



Zion Baptist Church, Inc.

“Here To Serve... Our God, Our Christ, Our Fellowman.”

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Media Marketing Ministry (3M Team) **Zion Baptist Church Inc. Brand Use & Guidelines**

Zion Baptist Church Inc.’s Philosophy on Trademarks and Brands

Zion Baptist Church Inc.’s trademark and brand is Zion Baptist Church Inc.’s intellectual property and is an important and valuable asset of the church. The trademark must be used properly. Follow these Guidelines for using the Zion Baptist Church Inc. trademark and brand properly in all communications, documents and electronic messages. These guidelines apply to Zion Baptist Church Inc. members, outside vendors, and other third parties.

Use of Zion Brand

You may refer to Zion Baptist Church Inc.’s services by their associated Zion Baptist Church Inc. service mark, so long as such references comply with these Guidelines, which may be modified by Zion Baptist Church Inc. from time to time in Zion Baptist Church Inc.’s sole discretion.

Specifically:

- Use the appropriate trademark symbol and acknowledgment of Zion Baptist Church Inc.’s ownership of the mark and/or logo.
- Do not incorporate the Zion Baptist Church Inc. trademark or logo into your own product names, service names, trademarks, logos, or company names, and do not adopt marks or logos that are confusingly similar to Zion Baptist Church Inc.’s marks and logos.
- Do not make unlicensed use of Zion Baptist Church Inc.’s logo, such as the Zion Baptist Church Inc. Here To Serve SM logo. Third-party use of the Zion Baptist Church Inc. logo requires written permission from Zion Baptist Church Inc.
- Do not alter the colors or design of the logo.
- If using the “Full” logo, at no time may either line of text (church name or secondary church slogan) be omitted from the logo...both lines of text must be used in conjuncture.
- If printing in single color, black and white, or grey scale, the single color version of the logo must be used, the full color version of the logo is not to be printed in grey scale.
- At all times the logo must be clearly visible and distinctive.
- If you choose to resize the logo, the original proportions must be kept, do not tilt, slant or angle the logo.
- The logo should not be combined with other graphics or crowded by other elements on the page.
- The logo must be featured on any and all materials representing Zion Baptist Church, Inc.

To obtain an electronic version of the logo, contact the Media Marketing Ministry of Zion Baptist Church, Inc.

Acceptable Uses of Logo



Unacceptable Uses of Logo



Promotional and Printed Materials

Any and all printed flyers, letters, or promotional materials featuring the Zion Baptist Church, Inc. name and/or logo must be pre-approved by the Media Marketing Ministry (3M Team). All printed materials must adhere to a standard of quality which will be defined at Zion Baptist Church, Inc.'s discretion.

Specifically:

- Promotional materials must feature the complete name of the church as "Zion Baptist Church, Inc."
- The proper addresses must be used in accordance to their function; the church address cannot be used in place when the church office address should be used.
- All promotional materials must be checked for spelling or grammatical errors.
- Unapproved promotional materials are not allowed to be posted, distributed or used in any manner.
- "Custom" bulletin/program covers/flyers must be requested, designed and approved no less than 3 weeks before the date of the event to ensure ample time for design & printing.

Communications & Press Releases

Any communications or press releases, either printed/electronic must be pre-approved by the Media Marketing Ministry (3M Team). All communications must adhere to a standard of quality which will be defined at Zion Baptist Church, Inc.'s discretion.

Specifically:

- Any correspondences for a Zion Baptist Church, Inc. event/function must be printed on the official Zion Baptist Church, Inc. letterhead, and must be pre-approved by the Media/Marketing Ministry.
- If you need a press release for your event, all information must be submitted to the Communications Department at least 4 weeks prior to the date of the event.

The mission of the Media Marketing Ministry (3M Team) is to protect the Zion Baptist Church, Inc. brand and image. The guidelines were created with that sole purpose in mind and we humbly ask that they be adhered to as close as possible. We understand there are extenuating circumstances and are more than willing to work with any auxiliary/ministry of Zion Baptist Church, Inc.