Sophia Sinclair
Communications, Rongopai magazine, email newsletters, social media and website



MAILCHIMP EMAIL NEWSLETTERS

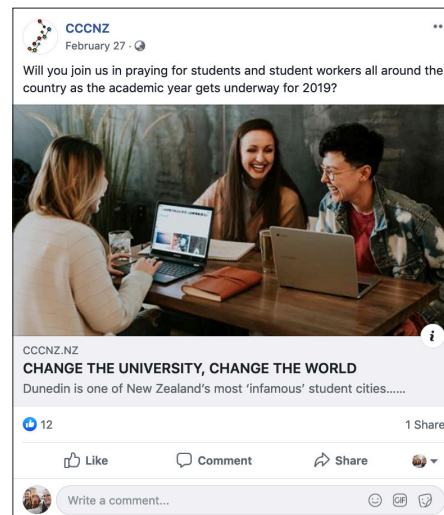
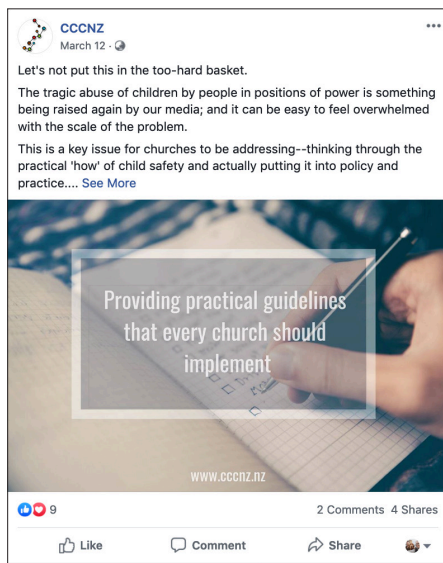
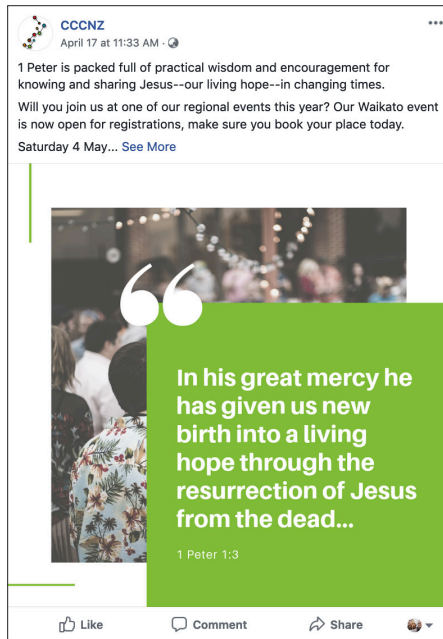
www.cccnz.nz/page/rongopai/

Email newsletters also require brand consistency, through colours and fonts and messaging.

Fonts for email are limited due to cross-device compatibility, so an alternative font “Open Sans” is suitable for this medium.

Refer to “Typography: Email Newsletters” page for an example of the Open Sans.

All colours for online use (web) are available in the Colour Palette section if required.



SOCIAL MEDIA

<https://www.facebook.com/ChristianCommunityChurchesofNZ>

Marketing on social media also requires brand consistency, through colours and fonts and messaging.

As media seen within personal newsfeeds has such a shortlived 'lifetime', it is still key to remember that the media can still be seen on the actual CCCNZ page at any time. Bringing in brand consistency with the addition of colour and fonts to posts will ensure consistent marketing is promoted to followers, in amongst photo-based posts.

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