BRAND IDENTITY STANDARDS

NEWSPRING

WHY BRANDS MATTER

A brand is a person's gut feeling about a product, service, or organization. Brands are defined by the people experiencing them, not the people "managing" them. The perception of a brand varies from person to person. We can't control it. But we can influence that gut feeling through excellence and consistency.

That means one simple thing: We're in the people business, not the branding business.

WHY OURS MAKES A DIFFERENCE

"Don't be alarmed. You are looking for Jesus, who was crucified. He has risen! He is not here." —Mark 16:6

Everything we do at NewSpring begins with one thing: 2,000 years ago when one man lived a perfect life and died for our sins. Then He walked out of His tomb and changed everything.

That's worth celebrating. And the reason we celebrate is right at the center of our logo. When you see NewSpring, you see the empty tomb of Jesus.

After He rose from the dead, Jesus said His followers would do "even greater things." That's why we're here—to reach people far from God and teach them how to follow Jesus step by step. 100,000 is just around the corner. The best is yet to come!

LOGOMARK COLOR OPTIONS

There are three potential color options for our logo lockup, each useful for different contexts and with different content.

NEWSPRING CHURCH

Green/Gray on white

NEWSPRING CHURCH

Gray on white

NEWSPRING CHURCH

White on color/texture

MODULAR BRAND IDENTITY

Before smartphones and social media, the number of places a brand identity needed to show up was limited—in print, in environments, on products, etc. But now we live in a rapidly changing, screen-based culture. Brand identities need to evolve and adapt for different contexts. They must be dynamic and flexible, without losing their unique identity.

Our brand identity is not solely recognizable by a logo or symbol. Our brand identity is known and experienced as an overall graphic style made from a variety of visual components—the symbol, the wordmark, colors, pattern, texture—that can all be arranged modularly to fit the context.

You can see our modular brand identity at work on physical campuses. The NewSpring Church wordmark and the empty tomb symbol are adjacent to each other, but not locked up like our full logomark.

THE BEST IS YET TO COME
WWW.NEWSPRING.CC

In various print collateral or onscreen applications, the interplay of the wordmark (both "NewSpring" and "NewSpring Church"), the symbol, the leaves, and our color palette flexes and changes based on purpose, content, and constraints of each project.
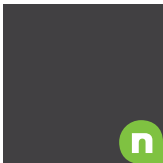
When designing new applications of the brand identity, reference previous projects to understand the overall graphic style before you get started. Every project we produce using the NewSpring brand identity should be able to sit beside another and feel like a part of the same family with the same visual values.
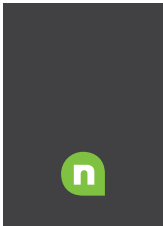
The modularity of the brand gives us almost infinite opportunities to try new and interesting things, all under the umbrella of a consistent visual identity that feels like NewSpring Church.
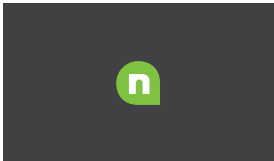
NEWSPRING EMPTY TOMB SYMBOL

The empty tomb symbol can be used in a variety of ways.

If the corner is available, the symbol attaches to the bottom right corner of the containing shape, screen, or page. If the use case is in print, be sure to add the appropriate bleed so the symbol sits in the finished corner.

When the corner isn't available, the symbol can be centered in the containing shape, screen, or page. Maintain a generous negative space around the symbol to let it breathe and either clearly stand on its own or complement accompanying text.

For onscreen video applications that will show in service or on the web, the symbol attaches to the bottom right corner. For other video applications like TVs in campus environments, it's unlikely we can maintain a consistent presentation due to the variety of screen widths, aspect ratios, and sizes, so center the logo in the screen.

www.newspring.cc/brand

TYPOGRAPHY

We chose two well-crafted typefaces for our brand identity. Colfax is a modern oval sans-serif built for utility. It's our workhorse, but retains some quirk, personality, and friendliness. MetaSerif is an elegant serif we primarily use for longform content. When in doubt, use Colfax for headlines and subheads and Meta Serif for body copy.

