



OPEN BIBLE
CHURCHES

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1 MISSION & VISION

Mission

Open Bible Churches exists to globally make disciples, develop leaders, and multiply churches.

Vision

We see life-giving, disciple-making, Spirit-empowered Open Bible churches in every state and 100 countries around the world which possess a missional mindset, a multiplying priority and a mobilizing commitment.

Purpose

When the Church is unified and empowered, the world sees Jesus.

2 BRAND WORDS

Intentional
Relevant
Hopeful
Missional
Bold

Credible
Accessible
Warm
Grounded
Pure

3 BRAND ANCHOR VERSE

Ephesians 4:11–13

“So Christ himself gave the apostles, the prophets, the evangelists, the pastors and teachers, to equip his people for works of service, so that the body of Christ (the church) may be built up until we all reach unity in the faith and in the knowledge of the Son of God and become mature, attaining to the whole measure of the fullness of Christ.”

Why it works:

1. Leadership development
2. Missional equipping
3. Unity in the body
4. Growth and multiplication
5. Christ-centered, Spirit-empowered, body-driven

4 PRIMARY LOGO



OPEN BIBLE
CHURCHES



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CHURCHES

5 ICON



BIBLE — OUR NAME, OUR FOUNDATION

Open Bible Churches begins with the Word. The open Bible reflects our name and our unwavering foundation: Scripture. It signifies our posture of learning, teaching, and multiplying from the authority of God's Word.



SOLID ARC — BUILT ON LEGACY

The solid arc grounds the mark, symbolizing the unshakable foundation we stand on—our history, our doctrine, and our shared identity.



FLAME — SPIRIT-EMPOWERED

Alive at the center, the flame represents the Holy Spirit — our guide, our comforter, and the spark that ignites mission. It reminds us that we are a Spirit-led movement, with God's presence fueling everything we do.



DOTTED ARC — “THE POWER OF WE”

The dotted arc represents our collective strength —every dot a symbol of pastors, churches, regions, and global partners; distinct but connected. It's the visual expression of “the power of we,” together as a united movement.



THE WORLD — A GLOBAL IMPACT

Open Bible Churches is a global network of churches working together to fulfill the Great Commission (Matt. 28) and living the Acts 1:8 mandate to be spirit —empowered to ends of the earth.

6 LOGO VAR.

1. Vertical Orientation

Ideal for applications with limited horizontal space.

2. Horizontal Orientation

Ideal for applications with limited vertical space.

3. Icon

Ideal for applications with general limited space.



1



2



3

7 LOGO USAGE



What is clear space?

Clear space ensures the logo remains visible and uncluttered by keeping other elements at a distance. This protects legibility, reinforces brand consistency, and maintains a clean, professional look.

Maintain a 50% Icon height of clear space around the logo.



8 TYPE

The Brand Typeface

Montserrat is a geometric sans-serif typeface inspired by the signage of early 20th-century Buenos Aires. Designed by Julieta Ulanovsky, it combines vintage charm with a modern feel. With its clean lines, wide letterforms, and strong presence, Montserrat is ideal for headlines, branding, and digital use.

Montserrat Type Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

8 TYPE (CONT.)

Secondary Typeface

Santa Ana is a bold, condensed sans-serif typeface with a strong vintage aesthetic. Inspired by classic sign painting and Americana typography, it blends retro character with modern utility. Its tall letterforms and confident presence make it ideal for display use in branding, posters, and signage that aims to feel both timeless and distinctive.

