

# ROOTED



# FAITH

*Brand Guide*

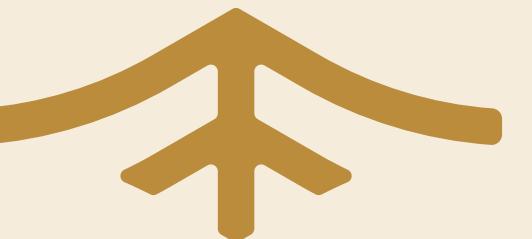
ROOTED  
FAITH

FIND  
*Unshakable*  
TRUTH

PLANT  
STRONG ROOTS



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# Message

Every organization has an audience they're uniquely positioned to reach. Our strategic message ensures we communicate the "shared win" effectively with our audience.

# Brand Feeling

## What's our personality?

Archetypes are universally-relatable characters that help define an organization's brand personality. They inform an organization's voice and publicly perceived motivations, and connect with audiences through traits common to the human experience.

## How do we sound?

Tone Words are a grouping of words that describe our voice and tone in all written and spoken communications. Think of these attributes as how our brand archetype would write and speak. Use these to guide word choice and presentation allowing for variety depending on context. Our goal is to clearly communicate our message with words that match our purpose and reach people.

## What do we look like?

Pulse Words are a grouping of visually compelling words that inform the subconscious emotional perceptions of our organization. The primary Pulse Word is the feeling most emphasized in all brand visuals. Anchor any visual communication in one or more Pulse Words for brand consistency.

## Our Brand Personality: Ready for Restoration

### Young couples and families

- Likely familiar with church and faith
  - Potentially not as engaged as they once were (or would like to be)
  - Potentially walked away from church/experienced church hurt but are ready to try again
- Financially stable
- Busy and working to keep up with everyday life
  - Youth sports
  - Career paths
  - Social expectations
- Searching for more in life:
  - Purpose
  - Fulfillment
  - Sense of belonging
  - Joy
  - Hope

## How We Connect

### Relational

We are friendly and inviting in our communication—greeting people warmly and creating an approachable atmosphere for anyone to engage with us in person, online, or through social media.

### Steadfast

God's Word is our foundation, and so we're unapologetic in our roots. We speak bold and challenging truths that will lead people to Jesus and their best lives possible.

### Encouraging

We know that each person created by God has a unique path and plan from Him. And so we want to evoke the power and hope behind that truth in everything we say and do to every person we can reach.

## How We Appear

### Bold

- Mature
- Stylized
- Confident

### Humble

- Approachable
- Laid back
- Warm

### Curious

- Lively
- Joyful
- Playful

## Audience:

# Ready for Restoration

### Root Hope

To live and lead their family in a purpose-filled life

### Root Challenge

"The day-to-day chaos can leave me feeling unequipped to lead myself and my family well. Where can I find practical, biblical guidance that betters me and the people closest to me?"



### Persona 01 | The Martin Family

**Age:** Dan (34), Jade (32),  
Carson (12), & Emma (10)

#### Their life today:

Dan works at a local construction company and Jade is a stay-at-home mom with an online side hustle. Their kids attend Manheim Central and both play on sports teams almost year-round.

#### How they experience our audience's root challenge:

Dan was raised in a strong Christian family and Jade came to the faith in high school—they both consider themselves strong believers, but lately, life has been getting in the way of their spiritual growth. After spending some time church hopping around the Lancaster area after feeling a calling to find a new church, they've realized they need to find a place to worship that prioritizes family-centered faith.



### Persona 02 | Jordan & Malory

**Age:** 29 and 27

#### Their life today:

Jordan is an architect at a firm in the city, and Mallory is a social worker. Mallory grew up in church, but Jordan did not, and he's never been very interested in going regularly—but they usually do go to a local service at Christmas or Easter. They've been married for three years and are expecting their first child.

#### How they experience our audience's root challenge:

As they start planning for their growing family, Mallory is reflecting on how her parents' faith impacted her upbringing...and she's wondering if she could find a place where she and Jordan (and their child) could grow their faith together. While Jordan is open to joining Mallory for church when it's convenient, he isn't sure he really needs faith or God in his life...but he knows it would make Mallory happy for him to try.



