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cruc



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## BRANDING

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# Hey Good Lookin'

### **Let's talk a little bit about branding.**

You know that excitement you feel when you see a fun new product from a company you love? Meghan does.

When Meghan first got her new Apple MacBook, she was so excited she literally couldn't stop smelling it. Seriously, the smell of new plastic and metal was like a bed of roses to her. But let's be honest, not any new laptop would do. No, the reason she was excited about her new toy was because it was an Apple product. When you think of the brand you think clean, crisp, top of the line and easy to use.

The company has built its brand on one simple idea: "think differently." Branding works ... well, at least it worked on Meghan.

Like Apple has demonstrated, branding can evoke positive feelings within us. Our goal with the Cru brand is to accomplish the same thing. We want people to have a genuine experience anytime they come in contact with "Cru". They should associate Cru with changed lives (theirs and others through Jesus), meaningful relationships (with others and a growing relationship with God), and significant opportunities (to make a difference, and to go anywhere and do anything for the sake of the Great

Commission). You may wonder why this topic of “branding” has become such a big deal at Cru over the past few years, so here are a few reasons why building a strong brand (especially in your social media accounts) can positively impact you and your ministry.

**1) Credibility** Repeated exposures to a brand over time increases credibility, but only when those exposures reinforce a consistent look, feel and tone. Think about a potential journey for a student; friends in their youth group have a Cru shirt and love Cru, they read an article about freshmen in college from Cru online, then they hear about a Cru event in their city through their church. They begin to see that Cru is active, all over the place, and engaged in things they are interested in. Now, how much more likely will that person be to say “Yes” when invited by a friend to come with them to a Cru event?

**2) Unity** We want people to know and recognize Cru easily throughout all its ministries in order to show scope and breadth of the organization as well as increase transferability from one ministry of Cru to another. A specific example would be an alumnus of the campus ministry already feeling comfortable and familiar with Cru when they arrive in their new city.

**3) Quality** Cru has a history and track record unlike almost any other ministry around. Having brand standards that bring consistency to the details shows professionalism and quality that people expect from a long-established worldwide organization.

**Here’s a few branding guidelines ... we promise, it’s not that bad.**

## Colors

Color is one of the first things you associate and recognize with brands. Think about it: Coca-Cola “owns” the color red; UPS owns brown; Starbucks owns their green. Cru has a unique opportunity to own Cru Gold.

Applied in a thoughtful and consistent manner, color is a powerful tool audiences associate with a brand, enabling us to build instant recognition. By owning our color we can differentiate ourselves, and stand out amongst many organizations competing for attention.

Our primary color palette comprises of Cru Gold, Cru Gray and generous amounts of whitespace. These are the dominant colors on all our communications.

### Cru Gold

#### SCREEN

RGB: 249-182-37  
HEX: f9b625

#### COATED PAPER

Solid Ink: PMS 123 C  
CMYK: 0-24-94-0

#### UNCOATED PAPER

Solid Ink: PMS 115 U  
CMYK: 0-10-100-0

#### GRAYSCALE EQUIVALENT

K=22

### Cru Gray

#### SCREEN

RGB: 98-96-98  
HEX: 666062

#### COATED PAPER

Solid Ink: PMS Cool Gray 11 C  
CMYK: 0-2-0-68

#### UNCOATED PAPER

Solid Ink: PMS Cool Gray 11 U  
CMYK: 0-0-0-65

#### GRAYSCALE EQUIVALENT

K=65

### White

#### SCREEN

RGB: 255-255-255  
HEX: ffffff

#### COATED PAPER

CMYK: 0-0-0-0

#### UNCOATED PAPER

CMYK: 0-0-0-0

#### GRAYSCALE EQUIVALENT

K=0

## Typography

So let's say you want to create a graphic for an upcoming event; with thousands of fonts out there, which do you choose? We have a few official Cru fonts that should work great as a default for your promotions. And by the way, all of these can be downloaded for free on Staff Web.