Santa Ana Type Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

9 COLORS

Brand Colors
Our brand palette combines grounded neutrals with vibrant accents to reflect both strength and warmth. Each color is selected for clarity, versatility, and cohesion across print and digital platforms. This guide provides HEX, RGB, and CMYK values.

| | | | | | | | | | | |
|--------------|---|-------------------|---|-------------------|---|-------------------|---|------------------|---|-----------------|
| |  | BLACK |  | SLATE |  | NAVY |  | SAGE |  | SAND |
| HEX # | | #151616 | | #293D48 | | #3E4A56 | | #4DA79C | | #FBF0DE |
| RGB | | 21 • 22 • 22 | | 41 • 61 • 72 | | 62 • 74 • 86 | | 77 • 167 • 156 | | 251 • 240 • 222 |
| CMYK | | 74 • 67 • 66 • 80 | | 83 • 64 • 52 • 44 | | 78 • 62 • 49 • 33 | | 78 • 9 • 47 • 0 | | 0 • 5 • 13 • 0 |
| |  | WHITE |  | ROYAL |  | EMBER |  | SUNFLOWER |  | OATMEAL |
| HEX # | | #FFFFFF | | #4089CB | | #EA9F43 | | #FFCF43 | | #F1D2AC |
| RGB | | 255 • 255 • 255 | | 64 • 137 • 203 | | 234 • 159 • 67 | | 255 • 207 • 67 | | 241 • 210 • 172 |
| CMYK | | 0 • 0 • 0 • 0 | | 79 • 35 • 0 • 0 | | 0 • 46 • 96 • 0 | | 0 • 20 • 100 • 0 | | 2 • 19 • 36 • 0 |

10 ERRORS

Avoid these mistakes

Please use discretion when incorporating the logo into your design. Always use the official typeface and avoid modifying the logo in any way—this includes stretching, squishing, or adding elements. To resize properly, hold the “Shift” key while scaling in most design programs to keep proportions consistent. Maintaining the integrity of the logo ensures a clean, professional presentation across all applications.



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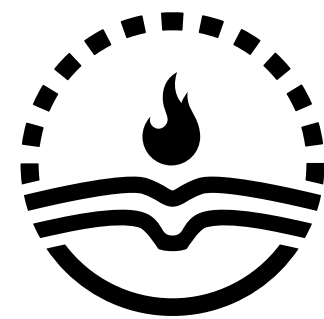
OPEN BIBLE
CHURCHES



11 ALTERNATES

How to Customize

We understand that local churches may want to customize colors for specific events. You're welcome to use alternatives to the official palette, as long as the entire logo is a single flat color (no gradients or effects). This keeps the logo clean, consistent, and versatile across all designs. We're excited to see what you create!



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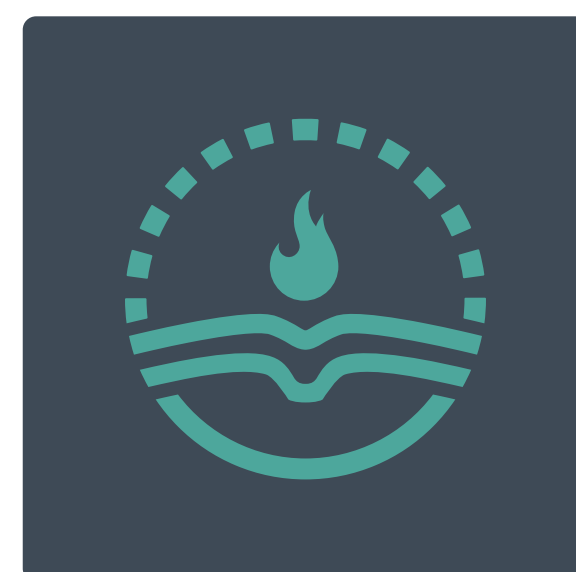
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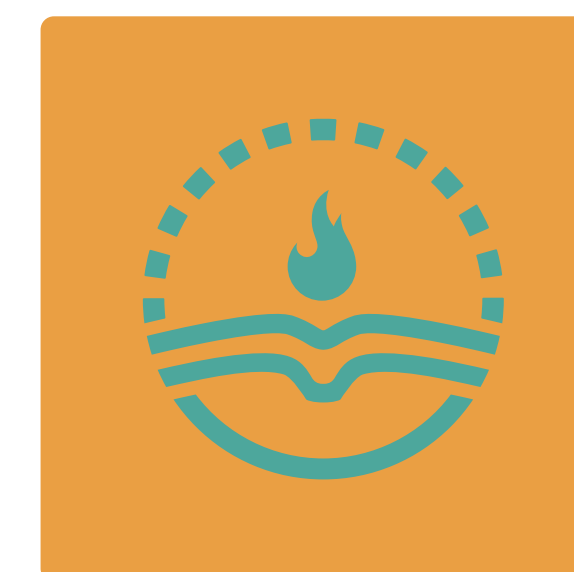
12 CONTRAST

Contrast in the Brand

When using OBC logo alternatives, always place them on high-contrast backgrounds to ensure visibility. Avoid colors too similar to the logo itself. Refer to the provided examples—left versions show good contrast, while right ones are harder to see.