### Persona 03 | Penn

**Age:** 17

#### Their life today:

Penn is a senior at Hempfield High School who plans to take a gap year after graduating since he's not sure what he wants to do next. He has a few close friends but not many people he can rely on since his parents are away on business a lot and he's an only child.

#### How they experience our audience's root challenge:

Penn has been dealing with a lot of uncertainty around what he'll do after he graduates...he has a lot of friends going away to college, and he's worried he'll be left behind and forgotten about. His anxiety has been especially bad lately and he's wondering if he may be battling depression, too.

# Brand Promise

## **Brand Promise**

The Brand Promise is an organization's primary Value Proposition centered on the target audience's root hope and fear. It also can serve as a tagline.

**Rooted in Christ.  
Growing in faith.**

# Logo

Our logo is a durable, memorable symbol that identifies us.

Careful use of our logo is the first step to ensuring brand consistency and quality execution.



# Logo Suite

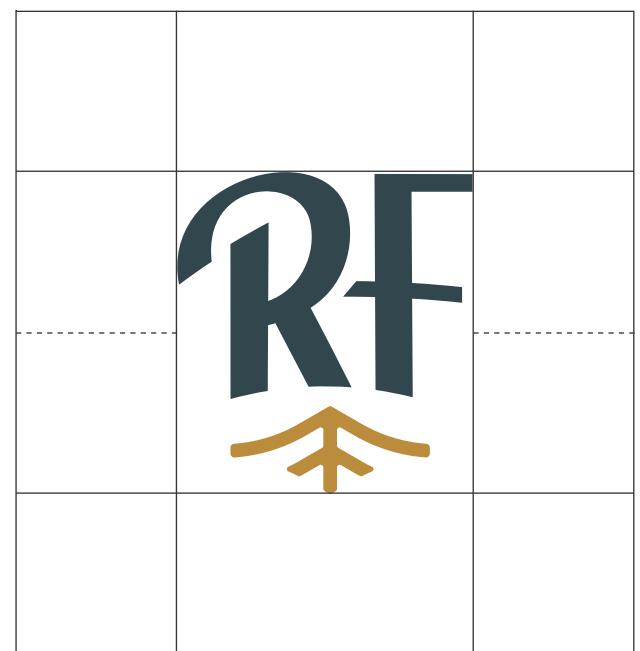
This page identifies our primary logo assets and how to use them.

## **Clear space**

As a general rule, the more clear space around the logo, the better. At a minimum, clear space should be equal to [lockup element's] height surrounding the logo.

## **Background control**

The one-color logo should be used only on photographs with adequate contrast and color backgrounds within our color palette.



# Common Errors

This is not a comprehensive list of errors, but avoiding these will go a long way to ensure the effective use of our logo



Avoid stretching, squashing, or distorting the logo in any way.



Avoid tilting or skewing the logo.



Avoid editing the logo color, using an off-brand color, or reducing the logo's opacity.



Avoid adding graphic effects to the logo, including drop shadows.

# Color

Before our audience sees anything else, they see color. Strategic color choices convey our brand's personality, values, and message. Follow these guidelines to ensure effective color use.

# Primary Palette

Our primary palette anchors our brand. This group of colors will generally be used most in varying ratios. Before exploring other possibilities, use our primary palette for maximum brand recognition (especially with highly-branded print materials like stationery, merchandise, etc.).

The Pantone Matching System (PMS) helps ensure color consistency across various applications. For web use, HEX is the way to go and works in most situations. The PMS colors provided are the closest matches to the HEX codes but keep in mind they might not match perfectly due to a few different factors.

## Primary

Color displayed most frequently.

## Secondary

This color provides more ways to accent and distinguish your brand.

## Backgrounds

Supporting colors for large spaces. White is an assumed background color.

