



CHURCH *of* GOD *of* PROPHECY

BRAND GUIDELINES

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Purpose of the Brand Guidelines

"Go into all the world and preach the gospel to all creation." (Mark 16:15 NIV)

The Church of God of Prophecy is a vibrant Christian movement grounded in Scripture, firm in the faith, and resolute in its passion for people. It is a worldwide body of believers, united in worship and working hand-in-hand to share God's love and a message of hope with the broken-hearted across the globe.

We aim to present ourselves through our image with consistent, distinctive, and high-quality communication that faithfully represents the Church of God of Prophecy. These brand guidelines present the visual identity of the Church of God of Prophecy as an expression of who we are—a global, Christ-centered movement rooted in Scripture and passionate about sharing God's love with others.

Our historic symbols, including the Church flag and logo, point to Jesus Christ and His work, reminding us that every color, shape, and mark exists to exalt Him and to support our mission in the world.

These guidelines are designed to help every church, ministry, and leader represent the Church of God of Prophecy with clarity, consistency, and dignity, so that our printed materials, digital media, and local communications speak with one recognizable voice across the globe.

Brand Consistency

Brand consistency for the Church of God of Prophecy is essential because it visually and verbally unites a global family of believers around a shared identity, and mission. When the same logos, colors, typography, and tone are used across websites, social media, printed materials, and local church communications, people quickly recognize that a message, ministry initiative, or event is part of the same movement. This familiarity builds trust, reinforces credibility, and helps members of the movement feel that they belong to something larger than their local context. Consistency ensures that when someone encounters the Church of God of Prophecy whether online, in a publication, or at an event—they experience the same core values of integrity, excellence, and Christ-centered ministry.

Brand consistency also serves the mission by making communication clear and more effective, so that the message of the gospel and the Church's vision are never overshadowed by confusion or mixed signals. When visual identity and messaging are aligned, every church, ministry department, and region can tell its part of the story in a way that still feels connected to the whole body. This unity strengthens outreach, supports global initiatives like missions and discipleship, and helps new audiences understand who the Church of God of Prophecy is and what it stands for confidently. In a world saturated with competing messages, a clear, consistent brand helps the Church stand out—not just for visual reasons, but as a faithful, recognizable witness to the work God is doing through this movement worldwide.

How to Use These Guidelines

These guidelines ensure every Church of God of Prophecy communication reflects our unified identity and mission with clarity and excellence.

- Use these guidelines for all Church of God of Prophecy materials, including print, web, social media, and video, so everything looks and feels united.
- Always use the official logo, colors, and fonts exactly as shown in this guide; do not redraw, stretch, or change them.
- Check the logo usage, color, and typography sections before starting a new design to make sure your work matches the brand.
- Follow the “What not to do” examples to avoid common mistakes with the logo, colors, and layouts.
- When in doubt, choose the simpler, cleaner option that best matches the samples provided in these pages.
- Share these guidelines with anyone who creates materials for your ministry (designers, volunteers, printers, and media teams) so everyone is working from the same standard.
- If you are unsure whether something fits the brand, ask your Global Communications liaison in your region for clarification before finalizing.

BRAND IDENTITY

OUR VISION

Reconciling the world to Christ through the power of the Holy Spirit

OUR MISSION

The Church of God of Prophecy is a Christ-exalting, holiness, Spirit-filled, all-nations, disciple-making, churchplanting movement with a passion for Christian union.

Brand Tone

These guidelines shape the Church of God of Prophecy's voice across all communications, ensuring messages reflect our Christ-centered mission with warmth, clarity, and authority.

Core Tone Attributes

- **Invitational and Warm:** Use phrases like "Join us," "We invite you," and "Connect with your global family" to welcome everyone into prayer, missions, and belonging.
- **Mission-Focused and Empowering:** Highlight living "On Mission," fulfilling God's call, and providing identity/purpose, as in 21 Days of Prayer and Membership Matters resources.
- **Spiritually Bold yet Humble:** Convey boldness in faith ("powerful sermon," "timeless message") while pointing to obedience, unity, and the Holy Spirit's power.

