

EVANGELICAL FREE CHURCH OF AMERICA

# BRAND GUIDELINES

VERSION 12-2025





# The Evangelical Free Church of America is more than just our name.

We are a movement of believers, churches and ministries united by our shared mission, convictions and history. As a movement, we rely on visuals, symbols and words to represent who we are, what we believe and where we are going.

Building an identity takes time and consistency. These guidelines help us present a consistent image and help our audiences immediately recognize the EFCA. They provide the basic framework for who we are and how we present ourselves through printed and digital materials.

The EFCA Brand Guidelines are intended for use in conjunction with the **EFCA Editorial Style Guide** ([styleguide.efca.org](http://styleguide.efca.org)). These guidelines are designed to ensure a consistent look and tone in all of the EFCA's communications. The following pages will help you understand our brand, what it stands for and how to use it.

If you need assistance with anything regarding the EFCA brand, please contact EFCA Communications by email at [communications@efca.org](mailto:communications@efca.org).

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# Trademarked Brands

In an effort to maintain the distinction of the EFCA and protect our visual identity, EFCA Communications maintains a trademark on the EFCA's brandmark as well as any other visuals for EFCA ministries.

The EFCA logo is reserved as a brand identifier for EFCA churches and ministries (international, national and district) as well as EFCA-approved affiliate ministries (e.g., schools/universities, senior housing centers, children's homes, etc.). In no way can the EFCA logo be used as an identifier for a business, ministry or other entity unless specified above.

Any new visuals representing initiatives or ministries must be reviewed and approved by EFCA Communications.



## Registrant

The Evangelical Free Church of America

## Trademark List

Evangelical Free Church of America	GlobalFingerprints
EFCA	ReachGlobal
EFCA & Design (tree)	ReachNational
EFCA GATEWAY	ReachStudents
EFCA Tree Design	

# Brandmark

**Primary logos** are for general use according to the guidelines in this document. **Secondary logos** are reserved for use at the discretion of EFCA Communications. Please seek approval from the Communications team if you have a need for any of these logo variations.

See page 18 for instructions on downloading approved EFCA logos.

## Primary logos



## Secondary logos



# Brandmark Usage

## Spacing

The brandmark is intended to primarily reside on a white background with ample space all around. Keep other visual elements from intruding upon the brandmark by maintaining a minimum distance equal to the height of the “E” around the logo at all times. This includes other logos, words or the edge of the page.

## Minimum size

To ensure clarity and legibility, avoid using logos smaller than 0.5” tall and 0.625” wide (see references).



# Brandmark Color

The full-color expression of the brandmark is preferred. When not using the full-color brandmark, one-color brandmarks are acceptable, with preference to black or one of the standard brand colors (see page 8). On darker backgrounds, white is preferred. Use the solid black logo when creating digital documents intended for black-and-white printing.



# Improper Use

These examples offer simple and transferable guidelines for using the brandmark in most applications. Please refrain from altering the brandmark as illustrated.



Avoid skewing or stretching the brandmark out of proportion.



Avoid altering the colors of the brandmark.



Avoid combining the EFCA logo with any other logo—maintain minimum clear space.



Ensure there is sufficient contrast between the logo and background so the logo is easy to see and read. Use a one-color version of the logo if needed.

# Color

Our color system is made up of various color palettes. Our five color families are shown in this diagram:

- Light
- Bright
- Standard
- Dark
- Earth

**The standard color palette** for the EFCA brand is intended for all applications.

The additional color palettes are intended to support the standard color palette. They are not intended to replace the standard color palette, but to provide additional colors for backgrounds, accents and similar uses.

**It is strongly advised to default to the standard color palette to protect brand integrity.**

<b>Light</b>	#E9F7FF CMYK: 7, 0, 0, 0	#E0FCED CMYK: 10, 0, 9, 0	#FFF1D6 CMYK: 0, 14, 16, 0	#FFE4D5 CMYK: 0, 11, 13, 0	#E6E5F4 CMYK: 8, 8, 0, 0
<b>Bright</b>	#0391EB CMYK: 74, 36, 0, 0	#8CD680 CMYK: 46, 0, 66, 0	#FCB81F CMYK: 0, 30, 97, 0	#FF591C CMYK: 0, 80, 96, 0	#8757C4 CMYK: 58, 74, 0, 0
<b>Standard</b>	#336194 CMYK: 87, 63, 18, 3	#73994A CMYK: 60, 22, 91, 4	#B5872E CMYK: 27, 45, 100, 6	#822629 CMYK: 30, 92, 82, 34	#542B6E CMYK: 80, 98, 25, 12
<b>Dark</b>	#1C3854 CMYK: 94, 76, 42, 35	#425729 CMYK: 70, 44, 97, 38	#694F1F CMYK: 46, 58, 99, 38	#47171A CMYK: 44, 84, 72, 67	#301A3D CMYK: 81, 92, 44, 51
<b>Earth</b>	#242A36 CMYK: 81, 72, 54, 59	#353922 CMYK: 66, 54, 83, 60	#4E361C CMYK: 49, 65, 87, 56	#381A15 CMYK: 50, 77, 74, 73	#291B28 CMYK: 71, 78, 55, 69

