



BRAND

GUIDELINES

THE GRACE FELLOWSHIP CHURCH BRAND

Grace Fellowship is a church called “to make disciples whose hearts burn to become more like Jesus, to love God, and love others.”

The brand accomplishes this strategy by displaying a clean and warm, design-savvy style that reflects the sharp, educated white collar community in which Grace Fellowship dwells, while not alienating the blue collar community. It utilizes vibrant accent colors, playing off of charcoal and mid-tone grays. The brand feels both clean and warm, combining strong, consistent motifs with inviting environments that feel smart and intuitive. Photography is bright with the perfect balance of vibrancy and subtlety, showcasing a welcoming community.

Overall, the brand gives off an attractively modern, yet respectable, family-friendly ethos. High-quality environments and programming focus on children and provide the entire family with relevant life-stage relationships. The end result being that when one visits the website, drives by the campuses, or visits any service, they see a church that is smart, intriguing, and consistently clear in who they are today, while poised for the future.

TENETS OF THE BRAND

- **Clean and warm**
An ethos of cohesive design that is simple, relatable, and without unnecessary distraction.
- **Smart and intuitive**
A brand that is “consistently clear” as it communicates the church has done the thinking for the visitor, giving off an overall ethos that is easy to understand and follow.
- **Missional movement**
Shape and style that communicates visual movement of a church on mission, powered by God’s Spirit.
- **Family-friendly and relevant**
An emphasis on families doing life together with programming for all, with a multi-generational focus.
- **Respectably cool to a brand conscious 30-35-year-old**
Mid-thirties cool, not 20’s or teens cool.



HELVETICA NEUE BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

HELVETICA NEUE LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

THE LOGO

Our logo is the touchstone of our brand. It is the primary visual representation of Grace Fellowship.

ELEMENTS

The logo consists of two components: the icon and the word mark. By default, you should use the complete logo as a whole, but the icon may also be used as a separate design element or used when horizontal space is limited.

LOGO TYPOGRAPHY

Helvetica Neue Bold is the font used for “Grace.”

Helvetica Neue Light is the font used for “Fellowship.”

WORD MARK



LOGO USAGE

Consistent and proper logo usage is important to maintain the integrity of the brand.

SPATIAL GUIDELINES

Maintain at least .25 inches of space around the logo.

SIZE

To ensure legibility, the entire logo should not be used smaller than .75 inches wide and .25 inches wide for the logo icon, which may be used in spaces where horizontal space is limited. Always use the logo at proper specifications. The standard is 300 dpi for print materials, and 72 dpi for screen. Use the vector .eps or .ai versions as a first choice as it will prevent blurring or pixelation when scaling.

ONE COLOR LOGOS

The one color logo may be used when high contrast from the background is needed or if printing on a one color printer. Use the white logo on a dark background, or black on a light background. The one color version is also good to use if the logo needs to be placed on a background that will not allow for enough contrast in the colors for them to be seen clearly.

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INCORRECT LOGO USAGE

1. DO NOT DISTORT

The logo and any iconography should never be skewed, squished, stretched, or scaled disproportionately.

2. DO NOT MODIFY THE COLORS

To keep the integrity of the design consistent, do not switch or modify the colors in the logo or icon. When the icon is used as a stand-alone visual motif in the brand, the color can be altered to one of the core brand palette colors for stylistic effect.

3. DO NOT REARRANGE THE ELEMENTS

Refrain from modifying the alignment, spacing, or placement of any of the elements of the logo.

4. DO NOT ATTEMPT TO RECREATE THE LOGO

Always use the provided vector and bitmap files.

5. DO NOT SACRIFICE LEGIBILITY

Make sure that when the logo or icon are placed on a background or image, they are clearly contrasted and legible. Use the appropriate one-color versions if needed for optimal contrast.

6. DO NOT PIXELATE

Ensure you are using the proper sized logo or icon for your print settings. The vector versions (.ai, .eps & .pdf) are optimal for use to ensure they will not be pixelated. Do not scale up any bitmap version (.jpg, .png or .tif) of the logo or icon—you may only scale down.

HELVETICA NEUE REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

HELVETICA NEUE MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

HELVETICA NEUE BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

STANDARD BODY TEXT

This is Helvetica Neue Regular at 8pt font size with 13pt leading size and should be used for most body paragraph text.

HELVETICA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY: PRINT & WEB

Helvetica Neue has been selected as the brand font. It is a modern typeface that is well-suited for both print and digital usage. **Helvetica** is used for web since Helvetica Neue is not a web-safe font.

HEADLINES

Headlines draw people into your copy and create a hierarchy, allowing you to communicate messages quickly. Legibility is key; titles and subtitles should have no more than a few words.

BODY TEXT

Helvetica Neue Regular is used primarily in most body text (main blocks of content) on branded materials. It is clear and legible to make reading and understanding content easy. Standard body text is set between 8-10pt font size. For minimum point size, do not go below 6pt.

Leading, or line height, is the space between the lines of text. Optimum leading is usually about 4-6pt larger than the type (point) size.

TYPOGRAPHY: RESTRICTIONS

1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipi

2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt laoreet dolore magna aliquam erat volutpat.

3 **LOREM IPSUM**
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DOLORE MAGNA
aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud.