Voice Characteristics

- **Clear and Accessible:** Keep language simple, direct, and encouraging for all ages and cultures, with short sentences and calls to action like "Download," "Explore," and "Listen now."
- **Joyful and Hopeful:** Emphasize global connection ("Our Church Around the World"), practical help (devotions, guides), and encouragement through podcasts and events.
- **Personal and Relational:** Refer to "we," "us," "your local church," and leaders like "Bishop [Name]" to foster family-like bonds

VISUAL IDENTITY

Official Logo

This logo is the official, legally protected emblem of the Church of God of Prophecy because it functions as a registered trademark that identifies its ministries, resources, and communications as coming from one authentic, recognized source. Treating the logo as intellectual property allows the Church to preserve the integrity of its name, mission, and reputation, ensuring that the symbol consistently represents its Christ-centered identity around the world.

Securing trademark protection and defining clear usage guidelines helps prevent misuse, reduce confusion, and ensure that only authorized ministries represent themselves as part of the Church of God of Prophecy. This legal status also allows official congregations, leaders, and ministries to use the logo under established standards, so that every appearance of the mark reinforces a unified visual identity and faithfully reflects the doctrine and values of the Church of God of Prophecy.

VISUAL IDENTITY

Official Logo



Logo Symbols

The symbols in the Church of God of Prophecy logo are designed to point clearly to Jesus Christ and to our shared mission as His followers. Each element—the cross, the globe, the flame, the colors, and the royal emblems—works together to declare that Christ is Savior, King, and Lord of all, and that this Church is called to take the message of the cross to the entire world in the power of the Holy Spirit.

The Brown Cross and the World

represent the mission to preach the message of the cross to the entire world.

The Red Flame

represents the anointing of the Holy Spirit and the power in the blood of Christ.

The Blue in the Flame

represents the truth of God's Word.

VISUAL IDENTITY

Logo Lockup

These are all approved logo lockups and sign-off combinations. These logo lockups can also be used separately as a stand-alone in different variations.



CHURCH of GOD
of **PROPHECY**



CHURCH of GOD
of **PROPHECY**

Proper Logo Usage

Because our logo is an important representation of the Church of God of Prophecy presence and purpose, great care must be taken to protect its integrity. Therefore, the following guidelines apply:

Logo Is Not to Be Modified

There should be no logo modifications under any circumstances and it should never be stretched, rotated, redrawn, or altered with effects such as shadows, outlines, or gradients not specified in the standards.

Logo Is Always Presented as One Unit

The reduction or enlargement of one part of the symbol is not allowed without the equal reduction or enlargement of all others.

Logo Should Be Consistent in Exact Color

Because it is registered distinctively in the color given, the logo should always be printed in the appropriate color scheme. (See page 16 for more information.)

Do Not Use a Black Cross

The logo should not be used with a black cross, as this color carries negative connotations in some nations.

Logo Is Accompanied by Trademark (TM)

When the logo is printed by any conventional process, the trademark should be included in the lower right side, next to the bottom of the cross.

Use Logo on Appropriate Backgrounds

Use the logo only on backgrounds that provide sufficient contrast; avoid placing it on busy images, patterns, or colors that reduce readability or distort the symbolism.

Use Logo with Clear Spacing

Maintain a minimum clear space around the logo and observe a minimum size so that the logo is always legible in print and digital formats.

Special Cases

In some circumstances, special exceptions and/or modifications to the logo will need to be applied.

For Certain Publications, Printing, or Digital Use Featuring a Limited Color Palette

The logo may be printed in a single color ink in situations where drop-ins can be used in only one color. Use only official grayscale or one-color versions of the logo when full color is unavailable; ensure the design remains legible and undistorted, avoiding patterns or textures that obscure details.

Small-scale Applications

For small-scale applications such as favicons, pens, or badges, etc., switch to a simplified version of the logo if the full design loses clarity below the minimum size; test for readability at the intended scale. You can use the complementary icons or the church flag.

Digital Favicons or App Icons

Use a square-cropped image that maintains core recognition; adhere to platform size requirements (recommended 32x32 pixels minimum).

Co-branding with Partners

Position the church logo prominently but separately from partner marks; secure written permission from the partner and ensure that there is no visual merging or equal weighting of the logos that dilutes the Church's identity.