# Color

Our core brand colors are supported by a system of neutrals. These are meant to provide visual rest.

<b>Warm Gray</b>	 #EF7FF CMYK: 7, 0, 0, 0	 #E0FCED CMYK: 10, 0, 9, 0	 #FFF1D6 CMYK: 0, 14, 16, 0	 #FFE4D5 CMYK: 0, 11, 13, 0	 #E6E5F4 CMYK: 8, 8, 0, 0
<b>Cool Gray</b>	 #EF7FF CMYK: 7, 0, 0, 0	 #E0FCED CMYK: 10, 0, 9, 0	 #FFF1D6 CMYK: 0, 14, 16, 0	 #FFE4D5 CMYK: 0, 11, 13, 0	 #E6E5F4 CMYK: 8, 8, 0, 0
<b>Gray</b>	 #336194 CMYK: 87, 63, 18, 3	 #73994A CMYK: 60, 22, 91, 4	 #B5872E CMYK: 27, 45, 100, 6	 #822629 CMYK: 30, 92, 82, 34	 #542B6E CMYK: 80, 98, 25, 12

# Typography

Proxima Nova and Skolar are the primary EFCA brand typefaces and recommended for professionally developed marketing and promotional media. These typefaces require a subscription to Adobe Fonts.

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## Proxima Nova

Light

*Regular*

Medium

*Semibold*

**Bold**

***Extrabold***

**Proxima Nova Wide**

**Proxima Nova Extra Wide**

AaBb 0123

## Skolar

Light

*Regular*

Medium

*Semibold*

**Bold**

***Extrabold***

### Pairing examples

*Article 5*

#### **The Work of Christ**

We believe that Jesus Christ, as our representative and substitute, shed His blood on the cross as the perfect, all-sufficient sacrifice for our sins. His atoning death and victorious resurrection constitute the only ground for salvation.

ARTICLE 5

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# Typography

For EFCA staff needing a font for general use without an Adobe subscription, Montserrat and Merriweather are the recommended alternatives to Proxima Nova and Skolar. They may be downloaded for free from [fonts.google.com](https://fonts.google.com).

AaBb 0123

## Montserrat

Light

*Regular*

Medium

**Semibold**

**Bold**

**Extrabold**

### Pairing examples

ARTICLE 5

#### The Work of Christ

We believe that Jesus Christ, as our representative and substitute, shed His blood on the cross as the perfect, all-sufficient sacrifice for our sins. His atoning death and victorious resurrection constitute the only ground for salvation.

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## Merriweather

Light

Regular

**Bold**

**Ultrabold**

*Article 5*

#### The Work of Christ

We believe that Jesus Christ, as our representative and substitute, shed His blood on the cross as the perfect, all-sufficient sacrifice for our sins. His atoning death and victorious resurrection constitute the only ground for salvation.

# Tagline

The EFCA tagline is meant to equip ministry leaders, missionaries and staff with a clear and memorable way to articulate the identity of the EFCA.

The tagline is meant to represent the EFCA movement as a whole. Please refrain from using the tagline for individual ministries, districts and churches, especially when positioning the tagline alongside another landmark.

## Lockups

EFCA Communications offers multiple lockups of the EFCA logo and tagline. Please do not create your own versions of the EFCA logo alongside the tagline.

# Biblical and missional. United and free.



Biblical and missional. United and free.



Biblical and missional.  
United and free.



**reachglobal**

Biblical and missional. United and free.

# Tagline

## Email signature

National office staff may use the logo and tagline lockup in email. You can find guidance on the use of the approved lockup for email signatures in the EFCA Style Guide.

## Written usage

When using the tagline in written form, please do not place emphasis on individual words with italics or bolded text. Additionally, please reference “EFCA” in close proximity to the tagline to ensure clarity in its usage.