4 **TOO FEMININE/HARD TO READ:**

Zapfino

TOO FUTURISTIC:

EUROSTILE

TOO DECORATIVE/CHILDISH:

CURLZ

TOO BASIC/STODGY:

Times / Courier

TOO WHIMSICAL:

COMIC SANS

TOO TEXTURED:

PAPYRUS

1. DO NOT CREATE AWKWARD LETTER SPACING

Make sure the spacing between letters, words, and the lines of text does not create awkward-looking gaps and feels natural to the eye.

2. DO NOT CENTER JUSTIFY

Center justification should be used sparingly and only for short lines of text, never for paragraph or body text. Because there is not a consistent visual start point to each line, it is more difficult to read and creates unattractive gaps at the beginning and end of each line.

3. DO NOT USE MORE THAN 3 FONT SIZES

For visual consistency and optimal readability, avoid using more than three font sizes when laying out text on a page. This will typically account for a headline, sub headline, and body font size. A mixture of too many font sizes will create a visually cluttered layout.

4. DO NOT USE OVERLY STYLIZED FONTS

The overall brand is not limited to the recommended fonts for body and headlines. However, certain fonts can be overly stylized, sacrifice legibility, or convey a style that is not fitting for the established brand. Listed are examples of commonly used font styles that should be avoided.

PHOTOGRAPHY

Photography used throughout the brand should give visitors an accurate vision for what Grace Fellowship is all about.

Overall photos should reflect the brand and feel clean and warm, giving off an attractively modern, yet respectable family-friendly ethos.

Photos should be professionally and tastefully executed, as well as bright with the perfect balance of vibrancy and subtlety, showcasing a welcoming community of a multigenerational church. It should highlight families with an emphasis on engaging and authentic relationships.

Relational photography should represent people doing life in community. The overall mood for photography should be inviting, consistent, and cohesive in intent.



PHOTOGRAPHY: RESTRICTIONS

1. DO NOT USE OUTDATED PHOTOS

Do not use photos that look dated or are shot in a non-modern setting. Photos should look representative of current styles and techniques.

2. DO NOT USE POSED PHOTOS

To represent an authentic window into the brand, avoid any photos that are shot in a non-candid manner. Posed photos can look cheesy and are not as intriguing as candid photography.

3. DO NOT DISTORT PHOTOS

Photos should never be squished or stretched as it conveys an unprofessional look and modifies the image composition. In most programs, hold the shift key when resizing images to ensure they are not being distorted.

4. DO NOT PIXELATE PHOTOS

Images should only be scaled down and should never exceed 100% of the original dimensions or go below standard DPI (300 for print, 150 for signage, and 72 for web/digital). Otherwise pixelation will occur.

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C: 82
M: 70
Y: 60
K: 75

R: 17
G: 26
B: 33

Hex:
#111a21

PMS:
Process Black

Sherwin Williams
Paint:
SW 6990
Caviar



C: 4
M: 81
Y: 80
K: 0

R: 231
G: 88
B: 65

Hex:
#e75841

PMS:
DS 60-2C

Sherwin Williams
Paint:
SW 6882
Daredevil



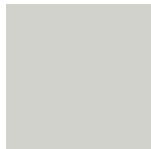
C: 95
M: 40
Y: 14
K: 22

R: 0
G: 104
B: 146

Hex:
#006892

PMS:
DS 224-4C

Sherwin Williams
Paint:
SW 6964
Pulsating Blue



C: 0
M: 0
Y: 5
K: 20

R: 210
G: 210
B: 202

Hex:
#d2d2ca

PMS:
DS 330-2C

Sherwin Williams
Paint:
SW 7015
Repose Gray



C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

Hex:
#ffffff

PMS:
N/A

Sherwin Williams
Paint:
SW 7007
Ceiling Bright White

DESIGN COLOR PALETTE

The Grace Fellowship color palette utilizes a trustworthy blue and vibrant orange that play off charcoals and intellectual mid-tone grays. The brand overall feels both clean and warm, communicating an attractively modern, yet respectable, family-friendly ethos.

PMS COLORS NOTE:

Please note that the chosen PMS colors are spot colors using the Pantone Matching System, and by design, cannot be achieved when printing in CMYK. So for your materials that are printed in four color CMYK, the colors will differ from those printed in Pantone (in some cases, significantly).

PAINT COLORS NOTE:

These are the closest approximations to the colors in your color palette and environmental mockups from your printed presentation boards. Please note that sunlight, environmental lighting, texture and base wall color can affect these in different ways. We strongly suggest printing small samples in specific lighting and on specific walls viewed at different times of the day with these suggested colors before purchasing large quantities of paint or beginning the final application. Please work with your chosen paint vendor to ensure that the final colors are matched against the presentation board as best as possible if needing to make any further adjustments, understanding that the provided colors are suggestions based on normal conditions.

DESIGN MOTIFS

1. PHOTOGRAPHY

Professional, modern, vivid and tastefully executed photography should reflect the clean and warm brand through relational and community-focused images with a heart for families.

2. FOCUSED, BOLD CALL OUTS

Certain headlines, or call outs, can capture a contemporary style that draw the eye to major blocks of text or set the tone for a document. This should be used on stand-alone or shorter words and sentences and never mixed within longer paragraphs, unless separation is provided as a block quote.

