

VERSION 1

Foothills Branding Guidelines

CREATED BY

Emma Lyn Design

Complete branding guidelines for Foothills
Community Church.

FOR

Foothills Community Church

The Overview

Foothills Community Church has accomplished and grown much in the almost 20 years since it's inception. Foothills is now growing again with the introduction of an online broadcast, which will lead to many new members visiting the church.

In order to facilitate this growth, it is important that the church have a clear, consise, consistent, and strong brand that can be easily recognized. This book is your compass and guide toward that goal.

01.

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02.

Church logo



**Foothills
Community
Church**

Primary Logo

The logo is comprised of two main elements: a logomark and type. The logomark is two mountain peaks which form an 'F' reaching out from within a circle. The logotype is the church's name left aligned. This logo takes inspiration from the church's past, but also looks toward the future of the church. It uses simple and timeless design in order to be recognizable and appealing long into the future.

This logomark may appear on it's own, but the logotype must always be accompanied by the logomark.



On Black

When used on dark backgrounds, the logo should appear in white to ensure visibility.



The Logomark

Every aspect of this logomark is designed to represent a key part of the church. The 'F' is oriented so that it appears as two mountain peaks which represents the name of the church. There is a curving shape between the two which is adapted from the path on the original logo design signifying the tagline of the church. The circle represents the tight knit family and community that the church seeks to create and prides itself in, and the 'F' stretching beyond that circle represents the church's history of outreach and serving others.

The logo mark should only be used where the full logo is unnecessary or where there are space constraints.



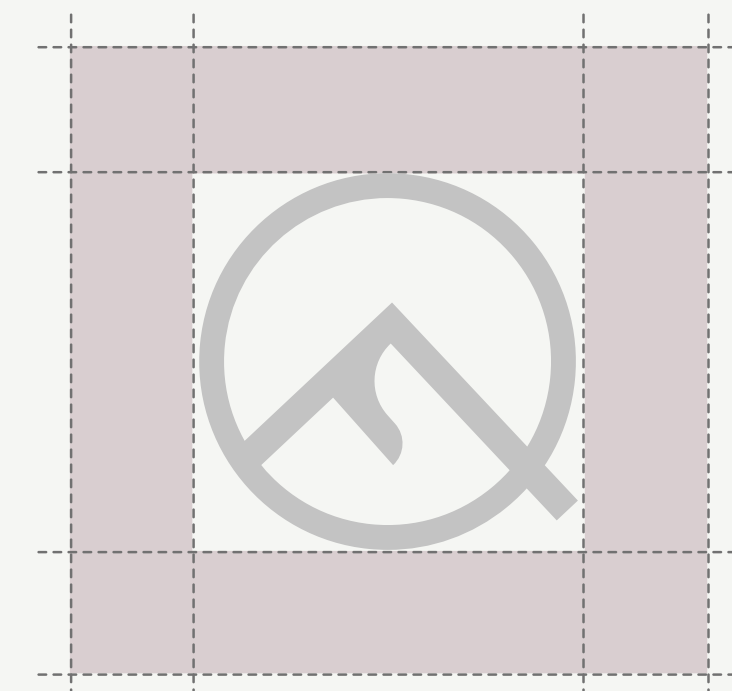
Safe Zone

All uses of the full logo or mark must comply with proper spacing according to this guide. The logo needs breathing room when close to any other graphical elements in order to stand out and ensure recognizability. The full logo's height must be larger than 0.5 inches for print purposes, and 70px for digital media.



FULL LOGO

Provide adequate spacing of 0.25 inches for print media and 20px for digital media on all sides of the logo.



LOGOMARK

Provide adequate spacing of 0.25 inches for print media and 20px for digital media on all sides of the logomark.

03.

Typography

Typography

Primary Sans Serif Typeface

The primary typeface is Proxima Nova, a bold sans serif. It is to be used for all official digital and print communication or advertising. When used, it must never be used in a weight greater than Bold.

Bold

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Typography

Secondary Sans Serif Typeface

The secondary typeface is Termina Demi, a strong, modern sans serif. It is the logo typeface for the church, and puts forth a forward thinking, fun yet serious tone. This font is only be used in special cases, such as in the design of digital media or title pages.

Demi

Termina

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Typography

Primary Serif Typeface

The primary serif typeface is Adobe Caslon Pro in the weight regular. A clean and classic serif typeface, Adobe Caslon Pro is to be used in all official print communication (e.g. order of service printouts) . This typeface is not to be used for any graphics or for any advertising purposes.

Regular

Adobe Caslon Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

04.

Misuse

Misuse

In order to ensure a strong and consistent brand, the Foothills Community Church logo must never be misused. All of the examples displayed here are not allowed.