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Primary applications (body text, headlines, captions)

Freight Sans Pro Light  
Freight Sans Pro Book  
Freight Sans Pro Medium  
**Freight Sans Pro Bold**

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Secondary applications (body text, headlines, captions)

LEITURA ROMAN 3  
(ALL CAPITAL LETTERS)

## Imagery

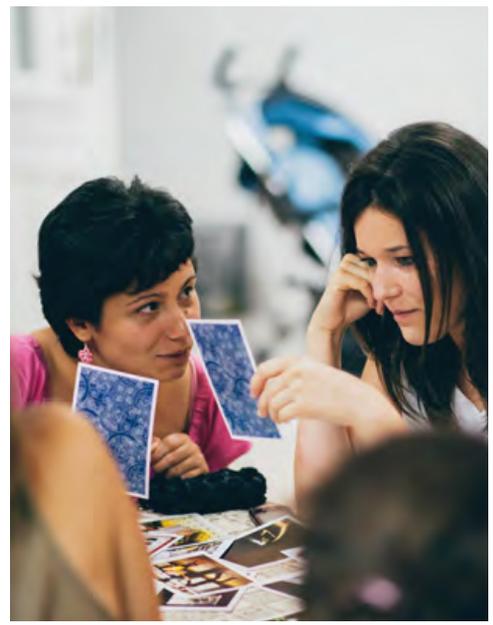
When you post images on social media, there are a few things you want to capture:

**1) Use real photos of real people.** Most folks can spot a stock photo from a mile away, so try to snap photos of real students in action to make your content more relatable.

**2) Show community.** Many students will be drawn to your ministry because of the community and friendships they can find there, so be sure to reflect that by using images with groups of students as much as possible.

**3) Show diversity.** We want everyone to feel included and welcome at Cru, so make sure your images show diversity in gender, race and even age.

Here are a few examples of images that reflect the Cru brand well:

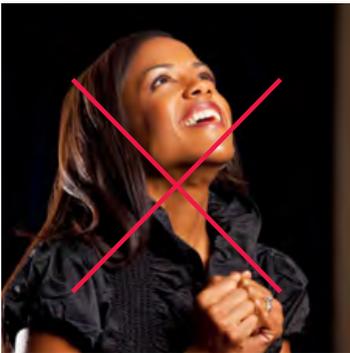


Here are a few examples of images that do not reflect the Cru brand well:



**Do not** rely on overused inspirational stereotypes

**Do not** use religious artifacts or symbols as props; never use photos of people impersonating Jesus (Exception: organizational product shots; i.e., *The Jesus Film Project*)



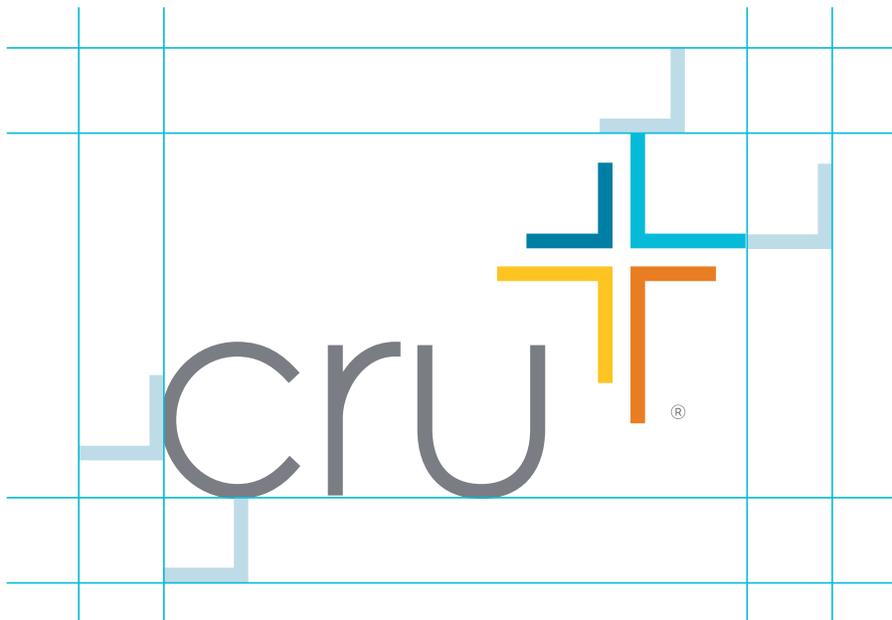
**Do not** use images that appear staged or posed; imagery should be believable and give the impression that we've captured a moment

