

# THE TABLE CHURCH BRAND STYLE GUIDE

## Brand Identity

### Mission & Values

**Vision:** To embody a more beautiful gospel that announces collective liberation and the renewal of all things

**Mission:** Cultivating communities of authentic belonging following in the prophetic, thoughtful, and radical way of Jesus

### Values:

- Radical Friendship
- Revolutionary Justice
- Relentless Curiosity
- Restorative Play
- Rooted Improvisation

### Brand Personality

- **Modern & Approachable** - Friendly and accessible to young adults
- **Authentic & Thoughtful** - Genuine community connection
- **Progressive & Inclusive** - Welcoming to all identities
- **Justice-Oriented** - Committed to social change

## Logo & Visual Identity

### Primary Logo

The table icon with "THE TABLE CHURCH" represents community, gathering, and shared meals central to Christian tradition.

### Usage Guidelines:

- Always maintain clear space equal to the height of the table icon around the logo
- Minimum size: 120px wide for digital, 1 inch wide for print
- Use on light backgrounds primarily
- For dark backgrounds, use white version

## Logo Variations

- **Primary:** Full logo with icon and text
- **Icon Only:** Table symbol (for social media profile pics, favicons)
- **Text Only:** "THE TABLE CHURCH" (when icon isn't suitable)

## Color Palette

### Primary Colors

- **Pure White:** #FFFFFF - Clean, pure, foundational
- **Soft Gray:** #D1D5DB - Gentle, supportive, accessible
- **Fresh Green:** #86EFAC - Growth, renewal, hope
- **Deep Purple:** #5B21B6 - Wisdom, spirituality, depth
- **Charcoal:** #374151 - Grounding, strength, sophistication

### Color Usage

- **White:** Primary backgrounds, clean spaces
- **Soft Gray:** Secondary backgrounds, subtle elements
- **Fresh Green:** Accent color, call-to-action buttons, highlights
- **Deep Purple:** Headlines, important text, spiritual content
- **Charcoal:** Body text, secondary headlines

### Accessibility

- Ensure minimum 4.5:1 contrast ratio for body text
- Use 3:1 contrast ratio minimum for large text
- Test all color combinations for accessibility

## Typography

### Streamlined Font System

#### Headlines & Display

- **Primary:** Rubik Mono One (modern, distinctive, tech-forward)

## Body & Interface

- **Primary:** Raleway (clean, friendly, versatile sans-serif)
- **Alternative:** Avenir (when Raleway isn't available)

## Accent & Special Use

- **Barlow:** For both headlines and body when you need consistency across a design

## Serif Consideration

For your young adult demographic and modern, progressive brand, **sans-serif fonts work best**. They feel more approachable and contemporary. However, consider adding **Crimson Text** or **Source Serif Pro** if you need a serif for:

- Long-form reading (blog posts, devotionals)
- Traditional/formal documents (certificates, formal letters)
- Creating contrast in mixed typography layouts

*Recommendation: Skip serif fonts initially. Add later only if specific content requires enhanced readability for long-form text.*

## Typography Hierarchy

### Web/Digital

- **H1:** Rubik Mono One, 48px, Deep Purple
- **H2:** Rubik Mono One, 36px, Deep Purple
- **H3:** Raleway Bold, 24px, Charcoal
- **H4:** Raleway Bold, 20px, Charcoal
- **Body:** Raleway Regular, 16px, Charcoal
- **Small Text:** Raleway Regular, 14px, Charcoal

### Print

- **Headlines:** Rubik Mono One, 36-72pt
- **Subheads:** Raleway Bold, 18-24pt
- **Body:** Raleway Regular, 11-12pt
- **Captions:** Raleway Regular, 9-10pt

# Web Design Guidelines

## Layout Principles

- **Clean & Spacious:** Generous white space for readability
- **Mobile-First:** Responsive design prioritizing mobile experience
- **Accessible:** WCAG 2.1 AA compliance minimum
- **Fast Loading:** Optimized images and minimal load times

