

**TRINITY  
GRACE  
CHURCH**

PARK SLOPE

# **BRAND DESIGN GUIDELINES 2019**

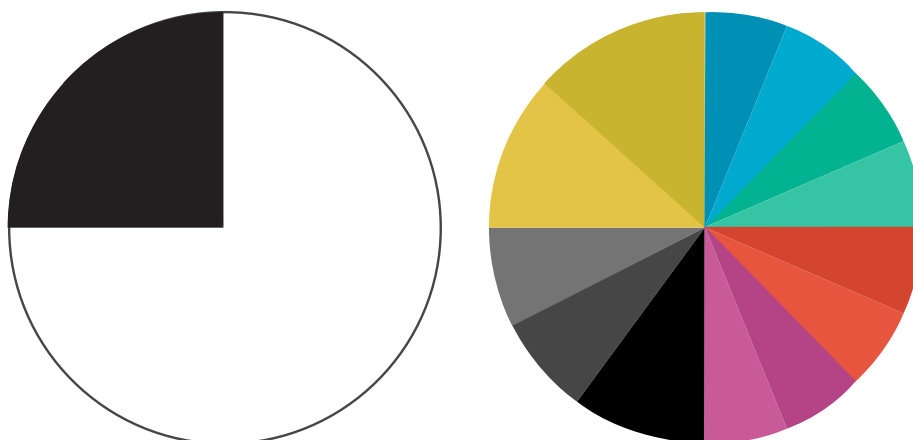
**COLORS • FONTS • LOGOS • LAYOUTS**

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# COLORS

## COLOR BALANCE PROPORTIONS

Fields of white are the most common useage in our brand. Two-tone color fields are used throughout the brand, but more sparingly in digital applications.



## COLOR HEXCODES

Additional lighter or darker tone variations on these colors are also allowed to make it easier to read overlay text and graphics.



#000000



#FFFFFF



#C8B42F



#DAC545



#464646



#747474



#0090B5



#31A8CD



#02B290



#31C6A3



#CE4631



#E1563E



#B44485



#C75999

# FONTS

## FONT FAMILIES

Brandon Grotesque Black is our primary title font. It is always used in all caps with generous tracking space (60–100).

FreightText Pro is our alternate title font. It is always used in sentence and title case.

Brandon Grotesque Bold is our secondary title font. It is always used in all caps with generous tracking space (60–100).

Open Sans Regular is our primary body copy font. It is always used in regular sentence or title case.

Baskerville Regular is our alternate body copy font. It is always used in regular sentence or title case.

A combination of these fonts are used across our print and digital ecosystem.

# BRANDON GROTESQUE

BLACK, ALL CAPS

# FreightText Pro

BLACK

# BRANDON GROTESQUE

BOLD, ALL CAPS

# Open Sans

REGULAR

# Baskerville

REGULAR

# FONTS

## FONT COMBINATION EXAMPLES



FREIGHTTEXT PRO BLACK + BRANDON GROTESQUE BOLD



BRANDON GROTESQUE BLACK + OPEN SANS REGULAR



BRANDON GROTESQUE BLACK + BRANDON GROTESQUE BOLD



BRANDON GROTESQUE BOLD + BASKERVILLE REGULAR



BRANDON GROTESQUE BOLD + FREIGHTTEXT PRO BLACK



BRANDON GROTESQUE BOLD + OPEN SANS REGULAR



BASKERVILLE REGULAR



BRANDON GROTESQUE MEDIUM

# LOGOS

## PRIMARY LAYOUTS

Stacked and horizontal versions are both used equally based on the best format for a given application.



**TRINITY  
GRACE  
CHURCH**

PARK SLOPE



**TRINITY GRACE CHURCH**  
PARK SLOPE

## BANNER STACKED LOGO

This version appears with “Park Slope” in most print applications.



**TRINITY  
GRACE  
CHURCH**

PARK SLOPE



**TRINITY  
GRACE  
CHURCH**

PARK SLOPE

## COLOR BLOCK STACKED LOGO

This version appears without “Park Slope” and is used primarily in digital applications.



**TRINITY  
GRACE  
CHURCH**



**TRINITY  
GRACE  
CHURCH**

## BANNER HORIZONTAL LOGO

This version appears with either “Park Slope” or the “Renewal” tagline.



**TRINITY GRACE CHURCH**  
PARK SLOPE



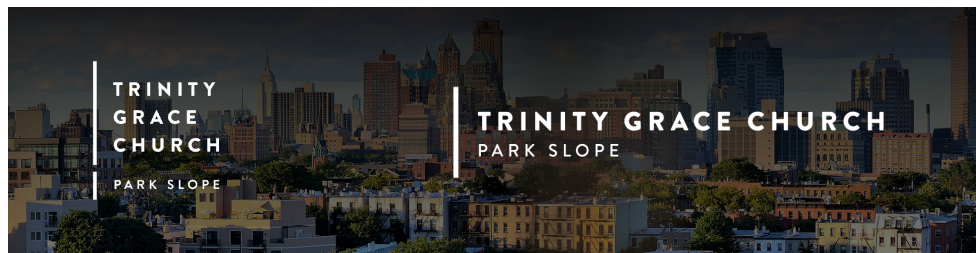
**TRINITY GRACE CHURCH**  
JOINING GOD IN THE RENEWAL OF ALL THINGS

# LOGOS

## PRIMARY USES

The logo can be applied in a wide range of background layouts that make it easy to read the logo. Here are a few of the primary uses.

White background is the most common usage, but solid color blocks are also regularly used. Photos require careful selection and a gradient fade or alternate versions to stand out against the photo details.



# LOGOS

## AVOID THESE USES

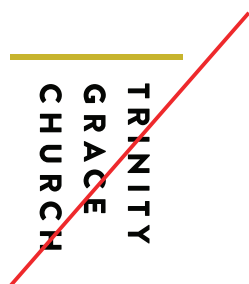
Help us maintain the integrity of the logo across all of our communication. Don't modify the logo in these ways.



DON'T MAKE INTO SINGLE COLOR  
(USE ONE-COLOR LOGO FROM TOOLKIT)



DON'T ADD A BOX AROUND THE LOGO



DON'T ROTATE



DON'T STRETCH



DON'T CHANGE STROKE COLOR\*



PARISH LOGOS FOLLOW A SPECIFIC FORMAT



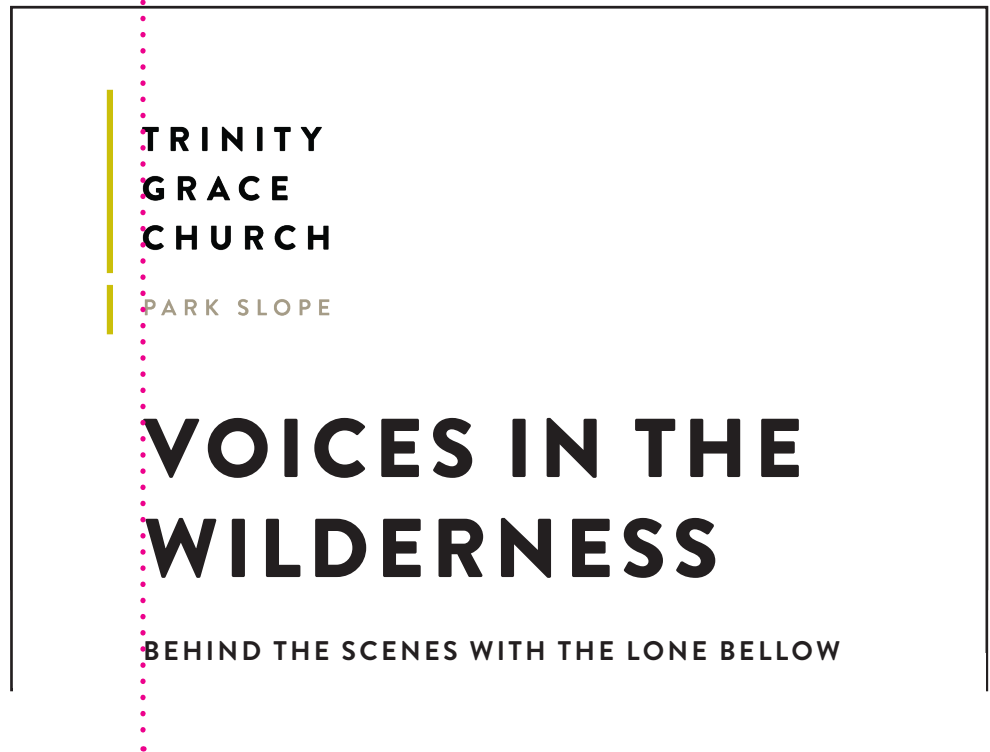
DON'T ADD DROP SHADOW

# LAYOUTS

## LAYOUTS

Whenever possible, use the text of “Trinity Grace Church” in the logo for alignment, not the banner stroke.

Layouts can rely heavily on traditional left alignment of text. Body copy and headlines can also be centered tastefully.





NEW FONT  
FAMILY  
OPTIONS

# FreightText Pro

BLACK

## BRANDON GROTESQUE

BOLD, ALL CAPS

## BRANDON GROTESQUE

BLACK, ALL CAPS

## Open Sans

REGULAR

## Baskerville

REGULAR

NEW COLOR  
PALETTE  
OPTIONS



#0090B5



#31A8CD



#02B290



#31C6A3



#CE4631



#E1563E



#B44485



#C75999



#C8B42F



#DAC545



#000000



#FFFFFF

# Grace Changes Everything

STORIES OF SALVATION IN OUR COMMUNITY

FREIGHTTEXT PRO BLACK + BRANDON GROTESQUE BOLD

# VOICES IN THE WILDERNESS

BEHIND THE SCENES WITH THE LONE BELLOW

BRANDON GROTESQUE BLACK + BRANDON GROTESQUE BOLD

**FOUNDATIONS COURSE**

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# Introduction to Trinity Grace

BRANDON GROTESQUE BLACK + OPEN SANS REGULAR

**AN ADVENT POEM BY CHRIS DOMIG**

# A Window into the Heart of Brooklyn

BRANDON GROTESQUE BOLD + BASKERVILLE REGULAR

ADVENT 2018

# Peace on Earth

BRANDON GROTESQUE BOLD + FREIGHTTEXT PRO BLACK

BROOKLYN WORSHIP NIGHT

BRANDON GROTESQUE MEDIUM

THE MARRIAGE COURSE

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# Resolving Conflict

BRANDON GROTESQUE BOLD + OPEN SANS REGULAR



Twelve 15  
Gatherings

BASKERVILLE REGULAR