# Branding Guidelines

# The **Chets Creek Church** Brand

The Chets Creek Church brand exhibits a modern, attractive, and design savvy style that showcases the fresh and clarified vision of a church that people can trust. It utilizes bold iconography, clean lines, strong ethos statements, and bold visuals that demonstrate steadfast movement and momentum. It will build bridges to brand-savvy audiences by leveraging simple and focused type treatments with color cohesion.

The Chets Creek Church color palette includes a tasteful use of mid century blue, balanced by the use of intellectual white space, a modern use of grays and charcoals, and pops of red and yellow. With the use of this design color palette, vibrant and intentional use of photography and video that will showcase young families in bright, airy, spaces with an emphasis on engaging relationships that are authentic over performance and production.

## TENETS OF THE BRAND

- Modern, Fresh, & Design-Savvy
  *An ethos of cohesive design that is bold, attractive, and consistent without necessary distraction.*

- Simple & Clarified Experience
  *Simple design in processes, environments, and assimilation that is easy to understand and follow.*

- Relational/Community-Focused With a Heart for Families
  *A multi-generational, yet with the center-of-the-net target of 35-year-old family in frame and in mind.*

- Vivid, Professional, & Intentional Photography & Video
  *Tastefully Executed photography and video that is strategically placed and showcases young families in bright, airy, and engaging environments.*

- Focused, Bold Callouts
  *Bold visuals that leverage simple and focused type treatments with floods of color and intellectual space.*

ICON
WORD MARK

ChetsCreek
CHURCH

HORIZONTAL LOGO

ICON

WORD
MARK

STACKED
LOGO

ChetsCreek
CHURCH

MUSEO SANS 500

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

MUSEO SANS 700

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

# THE LOGO

Our logo is the touchstone of our brand. With clean lines and a modern vibe, it is the primary visual representation of Chets Creek Church.

## ELEMENTS
The logo consists of two components: the icon and the word mark. By default, you should use the complete logo as a whole, but the icon may also be used as a separate design element.

## LOGO TYPOGRAPHY
Museo Sans 500 is the font used for "Chets" and "Church," while Museo Sans 700 is the font used for "Creek."

.25 INCHES

STACKED

.5 INCHES

HORIZONTAL
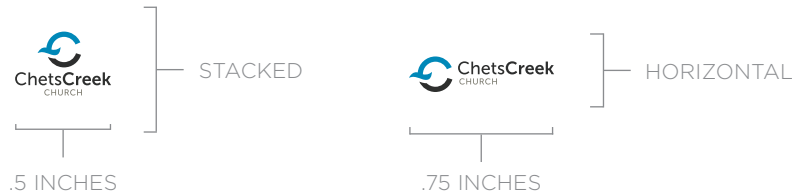
.75 INCHES

# LOGO USAGE

Consistent and proper logo usage is important to maintain the integrity of the brand.

## SPATIAL GUIDELINES
Maintain at least .25 inches of clear space around logo.

## SIZE
To ensure legibility, the entire logo should not be used smaller than .75 inches wide for the horizontal version and .5 inches for the stacked Chets Creek version. Always use the logo at proper specifications. The standard is 300 dpi for print materials, and 72 dpi for screen. Use the vector .eps or .ai versions as a first choice as it will prevent blurring or pixelation when scaling.

## ONE COLOR LOGOS
The one color logo may be used when high contrast from the background is needed or if printing on a one color printer. Use the white logo on a dark background, or black on a light background. The one color version is also good to use if the logo needs to be placed on a background that will not allow for enough contrast in the colors for them to be seen clearly.
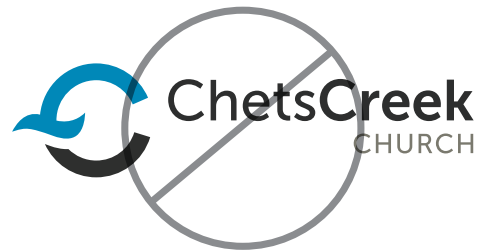
# INCORRECT LOGO USAGE

**1.** **DO NOT DISTORT**
The logo and any iconography should never be skewed, squished, stretched, or scaled disproportionately.

