



# RESONATE

## *brand guide*

### COLOR PALETTE

Blue

#41748d  
R65 G116 B141  
C78 M46 Y32 K6  
Pantone 7698 C

Green

#50a684  
R80 G166 B132  
C70 M14 Y60 K1  
Pantone 7723 C

Dark Gray

#373a36  
R55 G58 B54  
C69 M60 Y64 K54  
Pantone 447 C

Light Gray

#545454  
R84 G84 B84  
C64 M56 Y56 K32  
Pantone 6216 C

Use HEX and RGB codes for digital collateral. Use CMYK colors for print collateral.

### LOGO VARIATIONS



Color Stacked



Color Horizontal



White Stacked



White Horizontal



Color Stacked

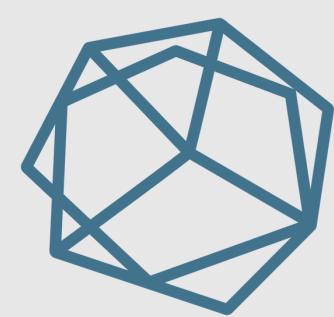


Color 2 Horizontal

### ICONS & BACKGROUNDS



White



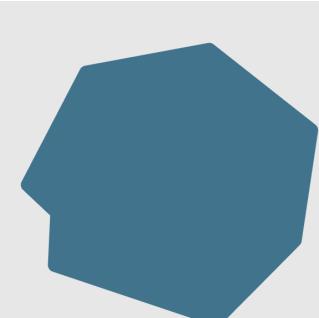
Blue



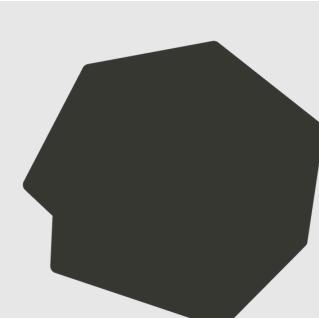
Green



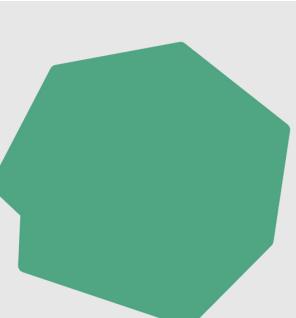
White



Blue



Dark Gray



Green

Our logo is the outline of a diamond. Diamonds are multi-faceted and refract and reflect the light that is poured into them. The diamond on our logo is a picture of how we see the gospel: multi-faceted, refracting and reflecting the beauty of the one true light, Jesus. As we discover this one true light, we want to refract and reflect it in worship to God as we share it with all around us.

The word 'Resonate' is a verb...it implies action. Resonate reflects that we are on mission, wanting to "resonate," and repeat what we have seen and heard, to the world around us. If you notice the font of the Resonate wording is slightly leaned forward. This leaning represents movement...inertia. Together we are purposefully "Resonating" God's love to everyone around us.

### TYPOGRAPHY

Aa

Acumin Pro ExtraCondensed Bold Italic

Aa

Acumin Pro SemiCondensed Bold

Aa

Acumin Pro SemiCondensed

# Heading

Your subheading here

Your content here



# RESONATE

## *communication guide*

VISION	VALUES
<p>Resonate aims to be a missional movement to bring the beauty of the gospel to our cities through the transformative love of Jesus, empowering disciples to live sent and plant new churches that will impact the Bay Area, and the next generation.</p>	<p><b>ENJOY GRACE</b></p> <p>The gospel invites us to delight in Jesus and experience life-changing transformation through his love. As we come to understand how fully and freely he loves us, every part of our lives is renewed. No longer burdened by the pressure to earn his love, we are set free to live in ever-increasing joy.</p>
<p><b>MISSION</b></p> <p>We exist to make disciples who make disciples who make much of Jesus for the glory of God.</p>	<p><b>EMBODY LOVE</b></p> <p>As God reveals the transforming power of the gospel, he shapes us into a living expression of his love. His love changes us, and in turn, we become vessels of that love to others. Through grace-filled relationships, we grow and become more like Jesus, knowing and being known in deeper ways. As we pour out his love onto others, we discover our true identity and the gifts he has given us to bless the world.</p>
<p><b>ASPIRATION</b></p> <p>Resonate Church is committed to reaching an additional 1% or 72,000 people in the Bay Area by 2035, leading them to surrender their lives to Christ.</p>	<p><b>ENGAGE CULTURE</b></p> <p>The power of the gospel not only transforms our hearts but also compels us to love the world as God does. We humbly engage culture through observation, prayer, friendship, hospitality, service, and sharing the good news of Jesus. As we grow to love others the way God has loved us, we experience deeper joy, and the world is transformed for the glory of God.</p>
<p><b>BRAND VOICE</b></p> <p>Our brand voice is gospel-centered and mission-driven. We speak with warmth, depth and theological clarity, inspiring people to seek Jesus and make disciples. Every message we share is bold, encouraging, and rooted in our calling to build up others for God's glory.</p>	<p><b>LIVE SENT</b></p> <p>This is the wording we use to end our corporate gatherings. After being filled with God's love and truth, we now go out into the Bay Area, into our respective communities, with an overflow into others of what has been given to us. 'Live Sent' are words of action and anticipation for the mission.</p>
<p><b>CONTACT INFORMATION</b></p> <p><b>CONTACT</b></p> <p>resonatemovement.org info@resonatemovement.org (510) 226-2800 40650 Encyclopedia Cir., Fremont, CA 94538</p> <p><b>SOCIAL MEDIA</b></p> <p>instagram.com/resonatemovement/ facebook.com/resonatemovement/ youtube.com/resonatemovement #ResonateChurch</p>	