

BRAND GUIDE



The way we communicate

Communicate with people at every stage of their spiritual journey, keeping those new to church and Christianity in mind.

Warm and welcoming

Help people feel seen, included, and at ease.

Clear

Give the information people need and one clear next step.

Personal

Show real faces, real relationships, and real stories.

Grounded in Scripture

Handle biblical words and references carefully. Keep the message honest.

Fun and real

Let our personality show. Be natural, honest, and joyful.

Invitational

Invite people to participate with a clear, gracious next step. Avoid pressure or guilt.

Conversational

Write as you would speak to a guest. Use everyday words, natural sentences, and an approachable tone.

Brand clarity

One church identity

Crievewood Community Church is our primary identity. Ministries and activities belong to one church family and should reinforce that relationship.

Core church communications

Churchwide announcements, the website, email, and official church materials consistently use the Crievewood logo, palette, and typography.

Ministry communications

Ministries may use modest distinctions to serve their audience while keeping the church identity recognizable. Variations must be developed through or authorized by the Communications Office.

Temporary creative expressions

Sermon series, special events, VBS, and camps may have a distinct visual treatment. These temporary designs still represent Crievewood and require Communications Office approval.

Logo use

Use the supplied artwork from the Crievewood Canva Brand Kit. Keep its proportions, lettering, and relationship between the mark and name intact.

Choose the right version

Use the horizontal or stacked file to fit the space. Use the supplied white version on dark backgrounds and the black version for one-color printing.

Give it room

Leave clear space on every side at least half the height of the arch mark. Keep the church name readable at the final size.

Using the icon

Use the icon alone where the Crievewood name is already clear, such as a church social account.

Acceptable logo versions



Primary Logo



Brand mark alone



CRIEVEWOOD
COMMUNITY CHURCH

Stacked logo



CRIEVEWOOD
COMMUNITY CHURCH

White over a dark color



CRIEVEWOOD
COMMUNITY CHURCH

Black over a light color

Logo size and clear space

Minimum size

For print, the full logo must be at least 1.5 inches wide. For digital use, keep the full logo at least 300 pixels wide and at least 50 pixels tall. Increase the size whenever the church name becomes difficult to read.

Protect the proportions

Scale the entire logo uniformly. Do not change the proportions to meet a minimum measurement.

Clear space

Leave open space on every side at least half the height of the arch mark. Keep text, graphics, and page edges outside this area. The dashed boundary shows the protected area around the complete logo.



1.5 inches minimum print width



Logo restrictions

Do not alter or rearrange

Do not redraw, retype, separate, move, or change the relationship between the mark and lettering. Use the supplied horizontal, stacked, or standalone mark file.

Do not use unapproved colors

Use only the supplied logo color versions. Do not recolor individual parts or add gradients.

Do not stretch

Never stretch, compress, skew, or distort the logo.

Do not add effects

Do not add shadows, outlines, textures, bevels, or other effects.

Do not turn the logo vertically

Keep the logo upright. Use the approved stacked version when a narrower shape is needed.

Do not use busy backgrounds

Do not place the logo over a busy photo or graphic. Choose a clear area or a solid, contrasting background.

Design assets shared beyond a specific small group or class require Communications Office approval.

Incorrect logo usage

Do not stretch, rotate, crowd, retype, or decorate the logo. Use a contrasting background.



Do not stretch or compress.



Keep the logo upright.



Keep its clear space.



Use a contrasting background.

Crievewood

Do not retype the name.



Do not add effects.

Unacceptable former logo

Do not use this former Crievewood Baptist Church logo for current communications or new materials. Use the current Crievewood Community Church logo files from the Brand Kit.

UNACCEPTABLE



Typography

Montserrat is our font family. Create hierarchy with its weights and sizes across print, screens, and social media.

Montserrat ExtraBold

Headlines and short display text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat SemiBold

Subheads and important details

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat Regular

Body copy and longer passages

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Keep headlines short. Avoid decorative fonts, long all-capital passages, tightly packed lines, or artificial stretching. Preserve the supplied logo lettering.

Principles of design

Color pop with grounding neutrals

Let Crievewood blue lead. Use green only in small accent details, never as a standalone color or background. Balance stronger color with charcoal, light gray, white space, and photography.

Keep the message first

Use color to guide attention and clarify the next step. Avoid competing bright colors, clutter, or decoration that distracts from the message.

Intentional design elements

Use intentional, brand-aligned design elements. Avoid clip art, generic decorative graphics, and unrelated icons or illustrations. Every element should support the message and feel consistent with Crievewood's visual identity.

Creative work belongs together

Illustrations, icons, textures, and other artwork should be selected or created as part of a cohesive design and approved through the Communications Office. Use light gray for backgrounds and supporting elements. For print, confirm the colors with a printer proof.

Color palette

Let primary blue lead. Use charcoal for body copy and supporting blue for secondary elements. White and light gray provide space and contrast.



Primary blue

#4072A4 | RGB 64 114 164



Charcoal

#474545 | RGB 71 69 69



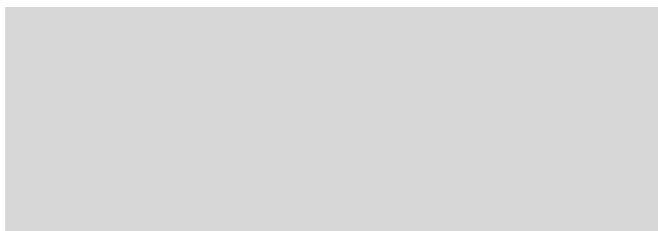
Supporting blue

#638BB3 | RGB 99 139 179



Green accent only

#BCC262 | RGB 188 194 98



Light gray

#D9D9D9 | RGB 217 217 217

Green is for accent details only. Never use it as a standalone color or background.