## Alternative

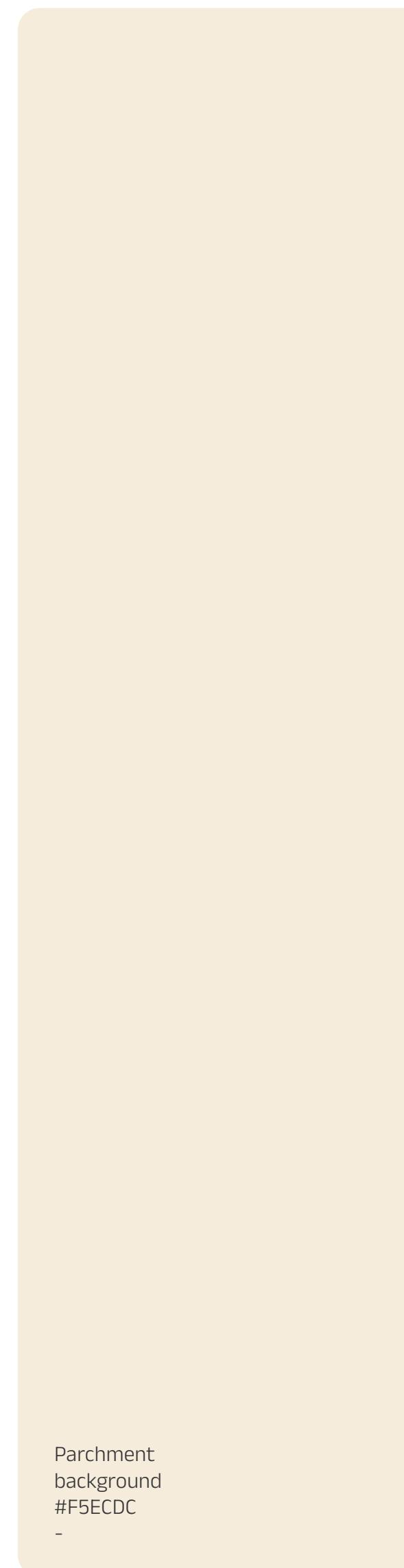
Additional colors for visual nuance. These can be used for related brands, campaigns, and to keep things visually fresh.



Peacock  
primary  
#32464D  
Pantone 6118 C



Dijon  
secondary  
#BC8C3D  
Pantone 4026 C



Parchment  
background  
#F5ECDC  
-



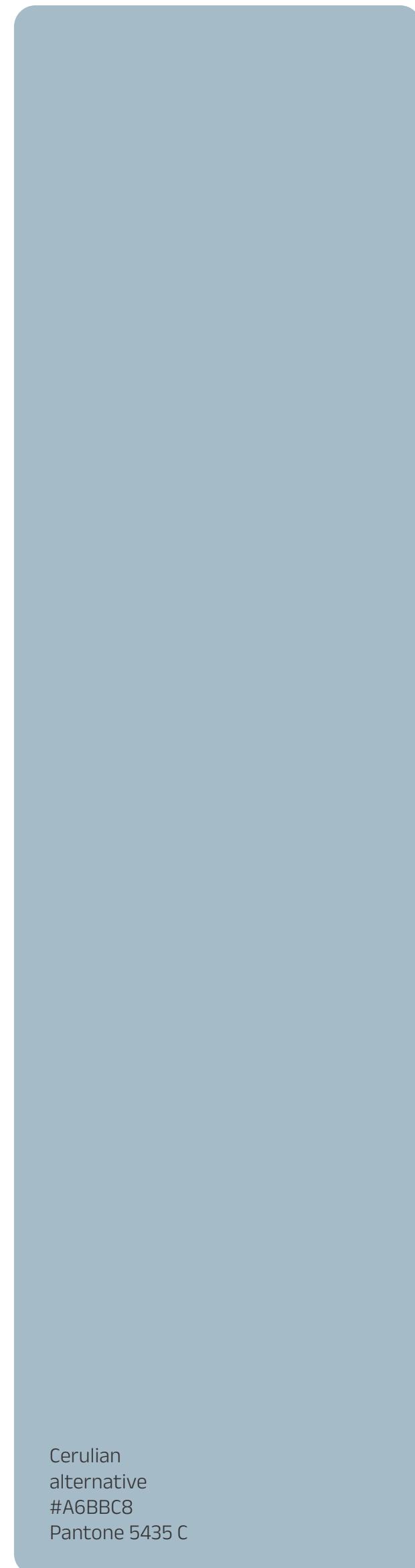
Clay  
background  
#924C2E  
Pantone 7587 C

# Secondary Palette

Use our secondary palette before exploring off-brand colors. It complements our primary palette and expands our ability to communicate other brand feelings.