Official Grayscale Logo

This is the official grayscale logo, a legally protected emblem of the Church of God of Prophecy.



When to Use

Use the official grayscale logo only when full color is not available or appropriate.

Do Not Alter

Do not recolor, tint, stretch, or apply effects to the grayscale logo.

Backgrounds

Place on clean, neutral backgrounds with strong contrast for clear visibility.

Consistency

Use the approved grayscale logo consistently across all materials within the same application.

VISUAL IDENTITY

What Not to Do

The following examples expressly showcase what not to do with the Church of God of Prophecy logo.



Do not stretch the elements.



Do not use low quality or pixelated files.

CHURCH of GOD
of PROPHECY



Do not change the location of the elements.



Do not rotate the elements.



Do not apply any drop shadows.



Do not use colors that are not specified in the color palette of this guide.

VISUAL IDENTITY

Color Palette

The Church of God of Prophecy employs these signature hues in all visuals communication for consistency and brand reinforcement. The color palette establishes the official colors for the Church of God of Prophecy's visual identity and ensures consistent use across all brand applications. When designing for printed pieces, always use CMYK colors. When designing for online, always use RGB colors.



#ED2124

R:237 G:33 B:36

C0 M98 Y98 K0

PANTONE P48-8-U

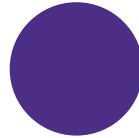


#172172

R:253 G:7 B:12

C0 M94 Y90 K0

PANTONE 662 C

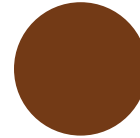


#4B2787

R:75 G:39 B:135

C88 M98 Y0 K0

PANTONE 268 C



#733702

R:115 G:55 B:2

C34 M75 Y100 K47

PANTONE 168 C



#F2CF35

R:242 G:207 B:53

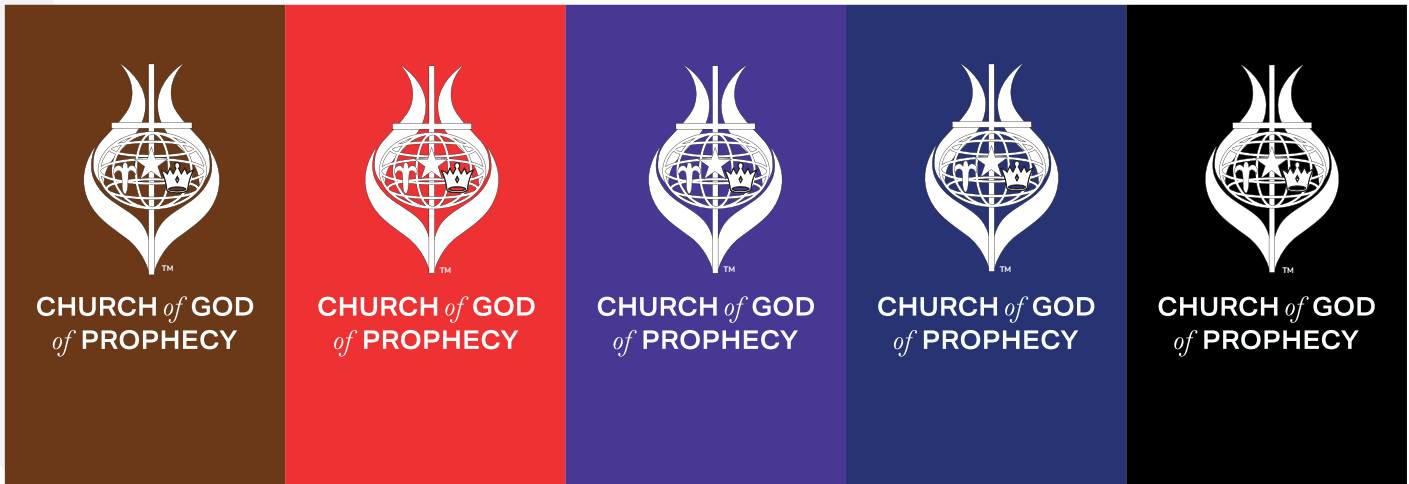
C6 M15 Y91 K0

PANTONE 112 C

VISUAL IDENTITY

Single-Color Logo

The monochromatic logo can be used with a single ink color in white for optimal visualization. This version is created for reproduction or application in specific situations where it is required (mechanically as a continuous spot, without gradations or shading).