Colfax Black. Headline font, typically set in all caps, sometimes tracked at +50.

Aa

Colfax Bold. Headline font, typically set in mixed caps, tracked at 0.

Aa

Colfax Regular. Subhead and short form copy font, set in mixed caps.

Aa

MetaSerif OT Book. Body copy font, reference existing books and online articles for leading and proportions.

Aa

MetaSerif OT Book Italic. Body copy font for emphasis, etc.

Aa

MetaSerif OT Bold. Body copy font for emphasis, etc. Also occasionally paired with Colfax for one or two word type pairings.

Aa

BRAND ARCHITECTURE

We are a "branded house," not a "house of brands." That means the individual ministries of NewSpring Church don't exist apart from NewSpring. We structure every sub-brand to follow the same pattern as the primary NewSpring Church logomark (KidSpring and Fuse are the only exceptions to this guideline).

NEWSPRING WORSHIP

NEWSPRING MISSIONS

NEWSPRING COLLEGE

TEXTURES

To expand our modular identity, we have multiple textures that add much-needed warmth to our identity. We have different textures reserved for different contexts:
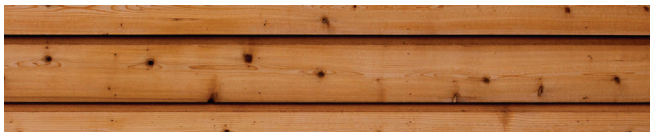
Kraft Paper for Print

Photos or Illustrations for Screen

Cedar Wood for Environmental

*Don't mix patterns, i.e. using kraft paper on screen, or cedar on a print piece. Keep each reserved for its intended context.

LEAF PATTERN

To expand our modular identity, we also have a repeating leaf pattern that adds depth and energy to brand applications. The leaves represent growth and diversity, mirroring the way NewSpring grows toward our mission to reach 100,000.

Leaf Rotation. A leaf can rotate 45° in any direction for a total of eight possible orientations. Don't rotate leaves at arbitrary angles.

Leaf Types. A leaf can be solid or slotted. Be aware of crossing slotted leaves, as it creates busy patterns we want to avoid.

LEAF COMBINATIONS

The leaves of varying brand colors and sizes can be combined into patterns for use in print and on screen.

Guide the Viewer. The leaves are a device to direct a viewer to the most important thing—content. We use this device in print, environments, and on screen. The leaves are always secondary to the content.

Create Depth. The leaves can be used as a pattern with cutouts of the kraft paper texture to create the illusion of depth in otherwise flat applications.

Support the Symbol. The leaves can be used to make leaf clusters in the center of applications. These are good pacing moments for areas of visual rest around the symbol.

INCORRECT LEAF USAGE

The leaves are modular and flexible, but there are a few guiding principles to keep in mind as you work.

Avoid Symmetry. Since the leaves represent growth and diversity, any symmetrical applications fall flat—they're too perfect and not organic.

Avoid White Leaves. Since the leaves point the viewer toward content, white leaves typically do the opposite—they draw the viewer away from content.

Avoid Tiny Leaves. Our brand identity should feel open and welcoming. When there are too many small leaves, applications are dense and claustrophobic.

BRAND COLORS

Our primary color palette represents growth and life, with the grayscale colors playing a supporting role.

	Pantone® Uncoated	**Pantone® Coated**
●	376U	369C
●	356U	356C
●	7734U	7734C
●	419U	447C
●	7539U	423C
●	427U	427C

CMYK Uncoated	CMYK Coated	HEX
55/0/100/0	60/0/100/0	#6BAC43
95/25/100/0	95/25/100/5	#1C683E
90/30/90/20	90/30/90/20	#2A4930
0/0/0/90	0/0/0/90	#303030
0/0/0/50	0/0/0/50	#858585
0/0/0/15	0/0/0/15	#DDDDDD