TrinityFellowship

Brand Guidelines

SECTION 01

Vision & Values

About the Vision Statement

The vision statement represents Trinity's unique expression of the body of Christ as demonstrated through the fruit of our ministries and people. We humbly aspire to achieve this divine commission in all we do.

Vision Statement Usage

The vision statement should always be displayed completely, never in part, and without breaks or extra spacing.

No individual words or phrases of the vision statement should be emphasized, such as with italics, bolding, colors, underlines, or other treatments.

Use of the word "extraordinary" as an adjective, adverb, or exclamation should be limited and applied with discretion so as not to become common thus diluting the meaning.

Vision Statement

To those hungry for an extraordinary life, Trinity Fellowship Church is a healthy family pursuing God, growing stronger, and impacting the world.

Values of Trinity Fellowship Church

In everything we do, say, and create these values shall be considered and applied.

Spirit-Filled and Biblically Directed

"God gives Holy Spirit as a gift to those who ask, and we boldly ask for him and his continual filling, recognizing that life with Holy Spirit is a fully empowered one. We remain grounded in him and in God's word, trusting him to instruct, guide, encourage, and equip us to accomplish all we are called to."

John 16:13, John 14:26, Luke 11:11-13, Ephesians 5:18, Galatians 5:18, Acts 1:8

Faith

"As we actively seek God's direction and plans, we trust him to reveal them. We are decisive and proactive as we aggressively look to expand God's kingdom. Though we guard against presumption, we are not hindered by fear of circumstances or unknown factors."

Hebrews 11:6, 1 Corinthians 16:13, Matthew 17:20, 2 Timothy 1:6-7

Kindness and Truth

"Scripture is inspired by God and reveals his objective Truth, which we boldly deliver. Though we do not allow Truth to be diluted, we adopt a kind and gracious approach in our delivery. True strength is shown when we choose to temper and control our emotions and allow kindness to reign."

2 Timothy 3:16-17, Proverbs 3:3 Romans 2:4, Philippians 4:5, Matthew 5:5, Hebrews 4:12

Radical Obedience

"Jesus learned and exercised obedience, and so must we. As active disciples of Jesus, we hear God's word and act accordingly. We easily extend trust to God and our leaders, accepting their authority in our lives."

John 14:15, Hebrews 5:8, Hebrews 13:17, 1 Peter 5:1-5, Hosea 6:6, Joshua 1:9

Humility

"We regard one another as more important than ourselves, choosing to unreservedly elevate those around us. As we do, looking to serve those around us, we are able to allow God to elevate us in his perfect time and way."

James 4:6-10, Philippians 2:3-8, 1 Peter 5:6

Honor

"We value one another, esteeming others above ourselves. We demonstrate respect and care for all people. Existing authorities in our lives have been established by God, and we readily submit to this authority, as it gives us direction and purpose."

Romans 12:10, Ephesians 6:1-2, 1 Peter 2:17, Proverbs 21:21

Generosity

"We seek opportunities to obediently and generously share and reproduce what God has given us. We are able to do this easily, as we recognize that out of his great love, God gave to us first, through his son Jesus Christ."

2 Corinthians 9:6-9, Malachi 3:10, John 3:16

Excellence

"We are standard-bearers for the glory of God. We carry a spirit of excellence, not perfectionism, as we steward what God has given us, continuously looking to grow and learn as we strive for his best in everything we do."

Colossians 3:17-23, Philippians 4:8

Fruitfulness

"Jesus is our source. We choose to remain connected with him at all times so that our heart, mind, and resulting actions would glorify God and draw others to him."

John 15:4-5, Jeremiah 17:7-8, Matthew 13:8, Luke 13:5-9

Lifestyle of Evangelism

"We are ambassadors for Jesus Christ, boldly sharing the love of God as his sent ones. Filled with Holy Spirit's power, we unashamedly look to meet people at the level of their need. We are committed to making active disciples of Jesus and pursuing new, creative ways of doing so."

John 17:13-19, Matthew 10:7-8, 1 Corinthians 9:22-23, 2 Corinthians 5:18-20, 2 Timothy 1:8, Acts 1:8, Matthew 28:18-20

Visual Identity

Primary Logo

This is the primary logo of Trinity Fellowship Church.
It should be used over alternate logo versions when possible.

Alternate Logo Versions

These versions are only to be used when the layout or size restrictions require a different composition. The logo mark can stand alone.

Clear Space Around Logo

The logo requires equal spacing around all sides. Use a guide of 25% of the logo height to create equal spacing around the logo. This space should be clear of other graphics, text, and the borders of the trim area. Spacing guides apply to all versions of the logo.

25% of height

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Negative Space in Design

Prioritize using negative space in overall design to maintain a clean and modern look and feel. Avoid busy and cluttered designs to achieve Trinity's elevated brand aesthetic.

What Not to Do

The following applies to all Trinity logos and should be followed to preserve the integrity of the brand.

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Do not stretch, skew, or distort the logo in any way.

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Do not rotate the logo.

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Do not apply colors outside of brand palette.

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Do not shorten or abbreviate the logo.