Typography

The Church of God of Prophecy employs signature fonts in all visual communications for consistency and brand reinforcement. The approved fonts form an integral part of its design and must never be recreated or substituted to preserve the mark's integrity and legal protection. Each font has a specific purpose and role in our communications strategy

**Aktiv
Grotesk Ex**

Abc

This typeface will be used for headlines. It was chosen for its regular stroke, high impact, neutrality, versatility, and high legibility.

**Berkeley
Oldstyle**

Abc

This typeface will be used for highlighted texts. It was chosen for its irregular strokes, personality, and versatility.

**Nunito
Sans**

Abc

This typeface will be used for long text bodies. It is characterized by its neutrality, versatility, and high readability. It can be used in its light, regular, and bold variants for different specific functions.

Usage Guidelines

Typography establishes a clear, readable, and professional voice for all Church of God of Prophecy communications, ensuring our message of faith, unity, and mission resonates consistently across every platform.

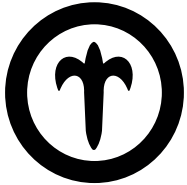
- Use the primary brand fonts (as defined in your brand guide) for all official materials: print, web, social media, and presentations.
- Use font sizes that are easy to read on all devices and in print; avoid very small text, especially for longer paragraphs.
- Maintain strong contrast between text and background (dark text on light backgrounds or light text on dark) to support accessibility.
- Use a limited number of styles (e.g., regular, bold, italic) and avoid mixing too many fonts or weights in a single piece.
- Reserve bold for emphasis and headings; avoid underlining unless it is a hyperlink in digital formats.
- Establish a clear type hierarchy: larger size for titles, medium for subheadings, smaller for body copy, and smallest for captions or footnotes.
- Keep line spacing and paragraph spacing consistent throughout each document or design to create a clean, organized look.
- Do not substitute fonts with “almost similar” options; if a true replacement is needed (e.g., for web-safe fonts), choose the closest approved alternative and apply it everywhere.
- Avoid decorative or gimmicky fonts that clash with the Church’s tone of clarity.

SUPPORTING VISUAL ELEMENTS

SUPPORTING VISUAL ELEMENTS

Complementary Icons

The complementary icons reinforce and support the actions and communications of the Church of God of Prophecy. These symbols may be used following the same brand guidelines specifications detailed above. The colors can be inverted based on the background that is presented. The symbols within it represent the following:



Scepter

Symbolizes Jesus
Christ's authority



Star

Symbolizes the
soon-coming King



Crown

Symbolizes Christ's
kingship and majesty

SUPPORTING VISUAL ELEMENTS

All Nations Flag Logo

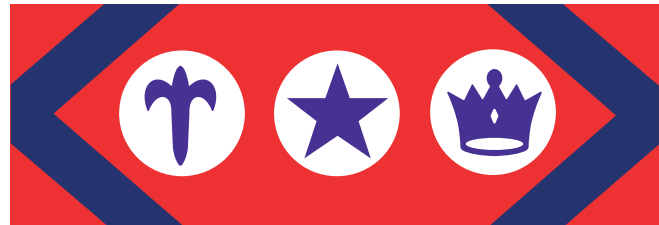
The flag of the Church of God of Prophecy came into use in 1933 as an ensign to be displayed because of the truth (Psalm 60:4). Because Scripture teaches that Jesus Christ is “the Truth” (John 14:6), the various designs and colors of the flag represent His character and work. This flag logo may be used following the same brand guidelines specifications detailed above.

 Red: His blood (*Hebrews 9:14*)

 Blue: His truth (*John 14:6*)

 White: His purity (*Hebrews 12:14*)

 The Purple Scepter, Star, and Crown:
His royalty and kingship
(*Isaiah 9: 6–7; Revelations 20:6*)



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SUPPORTING VISUAL ELEMENTS

Flag Color Palette

These are the signature colors drawn from the All Nations Flag and represent the global identity and unity of the Church of God of Prophecy across cultures and regions. Use the approved color values consistently across print and digital materials to preserve recognition and meaning. When designing for printed pieces, always use CMYK colors. When designing for online, always use RGB colors.

