



One Accord

Now may the God who gives perseverance and encouragement grant you to be of the same mind with one another according to Christ Jesus, so that with **one accord** you may with one voice glorify the God and Father of our Lord Jesus Christ.

Romans 15:5-6, NASB

They lifted their voices to God with **one accord**...

Acts 4:24a, NASB

Brand Book



Overview

In an effort to **promote unity** among the English worship services in Jeonju, to get to know the other churches, to make connections with other non-Koreans, and to **reach out** collectively to both the expat and Korean communities in Jeonju and Korea, a joint worship night was proposed to begin the unifying process. We hope this will be the first step down a long, fruitful road together.

As with all churches - and organizations - each body has its own unique identity, goals, visions, members, passions, missions, and purposes. The goal herein is to create a unified vision, brand, and identity for the collective association of Jeonju English fellowships, while respecting and maintaining each one's inherent personality.

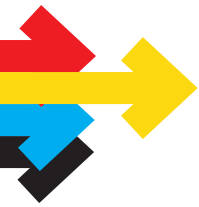
In addition to this, it remains imperative to keep **Jesus** at the center of it all. He is “the author and perfecter of our faith” (Hebrews 12:2), the head of the global Christian church (Colossians 1:18), and the unifying agent of all Creation (Colossians 1:17). Therefore, it is important to keep a clear representation of Jesus within the brand as well.

Furthermore, it must be clear that Jesus, and no one else, is the object of our affections. We are not an inter-faith association, nor do we intend to become one. The word “God” can sometimes be ambiguous enough for others to insert their own definitions into, but “Jesus” is clearly the Christian God.

Neither was this association initiated to boost in pride or glorify any particular fellowship. Jesus alone is to be glorified, and must therefore remain at the center of it all.

3 Keys Elements for Design:

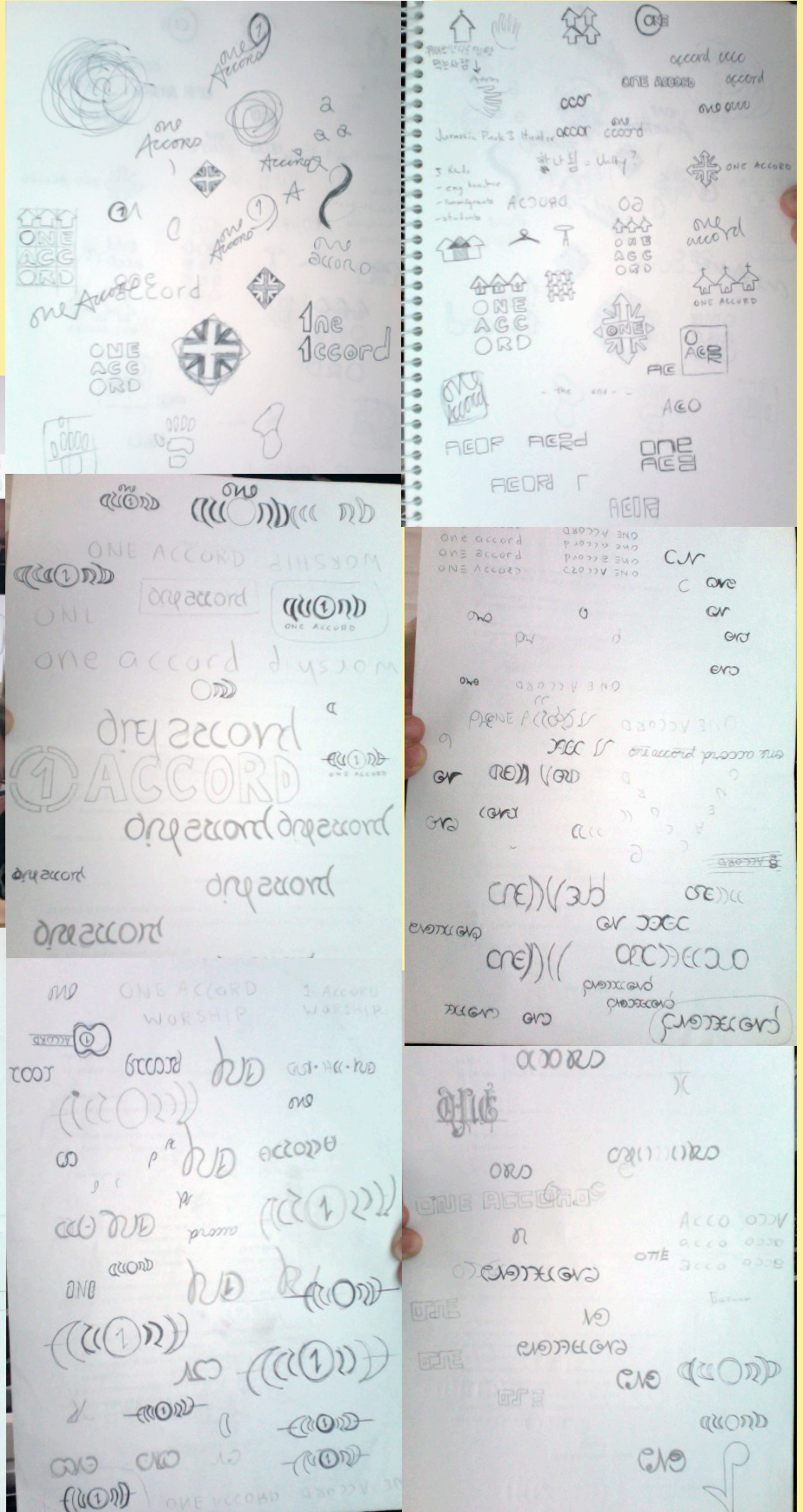
1. Promoting Unity
2. Reaching out
3. Jesus at the center