3. DIAGONAL COLOR BLOCK

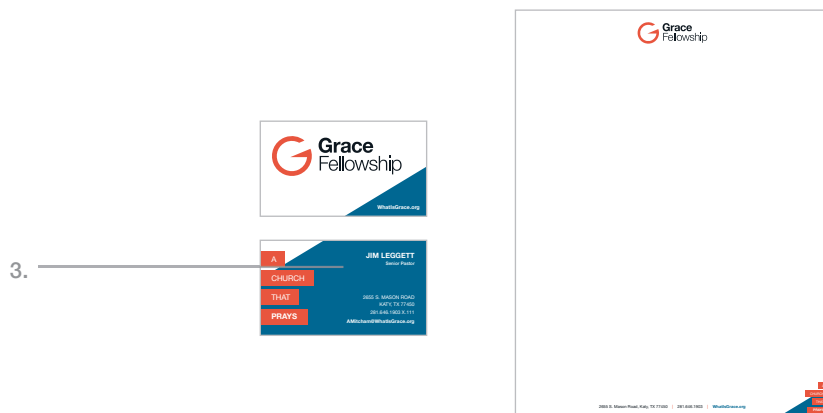
Momentum and energy are portrayed through the use of diagonal color blocks.

4. WHITE SPACE

Generous use of negative space (vast empty space around design elements, text and within photography) creates breathing room for the eye. It embodies a fresh & design-savvy ethos while maintaining an airy style of minimalism.

5. HORIZONTAL COLOR BARS

The use of flooded blocks of color embodies the modern, clean and simple brand. They may be used for highlighting headlines, text callouts, or backgrounds behind text blocks.



PUNCTUATION AND GRAMMAR STYLE

ABBREVIATIONS

Do not abbreviate titles, ministries or event names for the first use. Place abbreviation in parenthesis, if further use is needed. Ex: Our Unreached People Groups (UPGs) are...

AMPERSAND

Use ampersands only in titles or paragraph headers. Use 'and' in body copy and text.

BULLETS

Use consistent types of bullets in publications. Small dots are preferred: •

COMMAS

In lists of three or more, eliminate the comma before and/or. Ex: Bring your bible, pen and paper.

HYPHENS

Never hyphenate web site addresses.

NUMBERS

Spell out numbers one through nine. Use numerals for 10 and above.

PERIODS

One space after periods and at the end of sentences. Omit periods in incomplete sentences.

PUNCTUATION IN QUOTES

The period and comma always go inside the quotation marks.

SENTENCES

Use active over passive voice.

DATES

Abbreviate months with five or more letters with a period at the end. Ex: Jan. Apr. Spell out May, June and July.

STYLE CHANGES

EMAIL

Use all title case for email addresses. Never hyphenate email addresses.

Ex: SPullen@WhatIsGrace.org

PHONE

Phone numbers should be separated with periods. Use a capital X. for the extension number

Ex: 281.646.1903 X.111

TIMES

Write times consistently. Use AM or PM, uppercase, without a space or periods. Use :00. Use NOON for 12:00PM.

Ex: 4:30AM, 6:00PM, NOON

WEB ADDRESSES

Use title case for all web addresses. The "www" is not necessary on any .com, .net, or .org domains. Web site is two separate words.

Ex: WhatIsGrace.org is our church web site.

SPELLING STYLE

CHURCH HAS LEFT THE BUILDING (CHLB)

Use the complete title on first usage with title case, abbreviation after-all caps
Ex: Church Has Left The Building (CHLB) is a special day. CHLB is where we go into our neighborhoods.

CITYWIDE

One word

GRACE FELLOWSHIP

Never 'Grace' by itself

GRACE FELLOWSHIPERS

An alternative to 'Members and Regular attenders'

SIGNUP DASH FOR NOUN

Ex: Early sign-ups in the lobby.

SIGN UP TWO WORD FOR VERB

Ex: Sign up in the lobby.

SIGN-UP DASH WHEN AN ADJECTIVE

Ex: Sign-up sheets are in the lobby.

THE GREAT SOUTHWEST PRAYER CENTER (GSWPC)

Use the complete title on first usage, abbreviation after

UNREACHED PEOPLE GROUPS (UPGS)

Use the complete title on first usage with title case, abbreviation after-all caps

Ex: We pray for our Unreached People Groups (UPGS) every Sunday.

Our UPGS were adopted after a long discernment process.

STYLE CHANGES

CINCO RANCH CAMPUS

Do not use ORIGINAL CAMPUS.

NORTH KATY CAMPUS

Do not use NORTH CAMPUS

KIDS MINISTRY

Always use a 'S'. Do not use a Z.

STUDENT MINISTRY

Do not use Youth.