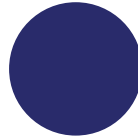


#ED2124

R:237 G:33 B:36

C0 M98 Y98 K0

PANTONE P48-8-U

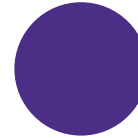


#172172

R:253 G:7 B:12

C0 M94 Y90 K0

PANTONE 662 C



#4B2787

R:75 G:39 B:135

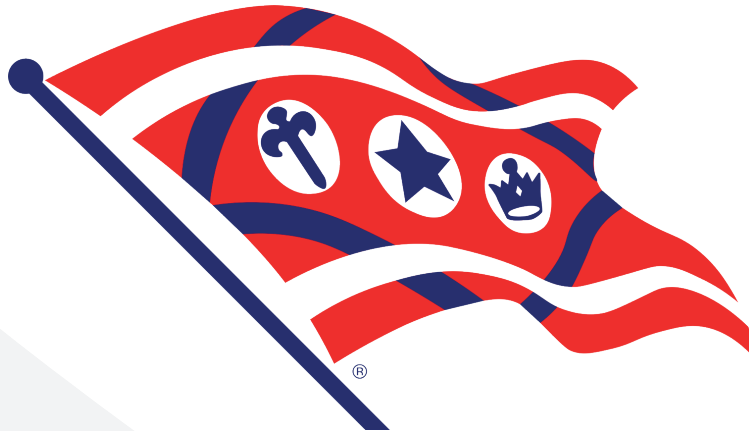
C88 M98 Y0 K0

PANTONE 268 C

SUPPORTING VISUAL ELEMENTS

All Nations Flag Logo Alternative

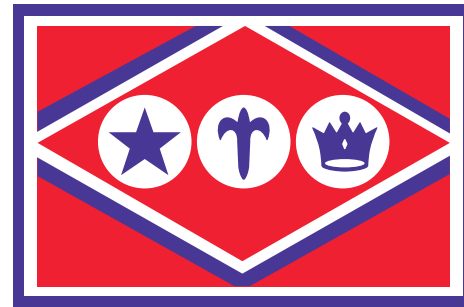
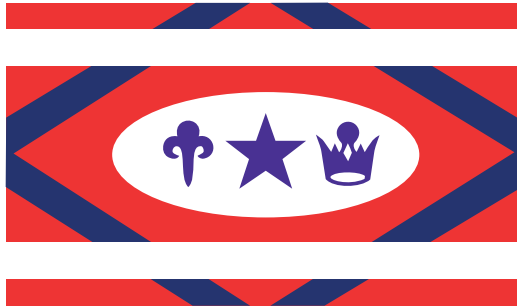
Approved variations of the flag logo may be used when required by format, space, or production limitations. This variation of the flag may be used, and the logo's proportions, colors, and design elements must remain unchanged. Flag logo variations should be applied consistently and only in contexts where they support clarity, legibility, and brand recognition.



Examples of Unauthorized Flag Logos

These two flag logos are not approved, licensed, or recognized by the Church of God of Prophecy.

Use of unauthorized marks creates confusion among our members, the public, and partner organizations, and it weakens the legal protection of our registered trademarks. For these reasons, churches, ministries, and vendors may use only the official logos, seals, and flags provided by the International Offices in this booklet. If your church is currently using one of these or any other variation not found in this brand guide, please discontinue its use and replace it with the approved Church of God of Prophecy branding. For questions, approvals, or to request official logo files, contact the Division of Global Communications or cogop.org.



SUPPORTING VISUAL ELEMENTS

Use and Protection of the Church Flag

The Church flag is a protected and sacred symbol of the Church of God of Prophecy, and the International Assembly has mandated that it must be reproduced only with authorization and in a standardized form.

"In the 43rd Assembly in 1948 it was recommended 'that this Assembly prohibit any church, Sunday School, or individual outside or inside the Church attempting to draw or have drawn the likeness of this flag unless authorized by the General Overseer and the General Properties Committee, as our flag is the property of the Church. This is absolutely necessary in order to keep the flag standardized so that every flag will be exactly alike in design and form.'