Logo Design Process

Sketches

From simple text, to ambigrams (that read exactly the same upside-down and in reverse), I emphasized sound, music, unity, the word “one”, churches, and informality. But keeping Jesus at the center was the key.





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Explanation of Logo Symbol



At the center is an image of the **cross** - representing Jesus, the center of our faith.

Surrounding the cross image are **four colored arrows** that encircle and gather around the cross. This represents the way in which, with Jesus at the center, we find unity despite diversity. Churches unite under a common banner, Jesus.

The four distinct colors of arrows were originally based upon the old hymn “Jesus Loves the Little Children” but “white” was changed to blue to better complement the other colors and enable better visibility against a variety of backgrounds. The different colors also represent the diversity among the different churches that unite under Christ.

Additionally, the four colors can represent four distinct people groups the One Accord members seek to reach out to: expat English teachers, international students, immigrants, and native Koreans. Furthermore, the three primary colors (red, yellow, and blue) and black are the base colors for the creation of all other colors and as such represent all peoples of the world united in Christ and under Christ, as part of the global Christian church.

But unity is not all the church is called to, so the ends of the cross extend to **arrows that point outward**. This represents the church’s outward expression of worship, as well as the missional orientation of the church as it reaches out to the lost.

Logo Colors

Name	Hex	RGB	CMYK	Pantone
Black	000000	0, 0, 0	75, 68, 67, 90	30
Brown	C2B3A1	194, 179, 161	25, 26, 36, 0	7529
Red	E60D2E	230, 29, 48	3, 100, 90, 0	185
Blue	00A3E0	9, 162, 221	74, 19, 0, 0	299
Yellow	FFD816	255, 216, 17	1, 12, 97, 0	803 2X
Gray (upper-left)	5F6062	95, 96, 98	0, 0, 0, 77	425 C
Gray (upper-rt)	919195	145, 145, 149	0, 1, 0, 51	Cool Gray 9C
Gray (lower-rt)	7E8083	126, 128, 131	0, 0, 0, 61	424 C
Gray (cross)	BEC0C2	190, 192, 194	0, 0, 0, 29	Cool Gray 5C

***Color note: The grays shown here are for the black and white version of the logo.

Font Usage

→ Main Logo / Heading Font
Raspoutine Classic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

→ Different Heading Font Weights
Raspoutine Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Raspoutine DemiBold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

→ Main Subheading Font
 DecoTech (Character Tracking 100)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

→ Body Font
 Bookman Old Style
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

→ Optional Poster Heading Fonts
Bauhaus 93
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

GoudyHeavyface
 ABCDEFGHIJKLMNOPQRSTU-
 VWXYZ
 abcdefghijklmnopqrstuvwxyz

GeosansLight
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

→ Optional Script Font
Hopper Script (P.22. Hopper Edward)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

***Font usage note: When using the ampersand symbol in the Main Subheading font (DecoTech), do NOT use the Subheading font, rather use the Main logo font (Raspoutine) i.e. &W.