Additional Design Elements

The following design elements are used to elevate and expand the brand. These elements may only be used when the primary brand has already been established.

Trinity Monogram

The monogram can be used to accent any brand messaging, brand collateral, or church merchandise when representing Trinity Fellowship Church.

Trinity Leaf Marker

The leaf marker can be used in any brand messaging. It should only be used as a small icon; do not increase the size or scale. This design accent is not intended to stand alone.

Primary Typefaces

These are the primary typefaces to be used on all public facing materials. The type hierarchy is a recommended usage, but if the Kicker and Headline 1 font can be switched for a better treatment, that is allowed.

Kicker
Helvetica Neue | Bold CAPS
10 pt Font | 100 pt Tracking | 20 pt Leading

Headline 1
Karmina | Regular or Italic
65 pt Font | 0 pt Tracking | 55 pt Leading

Headline 2
Karmina | Regular or Italic
25 pt Font | 0 pt Tracking | 28 pt Leading

Headline 3
Helvetica Neue | Bold or Regular
12 pt Font | 25 pt Tracking | 14 pt Leading

Body Copy
Karmina | Regular or Italic
12 pt Font | 0 pt Tracking | 22 pt Leading

Alternate Typefaces

If the primary typefaces are not available, use the following alternatives. For Karmina, use Times New Roman. For Helvetica Neue, use Arial.

HELVETICA NEUE BOLD ALL CAPS

Karmina Regular
Karmina Italic

Karmina Regular
Karmina Italic

Helvetica Neue Bold
Helvetica Neue Regular

Karmina Regular

Karmina Italic

Brand Primary Color Palette

The primary color palette is used to represent Trinity Fellowship Church. It has a range of neutrals and greens to feel inviting and refined. These colors have been created in gradients to provide flexibility for how they are used. Each color can be used in tandem with another to tell a different story. Please refer to the following pages for additional color usage information.
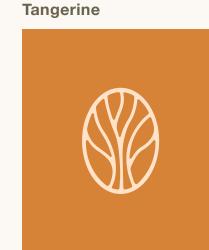
Sand

Sage

Cedar

Brand Secondary Color Palette

As we know, every occasion won't always fit in our three primary colors, this secondary color palette is offered as an alternative intended to be used for special holiday and event planning.

Terra

Lavender

Tangerine

Denim

Color Models

RGB

Used for: Digital Design

If designing for digital projects viewed by a mobile, desktop, or presentation device, use RGB. Consider the variable color contrasts, distance the viewer observes from, and intensity of the colors shown for displays on LED screens.

CMYK

Used for: Print Design

If designing for printed projects or materials such as flyers, brochures, and signage, use CMYK. Consider the variable colors and color intensities in the printing process.

HEX Codes

Used for: Website Development

If desiging for a website in HTML, CSS or SVG, use HEX. This allows the designer and developer to accurately select the exact color.

Pantone

Used for: Print Design and Paint

All of our colors are custom designed for Trinity. Pantone is a best match to these, and should only be used if alternate models are unavailable.

Working With Vendors

Each vendor has its own process, access to printing materials, color libraries, and more. If the vendor does not offer a brand color provided in the guidelines, select the nearest swatch to closely represent.

Sand

R:251, G:247, B:239 || C:1, M:2, Y:5, K:0 || #FBF7EF || Pantone 7506 C (25%)
R:214, G:188, B:141 || C:14, M:25, Y:52, K:5 || #D6BC8D || Pantone 467 C
R:186, G:150, B:96 || C:24, M:41, Y:75, K:3 || #BA9660 || Pantone 7509 C
R:132, G:99, B:49 || C:37, M:57, Y:100, K:24 || #846331 || Pantone 7552 C

Cedar

R:220, G:216, B:197 || C:13, M:11, Y:22, K:0 || #DCD8C5 || Pantone 7534 C
R:150, G:143, B:116 || C:42, M:37, Y:57, K:6 || #968F74 || Pantone 6206 C
R:105, G:99, B:78 || C:54, M:49, Y:68, K:27 || #69634E || Pantone 4227 C
R:79, G:71, B:51 || C:57, M:56, Y:76, K:46 || #4F4733 || Pantone 7771 C

Tangerine

R:255, G:226, B:199 || C:0, M:12, Y:21, K:0 || #FFE2C7 || Pantone P 27-1 C
R:249, G:179, B:131 || C:0, M:35, Y:50, K:0 || #F9B383 || Pantone P 30-4 C
R:214, G:130, B:55 || C:13, M:56, Y:92, K:1 || #D68237 || Pantone 7412 C
R:175, G:105 B:31 || C:25, M:62, Y:100, K:12 || #AF691F || Pantone 7572 C

Denim

R:223, G:234, B:243 || C:11, M:4, Y:2, K:0 || #DFEAF3 || Pantone 6148 C
R:153, G:179, B:192 || C:41, M:20, Y:18, K:0 || #99B3C0 || Pantone 2205 C
R:78, G:102, B:121 || C:74, M:53, Y:39, K:14 || #4E6679 || Pantone 6115 C
R:42, G:70, B:85 || C:85, M:63, Y:48, K:35 || #2A4655 || Pantone 4161 C