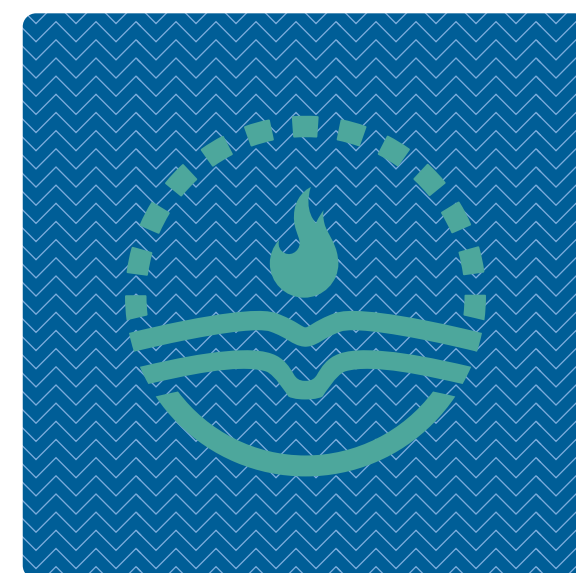
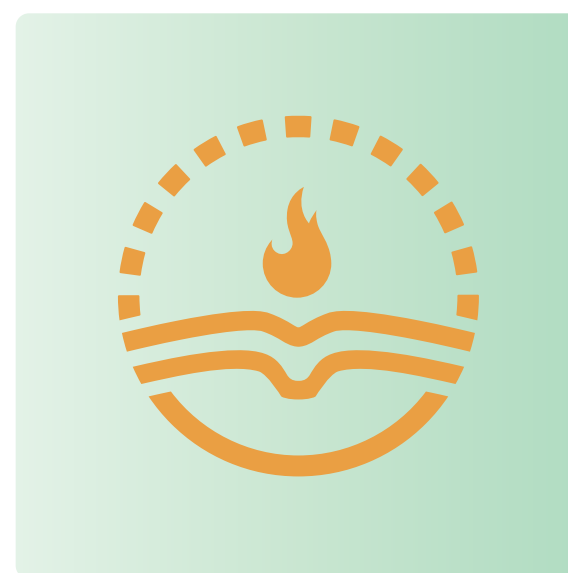
VS



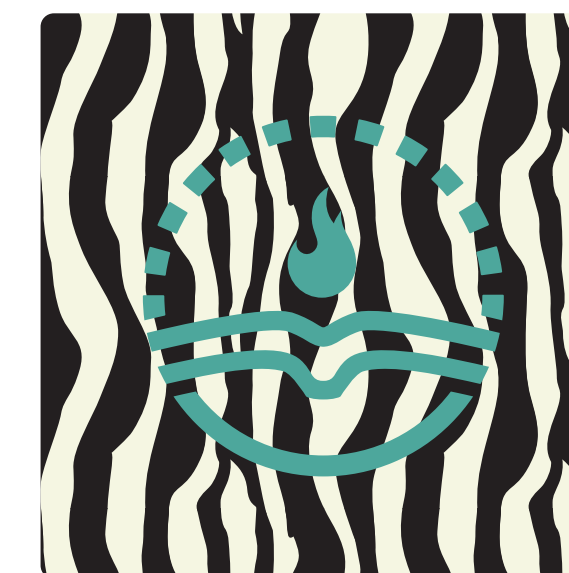
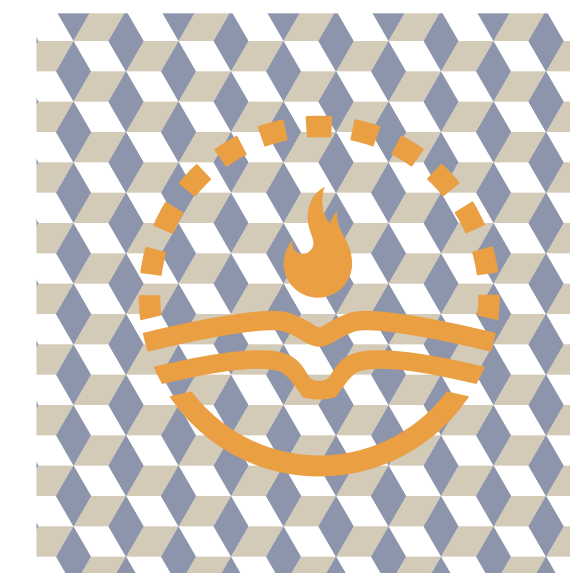
13 TEXTURES

