

# **Brand Guidelines**

# Welcome

Since you are holding this guide and reading these words, we're trusting you with our very identity: our brand.

We aren't interested in all of the buzzwords and catch-phrases and marketing jargon surrounding the word brand. But we do care about serving our community well and one way we can do that is by having a consistent visual identity.

The following pages are full of guidelines, rules, and handy tips that we hope will help you communicate our values, realize our vision, and reinforce our brand. It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

Whether you are on staff at ATN, an outside designer, or one of our amazing vendors, thank you for helping us achieve our goals and pursue our mission.

Sincerely, welcome to the ATN family.

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**We Are being renewed by God for the sake of  
renewing the world with God.**



# **Brand Identity**

## Primary Logo

The primary logo represents the overall All Things New brand.

As the most visible and recognizable symbol of the brand, it allows us to present our identity consistently across all communications and media.

The logo should be applied as specified in the guidelines and not altered in any way.



### **Logo Clearspace**

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear space around the logo, the better.

At a minimum, there should be clear space equal to half the All Things New logo on all four sides of the logo. This applies to all versions of the All Things New Logos.





## Logo Placement

When placing the primary versions of the All Things New Logo on any surface, we recommend centering the logo within the available space.

The symmetrical design of the logo complements centered placement, as seen in the following examples.

If space is limited you may also left align the logo on the page.



### Common Mistakes



Do not change the logo color outside of the approved palette.



Do not crop or cut off the logo.



Do not stretch, distort, or warp the logo in any way.



Do not add a drop shadow or any other effect to the logo.



Do not rotate the primary or icon versions logo.



Do not encroach on the required clear space surrounding the logo.

## **Brand Icon**

When space is at an ultimate premium, the All Things New Icon can be used in place of a full brand logo lock-up.

In addition to tight spaces we find the icon looks good on surfaces more serious in nature such as Checks, Envelopes, documents, etc. The Icon may also be used on Merchandise.

Lastly, When this mark is used, ensure that our brand name is visible near or in relationship with the icon.