**2.** **DO NOT MODIFY THE COLORS**
To keep the integrity of the design consistent, do not switch or modify the colors in the logo or icon.

**3.** **DO NOT REARRANGE THE ELEMENTS**
Refrain from modifying the alignment, spacing, or placement of any of the elements of the logo.

**4.** **DO NOT ATTEMPT TO RECREATE THE LOGO**
Always use the provided vector and bitmap files.

**5.** **DO NOT SACRIFICE LEGIBILITY**
Make sure that when the logo or icon are placed on a background or image, they are clearly contrasted and legible. Use the appropriate one-color versions if needed for optimal contrast.

**6.** **DO NOT PIXELATE**
Ensure you are using the proper sized logo or icon for your print settings. The vector versions (.ai, .eps & .pdf) are optimal for use to ensure they will not be pixelated. Do not scale up any bitmap version (.jpg, .png or .tif) of the logo or icon—you may only scale down.

MUSEO SANS 300

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

MUSEO SANS 500

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

MUSEO SANS 700

**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**

STANDARD BODY TEXT
This is Museo Sans 300 at 9pt font size with 15pt leading size and should
be used for most body paragraph text.

# TYPOGRAPHY: PRINT & WEB

Museo Sans has been selected as the brand font. It is a modern, versatile typeface that is well-suited for both print and digital usage.

## HEADLINES
Headlines draw people into your copy and create a hierarchy, allowing you to communicate messages quickly. Legibility is key; titles and subtitles should have no more than a few words.

Museo Sans 500 or **Museo Sans 700** are both used for main titles. When displaying headlines, typically use all caps to maintain consistency across the brand. To add variety the font tracking (letter spacing) can be extended and a mixed font weight of 700 can be applied to words for emphasis.

## BODY TEXT
Museo Sans 300 is used in all body text (main blocks of content) on all materials. It is clear and legible to make reading and understanding content easy. This is especially important for use in documents of all types that fall under the same brand. Standard body text is Museo Sans 300 set between 8-10pt. For minimum point size, do not go below 6pt.

Leading, or line height, is the space between the lines of text. Optimum leading is usually about about 4-6pt larger than the type (point) size.

1   Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipi

2   Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt laoreet dolore magna aliquam erat volutpat.

3   # LOREM IPSUM
DOLOR SIT AMET
Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.
DOLORE MAGNA
aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud.

4   **TOO FEMININE/HARD TO READ:**
*Zapfino*

**TOO BASIC/STODGY:**
Times / Courier

**TOO FUTURISTIC:**
EUROSTILE

**TOO WHIMSICAL:**
COMIC SANS

**TOO DECORATIVE/CHILDISH:**
CURLZ

**TOO TEXTURED:**
PAPYRUS

1. **DO NOT CREATE AWKWARD LETTER-SPACING**
   Make sure the spacing between letters, words, and lines of text does not create awkward-looking gaps and feels natural to the eye.

2. **DO NOT CENTER JUSTIFY**
   Center justification should be used sparingly and only for short lines of text, never for paragraph body text. Because there is not a consistent visual start point to each line, it is more difficult to read and creates unattractive gaps at the beginning and end of each line.

3. **DO NOT USE MORE THAN 3 FONT SIZES**
   For visual consistency and optimal readability, avoid using more than three font sizes when laying out text on a page. This will typically account for a headline, sub headline, and body font size. A mixture of too many font sizes will create a visually cluttered layout.

4. **DO NOT USE OVERLY STYLIZED FONTS**
   The overall Chets Creek Church brand is not limited to the recommended fonts for body and headlines. However, certain fonts can be overly stylized, sacrifice legibility, or convey a style that is not fitting for the established brand. Listed are examples of commonly used font styles that should be avoided.

# PHOTOGRAPHY

Photography used throughout the brand should should give visitors an accurate vision for what Chets Creek Church is all about.

