



Davison Meadows
Baptist Church

Faithful Loving Welcoming

Brand Guidelines

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Brand Guidelines Purpose

Davison Meadows Baptist Church is a distinct, memorable, and faithful body of believers. Like the people it represents, the brand should be distinct, memorable, and consistent.

The Davison Meadows brand is a visual expression of the self-described identity of the church community. The brand is driven by the values of the church and consists of logo, colors, fonts, graphics, and photography styles.

These brand guidelines are a starting point for the implementation and development of the Davison Meadows brand. The guidelines suggest consistency and continuity while permitting creativity and flexibility.

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- The primary green (#35911D) represents the richness that comes from a healthy relationship with God and is based on colors in the meadowlands that surround Davison.
- The tilted cross represents the cross Jesus carried on the road to the crucifixion.
- The triangle below the cross points to the cross, much like the people of Davison Meadows share salvation with those who do not have it.
- The cross extends outside the square, to indicate the church's commitment to bring the message of Jesus outside their congregation through a variety of different paths.
- The green square itself represents a meadow. The rounded corners suggest it is a casual and friendly place. The cross and triangle mark paths through the meadow. The paths suggest that the people of Davison Meadows meet others where they are on the path of life, but always have Jesus as the focal point of their lives.
- The accent pallet reflects the browns and colorful flowers found in the meadowlands near Davison. The distinct differences in the colors, yet the unity they have with the primary green through the triadic color scheme are a reflection of the different types of people who are a part of the body at Davison Meadows.



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MISSION

A faithful, loving, welcoming church which seeks to help people grow close to God, founded on the Scriptures.

TAGLINE

Faithful Loving Welcoming

Logo

Correct Use

The Davison Meadows Baptist Church logo expresses a distinct, memorable, and consistent brand.

The church name and symbol should not be separated, if possible.

In rare circumstances, such as the creation of an avatar, it may be necessary to separate the symbol from the church name.

SPACING AND POSITIONING

Allow at least 21 pixels around the logo to ensure it is displayed clearly on products, in print, or in digital spaces.



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Use circular logos only when required, such as for an online avatar, but do not use them by default.



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21 pixels should surround the logo on all edges.

Logo

Incorrect Use

These are example incorrect uses of the Davison Meadows logo.

For practical purposes, the square works well as a logo. It aligns with type, grids, and is generally easier to work with than non-standard shapes.

To avoid miscommunicating the identity of the church or reducing the visual consistency of the Davison Meadows Baptist Church brand, the positioning, proportions, and color arrangement should not change.



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Logo colors are restricted to green, white, and black.



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The orientation of the logo does not change.



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While the logo may be resized, the aspect ratio must be maintained and the typeface must not change.



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The logo must not be placed on a background compromising accessibility standards.

Colors

The personality of Davison Meadows and the values it represents is reflected in the color scheme.



faithful, growth, nature, youth, peace, hope

friendly, energetic, warm, vibrant, earthy

wise, spiritual, royal, transformation, creative

Colors

The primary color for Davison Meadows Baptist Church is #35911D, Secondary colors support and accent the primary color.

Colors are indicated by Hex codes, with RGB and CMYK equivalents.

- CMYK is for print
- #Hex code and RGB are for digital

Primary Color

#35911D
#35911D
RGB (53, 145, 29)
CMYK (63, 0, 80, 43)

#75C85E
#75C85E
#4FAA37
#4FAA37
#1E7408
#1E7408
#115000
#115000

RGB (117, 200, 94)
CMYK (.63 0 .80 .43)

RGB (79, 170, 55)
CMYK (.54 0 .68 .33)

RGB (30, 116, 8)
CMYK (.74 0 .93 .55)

RGB (79, 170, 55)
CMYK (.79 0 1.0 .69)

Secondary Colors

#EEA970
#EEA970
#CA7F41
#CA7F41
#AC6122
#AC6122
#8A4409
#8A4409
#602B00
#602B00

RGB (238, 169, 112)
CMYK (0 .29 .53, .07)

RGB (79, 170, 55)
CMYK (0 .37 .68 .21)

RGB (172, 97, 34)
CMYK (0 .44 .80 .33)

RGB (30, 116, 8)
CMYK (0, 51, 93, 46)

RGB (96, 43, 0)
CMYK (0 .55, 1.0 .62)

#AB5099
#AB5099
#912F7E
#912F7E
#7B1969
#7B1969
#630751
#630751
#440037
#440037

RGB (171, 80, 153)
CMYK (0 .53 .11 .33)

RGB (145, 47, 126)
CMYK (0 .68 .13 .43)

RGB (123, 25, 105)
CMYK (0 .80 .15 .52)

RGB (99, 7, 81)
CMYK (0 .93 .18 .61)