JUNIOR HIGH SUNDAY MORNING

Do not use AM Rush

HIGH SCHOOL SUNDAY NIGHT

Do not use RPM

STUDENT BUILDING

Do not use The Epicentre when referencing this building

MINISTRY BUILDING

Do not use The Mansion when referencing this building

SPECIAL NEEDS MINISTRY

Do not use The Bridge when referencing this ministry

FACEBOOK SCHEDULE

SUNDAY

Ministry/Worship

MONDAY

Missions Ministry

TUESDAY

Kids Ministry, Student Ministry, Adult Ministry

WEDNESDAY

Prayer Ministry

THURSDAY

Care Ministry

FRIDAY

Connection Ministry, Church Announcements

SATURDAY

Invitations to Church on Sunday

INSTAGRAM SCHEDULE

SUNDAY

Rest

MONDAY

Meme Monday

Funny religious memes

#whatisgrace #mememonday

TUESDAY

Prayer Prompt Tuesdays

Prayers from the Prayer Wall, prayer prompts, or countdowns

#whatisgrace #prayerprompttuesdays

WEDNESDAY

Worship Wednesdays

Worship is worry in reverse, worship songs

#whatisgrace #worshipwednesday #worryinreverse

THURSDAY

Throwback Thursday

Fun pictures of past Grace Fellowship moments, leading to our 25th Anniversary

#whatisgrace #tbt #25years

FRIDAY

Grace Fellowship Sermons

Image of latest sermon with quote callout

#whatisgrace #gfsermons

SATURDAY

Invitations to Church on Sunday

Invite people to church, promote the upcoming sermon

#whatisgrace #bringafriend

BRAND GUIDELINES



Grace Fellowship
STUDENTS

THE GRACE FELLOWSHIP CHURCH BRAND

Grace Fellowship's Student ministry has been given the ability to resonate with sharp, educated families. As the ministry is in the midst of new renovations to their building, there is a palpable energy in the air, as they are positioning themselves to reach even more students for Christ by providing them with an updated, relevant environment. Moving forward, a core challenge for Grace Fellowship Student Ministry will be establishing standards across the board that allow for a cohesive and consistent branding experience that reflects their ministry programming.

As Grace Fellowship Church Students moves into the new season, it is refreshing its identity to resonate with students, ages 11-18, while communicating a sense of trust with parents, that the ministry itself embodies so well.

Parents within this community need to see Grace Fellowship Students as a well-run ministry that promotes biblical education, discipleship, and encourages their children to build strong relationships that will set them up for a healthy spiritual life. Design that supports the Grace Fellowship Students brand must have a modern and clean style that is cool yet refined. It will utilize a stylistic color palette that is complemented by an airy use of white space. Trendy, artistic photos will showcase a student's ministry that will resonate with the students themselves while conveying a sense of trust with the parents in search of a steady ministry for their children.

TENETS OF THE BRAND

- **Modern and clean**
An ethos of cohesive design that is simple, intentional, and without unnecessary distraction.
- **Cool yet refined/credible**
The overall style will be appropriately "cool" for students while also appealing to highly-educated, upwardly-mobile parents.
- **Trendy, immersive photography**
Trendy photography from different angles that showcases students fellowshiping and having fun together.
- **A stylistic color palette complemented by a use of white space**
Colors and design that stand out in a way that sets the student brand apart from the main brand, while remaining cohesive.



ARCHIVO BLACK REGULAR

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

HELVETICA NEUE BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

HELVETICA NEUE LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

THE LOGO

Our logo is the touchstone of our brand. It is the primary visual representation of Grace Fellowship Students.

ELEMENTS

The logo consists of two components: the icon and the word mark. By default, you should use the complete logo as a whole, but the icon may also be used as a separate design element or used when horizontal space is limited.

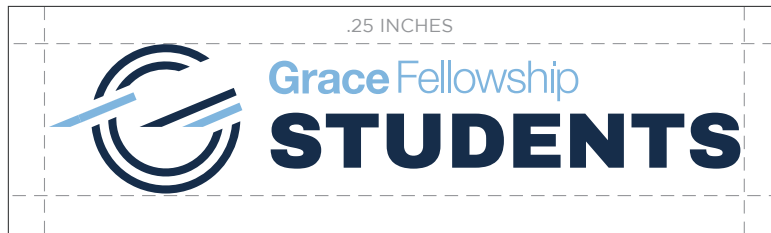
LOGO TYPOGRAPHY

Archivo Black Regular is the font used for "Students."

Helvetica Neue Bold is the font used for "Grace."

Helvetica Neue Light is the font used for "Fellowship."

WORD MARK



LOGO USAGE

Consistent and proper logo usage is important to maintain the integrity of the brand.

SPATIAL GUIDELINES

Maintain at least .25 inches of space around the logo.

SIZE

To ensure legibility, the entire logo should not be used smaller than .75 inches wide and .25 inches wide for the logo icon, which may be used in spaces where horizontal space is limited. Always use the logo at proper specifications. The standard is 300 dpi for print materials, and 72 dpi for screen. Use the vector .eps or .ai versions as a first choice as it will prevent blurring or pixelation when scaling.

ONE COLOR LOGOS

The one color logo may be used when high contrast from the background is needed or if printing on a one color printer. Use the white logo on a dark background, or black on a light background. The one color version is also good to use if the logo needs to be placed on a background that will not allow for enough contrast in the colors for them to be seen clearly.