The following are acceptable logo combinations:

- Full logo in black on a light background
- Full logo in white on a dark background
- Logomark in black on a light background
- Logomark in white on a dark background

All other combinations are misuse.



do not -
Apply outlines



do not -
Apply dropshadows



do not -
Apply gradients



do not -
Skew, stretch



do not -
Change Orientation



do not -
Adapt the logo



do not -
Mix colors



do not -
Fill with patterns



do not -
Contain in a shape

05.

Social Media

Social Icons

The logomark is to be used for all social media profile images in the displayed color combinations for each.

The following are the dimensions for each:

Facebook - 360x360 pixels

YouTube - 400 x 400 pixels

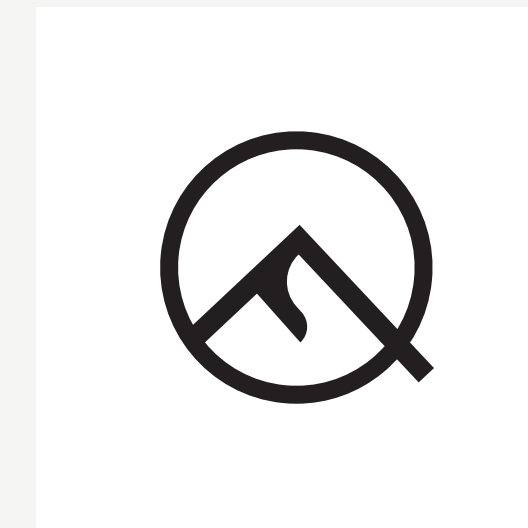
Instagram - 180 x 180 pixels

Twitter - 360 x 360 pixels

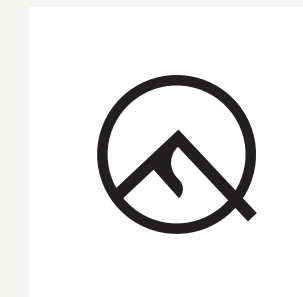
Favicon - 32 x 32 pixels



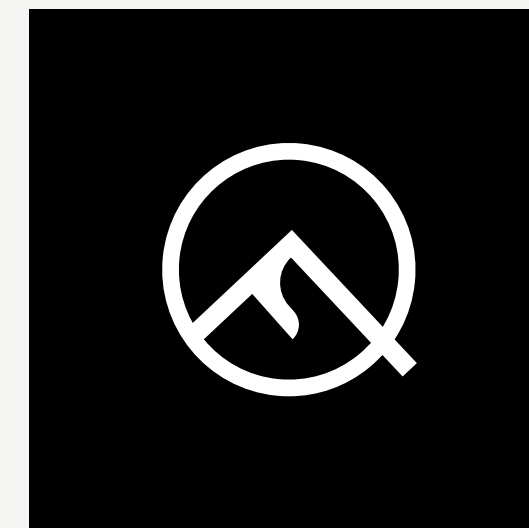
Instagram
180 x 180



YouTube
400 x 400



Favicon
32 x 32



Facebook
360 x 360



Twitter
400 x 400

06.

Color Guide

Colors

Foothills Community Church has used several distinct colors throughout its history. The most consistent are maroon and gold, which play a large role in establishing the tone of Foothills as respectful of the past but looking towards the future of eternity with Christ.

All logos must only appear in black or white.

Maroon must only be used for non-logo purposes.

Gold must only be used for non-type and non-logo purposes.

The color palette is presented in a grid format. The top row consists of a solid black background with the word 'Primary' in white. Below this, the 'Black' color is defined with its RGB, HEX, CMYK, and Pantone values. The bottom section is divided into four vertical color swatches: Maroon, Gold, Mid Grey, and White. Each swatch is labeled with its name and corresponding color codes.

Color Name	RGB	HEX	CMYK	Pantone
Primary	-	-	-	-
Black	R0 G0 B0	HEX #000000	C0 M0 Y0 K100	PANTONE Process Black C
Secondary	-	-	-	-
Maroon	R103 G46 B69	HEX #672E45	C29 M89 Y26 K52	PANTONE 7643 C
Gold	R246 G190 B0	HEX #F6BE00	C0 M20 Y98 K0	PANTONE 7408 C
Mid Grey	R255 G111 B97	HEX #B7B9BC	-	-
White	R255 G255 B255	HEX #FFFFFF	-	-

08.

Digital

Website

The Foothills Community Church website is the first digital face any prospective visitors will likely see. All imagery and information must be able to be understood by anyone, even if it is their first time learning about the church. All images must be an accurate depiction of what someone can expect when they visit.



09.

Photography

Photography

The most important thing to keep in mind is this:
Capture The Emotion.

When people see official photography and videography from Foothills, they need to see the feeling they will experience when they visit. Capturing motion and emotions brings them into the moment the photo or video was captured.



VERSION 1

Designed By
Emma Lyn Maguire
emmalyndesign.com