**Do not** use imagery that depicts an artificial sense of happiness or sentimentality; imagery should be realistic in its depiction

## The Logo “Make me look beautiful!”

### Spacing

In order to make our logo as recognizable and “standout” as possible, it’s important to not crowd it with other elements. Fortunately, there’s an easy way to determine the minimum amount of space you need for the Cru logo. Take a look at the Cru logo; in the four corners cross, take the upper left quadrant (the dark blue one) and use that as a spacer like so:



**And voila,** that’s the amount of space you need!

## Clarity

We always want our logo to look great, so make sure you're using a high quality version that doesn't look grainy or discolored. Once again, all of those can be downloaded on Staff Web.

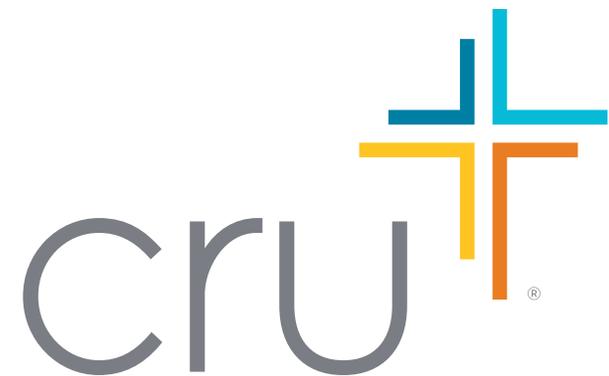
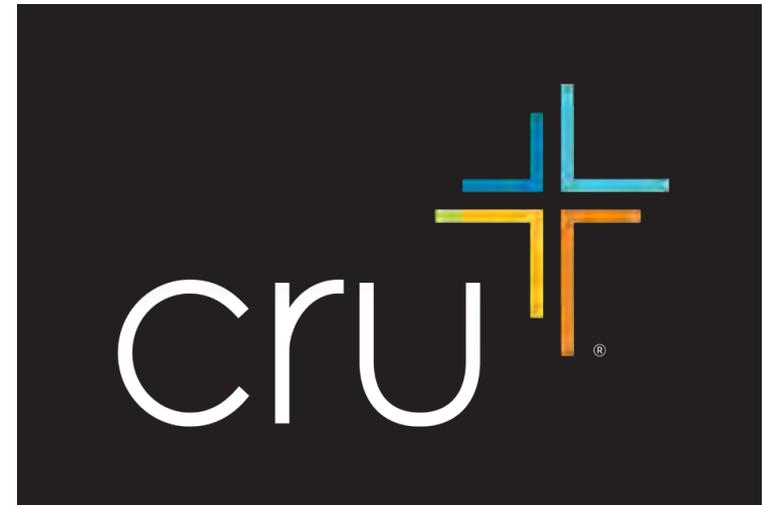
### ® Instead of TM

Take a look at the Cru logo you're using. If it has a TM after it, you have an old version that needs to be updated (seriously, Legal told us so, and we pretty much never question Legal). Head to Staff Web and update your logos with the fancy new ® version.

## Changing the Cru Logo

There are many areas for creativity within the Cru brand, but altering the logo is not one of those areas (sorry). When you think of the big brands that evoke feelings, you see the logo used the same way in the same colors every time. Though it can be fun to add a school mascot, change the colors or distort the image, in the end it never looks good.

**There are only two variations of the full colored Cru logo, and here they are:**



## A Logo for Your City

The only customization that can be made to the Cru logo is something we call a “lock-up”. A lockup is the Cru logo officially connected to the name of your city. If you’d like a lockup package made for your city, contact [brandmanager@cru.org](mailto:brandmanager@cru.org) and they’ll get you everything you need. Here’s an example of a logo lockup:

