SouthBrook

A GUIDE TO OUR BRAND

A GUIDE TO SOUTHBROOK BRAND IDENTITY
AND GRAPHIC STANDARDS

It's time for a fresh, new look and voice which is designed to connect with the local community we are trying to reach.

SouthBrook is a church with multiple ministry departments and communication channels. The upside of this is there are lots of ways and channels to communicate. The downside is there are lots of opportunities to sound different and inconsistent, which can create confusion.

Winning brands and organizations have a consistent brand voice. It is a part of the guest experience that lives from the moment they engage on social media to the time they set foot in the door until they leave. The guest clearly understands who we are through our style and voice.

Any questions or concerns regarding branding, please contact the SouthBrook Marcom Department.

HOW WE SPEAK

We speak as visionary creators. We don't hand hold through a process; we are INSTIGATORS of change we want to see in the world that has meaning and value.

We are imaginative, artistic, inventive and entrepreneurial.

We help our community express and create. We would rather be found not doing than copying or doing something that is not truly unique.

Communication is simple and straightforward, making it inspirational and action-oriented. We create the change we want to see in Dayton through the action of our church community.

COMMUNICATION FILTERS

The message we aim to portray with our brand can be summed up with these keywords:

Visual // We know our target is visual. We can show and story-tell more than can explain.

Straightforward //   We don't sugarcoat, but say things direct and straightforward. Crucial information is the lead headline.

Authentic // We are consistent across the board, which gives our brand an authentic feel.

WHITE SPACE

White space is important to our brand, in order to achieve maximum impact within an communications piece maintaining minimum white space requirements are essential. Please find our requirements below.

The unit of measure shall be taken from the 'S' height of the word "SouthBrook" in the logo icon. Logo shall be supplied with a white space bounding box in place.

DO NOT CROP unless given express permission from the MarCom team. In such cases where cropping is required, a visual proof will be required prior to production.

SECONDARY LOGO ELEMENTS

For the majority of representations, specifically in outward-facing communication elements, the primary logo versions are required, either vertically of horizontally depending on space and preference. However secondary logo iterations are available for use.

These may be used in special circumstances where the primary logo would be too small to read, where space is minimal, certain online applications, etc.

Any questions or concerns regarding logo use or application, please liaise with the MarCom team where uncertain/ unclear.

PRIMARY

REVERSING & BACKGROUNDS

When printing on a dark background / busy background reversing the logo is sometimes the best option. There are multiple options found in the logo pack.

Stick to ministry colors for the background where possible, white/grey, black is also acceptable. Please liaise with the MarCom team where uncertain/unclear.

SHOWN BELOW ARE SOME EXAMPLES.

SCALING & POSITIONING

It is important not to distort the logo when positioning it within an communication piece. When scaling up or down, it is required to always use the scaling aids at the corners of the logo. Never from the top, bottom or sides. It is also helpful to hold down Shift while scaling, this will help to keep the logo in proportion.

Do not squash or stretch the logo, when resizing and positioning please take care to ensure the image is not distorted.

The minimum size requirement has been predetermined to maintain the visual strength and legibility of the corporate logo. The width of the shield graphic should never measure less than a .375 inch wide. To request the use of a smaller size, please contact the MarCom Department.

.375" wide
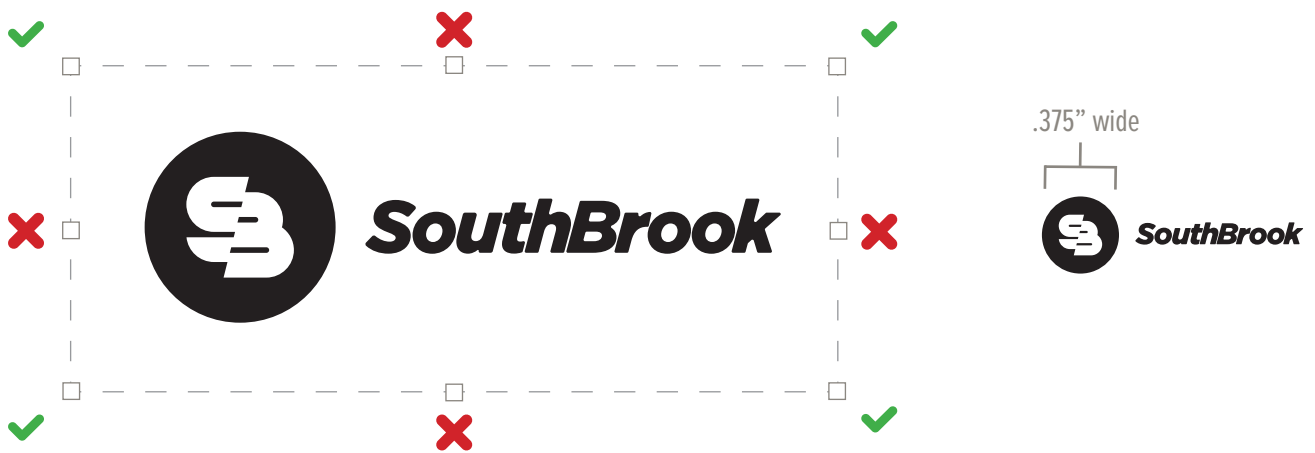
COLORS

Please ensure wherever possible to match the following color guides. If custom colors are required please check with the MarCom team in order to approve closest match prior to production.

A key component to brand equity is color. To ensure all SouthBrook signature color is rendered accurately, please refer to these guidelines which have been predetermined.

OPTION #1

PRIMARY

| #635966 | #D5D2CB | #868E8E |

SECONDARY

| #8C8781 | #92623E |

OPTION #2

PRIMARY

| #8C8781 | #434B4E | #868E8E |

SECONDARY

| #C9B99F | #D5D2CB |

OPTION #3

PRIMARY

| #92623E | #868E8E | #434B4E |

SECONDARY

| #C9B99F | #8C8781 |

FONTS

Please ensure wherever possible to match corporate fonts. Where not available please check with the Marketing team in order to approve the closest match prior to production.

Bold (All Caps) should be used to draw particular attention. Light Italic can be used for lists or other variants, but to be used sparingly.

ADOBE SUITE TYPE KIT

Titles:
Proxima Nova Black Italic

Subtitles:
Proxima Nova Bold

Headers:
Proxima Nova Extra Condensed Bold

Body:
Proxima Nova Extra Condensed Regular

Lists:
Proxima Nova Extra Condensed Light Italic

STAFF MAC FONT BOOK

Titles:
Montserrat Black Italic

Subtitles:
Montserrat Bold

Headers:
Montserrat Bold

Body:
Montserrat Regular

Lists:
Montserrat Light Italic

SAMPLE TITLE
SAMPLE SUBTITLE

Sample body text: Lorem ipsum dolor sit amet, everti oportere referrentur cu cum, exerci vocibus scriptorem nec ad. Tacimates efficiantur at mel, ei sit sale omnis efficiantur.

SAMPLE HEADER
Error signiferumque id mea. Legere quaestio eleifend te nec, et facete mediocritatem his, pri antiopam scripserit delicatissimi ei. Ei has facer accusata.

SAMPLE TITLE
SAMPLE SUBTITLE

Sample body text: Lorem ipsum dolor sit amet, everti oportere referrentur cu cum, exerci vocibus scriptorem nec ad.

SAMPLE HEADER
Error signiferumque id mea. Legere quaestio eleifend te nec, et facete mediocritatem his, pri antiopam scripserit delicatissimi ei. Ei has facer accusata.

IMAGERY

For photographs/images please ensure to keep within the corporate or complimentary tones where possible. Ensure not to choose an image with a highly contrasting palette.

When placing logo over background image, please ensure there is enough contrast between the image and the logo. If contrast is not suitable, box logo on a white or reversed
out grey/black background.

CONTEXTUAL BRANDING

Interacting through a consistent brand voice and aesthetic is a major step towards letting people get to know you as an organization. When people know you, they will identify with you and your purpose, trust you, and be more likely to recommend you to their friends and family.

CONTACT

MARKETING
For your convenience, you may contact anyone in the MarCom department via email at MarCom@SouthBrook.org

For specific questions regarding logo usage:

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