Logo on B&W, in B&W



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Proper formatting



Horizontal: Text should be lined up evenly between the inside corners of the arrow ends, and spaced at that same height. One cross-arrow space separates the icon from the text.

Vertical: The cross symbol sides should be extended downward to form a triangle with the baseline of the logo text. One cross-arrow space separates the icon from the text. The right side of the "A" in the logo lines up directly with the above arrow. The second "c" in "Accord" should fit the same width as the width of the right-most cross-arrow.

Acceptable Background Treatments



Logo color backgrounds: require corresponding arrow colors to be changed to white, just as black arrow and font are changed to white on a black background.

Logo symbol is permitted to stand alone.

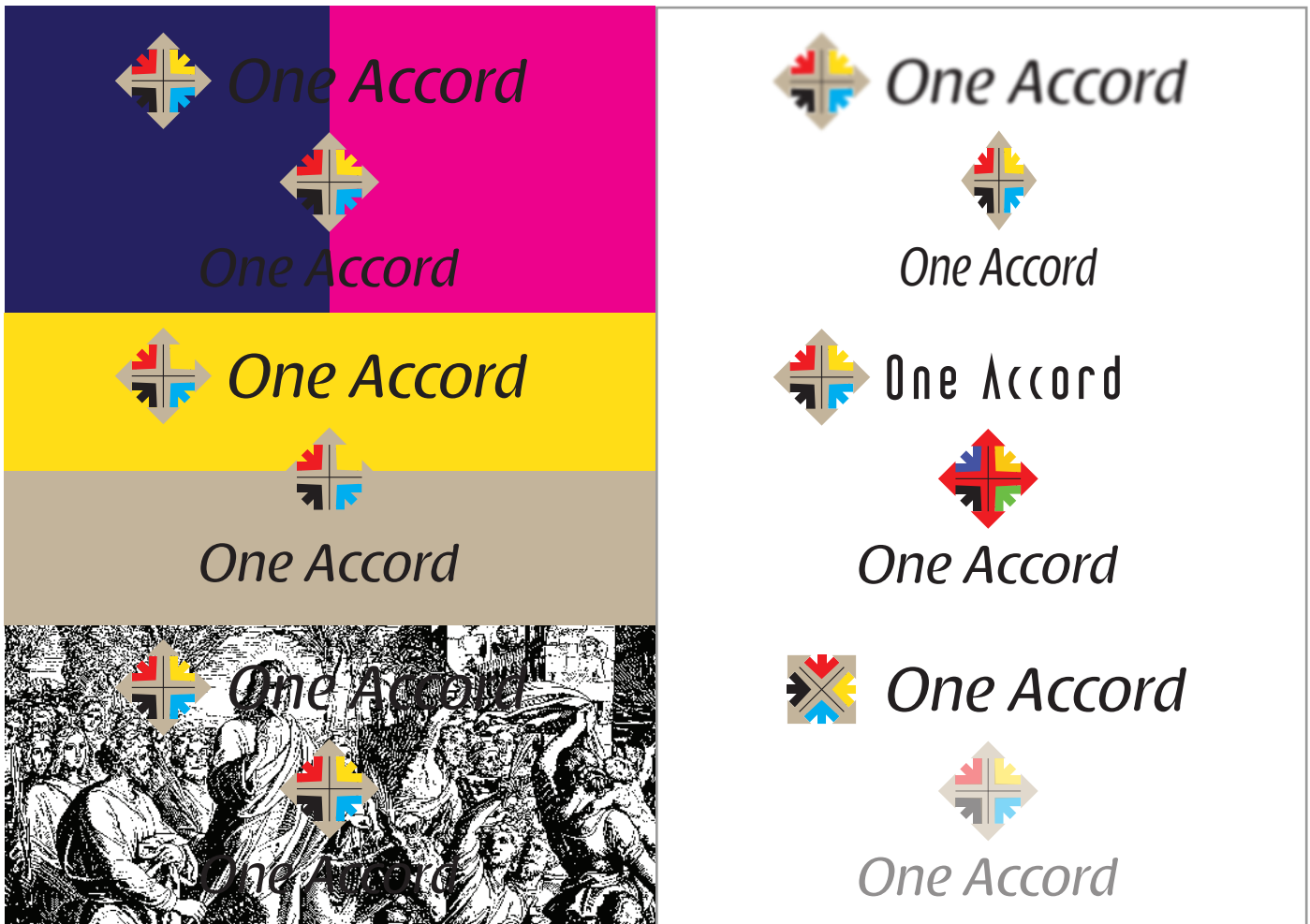


Vintage style: A light brown or beige texture overlaid with the Multiply effect.

