



BRAND GUIDE



**WE ARE REPLICATE.
YOUR DISCIPLE-MAKING
MOVEMENT STARTS NOW.**

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Replicate Ministries
Brand Guide Version 1.0, 2022
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WELCOME!

SO WHY A BRAND GUIDE?

Our Brand Guide's chock full of guidelines and handy tips to help you, the communicator, consistently and effectively communicate with our audience.

By following the guidelines contained herein, you'll begin every creative project with a solid, branded foundation so you can create things that look, sound, and feel like our brand every time. Plus, even if you ignore some guidelines, as some instances require, you'll at least have an idea of how far you've ventured.

Refer back to this guide often. It will be your compass for our ever-evolving and growing brand. Let's get started!

LOOKING FOR OUR BRAND ASSETS?

Click below for quick access:

Messaging Blueprint

Includes all components of our Identity, Audience, and Strategic Message. Note: The most important items are included in this Brand Guide.

Logo Assets

Includes raster (.png), vector (.eps), and native Adobe Illustrator (.ai) versions of all logo versions.

Style Overview Assets

Includes native Adobe Illustrator (.ai) file; all photos, mockups, and designs; brand fonts, and Adobe Swatch Exchange (.ase) color files.

SECTION 01

MESSAGE

WHY STRATEGIC MESSAGING?

Every organization has an audience they're uniquely positioned to reach. Our strategic message ensures we communicate the "shared win" effectively with our audience.

THE COMMUNICATION TRIANGLE

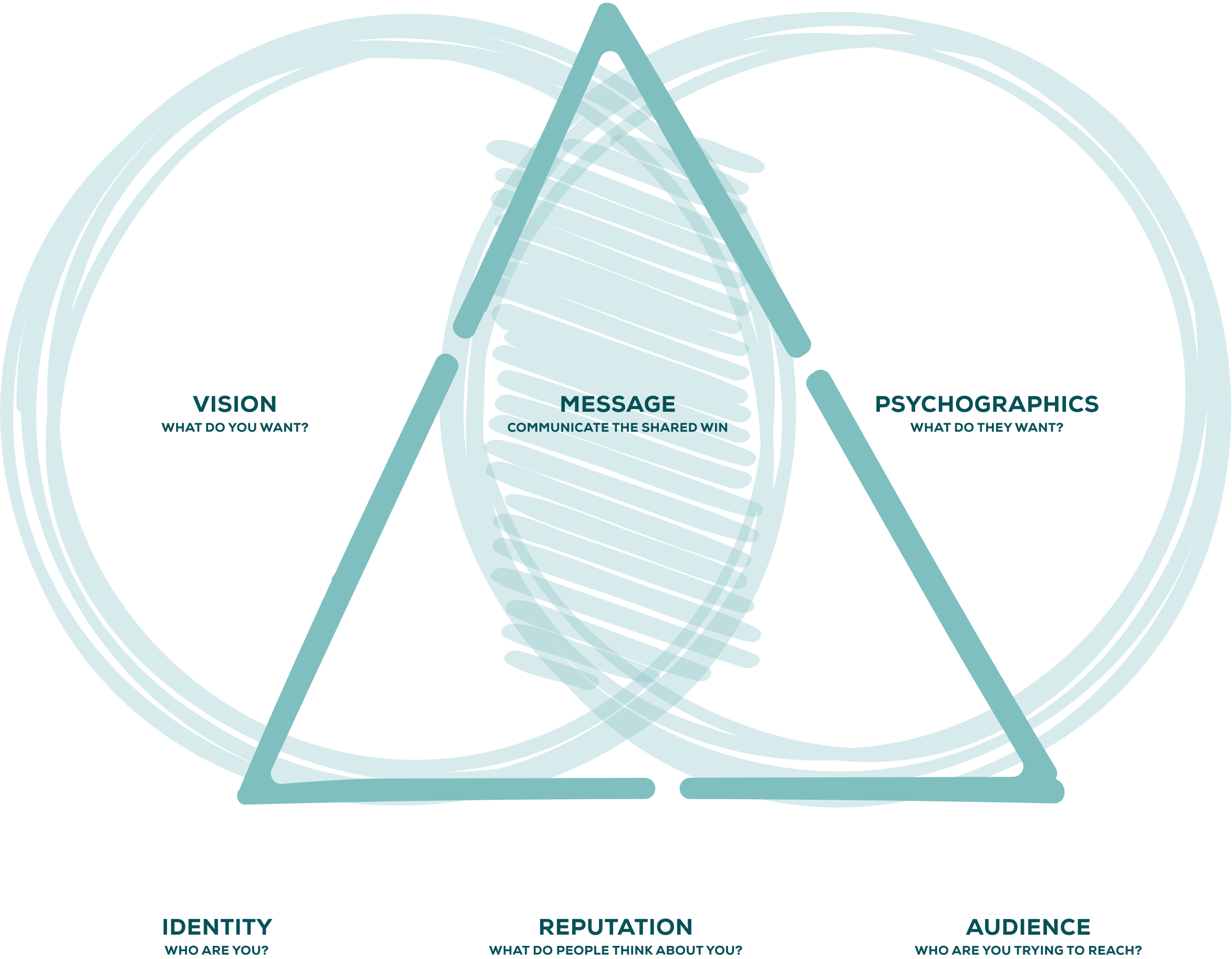
The Communication Triangle serves as our messaging foundation. Its three points represent:

Identity: Who are we? What do we want? How do we feel?

Audience: Who are they? What are their hopes and fears?