Onxy  
background  
#353435  
-



Cerulian  
alternative  
#A6BBC8  
Pantone 5435 C



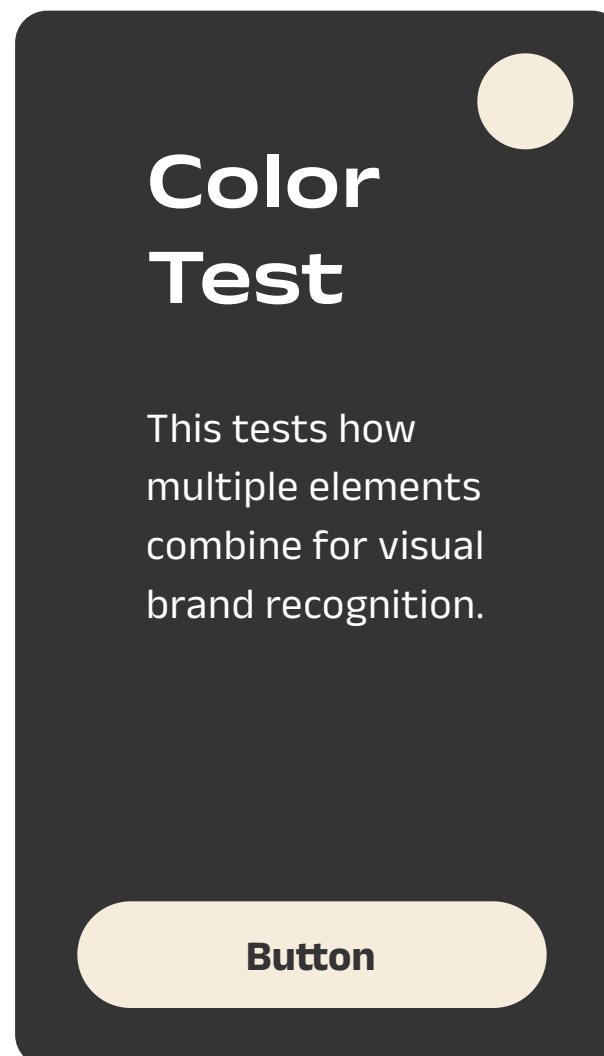