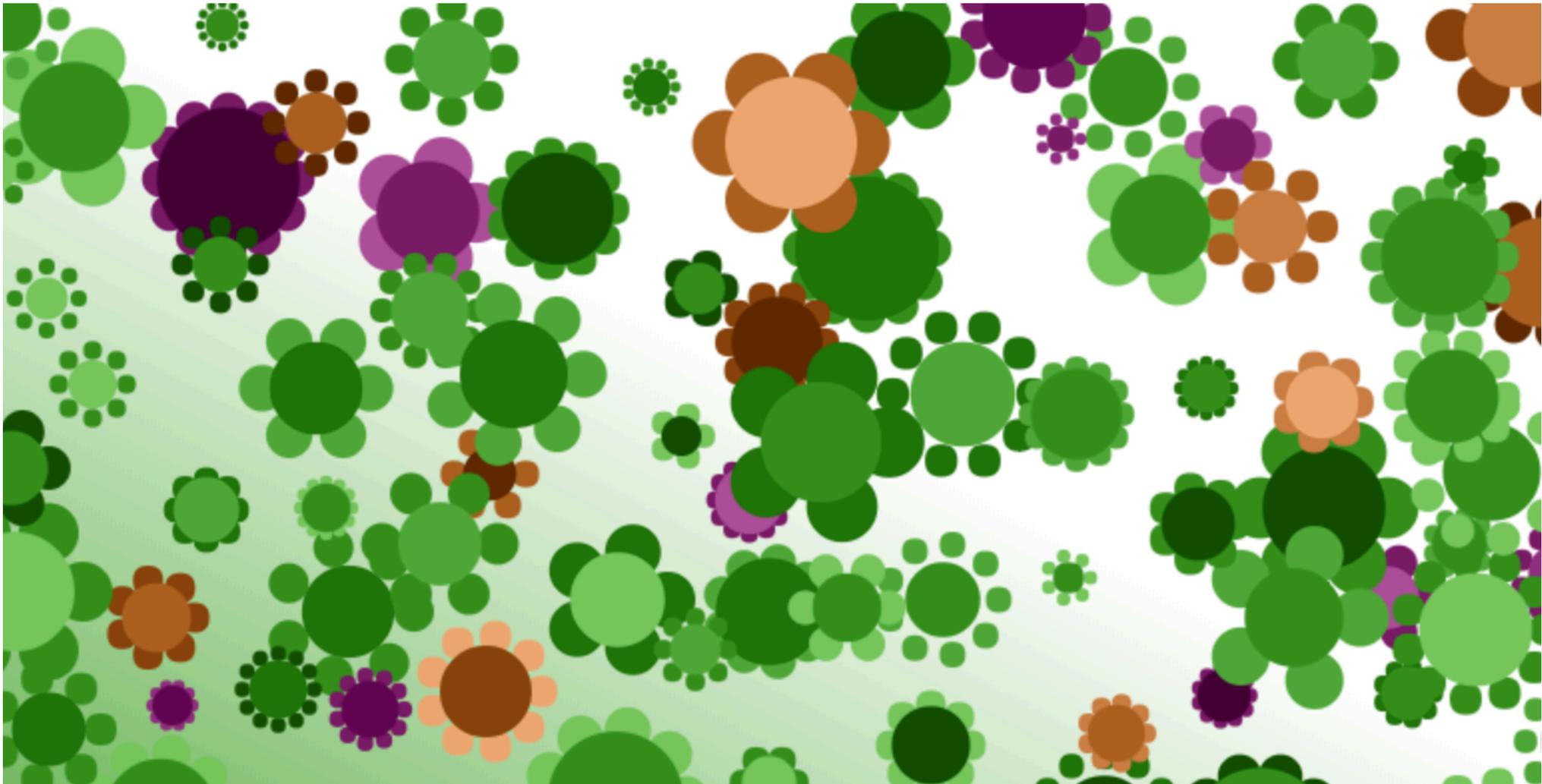
RGB (68, 0, 55)
CMYK (0 1.0 .19 .73)

Paletton palette URL: <http://paletton.com/#uid=32K0u0kpBlCgWtTlJpntRhmCAb+>

Colors

Combine colors for backgrounds and in shapes.

Shapes should be mostly rounded without pointed edges to reinforce the friendliness of Davison Meadows.



Display Font

Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Display fonts are used for headings. The display and title typeface, Lora, was selected based on four factors to assure it communicated the identity of Davison Meadows Baptist Church: Unity, Contrast, Utility, and Versatility.

Lora, with its brushed curves contrasted with driving serifs, is the perfect conveyor of a title or heading. As a versatile serif, it represents the traditional style of Davison Meadows while comfortable with modern styles. It works well at large size in headings as well as for body text, where ease of readability is important. As a free Google font, it is easy to integrate into a website.

UNITY—Lora is a contemporary serif with roots in calligraphy. As such, it has a hand in the past as well as the future, much like Davion Meadows.

CONTRAST—Lora contrasts well with Open Sans, selected as the body font for the brand.

UTILITY—Lora was designed in 2011 to be optimized for digital and print.

VERSATILITY—There are two weights and four styles of Lora: Regular, *Italic*, **Bold**, **Bold Italic**

Body Font

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Body fonts are used for paragraphs or secondary text, such as captions. Open Sans is the Davison Meadows body typeface. It is elegant and sophisticated, yet modern. Open Sans is easy to read and has a wide typographic range, including special characters.

UNITY—Open Sans is a humanist sans-serif typeface. These typefaces have roots in calligraphy and open letter forms, leading the eye horizontally, making them the best sans serifs for long reading and small text.

CONTRAST—Open Sans contrasts well with Lora, the serif selected as the display font for the brand.

UTILITY—It is a versatile typeface, optimized for print, web, and mobile. Open Sans is a free font.

VERSATILITY—There are nine weights and styles of Open Sans. Regular, *Italic*, Light, *Light Italic*, **Semibold**, *Semibold Italic*, **Bold**, *Bold Italic*, **Extra Bold**, *Extra Bold Italic*.

Typography

Use Davison Meadows Display and Body fonts to create contrast for ease of reading. Use various weights, sizes, styles, and colors to bring attention to important information and to visually separate sections of text.

Document style and content will vary, but consistency and legibility are important for communicating within brand guidelines.

This example uses Lora Bold for the headline at 16 pt and Open Sans for body at 12 pt.

Headline Text in Lora

Example body text in Open Sans. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut.

This Brand guide is not an exhaustive standards manual.
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