# Biblical and missional. United and free.

**John Smith**  
Director of Publications  
Office: (952) 853-1234  
Cell: (952) 123-4567  
Evangelical Free Church of America  
[efca.org](http://efca.org)



Biblical and missional.  
United and free.



“We are **biblical and missional, united and free**. It is because of these inherent traits, inseparable from the identity of the EFCA, that I believe we will see God continue a work of transformation in and through our movement.”



“We are **biblical** and **missional**, *united* and *free*. It is because of these inherent traits, inseparable from the identity of the EFCA, that I believe we will see God continue a work of transformation in and through our movement.”

# Church Logos

EFCA churches may incorporate the EFCA logo in their own church logo following guidance in this document with some additional flexibility for use in their own context.

The tree may be used without “EFCA” attached if the logo includes “Evangelical Free” or “EFCA” in the name. Any font may be used, but a simple, clean, classic font is recommended.

Logo elements may be aligned close to the tree, but please refrain from encroaching into the leaves or overlapping the tree.

The EFCA tree may be used in full color, black, white, or one of the EFCA standard brand colors. The tree may also be used in white in a solid color circle, which may be any color the church chooses.



The tree may be used without “EFCA” attached if the logo includes “Evangelical Free” or “EFCA” in the name.



Logo elements may be aligned close to the tree without overlap.



The EFCA tree may be used in white in a solid color circle of any color.

# Church Logos

Do not:

- Use the EFCA tree without “EFCA” or “Evangelical Free” somewhere in the logo
- Use the EFCA tree in a color other than a brand color, unless contained in a circle
- Overlap other elements with the EFCA tree
- Combine the EFCA tree with other symbols



Avoid using the EFCA tree without “EFCA” or “Evangelical Free” somewhere in the logo



Avoid using the EFCA tree in a color other than a brand color



Avoid combining the EFCA tree with other symbols



Avoid overlapping other elements with the EFCA tree



Avoid using the EFCA tree without “EFCA” or “Evangelical Free” somewhere in the logo



Avoid encroaching into the leaves of the EFCA tree

# District Logos

If desired, EFCA districts may receive a logo from EFCA Communications using the following conventions. They may use the EFCA tree in full color and/or select a standard brand color to represent their district.

Districts who choose to create their own landmark and incorporate the EFCA logo must follow the guidance in this document.



EFCA  
**WEST**



EFCA  
**SOUTHEAST**



**ALLEGHENY**  
DISTRICT

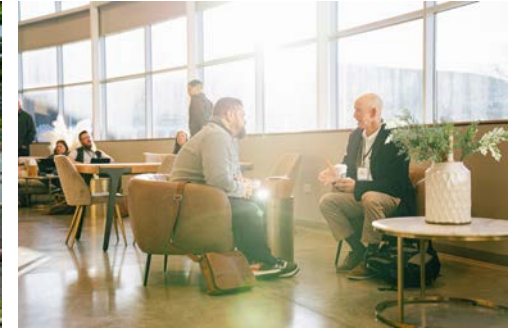


**GREAT LAKES**  
DISTRICT

# Photo

Use photos that are positive, well-focused, bright and high contrast. Ideal photos are candid, involve multiple people and highlight various expressions of ministry. Additionally, use photos to which you have the rights (i.e., taken by you, with written permission from the photographer or from a royalty-free site such as **Unsplash.com**).

For additional information about visual storytelling in mission and ministry contexts, review the article entitled “How to Tell Stories That Honor God and His Children”:  
<https://blogs.efca.org/posts/how-to-tell-stories-that-honor-god-and-his-children>



# Resources

## EFCA Resources

Download **EFCA logos** in a variety of formats here:

<https://helps.efca.org/resources/efca-logos-1>

Access **EFCA official brand fonts** via Adobe Fonts (requires Adobe subscription):

<https://fonts.adobe.com/fonts/proxima-nova>

<https://fonts.adobe.com/fonts/skolar>

Download **free font alternatives** via Google Fonts:

<https://fonts.google.com/specimen/Montserrat>

<https://fonts.google.com/specimen/Merriweather>

Find the **EFCA Style Guide** for written content at [styleguide.efca.org](http://styleguide.efca.org).

For further questions, contact [communications@efca.org](mailto:communications@efca.org)

## Additional Resources

[Canva.com](https://www.canva.com) for a free web-based design tool

[Unsplash.com](https://unsplash.com)  
for free to use, high quality stock photography

[www.qrcode-monkey.com](https://www.qrcode-monkey.com)  
for a free QR code generator



[efca.org](http://efca.org)