Fresh photography and cultivated video will showcase young families in bright, airy, spaces where there will be an emphasis on engaging relationships that are authentic over performance and production. With a distinct emphasis to show/display authenticity, photos must showcase themselves beautifully in minimal, modern environments and be inviting, consistent, and cohesive in intent.

# PHOTOGRAPHY: RESTRICTIONS

### 1. DO NOT USE OUTDATED PHOTOS

Do not use photos that look dated or are shot in a non-modern setting. Photos should look representative of current styles and techniques.

### 2. DO NOT USE POSED PHOTOS

To represent an authentic window into the brand, avoid any photos that are shot in a non-candid manner. Posed photos can look cheesy and are not intriguing or interesting as candid photography.

### 3. DO NOT DISTORT PHOTOS

Photos should never be squished or stretched as it conveys an unprofessional look and modifies the image composition. Hold the shift key when resizing images to ensure they are not being distorted.

### 4. DO NOT PIXELATE PHOTOS

Images should only be scaled down and should never exceed 100% of the original dimensions or go below standard DPI (300 for print, 150 for signage, and 72 for web/digital). Otherwise pixelation will occur.

## DESIGN COLOR PALETTE

C: 100
M: 4
Y: 4
K: 24

R: 0
G: 116
B: 162

Hex:
#0074A2

PMS:
307u

C: 2
M: 29
Y: 98
K: 0

R: 247
G: 185
B: 29

Hex:
#f7b91d

PMS:
7409c

C: 31
M: 94
Y: 97
K: 41

R: 119
G: 32
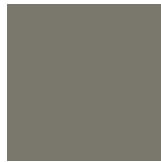B: 23

Hex:
#772017

PMS:
483c

C: 69
M: 63
Y: 63
K: 62

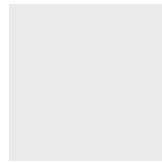R: 48
G: 47
B: 46

Hex:
#302f2e

PMS:
Black 7c

C: 52
M: 44
Y: 53
K: 13

R: 122
G: 121
B: 111

Hex:
#7a796f

PMS:
417c

C: 7
M: 6
Y: 6
K: 0

R: 233
G: 232
B: 231

Hex:
#e9e8e7

PMS:
Cool Grey 1c

# COLOR PALETTE

The new Chets Creek Church color palette includes a tasteful use of mid century blue, balanced by the use of intellectual white space, a modern use of grays and charcoals, and pops of red and yellow.

## PMS COLORS NOTE:
Please note that the chosen PMS colors are spot colors using the Pantone Matching System, and by design, cannot be achieved when printing in CMYK. So for your other materials that are not printed with Pantone ink, the colors will differ (in some cases, significantly).

# DESIGN MOTIFS

### 1. PHOTOGRAPHY

Vivid and tastefully executed photography should portray a sense of movement and momentum through relational and community-focused images with a heart for families. These strategically focused young families should be showcased in bright, airy, and engaging environments.

### 2. LOGO OVERLAY

The Chets Creek logo overlaid over photography and color blocks creates a sense of movement that visually balances the curves of the letter 'c' with the straight lines of other clean elements like the color bars.

### 3. FOCUSED, BOLD CALLOUTS

Certain headlines or callouts can capture a contemporary style that draw the eye to major blocks of text or set the tone for a document. This should be used on stand-alone or shorter words and sentences and never mixed within longer paragraphs, unless separation is provided as a block quote. Callouts can be all capitals or mixed case, but also mixed weight to bold emphasized words.

### 4. COLOR BARS

The use of thick color bars embodies the modern, clean and simple brand. They may be used for highlighting headlines, text callouts, or next steps. This provides simple structure and balance to the rounded logo that reflects movement and momentum.

### 5. DESATURATED/GRAYSCALE PHOTOGRAPHY

The use of photos ranging from slightly undersaturated to completely black and white with lightened overlays creates a bright, airy feeling with softness and intrigue.