Examples



# **Print Guidelines**

# Font Size

## Document Title

USAGE SPECIFICS

SPECIFICS

- Document Title Page

Font: Canva Sans  
Size: 43

## Large Headers

USAGE SPECIFICS

SPECIFICS

- Header for Sections

Font: Canva Sans Bold  
Size: 16

## Small Headers

USAGE SPECIFICS

SPECIFICS

- Smaller Headers

Font: Canva Sans Bold  
Size: 10

## Body Text

USAGE SPECIFICS

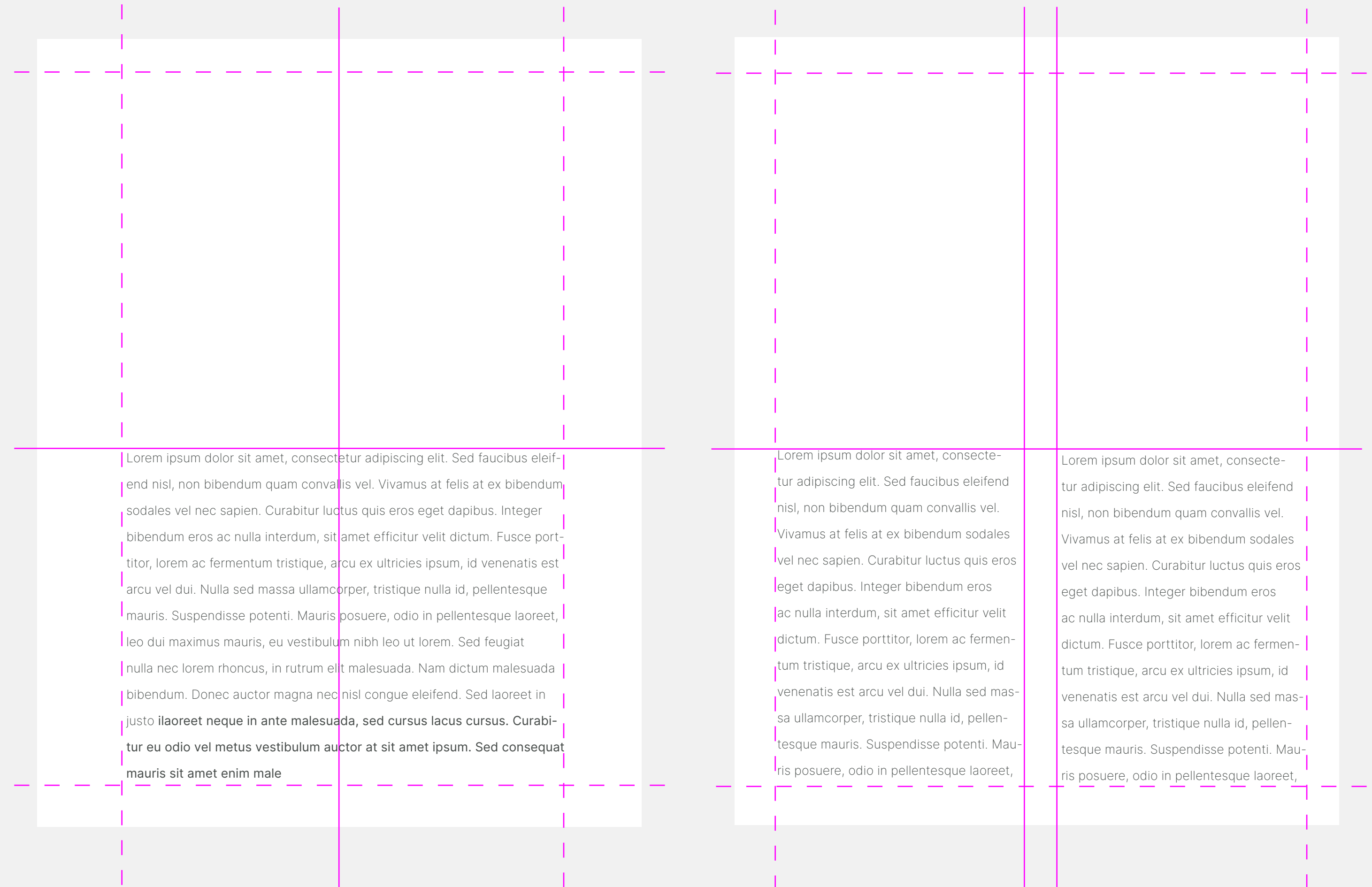
SPECIFICS

- Paragraph Text

Font: Canva Sans  
Size: 10

# Using Columns

When it comes to printing a document, there are two options available: using no columns or using two columns. If you choose to use one column, you'll find that the margins on the left and right are wider. On the other hand, if you choose to use two columns, you have more flexibility in choosing the margins. They can be anywhere from 1/2 an inch to 1/4 of an inch. Ultimately, the decision on which to use will depend on the content you are presenting and the aesthetic you are trying to achieve. It's important to keep in mind the purpose of the document and the target audience when making this decision. Additionally, it's important to ensure that the document is centered on the page, regardless of whether you choose to use one or two columns. Centering the page can create a more professional and aesthetically pleasing appearance. You can do this easily by adjusting the margins and aligning the text in the center of the page. Be sure to test the document by printing it out to ensure that the final product appears as intended.



# **Brand Colors**



# Primary Color

## Yellow

R=255 G=221 B=0  
C=2 M=9 Y=100 K=0  
Hex: # ffdd00

## Black

R=23 G=29 B=26  
C=75 M=64 Y=68 K=77  
Hex: # 171d1a

## **Black & White**

Black and white are vital components to the brand palette. Both black and white are used to define space on a page, package, and website.

Create high contrast by combining both: perfect for legible typography. This guide serves as an excellent example of this.

We recommend an expansive use of negative space in brand executions, which can be created using either white or black.