Background image: At 15% OR LESS opacity.

Solid or tiled logo colors: At 30% OR LESS opacity. Background image optional.

Unacceptable Logo Treatments



Unacceptable background treatments:

Any other background colors, dark or light are unacceptable.

100% opaque logo colors without a white arrow of the corresponding color will cause it to “vanish” in the background. This is unacceptable.

The brown of the cross as a background color is also unacceptable.

100% opaque background images of any kind are unacceptable.

Unacceptable logo treatments:

Blurred or pixelated.

Distorted.

Different font style.

Different logo colors.

A rotated logo symbol.

A faded or slightly transparent logo.



Final Designs

Posters

The following are three A3 poster designs that I've come up with. Once we agree on which poster to use for the promotion of the event, I will additionally create $\frac{1}{3}$ A4 sized flyers (so that 3 flyers can be printed on one A4 piece of paper) and a PowerPoint background and / or watermark in the same style as the poster. The PPT watermark can be added to currently existing slides, or I can use the same PPT slides for each group that wants them.

Additionally, I'm interested in creating a website or something online to give further information, taxi directions, and so on, but it depends on the amount of time I have. I had considered T-shirts for promotion as well, but those take time to print and can be costly. But one suggestion I received that sounds great is if each worship team dresses in a similar style (same T-shirts, same color clothes, same tie, etc) for the event. Then each team will coordinate well.

For now, please consider the following poster designs and let me know which one you think works best for the event. I would like to print posters (at least A3 size) and flyers to hand out - if possible. If you are interested in printing these posters and flyers, we will need to determine how many we need (if we are to promote to each of our churches, our schools and universities, and our contacts), and how the costs should be divided. I'm fully capable of getting things printed - in bulk - I just need to know the numbers we want.

And as a final note, please let me know if any text on the posters needs changed or added. I'm not entirely sure about taxi directions to the church, or if any additional information (or Korean) should be included on the posters. A map and lots of additional info can also be added to the smaller flyers - but poster design ought to remain fairly simple yet intriguing.

Grace and Peace,

Aaron Snowberger

#1: Retro / Vintage

One Accorda
English Worship United

English Worship Night
October 22, 7:00pm
Jungbu Church

ENGLISH MUSIC LIVE
Downtown

HAIRHOROONG 영호아카데미
TEL 010-8008-2008-6580
KJN01-80tt #1YE
0859-8002-010 TEL #1YE

신앙은 행한 생도 전주안디옥교회 | 1.4.2 바울교회 | 대한예수교 장로회 전주원산교회 | 대한복음주의교회 전주중부교회

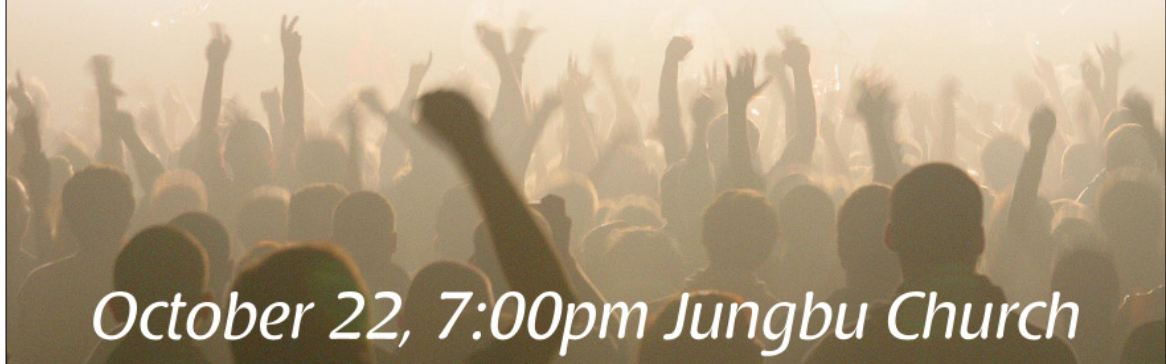


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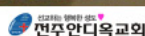
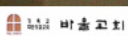
English Worship Night