Clarity in the Brand

In addition to color, be mindful of the texture behind the logo—busy textures can reduce readability. In the examples shown, the logos on the left are clear, while those on the right are harder to read due to competing textures.



VS



14 REGIONS

One Logo

For the first time, all Open Bible regions are coming together under one shared identity. Retiring individual logos, we now move forward with a unified mark.



OPEN BIBLE CHURCHES
CENTRAL REGION



OPEN BIBLE CHURCHES
EAST REGION



OPEN BIBLE CHURCHES
MOUNTAIN PLAINS REGION



OPEN BIBLE CHURCHES
PACIFIC REGION



OPEN BIBLE CHURCHES
SOUTHEAST REGION



OPEN BIBLE CHURCHES
GLOBAL MISSIONS



OPEN BIBLE CHURCHES

CENTRAL REGION



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CENTRAL REGION



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CENTRAL REGION



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CENTRAL REGION



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EAST REGION



OPEN BIBLE CHURCHES

EAST REGION



OPEN BIBLE CHURCHES

MOUNTAIN PLAINS REGION



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MOUNTAIN PLAINS REGION



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PACIFIC REGION



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OPEN BIBLE CHURCHES

SOUTHEAST REGION



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IGLESIAS DE LA
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GLOBAL MISSIONS



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15 MOCK-UPS

Use Cases and Examples

These mock-ups showcase how the logo functions in practical, real-world settings. From signage and print collateral to digital screens and merchandise, each example illustrates the flexibility and consistency of the brand across various applications. This section helps evaluate the logo's visual impact, legibility, and adaptability in both large-scale and everyday contexts.



FIRST CHURCH
OF THE OPEN BIBLE



An aerial photograph of the New York City skyline, featuring the Freedom Tower and numerous other skyscrapers. The image is used as a background for the text.