Whenever possible, avoid true black and true white in favor of these subdued tones.

## **Black**

**R=23 G=29 B=26**  
**C=75 M=64 Y=68 K=77**  
**Hex: # 171d1a**

## **White**

**R=241 G=241 B=241**  
**C=4 M=3 Y=3 K=0**  
**Hex: #f1f1f1**

**Medium Teal**  
R=72 G=163 B=166  
C=71 M=18 Y=36 K=0  
Hex: #48a3a6

**Teal**  
R=53 G=125 B=138  
C=80 M=38 Y=39 K=7  
Hex: #357d8a

**Blue Grey**  
R=55 G=59 B=77  
C=29 M=23 Y=0 K=70  
Hex: #373b4d

**Street Sign Blue**  
R=18 G=82 B=140  
C=98 M=73 Y=18 K=4  
Hex: 12528c

**Secondary Colors**

We get it: one color is not enough for many situations. While the brand logo should be represented in our primary color, this palette can be used for other executions that require a different emotional approach.

Secondary colors should be used sparingly for emphasis or to add a bit of pop to dull design.

**Light Yellow**  
R=242 G=202 B=107  
C=5 M=19 Y=68 K=0  
Hex: #F2c949

**Red-Yellow**  
R=240 G=173 B=105  
C=4 M=36 Y=66 K=0  
Hex: #f0ad69

**Blue**  
R=69 G=109 B=150  
C=79 M=54 Y=22 K=3  
Hex: #456d96

# **Typography**

## Typography

Few things communicate the look and feel of the All Things New brand more clearly than typography: the way letters, numbers, and symbols are put together.

For headlines, subheadings, and meta-related texts, we use a sans-serif, Work Sans. Typically, these are set in the heavier weights, with wide spacing between the letters (tracking).

For body copy, we use a pleasant typeface called Montserrat. We also use the italic version for typographic accents.

Any typeface not referenced in this section will be considered unauthorized for use. If you do not own the font on your device both of these fonts can be found on google fonts.

# WORK SANS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$\$%**

# Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$\$%

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$\$%*

## Website Headings

The heading structure on this page is in direct reference to our current website design. This is the basic breakdown of standard heading sizes, and their relationship to body copy.

Obviously, exceptions exist, especially between different page templates. Also, the h-level of each heading should be set in accordance with search-engine and development best practices.

# Heading One

### USAGE SPECIFICS

- Page Headings
- Major Section Headings
- Emphasized Words

### SPECIFICS

Font: Work Sans Bold  
 Size: 60px  
 Bottom Margin: 50px

## Heading Two

### USAGE SPECIFICS

- Section Headings
- Blog Body Headings
- Product Headings

### SPECIFICS

Font: Work Sans Bold  
 Size: 52px  
 Bottom Margin: 30px

### Heading Three

### USAGE SPECIFICS

- Sub Headings
- Call To Action Headings

### SPECIFICS

Font: Work Sans Bold  
 Size: 30px  
 Bottom Margin: 30px

#### Heading Four

### USAGE SPECIFICS

- Minor Headings
- Table Labels
- Sub-Sub Headings

### SPECIFICS

Font: Work Sans Bold  
 Size: 18px  
 Bottom Margin: 20px

## Body Text

The root body text size, line width, line height, and tracking are set to enhance visibility and legibility on all screens.

Certain typographic situations specific to digital type like block quotes and text links are also outlined on this page.

### PARAGRAPH

Weight: Montserrat  
Size: 18px  
Line Height: 26px  
Color: Grey  
Bottom Margin: 16px

### STRONG OR BOLD

Weight: Montserrat Bold

### BLOCK QUOTE

Weight: Inter Regular  
Size: 30px  
Line Height: 36px  
Margins: 20px,  
0 Padding: 0, 0, 0, 40px  
Border (Left): 3px

### TEXT LINKS

Weight: Work Sans  
Color: Green Underlined

MAX WIDTH: 700 px

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio conet, venimaximi, corepel iquunt volorpos quam, si quos intiusciate sitas millabo reicita tiissimus explantecab imet doluptati delit, sequiandit, aperfernam, officiiisti dolorerate rerchil eaquassequid ut dolendit aciet officiator am debis sum simporem nit, ut ut fuga. At fugit dent, suntur, consenim ad undae. Necta cus quodior iandund andionsed ut remque sinctotatur amus.