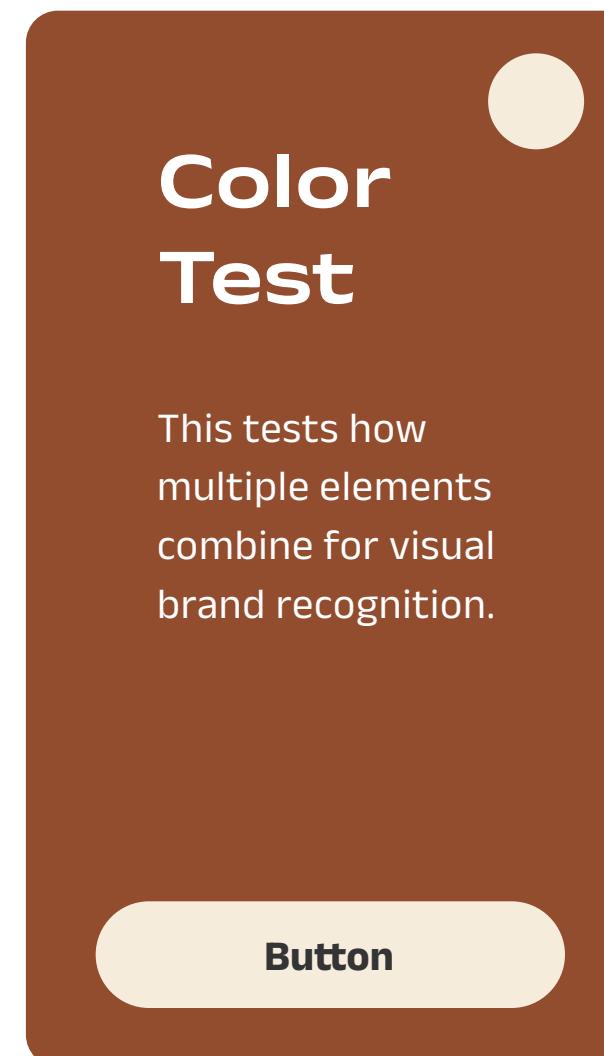
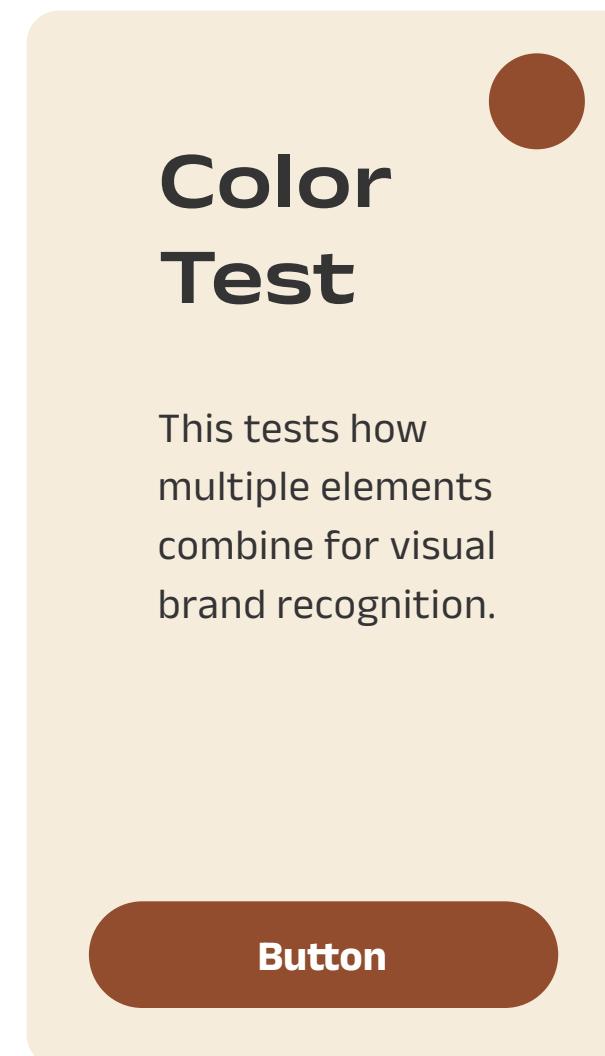
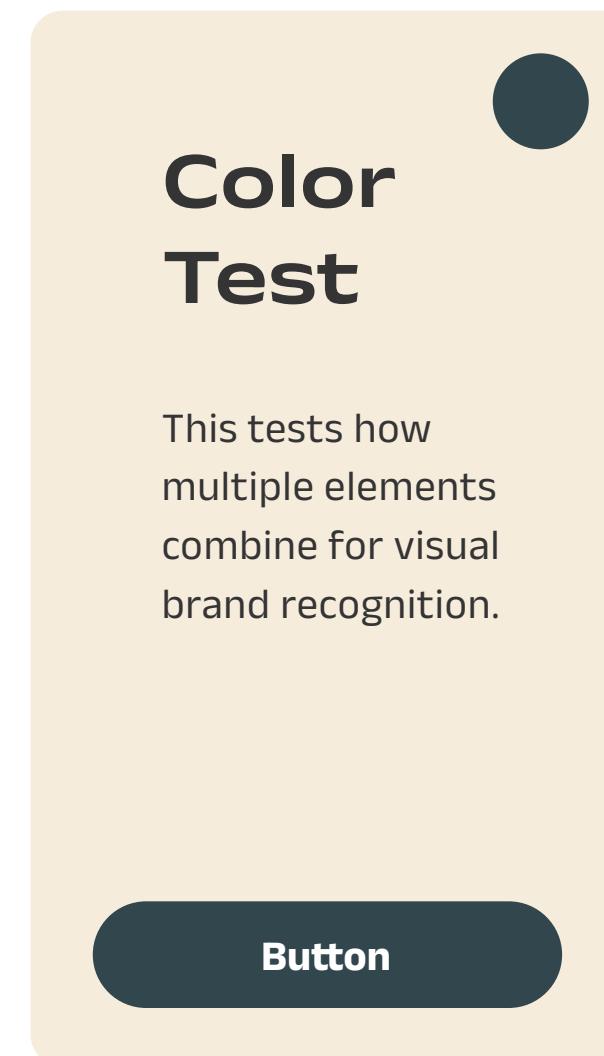