MISSION TO

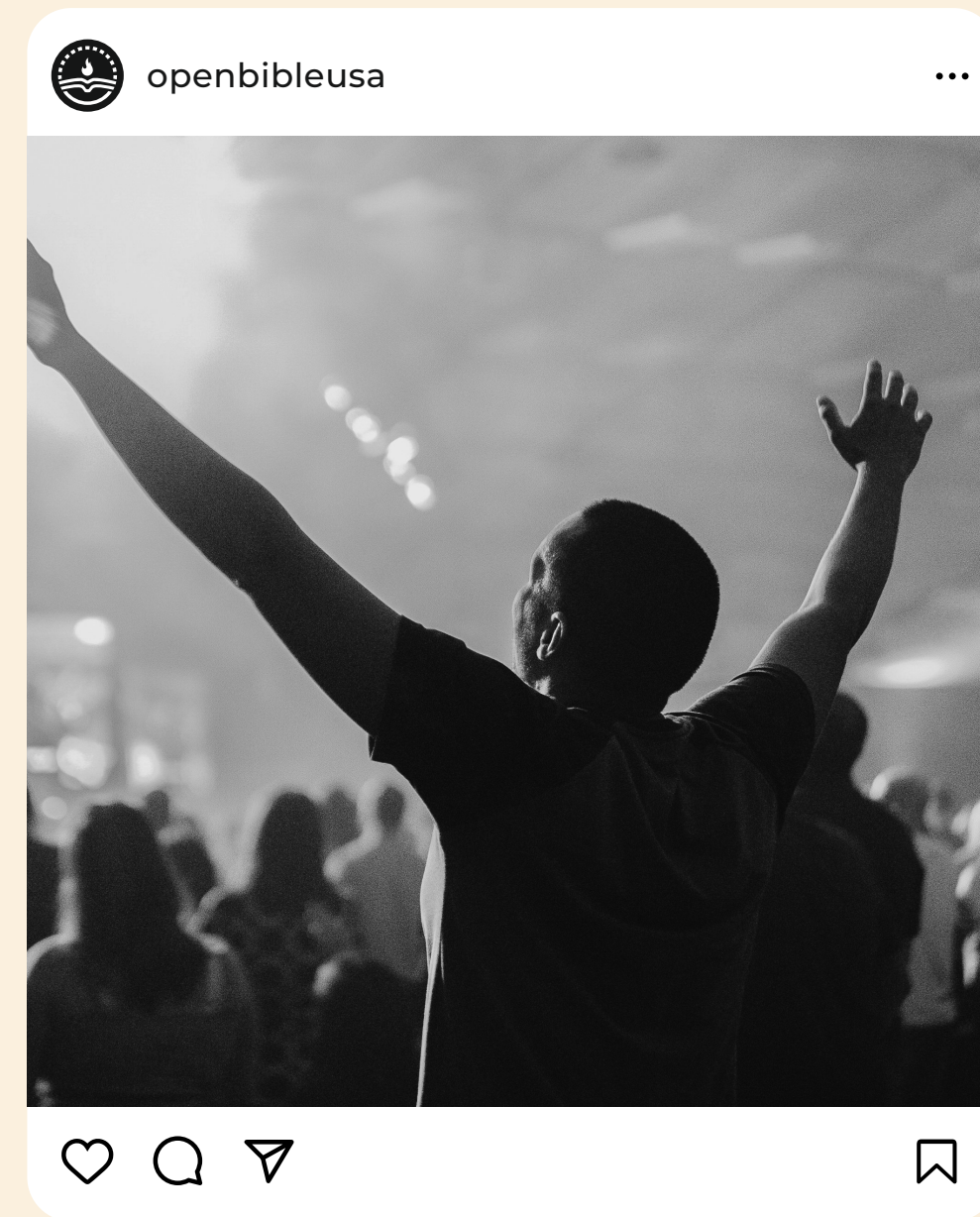
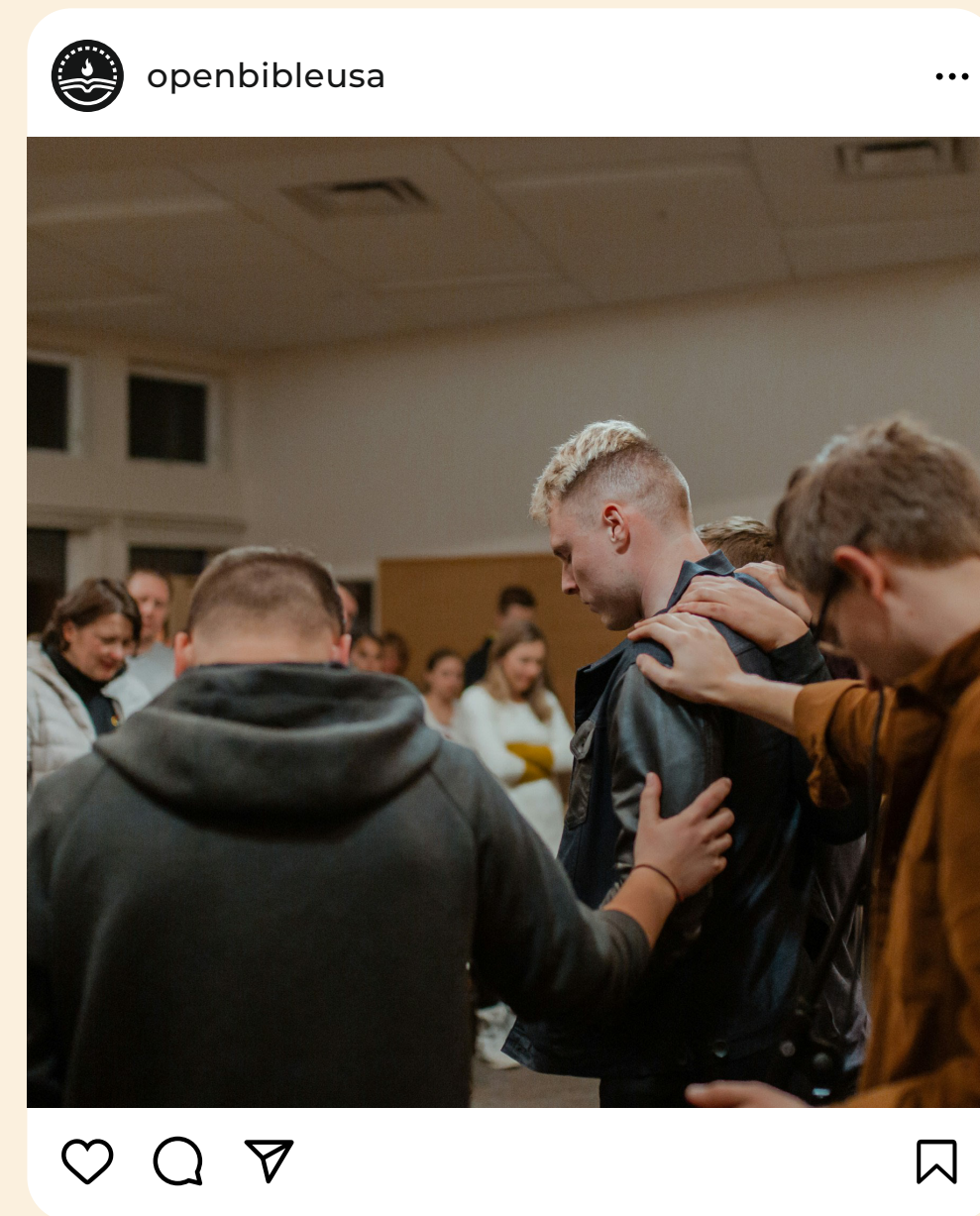
OPEN BIBLE CHURCHES