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## Common Errors

Do not use unauthorized fonts or typefaces. The only exception is stylized merchandise or illustrations on a case-by-case basis.

Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.

Do not use centered or completely justified alignment for multi-line text. There are no exceptions.

Do not stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

Do not use a stroke or outline on typography. Also avoid using a drop shadow on typography at all costs. Do not use typography on any angle other than 0° or 90°. Our typography should always read up if 90°.

### Oh, Goodness, No...

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use unauthorized fonts or typefaces. The only exception is stylized merchandise or illustrations on a case-by-case basis.

### No t good,

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit malo conet. venimaximi. corepel quunt volorpos quam. si quos intiusciate sitas millabo reicita

Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.

### Not For Us

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use centered or completely justified alignment for multi-line text. There are no exceptions.

Help me

Do not stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

### Too Much Stroke

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use a stroke or outline on typography. Also avoid using a drop shadow on typography at all costs.

I' m

Omnimus cuscilit que ea volesto et, sitatur

Do not use typography on any angle other than 0° or 90°. Our typography should always read up if 90°.



# **Photography**

## **Photography**

The overall tone for All Things New brand photography should be dynamic, exciting, colorful, full of life, and down-to-earth.

When capturing people, live events, and scenes at our gatherings, we pursue vibrant, saturated imagery that communicates the feeling of Renewal. We tend to darken the shadows and brighten the highlights to increase contrast.

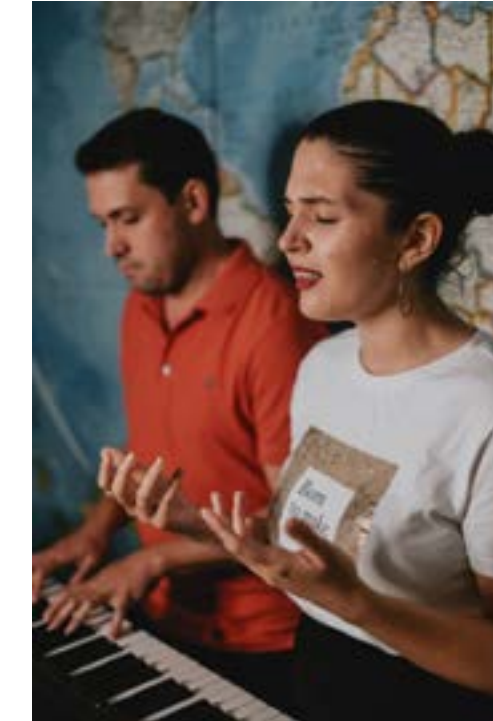
Colors are kept true-to-subject, unless we're reminiscing about times past, in which case a desaturated image with some nice film grain is a nice touch.



### **Visual Attributes**

Here are a few words we use to define ATN's Aesthetic. These should help guide us in image selection.