"In reconfirming the above-stated recommendation we further recommend that discretion be used with regard to allowing the reproduction of the Church flag upon items which might desecrate its sacred meaning. It should not be reproduced on items of clothing where it is subject to being soiled or defaced. Should such items be found for sale our people should refrain from purchasing them."

(Minutes of the 82nd Annual Assembly of the Church of God of Prophecy 1987, 58; reaffirming recommendation to the 43rd Annual Assembly, 1948)

Requests to use the Church flag may be directed to the Division of Global Communications at the Church of God of Prophecy International Offices.

VISUAL EXAMPLES

VISUAL EXAMPLES

Conference Materials

To ensure a consistent and recognizable brand presence across all conference materials, please follow the guidelines below.

Logo Placement and Integrity

Place the logo prominently with adequate clear space. Do not resize below minimums, alter, recolor, or apply effects.

Color Usage and Accessibility

Use primary brand colors first, maintain strong contrast for readability, and avoid unapproved colors.

Backgrounds and Legibility

Use solid, approved backgrounds. Avoid busy imagery and use reversed logos only on approved dark colors.

Consistency Across Materials

Apply the same logo placement, color hierarchy, and spacing across all badges and conference materials for a cohesive look.



VISUAL EXAMPLES

Letterheads and Documentation

Follow the guidelines outlining the approved use of our logo, typography, and color scheme on letterhead materials and documentation.

Logo Placement and Sizing

Place the logo in the approved position (typically top left or centered header) with sufficient clear space. Maintain consistent margins, alignment, and spacing for a clean, readable layout.

Color Usage

Use primary brand colors for headers, dividers, and accents. Maintain strong contrast for legibility and avoid unapproved colors.

Consistency and Print Quality

Apply the same layout and styling across all letterhead versions (print and digital). Use approved color values and high-resolution assets for professional output.

Acronyms

In internal communications, the acronym (COGOP) may be used. In all external communications intended for the general public, the organization's full name must be used. Acronyms must not be used in any official documents under any circumstances.

VISUAL EXAMPLES

Social Media Posts

To preserve a unified and recognizable identity across all digital platforms, the Church of God of Prophecy logo should be used consistently and with care. The logo must remain unaltered, maintain adequate clear space, and be placed on clean, high-contrast backgrounds to ensure legibility. Approved color variations should be used, and the logo should never be stretched, recolored, or combined with other graphics. Consistent use of the logo across websites, social media, presentations, and digital communications helps reinforce trust, clarity, and visual unity within the Church community.



Logo Usage on Websites

Follow the guidelines outlining the approved use of our logo, typography, and color scheme on websites.

Placement and Purpose

Place the Church logo in a clear, consistent location—typically in the header of the website—so it is easily recognizable and links back to the homepage. The logo represents the identity and witness of the Church and should be displayed with care.

Size and Clear Space

The logo must be large enough to remain legible on all devices, including mobile devices. Maintain appropriate clear space around the logo so it is not crowded by navigation, text, or imagery.

Color and Backgrounds

Use the full-color logo on light, neutral backgrounds whenever possible. Approved grayscale or reversed versions may be used when necessary for contrast or accessibility. Avoid placing the logo over busy images or patterns.

Consistency and Integrity

Use only approved logo files and variations. Do not stretch, distort, recolor, animate, or apply effects to the logo. Consistent use across all Church web pages helps maintain clarity, trust, and unity.

Conclusion

The Church of God of Prophecy brand is more than a visual identity—it is a reflection of our faith, mission, and unity as a global church. By applying these guidelines with care and consistency, we present a clear and credible witness across every ministry, communication, and platform. Faithful use of our logo, colors, and design standards helps ensure that all expressions of the Church of God of Prophecy speak with one voice, honoring our shared values while reaching the world with clarity, excellence, and purpose.

Follow the Church of God of Prophecy in the following platforms:

 www.cogop.org

 Church of God of Prophecy (Official)

 [officialcogop](https://www.instagram.com/officialcogop)

 [OfficialCOGOP](https://www.youtube.com/OfficialCOGOP)

Downloads of all logo files, fonts, and other graphics demonstrated in this branding guidelines booklet are available at cogop.org/branding. For questions or more information on this subject, please email info@cogop.org.



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