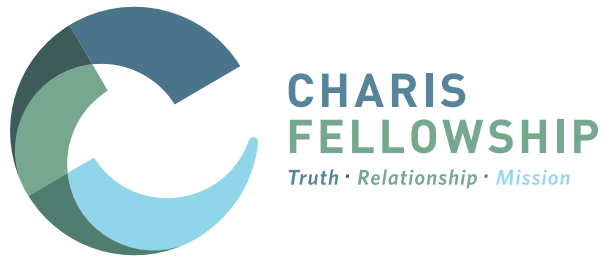




**CHARIS
FELLOWSHIP**
Truth • Relationship • Mission

VISUAL BRAND GUIDE



**CHARIS
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COLOR FLAGS LOGO



**CHARIS
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COLOR WIREFRAME LOGO



**CHARIS
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MONO WIREFRAME LOGO

PRIMARY BRAND COLORS



PMS 5405
STEEL BLUE

PMS 556
SAGE

PMS 2975
SKY

PMS 663
OFF WHITE

PMS 5477
FOREST

PMS 625
EMERALD

SECONDARY BRAND COLORS

MAIN TITLE DIN BOLD SPACED 75

Subheading
Whitney HTF SemiBold Italic
Spaced 50

Paragraph text is Whitney HTF Medium. Spacing 0. The Charis Movement, comprised of leaders and churches commonly known as Grace Brethren, traces its family roots back to Germany, where in 1708 a small group of sincere Christ-followers committed to form a church that would be faithful to the teachings of the New Testament. Yet we recognize that our spiritual foundations are built upon the broader work of godly men and women throughout history who have faithfully labored to interpret and apply God's truth. While different expressions of our beliefs have been drafted throughout our history, we have consistently affirmed our unwavering loyalty to Jesus Christ, the Living Word, and to Holy Scripture, the Written Word, as our final authority in all matters of faith and practice.

Throughout the centuries, our movement has known glorious times of progress and sad times of distraction over secondary issues. By the grace of God, today we are a global family of churches that shares a common commitment to understanding the Word of God (Biblical truth), to living as the People of God (Biblical relationships), and, to fulfilling the Purposes of God (Biblical mission). This threefold commitment is shared throughout the geographically and culturally diverse congregations that identify with us.

MISCELLANEOUS USAGE

Use these visuals to inform design decisions for various applications.

When all parties that use the logo and design anything that accompanies the brand, it creates a cohesive visual experience that subconsciously makes the people who come in contract with the brand build trust for Charis Fellowship. The structure and organization of Charis Fellowship is translated via a responsible and thoughtful use of the brand elements. It is worth taking the time to make the right design decision.

Photographs

If photos are professional and crisp, their full-color versions should work well with the brand. If a photo is used as a graphic element or background, it's best to convert the photo to black and white, and multiply it over one of the brand colors.

Never ever stretch the logo.

Do not stretch the logo, EVER. This is the most common non-designer mistake that instantly cheapens the brand.

Colors

Stick to the color palette. It is another very easy way to keep all elements united.