4 Churches, 1 Venue

Good Ole' Fashioned Unity



October 22, 7:00pm Jungbu Church



10월22일 ~ 7시 ~ 시네 중부교회

#3: Modern



ONE ACCORD

ENGLISH WORSHIP NIGHT

OCTOBER 22, 7:00PM, JUNGBU CHURCH
원어코드 영어워십나잇 10월22일 7시 전주중부교회

전주안대학교회

바울교회

진주원신교회

전주중부교회

One Accord

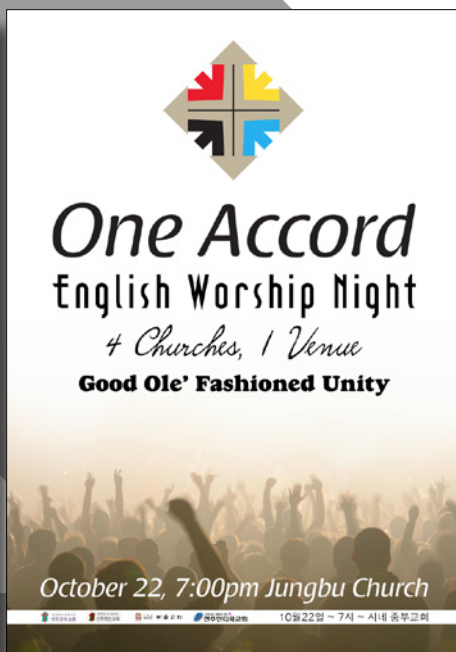


Worship Night Event

Posters: Side-by-side Comparison



1: Vintage / Retro



#2: Simple & Clean



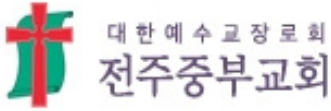
#3: Modern

My personal recommendation is **#3: Modern**. It is simple, the logo is understated in the lower-right corner, and the graphic in the center leaves no doubt as to what the event is about. I added every instrument that I knew to be included among our various fellowships (including a harmonica). And, the drumsticks form a cross at the center, so there is no doubt the event is about Jesus.

#2: Simple & Clean also alludes to a concert with the crowd at the bottom. The four different fonts present in the design also show unity amidst diversity. I like the subheading “Good Ole’ Fashioned Unity” as it alludes to the church in Acts. I’d also considered adding a Bible verse there, such as one on the front of this brand book: “They lifted their voices to God with one accord...” Acts 4:24a, NASB. This would help people understand the term “One Accord” better (my wife asked me about it).

#1: Is unique in its vintage quality and 45 degree angle. I am perfectly able to apply vintage styles to the other layouts, but I think each works best as it is now.

Worship Set Lists



Jungbu Church

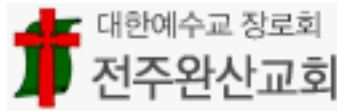
Happy Day (Tim Hughes)
Beautiful One (Tim Hughes)
Blessed Be Your Name (Matt Redman)
Your Love Never Fails (Chris McClarney)
Rescue (Jared Anderson)
Hear Us From Heaven (Jared Anderson)
Today (Brian Doerkson)

(6 songs, Beautiful One will not be sung)



Paul Church (TBA)

The Happy Song
One Way
Offering
Hosanna
Halleluia - Your Love is Amazing
Take My Life
Mighty To Save
Your Grace is Enough



Wansan Church (TBA)



Antioch Church (TBA)

Here I Am Again (5)
Sweeter (3)
Here I Am to Worship (3)
For All You've Done (~3)
Hosanna (3)
In Christ Alone (3)
Our God Saves (2)
You Alone Can Rescue (2)
Here is Love (2)
Nothing but the Blood (2)
He is Exalted (2)
How Great is Our God (2)
God of This City (2)
Jesus, Thank You (2)

**** *(These are candidate lists I've received. Final lists to be set by the second week of October.)*



Designed by: Aaron Snowberger