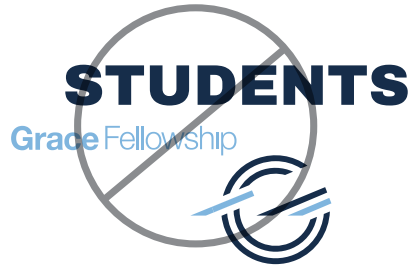
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INCORRECT LOGO USAGE

1. DO NOT DISTORT

The logo and any iconography should never be skewed, squished, stretched, or scaled disproportionately.

2. DO NOT MODIFY THE COLORS

To keep the integrity of the design consistent, do not switch or modify the colors in the logo or icon. When the icon is used as a stand-alone visual motif in the brand, the color can be altered to one of the core brand palette colors for stylistic effect.

3. DO NOT REARRANGE THE ELEMENTS

Refrain from modifying the alignment, spacing, or placement of any of the elements of the logo.

4. DO NOT ATTEMPT TO RECREATE THE LOGO

Always use the provided vector and bitmap files.

5. DO NOT SACRIFICE LEGIBILITY

Make sure that when the logo or icon are placed on a background or image, they are clearly contrasted and legible. Use the appropriate one-color versions if needed for optimal contrast.

6. DO NOT PIXELATE

Ensure you are using the proper sized logo or icon for your print settings. The vector versions (.ai, .eps & .pdf) are optimal for use to ensure they will not be pixelated. Do not scale up any bitmap version (.jpg, .png or .tif) of the logo or icon—you may only scale down.

ARCHIVO BLACK REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

MONTSERRAT BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

GOTHAM BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

STANDARD BODY TEXT

This is Gotham Book at 8pt font size with 13pt leading size and should be used for most body paragraph text.

GOTHAM BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY: PRINT & WEB

Archivo Black Regular has been selected as the brand font. It is a modern typeface that is well-suited for both print and digital usage.

HEADLINES

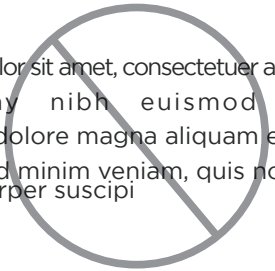
Headlines draw people into your copy and create a hierarchy, allowing you to communicate messages quickly. Legibility is key; titles and subtitles should have no more than a few words.

BODY TEXT

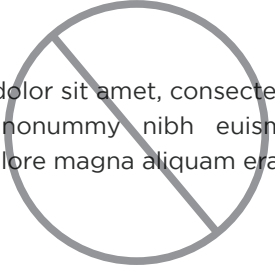
Gotham Book is used primarily in most body text (main blocks of content) on branded materials. It is clear and legible to make reading and understanding content easy. Standard body text is set between 8-10pt font size. For minimum point size, do not go below 6pt.

Leading, or line height, is the space between the lines of text. Optimum leading is usually about 4-6pt larger than the type (point) size.

1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipi



2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt laoreet dolore magna aliquam erat volutpat.



3 **LOREM IPSUM**
DOLOR SIT AMET
Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.
DOLORE MAGNA
aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud.



4 **TOO FEMININE/HARD TO READ:**

Zapfino

TOO FUTURISTIC:

EUROSTILE

TOO DECORATIVE/CHILDISH:

©ORLZ

TOO BASIC/STODGY:

Times / Courier

TOO WHIMSICAL:

COMIC SANS

TOO TEXTURED:

PAPYRUS

TYPOGRAPHY: RESTRICTIONS

1. DO NOT CREATE AWKWARD LETTER SPACING

Make sure the spacing between letters, words, and the lines of text does not create awkward-looking gaps and feels natural to the eye.

2. DO NOT CENTER JUSTIFY

Center justification should be used sparingly and only for short lines of text, never for paragraph or body text. Because there is not a consistent visual start point to each line, it is more difficult to read and creates unattractive gaps at the beginning and end of each line.

3. DO NOT USE MORE THAN 3 FONT SIZES

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4. DO NOT USE OVERLY STYLIZED FONTS

The overall brand is not limited to the recommended fonts for body and headlines. However, certain fonts can be overly stylized, sacrifice legibility, or convey a style that is not fitting for the established brand. Listed are examples of commonly used font styles that should be avoided.



PHOTOGRAPHY

Photography used throughout the brand should give visitors an accurate vision for what Grace Fellowship Students is all about.

Overall photos should reflect the brand and feel clean and trendy, giving off an attractively modern, fun ethos. Shades of blue and peach in the subject's clothing compliments the brand nicely.

Photos should be professionally and tastefully executed, as well as bright with the perfect balance of vibrancy and subtlety, showcasing students from all angles. It should highlight students with an emphasis on engaging and authentic relationships.

Relational photography should represent students doing life in community. The overall mood for photography should be inviting, consistent, and cohesive in intent.

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PHOTOGRAPHY: RESTRICTIONS

1. DO NOT USE OUTDATED PHOTOS

Do not use photos that look dated or are shot in a non-modern setting. Photos should look representative of current styles and techniques.

2. DO NOT USE POSED PHOTOS

To represent an authentic window into the brand, avoid any photos that are shot in a non-candid manner. Posed photos can look cheesy and are not as intriguing as candid photography.

3. DO NOT DISTORT PHOTOS

Photos should never be squished or stretched as it conveys an unprofessional look and modifies the image composition. In most programs, hold the shift key when resizing images to ensure they are not being distorted.