Sage

R:216, G:233, B:218 || C:15, M:1, Y:16, K:0 || #D8E9DA || Pantone 621 C
R:146, G:163, B:148 || C:46, M:27, Y:43, K:1 || #92A394 || Pantone 5635 C
R:86, G:103, B:88 || C:66 M:44, Y:64, K:25 || #566758 || Pantone 4199 C
R:52, G:74, B:51 || C:74, M:47 Y:79, K:47 || #344A33 || Pantone 7736 C

Terra

R:255, G:235, B:224 || C:0, M:8, Y:9, K:0 || #FFEBE0 || Pantone P 48-1 C
R:255, G:199, B:181 || C:0, M:26, Y:24 K:0 || #FFC7B5 || Pantone 4033 C
R:213, G:123, B:111 || C:14, M:61, Y:53, K:1 || #D57B6F || Pantone 4053 C
R:161, G:76, B:63 || C:27, M:78, Y:76, K:18 || #A14C3F || Pantone 7608 C

Lavender

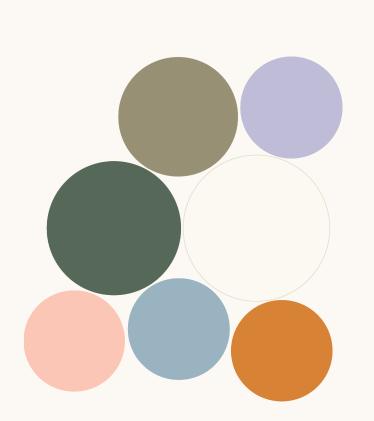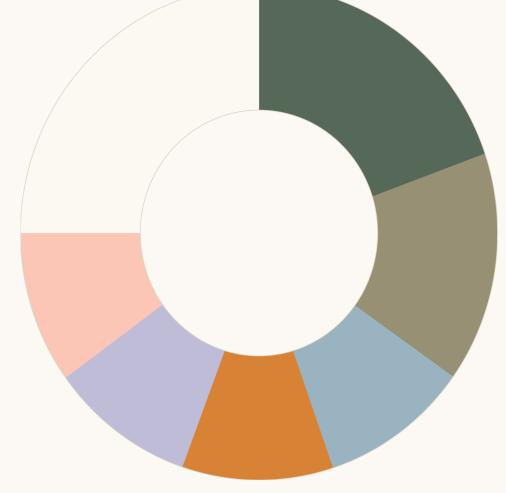| |
|---|
| R:233, G:230, B:251 \|\| C:7, M:8, Y:0, K:0 \|\| #E9E6FB \|\| Pantone 7443 C |
| R:192, G:187, B:215 \|\| C:23, M:24, Y:3, K:0 \|\| #C0BBD7 \|\| Pantone 5295 C |
| R:112, G:114, B:148 \|\| C:62, M:55, Y:24, K:3 \|\| #707294 \|\| Pantone 2361 C |
| R:63, G:62, B:84 \|\| C:77, M:73, Y:44, K:35 \|\| #3F3E54 \|\| Pantone 4132 C |

Color Mix Usage

The following graphs represent the percentages of frequency that each color should be used. We will use sand, sage, and cedar most often, and we use the secondary palette in compliment to the primary to add variety and accent.

Seasonal Contrasting Color Examples

Spring & Summer Seasonal Palette

Fall & Winter Seasonal Palette

Growth Track & Dream Team

There is no specific logo treatment for Growth Track or Dream Team. Use the brand guide when creating materials for these ministries. There is not a specific color assigned to Growth Track or Dream Team. Colors listed in this guide can be used for Growth Track and Dream Team materials, promotion, and communications.

Primary Usage | Heading 1 Karmina Italic

Growth Track

Stacked Usage - Centered | Heading 1 Karmina Italic

Growth Track

Primary Usage | Heading 1 Karmina Regular

Dream Team

Stacked Usage - Right Justified | Heading 1 Karmina Regular

Dream Team

Generations Logos

Generations ministry is for newborns to high school seniors. All generations-specific branding should be used secondarily to Trinity's primary logomark and logotype, and should comply with brand colors.

Heroland

Newborn through Kindergarten ministry

K!ds

1st through 3rd grade ministry

Xtreme

4th through 6th grade ministry

The Exchange

7th through 12th grade ministry

PRESCHOOL & DAYCARE

*While separate from the Heroland ministry of Trinity, the Heroland branding also covers our preschool and daycare, but **does not** require the pairing of the Trinity logo in these cases.*

Staff Email Signature Guidelines

The following email signature format is an option be used to maintain consistency as a staff and to expand the brand.

John Smith
Job Title
123-456-7890

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Name

Font: Arial
Size: 14
Format: Bold
Case: Title
Color: #69634E

Title

Font: Arial
Size: 11
Format: Italic
Case: Title
Color: #4F4733

Phone Number

Font: Arial
Size: 11
Format: Regular
Case: N/A
Color: #4F4733

Logo

Cedar Horizontal Logo
Size: 2.17"X0.43"

Body Copy

Font: Arial
Size: 11
Format: Regular

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