## Web-Specific Elements

- **Buttons:** Fresh Green background, white text, rounded corners (8px)
- **Links:** Deep Purple, underlined on hover
- **Cards:** White background, subtle gray border, slight shadow
- **Navigation:** Charcoal text, Fresh Green accent for active state

## Image Treatment

- **Photography:** Warm, authentic, diverse representation
- **Overlays:** Semi-transparent Deep Purple or Charcoal for text readability
- **Illustrations:** Simple, modern, aligned with color palette

# Social Media Guidelines

## Platform Specifications

### Instagram

- **Profile Photo:** Table icon, white background
- **Posts:** 1080x1080px square format
- **Stories:** 1080x1920px vertical format
- **Highlights:** Consistent icon style with Fresh Green accent

### Facebook

- **Cover Photo:** 820x312px, feature community photos with logo
- **Profile Photo:** Table icon, white background
- **Posts:** Optimize for mobile viewing

## General Social Guidelines

- **Voice:** Conversational, welcoming, authentic
- **Hashtags:** #TheTableChurch #AuthenticBelonging #RadicalFriendship
- **Content Mix:** 60% community/values, 25% events/announcements, 15% behind-scenes

## Social Media Templates

Create consistent templates for:

- **Event Announcements:** Deep Purple background, white text
- **Quote Cards:** Fresh Green accent, Bebas Neue for quotes
- **Community Highlights:** Photo-focused with subtle logo placement

## Print Design Guidelines

### Print Specifications

- **Business Cards:** 3.5" x 2", horizontal orientation
- **Letterhead:** 8.5" x 11", logo top left, minimal design
- **Flyers:** Maximum 2 fonts per piece, clear hierarchy
- **Banners:** High contrast for visibility, simplified color palette

### Print Color Guidelines

- **Primary Palette:** Use CMYK conversions of brand colors
- **Single Color Printing:** Use Charcoal (#374151) or Deep Purple (#5B21B6)
- **Paper:** Prefer matte or natural finishes over glossy

### Print Typography

- **Minimum Sizes:**
  - Body text: 10pt
  - Fine print: 8pt
  - Headlines: 16pt minimum
- **Line Spacing:** 1.2-1.5x font size for readability

# Brand Applications

## Do's

- ✓ Use plenty of white space
- ✓ Maintain consistent spacing and alignment
- ✓ Keep messaging warm and inclusive
- ✓ Use authentic photography showing diversity
- ✓ Apply colors purposefully, not decoratively
- ✓ Maintain logo proportions and clear space

## Don'ts

- ✗ Don't overcrowd designs with too many elements
- ✗ Don't use more than 3 fonts in one design
- ✗ Don't stretch or distort the logo
- ✗ Don't use colors outside the brand palette
- ✗ Don't use stock photos with obvious staging
- ✗ Don't sacrifice accessibility for aesthetics

# Voice & Messaging

## Brand Voice

- **Tone:** Warm, genuine, thoughtful
- **Style:** Conversational but substantive
- **Approach:** Inclusive, justice-oriented, hope-filled

## Key Messages

- "Authentic belonging for all"
- "Following Jesus in radical community"
- "Where justice meets spirituality"
- "Cultivating communities of renewal"

## Writing Guidelines

- Use active voice
- Keep sentences concise but meaningful
- Avoid church jargon that excludes newcomers
- Center justice and inclusion in messaging
- Lead with invitation, not obligation

## Implementation Checklist

### Immediate Actions

- ☐ Update website with new color palette
- ☐ Create social media templates
- ☐ Design new business cards and letterhead
- ☐ Audit existing materials for brand consistency

### Ongoing Maintenance

- ☐ Review all new designs against this guide
- ☐ Train team members on brand standards
- ☐ Collect brand-compliant photography
- ☐ Update digital assets quarterly

*This style guide is a living document. As The Table Church community grows and evolves, so should this visual identity system. Regular reviews ensure the brand remains authentic to your mission while effectively reaching your community.*