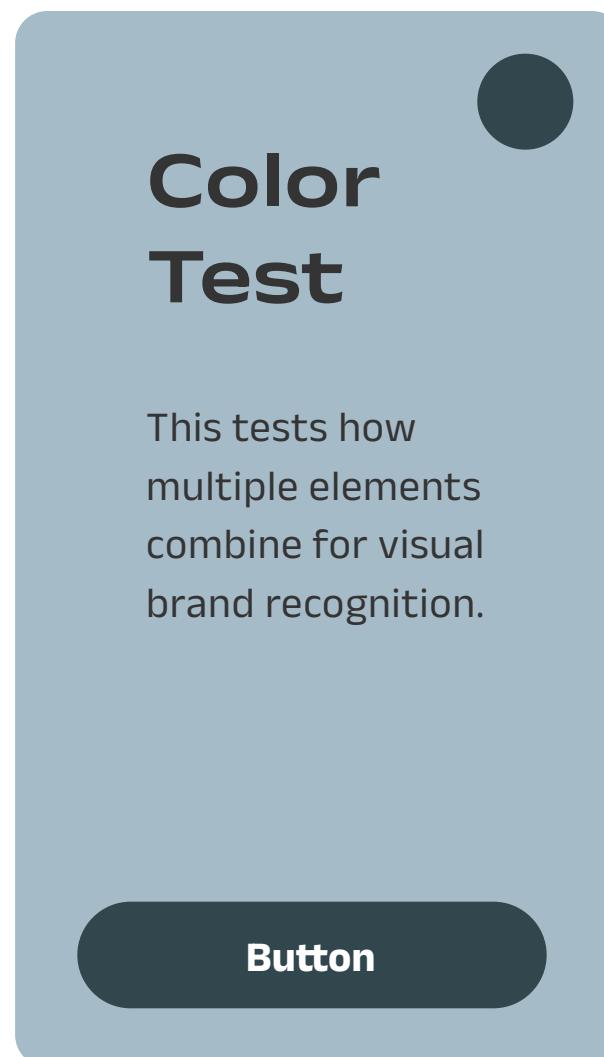
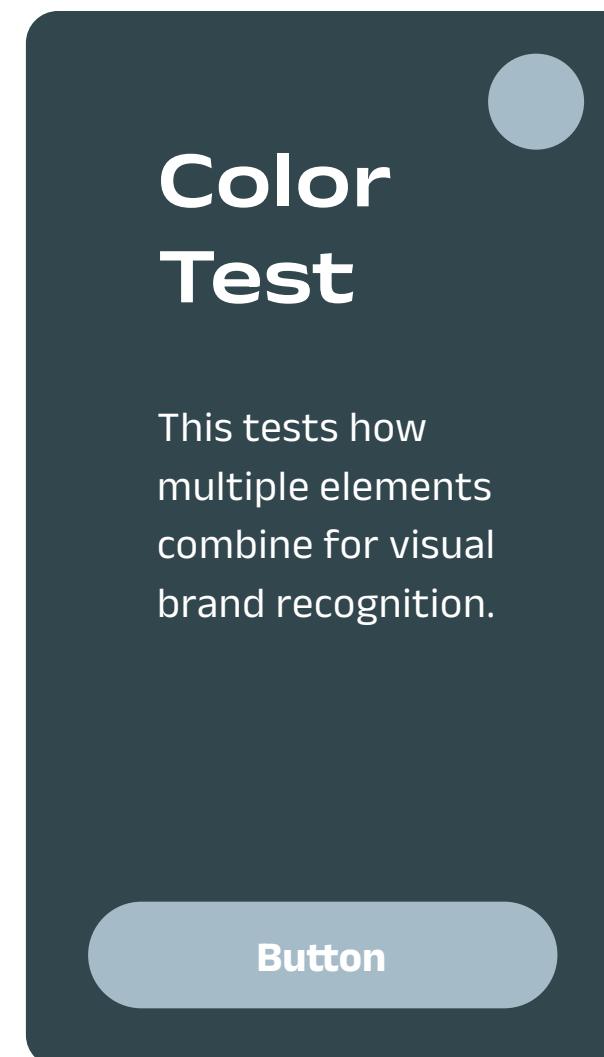