Color pairings

Use green only for small accents, never as a standalone color or background.



You are welcome here

Correct / White on primary blue



You are welcome here

Correct / Charcoal on white with green accent



You are welcome here

Incorrect / Green as a standalone background



You are welcome here

Incorrect / Supporting blue on white

Photography and video

The speaker hero shot

Capture the speaker in action with a strong, flattering composition. Look for natural gestures, engaged expressions, and a clear view of the face. Include enough of the stage to establish context.

Use

An engaged expression, a purposeful gesture, clean framing, and a recognizable setting.

Avoid

Unflattering mid-speech expressions, awkward crops, distorted wide angles, and objects across the face.

Laughter and relationships

Look for spontaneous joy, shared stories, eye contact, conversation, and serving together across generations.

Worship expressiveness

Capture singing, raised hands, attentive listening, and other sincere responses without staging them.

Spiritually meaningful moments

Look for prayer, baptism, encouragement, and people responding to God. Photograph with care and dignity.

The speaker hero shot

The speaker in action

Use a clear, flattering image of the speaker with a natural gesture and an engaged expression.

Keep the setting

Include enough of the stage to establish context. Frame the speaker prominently and avoid distracting crops. A purposeful gesture, a visible face, and a recognizable setting.



Real relationships

A personal welcome

Look for eye contact, natural expressions, and moments of connection.

Genuine affection

Show the warmth people experience in the life of the church.



Expressive worship

Sincere response

Capture sincere participation without staging the moment.

People and context

Include the worship leader and the people responding together.



Capturing life at Crievewood

People and place

Photograph faces and relationships as well as the wider room. Capture wider images and closer portraits.

Frame with purpose

Shoot horizontal and vertical options. Leave room for text when needed. Keep distracting objects away from faces.

Keep editing natural

Keep skin tones natural, straighten horizons, and use consistent exposure. Avoid heavy filters, staged emotion, excessive sharpening, and text over faces.

Respect the moment

Follow church photo permissions and respect people who decline to be photographed.

Our gathered church

Use wider images to establish the room and show people worshipping together. Pair these with closer images of faces and relationships.



Social media branding

Designed graphics need the mark

If a social post is a designed graphic rather than a standalone photograph, include the Creivewood brand mark. Keep it visible, proportional, and clear of platform controls.

Photographs

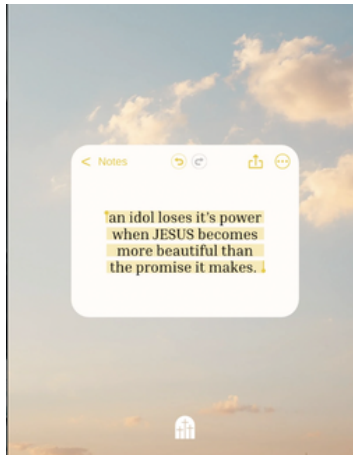
A plain photograph does not need a logo. If you add an announcement, quote, or promotional text to a photograph, treat it as a designed graphic and include the mark.

A standalone photograph

A real moment of connection needs no added brand mark.



Social media examples



Designed quote

A designed post includes the brand mark.



Real relationships

A standalone photo can speak for itself.



Engaged ministry

Show participation and meaningful connection.

Layout and readability

Keep the design easy to read

Use one main headline, a short supporting line, and one next step. Align elements deliberately and leave open space.

Fit the channel

Check every crop at its actual display size. Keep essential text and the mark away from edges and interface overlays.

Make content accessible

Add accurate captions to spoken video and useful alternative text to photos.

Carousels

Put the mark on each card that could be shared on its own.

Review the final version

Check the design on a phone and in the room where it will be shown.

Writing and communication

Make the next step clear

Lead with what matters to the reader. Give the date, time, location, audience, and registration details when relevant. Use one clear action such as Register, Plan your visit, or Learn more.

Welcome newcomers

Explain church terms and ministry names for people who are new. Our tone should be friendly, direct, and hopeful.

Use consistent names

Use Crievewood Community Church on first reference when the audience may not know us, then Crievewood. Avoid CBC in public invitations. Use established ministry names.

Handle details carefully

Keep dates and times consistent, proofread Bible references, and identify the translation when quoting Scripture. Capitalize He, Him, and His when referring to God in original copy; preserve direct quotations.

Communications Office approval

APPROVAL REQUIRED

All design assets and communications intended for an audience beyond a specific small group or class must be approved by the Communications Office before it is distributed, posted, printed, or published.

This includes churchwide emails, social media posts, flyers, posters, event invitations, registration pages, signage, videos, apparel, and ministry promotional materials.

Communications and approval

Within a small group or class

Communication shared only within a specific small group or class—such as group texts, prayer requests, meeting reminders, or meal coordination—is not required to follow Crievewood’s brand guidelines.

Creating outward-facing assets

Individuals, committees, and ministries may submit ideas, content, and requests to the Communications Office. They may not independently create or distribute outward-facing assets on behalf of Crievewood. These materials must be developed through, or expressly authorized by, the Communications Office.

Before you publish

1

The message is accurate and easy for a guest to understand.

2

The logo or mark is the correct file, clear, and undistorted.

3

Colors match the palette and text is easy to read.

4

Montserrat weights and sizes create a clear reading order.

5

Photos are authentic, flattering, and appropriate to share.

6

Designed social graphics include the brand mark.

7

Dates, times, links, spelling, and the next step are checked.

8

Someone else has reviewed the finished piece.