



GRACE RIVER
CHAPEL

BRAND GUIDELINE



VERTICAL LOCKUP

Our primary logo is the lettermark on top of the vertical wordmark.

This is the main logo that will be used across most applications. This helps the community easily identify Grace River Chapel's physical and web presence and enhances the outward professionalism and legitimacy of our church.

It is essential to that the logo always be applied with care and respect in every application according to the guidelines.

PRIMARY LOGO

A**B****C****D****A) LETTERMARK****B) HORIZONTAL LOCKUP****C) HORIZONTAL WORDMARK****D) VERTICAL WORDMARK**

Our secondary badges can be used in place of the primary logo, but only those without the lettermark should be used in conjunction with the primary. For instance, don't use A for the profile picture if the primary logo or B is used for the header; this is repetitive and isn't a good use of the brand elements. Instead, use A for the profile picture and C or D for the cover photo, or even better, a photo of the congregation or the church building for the cover photo.

The lettermark (A) can be used when the full primary logo is not necessary or in cases where the name is already displayed in plain text. To continue our profile example: the lettermark should be our profile picture on Facebook since the username will be adjacent to it in plain text.

SECONDARY LOGOS



Here is a way to see the intention of space between and ratio of objects.

The **G**, annotates the size of the **G** in **GRACE**
the minimum clear space around the full logo in use.

The **C**, the size of the **C** in **CHAPEL**
the needed internal space between or ratio to the design.

The **x**, the width of the lettermark
the wordmark is double the width of the lettermark on the vertical design

SPACING



GRACE RIVER CHAPEL

You may wonder why **CHAPEL** looks smaller than **GRACE RIVER**. It is especially noticeable on the horizontal layout, above.

They are actually the same size, but different **WEIGHTS** and **VARIANTS**.

Here is an overlay with the **C** from **CHAPEL** on top of the **C** from **GRACE**



As you can see, the open counter (the diagonally shaded open space) of the two is much closer in size than the full characters' height and width.

Blues are an obvious choice for our church to allude to the water of a **RIVER**. However, looking deeper into the color blue (especially when used for brands,) **IT DENOTES AUTHORITY AND TRUST.**



LOTION

HEX: #fbfbfb
RGB: 251,251,251
CMYK: 0,0,0,1

STEEL BLUE

HEX: #3970b3
RGB: 57,112,179
CMYK: 87,52,0,0

YANKEE

HEX: #1e2245
RGB: 30,34,69
CMYK: 100,94,39,44

Steel Blue and Yankee are complimentary colors that also give us enough contrast to work with for use on backgrounds, text color, and accents.

Lotion is a softer version of white to give us our tertiary color, when necessary.

COLOR PALETTE

Here are a few examples of color use.
Notice what objects have the most contrast on their respective background.



There are very few times to use the mono color (top left) logo.
Watermarks, letterhead, and prints that are only in one color
are all acceptable mono color use cases.

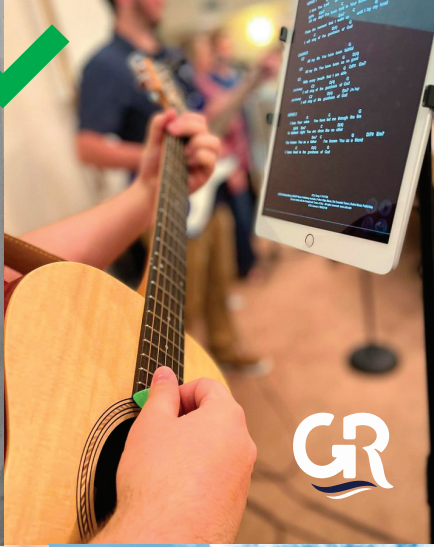
Generally, if it is on a screen, it should have some color.

USING THE COLORS



If the logo will be atop a photo, there must be a sufficient amount of contrast between the logo and the photo.

PHOTO BACKGROUNDS



GRACE RIVER
CHAPEL



GRACE RIVER
CHAPEL



GRACE RIVER
CHAPEL

A



B

GRACE RIVER
CHAPEL

C



UNACCEPTABLE USAGE

- A) don't rearrange/resize parts or create compositions that are not already provided
- B) don't rotate/skew the logo
- C) don't use off brand colors
please reference the color section

USAGE

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the professional boldness, yet gentleness of the church. Whenever possible, these should be used across all print & web applications.

CONCOURSE C6

Use for headlines.

Uppercase.

Letter-spacing: .3em

CONCOURSE C6

Use for subheadings/taglines.

Lowercase.

Letter-spacing: .3em

CONCOURSE T3

Use for body/paragraph copy.

Sentence case.

Letter-spacing: .3em

HEADING

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

SUB HEADING

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Paragraph

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

2x
1.5x
1x

GRACE

ALWAYS FLOWS TO THE LOWEST PLACE

Our greatest calling is to unashamedly exalt the name of Jesus Christ as the only hope for lost and sinful humanity. We regard the proclamation of Biblical truth as a mighty responsibility and privilege. We love people. Our steeple casts no shadow on the broken, bound and defeated, but our arms are open wide to welcome and minister the gospel, with love, to those who need the saving power of God's grace.

The ratio of the size and color for type are critical in conveying heirarchy of importance when using headings. A good rule of thumb using the paragraph as the base size and use the above ratio for headings. Generally, using the color that the top of the lettermark would be set for headings will yield the best result.

For example, the paragraph above is 14pt. The subheading is then 21pt (1.5x the base.) The lead heading is 28pt (2x the base.)