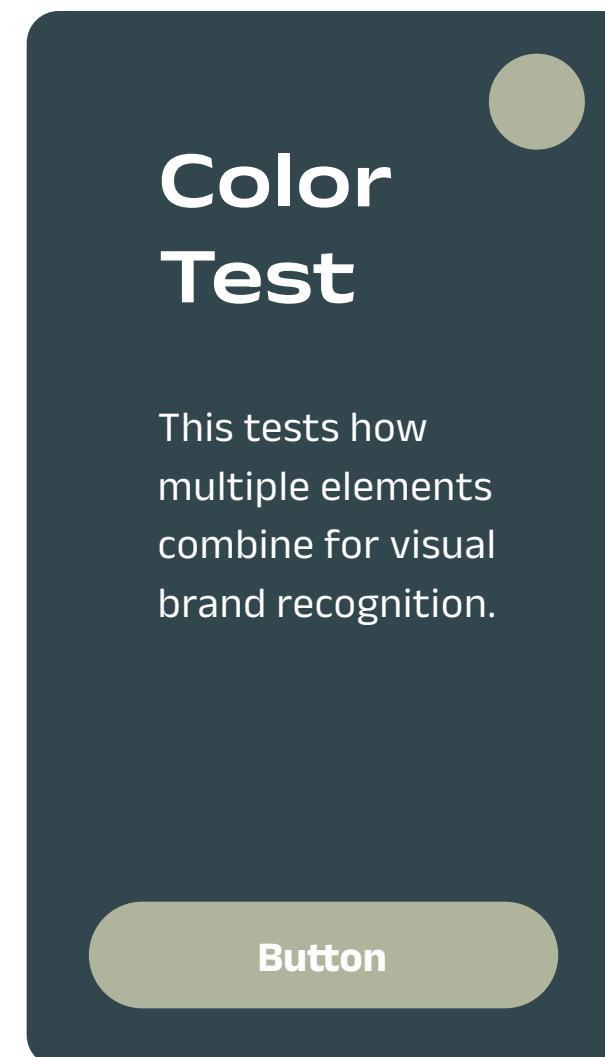
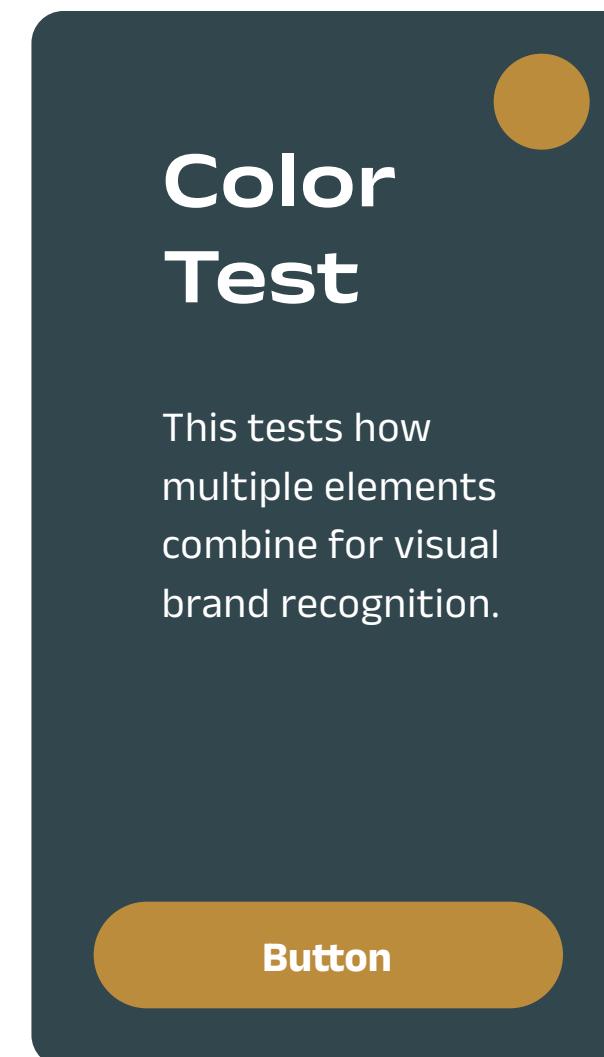
Basil  
alternative  
#AFB59D  
Pantone 4218 C

# Primary Color Combinations

These color combinations are based on the Web Content Accessibility Guidelines (WAG), a set of recommendations for making Web content more accessible, primarily for people with disabilities—but also for all user agents, including highly limited devices, such as mobile phones.

Using these standards, the displayed color combinations will perform *best* across all print or digital media applications.

Note: While these standards have been consulted, we've centered on brand style goals for color choice. Some combinations may not meet the WAG standard.



# Typography

Our brand typography is the set of font choices and styling decisions that determine how words feel.

This section covers approved typefaces and guidelines for their use.

# Typographic Hierarchy

Anek Gujarati is an extremely versatile typeface. It comes in a variety of weights and widths. Because they all belong to the same family, these widths can be mixed and matched to fit into any occasion.

This page can be used as a quick reference for type sizes, hierarchy ratios, and other details. The provided example is one possible way to create a clear typographic hierarchy.

## Title

Font: Anek Gujarati Expanded

## Subtitle

Font: Anek Gujarati Condensed

## Paragraph/body

Font: Anek Gujarati

## Caption

Font: Anek Gujarati

# Example text as a main headline.

## Supporting text goes here as a subtitle.

Then, some more example text appears here as body copy. Agnim ipiet valor sint. Iciminis sitam quatem dolorem aut et mollique debit que pa consequi aut res del moditi ates ene volupta si aute eris dis ea voles qui dusapid ellorum.

Caption text goes here as an example.

# Graphic Elements

Photographs, textures, patterns, and other elements add nuance and personality to our visual identity. Their consistent use across platforms fosters brand recognition and recall.

# Photography

Photography is the most powerful way to connect with people emotionally. Designers should use great photos more than any other design asset.

## Tone

Avoid using too many posed images. Look for genuine moments and natural smiles.

Prioritize candid photography of people conversing and connecting. For the subject to appear natural, try to capture them "in the moment" instead of posing them.

## Reveal the Experience

Help our audience overcome the fear of the unknown by giving them an inside look.

## Photo Styling

Use photo presets to quickly add a branded look to photos. Always edit photos in alignment with our brand feeling.

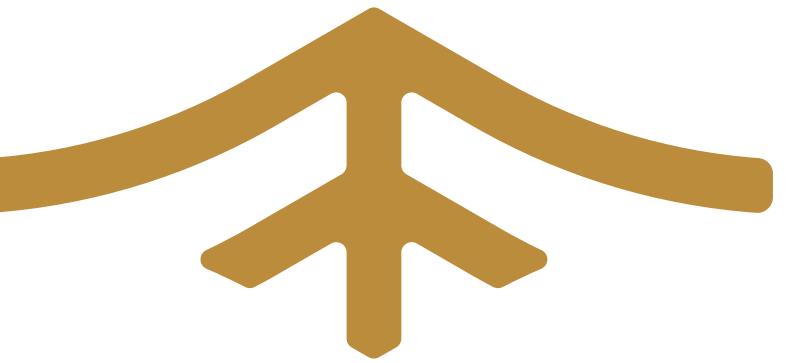


# Core Brand Assets

Use these graphic elements to add nuance and personality to our brand.

## The Root Icon:

This illustration from our logo can be used as a punctuation element in designs or a special marker. Logo errors on page 11 apply to the root icon as well.



## Holiday Script:

This typeface adds a human touch to our brand. To avoid overuse, it should be reserved to once on a single design and only applied to **1-3 words** at a time. Additionally, to maintain legibility, avoid setting in all caps.

## *Holiday Script*

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

# Anchor & Pivot

As our brand evolves and new innovations occur, we'll need to find ways to keep our visual identity fresh and relevant. Our brand guidelines shouldn't restrict creativity. The success of our brand depends upon creative innovation by people like you!

One of the best ways to drive innovation is to "anchor and pivot." As you design, choose one brand element to anchor your exploration. For example, you might decide to use a fresh, off-brand color but retain a few on-brand fonts that anchor the design. Or you might go wild with a new font but lean on the brand's color palette.

You can drive fresh innovation while maintaining a unified voice when you have one foot in the brand and one foot out. Don't leave the guidelines behind. They'll serve us well for a long time.

## Resources

Anchor and pivot with these resources.

Color: [Coolors.co](#)

Type: [Fontjoy.com](#)

Photos: [Unsplash.com](#)

Icons: [Thenounproject.com](#)

A photograph of a man with a beard and short hair, wearing a plaid shirt, standing at a dark wooden pulpit. He is gesturing with his hands as if speaking. Behind him is a dark wall with small, warm-toned lights. In front of him is a long aisle with rows of dark wooden pews. The floor is carpeted. The overall atmosphere is dimly lit and suggests a church service.

ROOTED  
IN CHRIST  
*Growing*  
IN FAITH