MULTIPLY





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CHURCHES

**MAKE DISCIPLES
DEVELOP LEADERS
MULTIPLY CHURCHES**

SO CHRIST HIMSELF GAVE THE PASTORS AND TEACHERS,
TO EQUIP HIS PEOPLE FOR WORKS OF SERVICE, SO THAT THE BODY OF CHRIST
MAY BE BUILT UP UNTIL WE ALL REACH UNITY IN THE FAITH AND IN THE
KNOWLEDGE OF THE SON OF GOD AND BECOME MATURE,
ATTAINING TO THE WHOLE MEASURE OF THE FULLNESS OF CHRIST.

EPH 4:11-13



ESTD 1935
OPEN BIBLE CHURCHES

16 TERMS OF USE

You can download the official logo of Open Bible Churches (OBC) at www.openbible.org/logos. Whether you need a simple logo to post on your website or something a little more high-res for a printing project, we offer several versions of the OBC logo, including the Spanish version, and other official artwork for your Open Bible church or Ministry.

Terms of Use

Open Bible Churches graphics and logos may not be used in connection with any product or service that in any manner misrepresents, disparages, or discredits Open Bible Churches. If you're unsure of how to properly use the Open Bible Churches logo, please refer to the Legal page on our website or contact us directly at logo@openbible.org.

Style Guide

The official Open Bible Churches Style Guide contains helpful tips on how to properly use the OBC logo. Please note that this style guide is copyrighted by Open Bible Churches but is available to download for use in our OBC National office, regional offices, local churches, and other Open Bible ministries.

OBC Logo & Art Usage

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