4. DO NOT PIXELATE PHOTOS

Images should only be scaled down and should never exceed 100% of the original dimensions or go below standard DPI (300 for print, 150 for signage, and 72 for web/digital). Otherwise pixelation will occur.



C: 48
M: 17
Y: 2
K: 0

R: 128
G: 181
B: 221

Hex:
#80b5dd

PMS:
DS 214-6C

Sherwin Williams
Paint:
SW 6961
Blue Beyond



C: 93
M: 80
Y: 44
K: 43

R: 29
G: 46
B: 74

Hex:
#1d2e4a

PMS:
655 PC

Sherwin Williams
Paint:
SW 6244
Naval



C: 4
M: 54
Y: 63
K: 0

R: 236
G: 140
B: 102

Hex:
#ec8c66

PMS:
DS 70-5C

Sherwin Williams
Paint:
SW 6627
Emberglow



C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

Hex:
#ffffff

PMS:
N/A

Sherwin Williams
Paint:
SW 7005
Pure White

DESIGN COLOR PALETTE

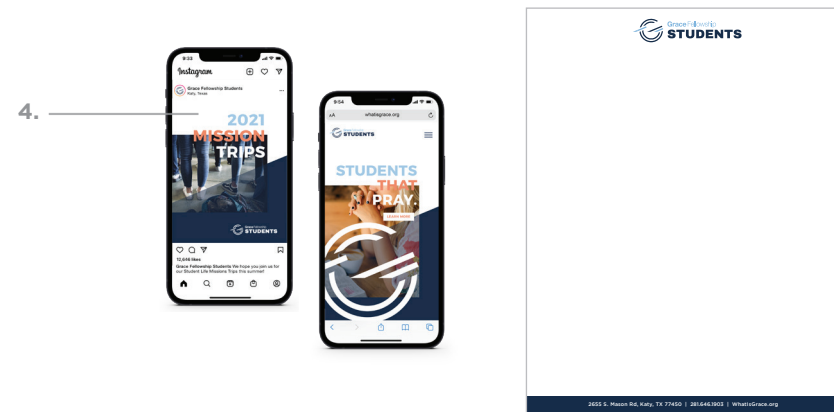
The Grace Fellowship Students color palette utilizes a preppy blue and a salmon that play off nautical navy and bright white. The brand overall feels both clean and American, communicating an attractively modern ethos.

PMS COLORS NOTE

Please note that the chosen PMS colors are spot colors using the Pantone Matching System, and by design, cannot be achieved when printing in CMYK. So for your materials that are printed in four color CMYK, the colors will differ from those printed in Pantone (in some cases, significantly).

PAINT COLORS NOTE:

These are the closest approximations to the colors in your color palette and environmental mockups from your printed presentation boards. Please note that sunlight, environmental lighting, texture and base wall color can affect these in different ways. We strongly suggest printing small samples in specific lighting and on specific walls viewed at different times of the day with these suggested colors before purchasing large quantities of paint or beginning the final application. Please work with your chosen paint vendor to ensure that the final colors are matched against the presentation board as best as possible if needing to make any further adjustments, understanding that the provided colors are suggestions based on normal conditions.



DESIGN MOTIFS

1. PHOTOGRAPHY

Professional, modern, vivid and tastefully executed photography should reflect the clean and trendy brand through relational and community-focused images.

2. COLORFUL, BOLD CALL OUTS

Certain headlines, or call outs, can capture a contemporary style that draw the eye to major blocks of text or set the tone for a document. This should be used on stand-alone or shorter words and sentences and never mixed within longer paragraphs, unless separation is provided as a block quote. Each word falls on a separate line.

3. DIAGONAL COLOR BLOCK

Momentum and energy are portrayed through the use of diagonal color blocks reminiscent of the main Grace Fellowship brand.

4. WHITE SPACE

Generous use of negative space (vast empty space around design elements, text and within photography) creates breathing room for the eye. It embodies a fresh & design-savvy ethos while maintaining an airy style of minimalism.

5. DIAGONAL TEXT

Certain text stands on it's own, rotated diagonally to catch attention and draw the eye across the design.

**BRAND
GUIDELINES** GRACE FELLOWSHIP **KIDS**



THE GRACE FELLOWSHIP CHURCH BRAND

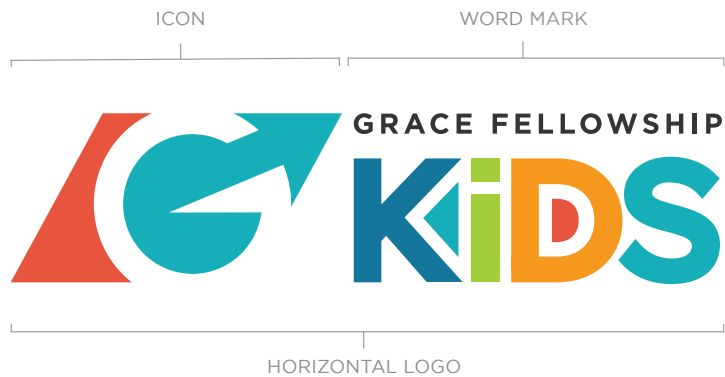
Grace Fellowship's Kids ministry has been given the ability to resonate with sharp, educated families. They have a thriving preschool, upper elementary ministry, and special needs ministry that is highly attractive to the surrounding community. The Grace Fellowship name is synonymous with respect and credibility that is crafted to reach a crowd that few churches can reach. Moving forward, a core challenge for Grace Fellowship Kids Ministry will be establishing standards across the board that allow for a cohesive and consistent branding experience.