- Authentic
- Reverant
- Hopeful
- Lively
- Welcoming



# **Social Media**

**Social Media Strategy:**

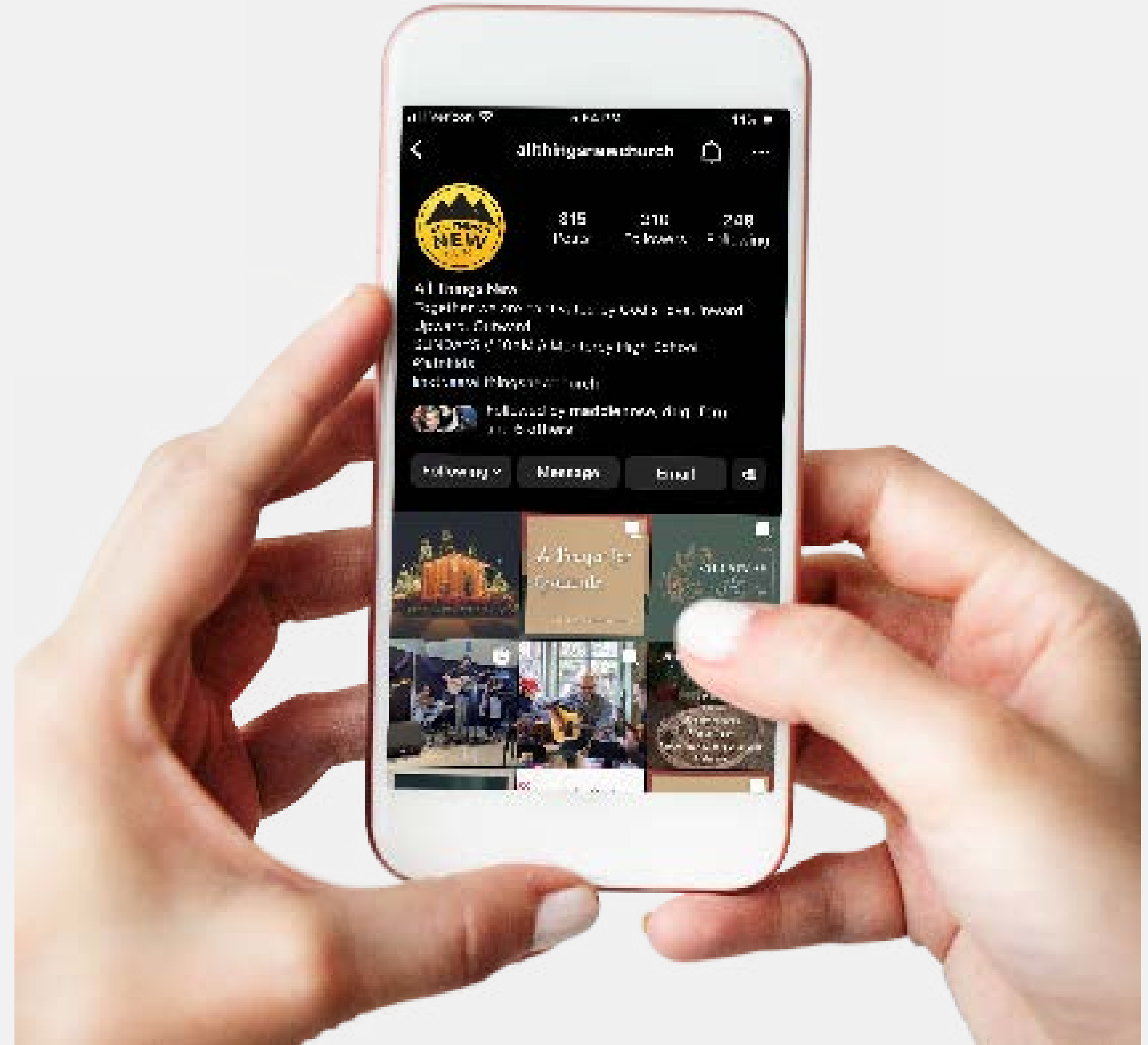
Please Refer to Canva Page: [https://www.canva.com/design/DAFhaxQLGu0/c93CRdc6zi4bIMzjd0iYxQ/edit?utm\\_content=DAFhaxQLGu0&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFhaxQLGu0/c93CRdc6zi4bIMzjd0iYxQ/edit?utm_content=DAFhaxQLGu0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

**Accounts:**

**Facebook:** <https://www.facebook.com/AllThingsNewChurch>

**Instagram:** @Allthingsnewchurch

**Youtube:** @allthingsnewchurch696



**Thank You**