



VISUAL STANDARDS GUIDE

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OVERVIEW

The Case for a New Standard

The Brethren have long been a people focused on “keeping the main thing, the main thing”.

It is in this belief that we have created these standards for communication. When we have consensus in direction, we can go so much further! The reason we communicate – the “why”, if you will – is to glorify our God and share the Gospel of Jesus Christ. We believe that The Brethren approach to scripture, shared life, and the practice of our faith is more relevant and needed than ever.

These guidelines for communication should provide clarity on what, when and how to communicate. These standards are not just arbitrary rules to follow. Quite the opposite, our standards in communication allow our message to be more clear, more unified, and allow the message of the Gospel to be the focus.

Much thought has gone into the choices contained within. Our choices have been made intentionally, in the hopes that our values would be communicated not just in our words or images, but in their very presentation.

VALUES IN DESIGN AND COMMUNICATION

Our Brethren Values Visualized

The following pages contain specific standards and practices for common or recurring forms of communication. They cover things like usage of logos, typography, and more.

Throughout this document though, you'll find overarching themes to how we seek to communicate. We wanted to create a set of standards that would, in their very practice, increase awareness of who we are as a people.

One of the most captivating Brethren values to translate in to our branding was our desire for simplicity. You'll find this value throughout our visual standards. Increased "negative" or "white space", allowing text and images room to breathe and be taken in. A strong resistance to clutter. Simplified lines and more ability for usage in multiple settings.

How we present ourselves to the world should say something about who we are, and that begins with the symbols and marks we choose to represent ourselves.



An all-new logo mark replaces the variety of Brethren Church brand marks that have been in use over the last 70 years.

The new mark features four primary images:

The Cross denotes that the foundation of the Christian faith rests solely upon Christ's saving work for us. It is the focus that draws us together with other Christians across denominational lines. This cross also beckons of a star, shining as a guiding light over all humanity.

The Word. An open bible is represented below the dove, and the dove's wings represent pages of the word coming to life, with the dove's tail representing a bookmark. This reminds us of Jesus Christ, the living Word, who is the center of all we believe and do. It also points to the written Word, our final rule of faith and life, the revelation of that living Word.

The Spirit is represented through the image of dove, rising out of the pages of The Word. Brethren are a word *and* spirit people. We believe the Spirit of God gives understanding to scripture, prompts Christian action, and provides guidance in our daily lives.

The Water. Finally, imagery of moving water can be found at the bottom of the brand mark. Water is a distinct signifier for The Brethren. From our inception, believer's baptism was a central tenant of our faith practice. Brethren always have sought to baptize in moving waters, symbolizing the forward-moving washing away of the old self, and the rising of Christ's new creation in us.

NEW:



The updated logo serves as a brand identifier for Brethren churches and ministries (international, national and regional), as well as Brethren Church approved affiliate ministries (such as seminaries, universities, schools, senior housing centers, camps, etc.)

This means that in no way can the logo of The Brethren Church be used as an identifier for a business, ministry or other entity unless specified above.

To inquire further about usage, and/or adapting for usage in your organization, contact communications@brethrenchurch.org

ORIGINAL:



**PRIMARY EXPRESSION****PRIMARY EXPRESSION**

The logo mark, with The Brethren Church word mark, is the preferred logo for primary use. It is the most complete and unified representation of The Brethren Church.

SEAL

The Brethren Seal is intended for official and formal use. Used for embossing and sealing of official records or documents, or specific instances where a “badge” style logo makes pragmatic sense (e.g., a sticker, or patch).

USAGE WITHOUT TEXT

Using the logo mark without “The Brethren Church” text is strongly discouraged. In the rare instance this usage occurs, it should only be used internally. If the communication could possibly be viewed by a non-brethren, then the full logo, including “The Brethren Church” should be used. This solidifies our brand and ensures recognition.

**SECONDARY EXPRESSION****SEAL EXPRESSION**

Primary Icon Mark

Primary Full Mark



White/Light Background



White/Light Background



Black/Dark Background



Black/Dark Background



SINGLE COLOR USE

There are situations where color usage makes sense aesthetically, or for application needs.

In those situations, preference is given to black, or one of the primary brand colors. It is also acceptable to use the logo in white on a color field, if needed. It is NOT preferable to use a single-color logo, on top of another color. The brandmark itself should always be in either white or charcoal specified in our brand colors.