As Grace Fellowship Church continues to strategize for the future, it is clarifying its identity to increase its reach with the 35-year-old, healthy middle to upper middle class, college-educated, upwardly-mobile young family.

These parents need to see Grace Fellowship Kids ministry as the credible, fun, engaging, and well-run ministry with strong programming built on a biblical foundation that partners with parents to introduce children to a growing relationship with Christ. The design that partners with this brand must be modern and clean, but playful— complementing the main Grace Fellowship brand while also standing out as its own entity. A fun, vibrant color palette popping off of white and cool grays will give a modern impression. Playful, bright photography will showcase a kid's ministry that is fun, safe, and smart. Parents will ultimately see Grace Fellowship Kids is the ideal children's ministry for them to partner with in teaching their children about God.

TENETS OF THE BRAND

- **Modern and simple**
An ethos of cohesive design that is simple, intentional, and without unnecessary distraction.
- **Playful yet refined/credible**
Color choice and logo treatment will be appropriately fun for children while also appealing to highly-educated, upwardly-mobile young parents.
- **Fun, bright photography**
Colorful and polished photography that showcases children in classrooms learning while having fun.
- **A fun, vibrant color palette**
Popping off of a smart use of white space and cool grays.



GOTHAM BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

THE LOGO

Our logo is the touchstone of our brand. It is the primary visual representation of Grace Fellowship Kids.

ELEMENTS

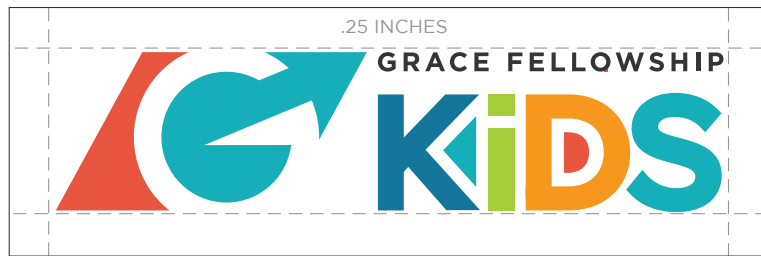
The logo consists of two components: the icon and the word mark. By default, you should use the complete logo as a whole, but the icon may also be used as a separate design element or used when horizontal space is limited.

LOGO TYPOGRAPHY

A **custom font** is the used for “Kids”.

Gotham Bold is the font used for “Grace Fellowship”.

WORD MARK



LOGO USAGE

Consistent and proper logo usage is important to maintain the integrity of the brand.

SPATIAL GUIDELINES

Maintain at least .25 inches of space around the logo.

SIZE

To ensure legibility, the entire logo should not be used smaller than .75 inches wide and .25 inches wide for the logo icon, which may be used in spaces where horizontal space is limited. Always use the logo at proper specifications. The standard is 300 dpi for print materials, and 72 dpi for screen. Use the vector .eps or .ai versions as a first choice as it will prevent blurring or pixelation when scaling.

ONE COLOR LOGOS

The one color logo may be used when high contrast from the background is needed or if printing on a one color printer. Use the white logo on a dark background, or black on a light background. The one color version is also good to use if the logo needs to be placed on a background that will not allow for enough contrast in the colors for them to be seen clearly.

1



2



3



4



5



6



INCORRECT LOGO USAGE

1. DO NOT DISTORT

The logo and any iconography should never be skewed, squished, stretched, or scaled disproportionately.

2. DO NOT MODIFY THE COLORS

To keep the integrity of the design consistent, do not switch or modify the colors in the logo or icon. When the icon is used as a stand-alone visual motif in the brand, the color can be altered to one of the core brand palette colors for stylistic effect.

3. DO NOT REARRANGE THE ELEMENTS

Refrain from modifying the alignment, spacing, or placement of any of the elements of the logo.

4. DO NOT ATTEMPT TO RECREATE THE LOGO

Always use the provided vector and bitmap files.

5. DO NOT SACRIFICE LEGIBILITY

Make sure that when the logo or icon are placed on a background or image, they are clearly contrasted and legible. Use the appropriate one-color versions if needed for optimal contrast.

6. DO NOT PIXELATE

Ensure you are using the proper sized logo or icon for your print settings. The vector versions (.ai, .eps & .pdf) are optimal for use to ensure they will not be pixelated. Do not scale up any bitmap version (.jpg, .png or .tif) of the logo or icon—you may only scale down.

GOTHAM BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

MONTSERRAT BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

GOTHAM MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

STANDARD BODY TEXT

This is Gotham Book at 8pt font size with 13pt leading size and should be used for most body paragraph text.

GOTHAM BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY: PRINT & WEB

Gotham Bold has been selected as the brand font. It is a modern typeface that is well-suited for both print and digital usage.

HEADLINES

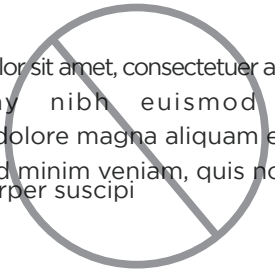
Headlines draw people into your copy and create a hierarchy, allowing you to communicate messages quickly. Legibility is key; titles and subtitles should have no more than a few words.

BODY TEXT

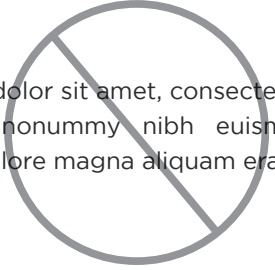
Gotham Book is used primarily in most body text (main blocks of content) on branded materials. It is clear and legible to make reading and understanding content easy. Standard body text is set between 8-10pt font size. For minimum point size, do not go below 6pt.

Leading, or line height, is the space between the lines of text. Optimum leading is usually about 4-6pt larger than the type (point) size.

1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipi



2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt laoreet dolore magna aliquam erat volutpat.



3 **LOREM IPSUM**
DOLOR SIT AMET
Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.
DOLORE MAGNA
aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud.



4 **TOO FEMININE/HARD TO READ:**

Zapfino

TOO FUTURISTIC:

EUROSTILE

TOO DECORATIVE/CHILDISH:

©URIZ

TOO BASIC/STODGY:

Times / Courier

TOO WHIMSICAL:

COMIC SANS

TOO TEXTURED:

PAPYRUS

TYPOGRAPHY: RESTRICTIONS

1. DO NOT CREATE AWKWARD LETTER SPACING

Make sure the spacing between letters, words, and the lines of text does not create awkward-looking gaps and feels natural to the eye.

2. DO NOT CENTER JUSTIFY

Center justification should be used sparingly and only for short lines of text, never for paragraph or body text. Because there is not a consistent visual start point to each line, it is more difficult to read and creates unattractive gaps at the beginning and end of each line.

3. DO NOT USE MORE THAN 3 FONT SIZES

For visual consistency and optimal readability, avoid using more than three font sizes when laying out text on a page. This will typically account for a headline, sub headline, and body font size. A mixture of too many font sizes will create a visually cluttered layout.

4. DO NOT USE OVERLY STYLIZED FONTS

The overall brand is not limited to the recommended fonts for body and headlines. However, certain fonts can be overly stylized, sacrifice legibility, or convey a style that is not fitting for the established brand. Listed are examples of commonly used font styles that should be avoided.



PHOTOGRAPHY

Photography used throughout the brand should give visitors an accurate vision for what Grace Fellowship Kids is all about.

Overall photos should reflect the brand and feel modern and simple, giving off an attractively playful, fun ethos.

Photos should be professionally and tastefully executed, as well as bright with the perfect balance of vibrancy and subtlety, showcasing students from all angles. It should highlight kids with an emphasis on authentic relationships and classroom learning.

Relational photography should represent kids playing together and looking happy. The overall mood for photography should be inviting, consistent, and cohesive in intent.

1



2



3



4



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C: 75
M: 7
Y: 29
K: 0

R: 6
G: 175
B: 185

Hex:
#06afb9

PMS:
DS 243-4C

Sherwin Williams
Paint:
SW 6767
Aquarium



C: 4
M: 81
Y: 80
K: 0

R: 231
G: 88
B: 65

Hex:
#e75841

PMS:
DS 77-2C

Sherwin Williams
Paint:
SW 6867
Fireworks



C: 87
M: 46
Y: 24
K: 3

R: 23
G: 117
B: 155

Hex:
#17759b

PMS:
DS 219-2C

Sherwin Williams
Paint:
SW 6964
Pulsating Blue



C: 41
M: 0
Y: 100
K: 0

R: 164
G: 206
B: 57

Hex:
#a4ce39

PMS:
DS 298-1C

Sherwin Williams
Paint:
SW 6920
Center Stage



C: 1
M: 47
Y: 100
K: 0

R: 245
G: 152
B: 30

Hex:
#f5981e

PMS:
DS 22-1C

Sherwin Williams
Paint:
SW 6671
Curry



C: 0
M: 0
Y: 0
K: 93

R: 51
G: 51
B: 52

Hex:
#333334

PMS:
DS 325-1C

Sherwin Williams
Paint:
SW 6990
Caviar

DESIGN COLOR PALETTE

The Grace Fellowship Kids color palette utilizes a bright teal, orange, and lime green juxtaposed with a more mature blue and red, appealing to a range of ages. The brand overall feels both fun and colorful communicating an attractively modern, yet child-like ethos.

PMS COLORS NOTE:

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3. COLORFUL, BOLD CALL OUTS

Certain headlines, or call outs, can capture a contemporary style that draw the eye to major blocks of text or set the tone for a document. This should be used on stand-alone or shorter words and sentences and never mixed within longer paragraphs, unless separation is provided as a block quote. For key words, each letter is a different color and the word is followed by an exclamation point.

4. DIAGONAL COLOR BLOCK

Momentum and energy are portrayed through the use of diagonal color blocks reminiscent of the main Grace Fellowship brand.

5. DIAGONAL TEXT

Certain text and instances of the logo are rotated diagonally to catch attention and draw the eye across the design.

1.
2.
3.

4.

5.