SIZE AND SPACE

One critical factor in usage of our logos is ample negative space. This is the white field around the mark. This serves multiple purposes: it communicates our value of simplicity by decluttering the design, it focuses on the brand mark, and it places importance on our identity. When space is tight, please keep other visual elements and text from intruding on the mark.



CORRECT

Minimum Size

Follow these guidelines to ensure legibility, when reproducing at minimum size.

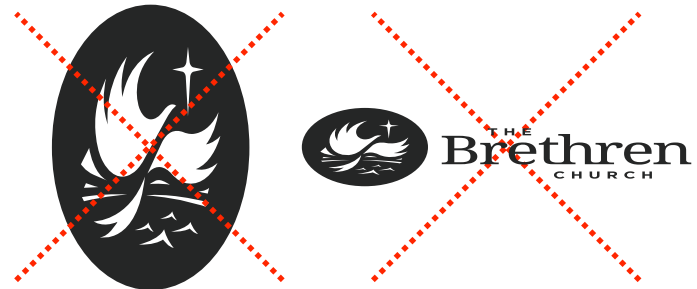


MISUSE The logo should only be used according to the guidelines established in this document. DO NOT:

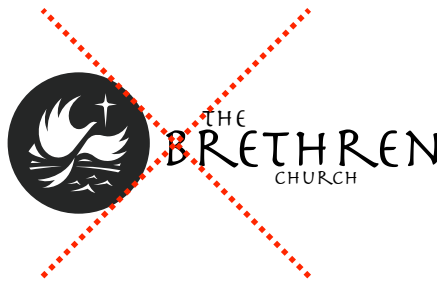
USE UNAPPROVED LAYOUTS



STRETCH OR CONDENSE



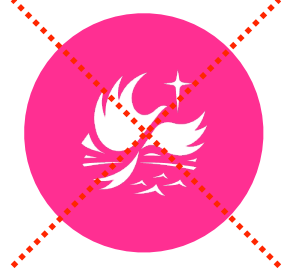
USE UNAPPROVED FONTS



ADD ELEMENTS OR TEXT WITHIN THE CONTROL AREA



USE UNAPPROVED COLORS



ADD, SEPARATE, MODIFY, OR USE AN INCOMPLETE LOGO



Primary	NAME	Charcoal	Gold	Maroon
	CMYK (PRINT)	71 • 65 • 64 • 68	21 • 27 • 84 • 0	46 • 79 • 58 • 46
	RGB (DIGITAL)	40 • 40 • 40	77 • 175 • 77	95 • 49 • 58
	HEX (WEB)	#282828	#cdaf4d	#5f313a
	PMS	426 C	618 C	504 C
Secondary	NAME	Slate	Hunter	Slate Blue
	CMYK (PRINT)	69 • 57 • 46 • 23	71 • 52 • 68 • 45	73 • 66 • 57 • 53
	RGB (DIGITAL)	84 • 91 • 102	58 • 73 • 62	52 • 53 • 59
	HEX (WEB)	#545b66	#3a493e	#667c83
	PMS	7540 C	446 C	8201 C
Tertiary	NAME	Salmon	Sand	Navy
	CMYK (PRINT)	5 • 60 • 58 • 0	8 • 7 • 14 • 0	81 • 58 • 42 • 21
	RGB (DIGITAL)	232 • 130 • 105	234 • 229 • 215	58 • 88 • 107
	HEX (WEB)	#e88269	#eae5d7	#3a586b
	PMS	486 C	Warm Gray 1 C	7546 C

PRIMARY COLOR PALETTE

The primary color palette for the Brethren brand can be used for a wide variety of applications. The colors are drawn from our history, our logo mark, and a focus on natural tones found in creation.

Please limit color usage in communications to the color palettes show here.

Primary palette usage:

- Secondary Headers
- Single-color logos & graphics
- URL links and web buttons
- Avoid usage on body copy

SECONDARY AND TERTIARY COLOR PALETTE

The secondary color palette is intended to support the primary palette, and serve as a visual counterpoint and offset. It is in not to be used in lieu of the primary palette.

Secondary palette usage:

- Headers
- Text and body copy
- Avoid using pure black
- Background color

Headline Font

Crimson Text

Crimson Text Regular

ABC123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Bodycopy Font

Montserrat

Montserrat Regular

ABC123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Montserrat Bold

ABC123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Alternate Web/Mobile

Open Sans



BRAND ASSETS DOWNLOAD

A .zip file containing approved Brethren Church logos in a variety of formats, and brand fonts can be downloaded from:

www.brethrenchurch.org/brand