Shared Win: Where do our vision and our audience’s hopes intersect?

Our organization’s Communication Triangle is summarized below. This section provides a deep understanding of who we are, who we’re called to reach, and how we communicate the shared win with our audience. Follow the guidelines in this section to send a consistent message to our audience.



PRIMARY TARGETS

HOW DO WE MEASURE OUR EFFECTIVENESS?

Mission

The daily actions and attitudes an organization takes to fulfill its vision.

Vision

The long-term goal that informs an organization’s actions and values.

Core Values

The guiding principles of an organization’s culture, actions, and direction.

Measurable Indicators of Success

The measurable tangible, emotional, and missional metrics that indicate an organization has successfully achieved its mission and vision.

MISSION STATEMENT

“Empowering churches to activate their disciple-making movement.” [temporary]

VISION STATEMENT

Empowering pastors to equip disciple-makers through mentorship and investment.

CORE VALUES

- The Foundation of SCRIPTURE
- The Feasibility of PRACTICAL
- The Freedom of CONTEXTUAL
- The Force of MULTIPLICATION

SUCCESS INDICATORS

- To see thousands of churches implement and lead our disciple-making movement, measured by:
 - Number of leaders served
 - Number of churches running Replicate’s Discipleship Group model
 - Number of churches Replicate has helped implement their disciple-making movement
 - Number of resources distributed (especially the Foundations series)
- Increased partnership with churches.
- Discipleship training becomes a more apparent overall Church priority, with a focus on disciples over converts.
- People identify as disciple-makers themselves, not leaving the work to the pastoral staff.
- Pastors report feedback that shows them approaching discipleship with a long-term mindset.
- Pastors are able to “pass the baton” of discipleship from the staff to the members.

ARCHETYPES

WHAT’S OUR BRAND PERSONALITY?

Archetypes define an organization’s multi-faceted personality as characterized by Christ. These inform an organization’s voice and publicly perceived motivations.

PRIMARY: JESUS THE VISIONARY

HOW WE SPEAK:

Replicate works with pastors to instill hope and reawaken passion.

Part guide, part coach, we run alongside pastors.

Replicate says, “We can do this. I see a better day for you.”

We’ll use this voice primarily in our public-facing settings like our website, social media, and advertising.

HOW WE FEEL:

Pastors discover Replicate to be the electrifying catalyst for a new sense of breakthrough and a shift in their disciple-making paradigm.

The Great Commission light bulb flips on, as the process and concept are de-mystified and new insights are illuminated.

Replicate equips pastors to send people to “the highways and byways” and mobilize their people into multiplication.

EXAMPLES:

Brands that talk and feel similar include Elevation Church, Zoe Church.

SECONDARY: JESUS THE CARPENTER-TEACHER

HOW WE SPEAK:

Replicate motivates and teaches with the level-headed know-how of a seasoned mentor.

We instill grit and determination by our confident expertise.

Replicate says, “I got you—if you’re willing to go.”

Practical, approachable.

We’ll use this voice primarily in our internal, experiential, from-the-stage messaging.

HOW WE FEEL:

Replicate anchors pastors as they implement discipleship. We provide a solid foundation as they start a new journey toward authentic disciple-making.

Replicate also feels like “the pastor next door,” not a “sage from a stage.” There’s mutual understanding and an openness to new ideas.

EXAMPLES:

Brands that talk and feel similar include Auxano, Grace Place Wellness, Element Church, Alpha.

TERTIARY: JESUS THE CREATOR

HOW WE SPEAK:

After committing to Replicate long-term, they feel energized to move beyond old methods, expanding their creative future vision even larger.

Replicate says, “You’re not in this alone ... so now, what if?”

We’ll use this voice primarily when speaking about our mission, vision, and core values, and in The Collective community.

HOW WE FEEL:

Pastors are empowered with the confidence, freedom, and adaptable tools to take ownership and cast custom, future vision in their churches for maximum transformation.

EXAMPLES:

Brands that talk and feel similar include Mosaic, BibleProject, Disney.

PULSE WORDS

HOW DO WE FEEL?

Pulse Words are a grouping of visually compelling words that inform the subconscious emotional perceptions of our organization. The primary Pulse Word is the feeling most emphasized in all written, visual, and other media. Anchor any visual or written communication in one or more Pulse Words for brand consistency.

CATALYST		GRIT	
Breakthrough Demystify Transformation		Confident Determined Experience	
ANCHOR	INVOLVE/ ACTIVATION		EMPOWER
Solid foundation Authenticity Support	Hands-on Workshop Build		Freedom Adaptable Custom

AUDIENCE

WHO ARE WE TRYING TO REACH?

DEMOGRAPHICS

Our audience’s socioeconomic realities.

CHALLENGES

Our audience’s internal, external, and moral challenges.

SECONDARY AUDIENCE(S)

Our additional person(s) an organization intentionally reaches who resonate with and benefit from various aims of an organization.

PRIMARY AUDIENCE

Lead and Executive Pastors ages 25–44

DEMOGRAPHICS (MAY INCLUDE)

- Pastors who have been in ministry for a while but maybe weren’t discipled themselves.
- Pastors who have tried discipleship plans before but without lasting success.
- Pastors who are tired of just Sunday morning and “playing church” and want to see their church members motivated to “get in the game.”
- Pastors who spend a lot of time maintaining their systems and have little energy for creating and implementing new systems for discipleship.

SECONDARY AUDIENCES

- Church Planters
- Executive Pastors
- Group/Discipleship Pastor
- Church Board Members
- Disciple-making practitioners inside churches, both staff and volunteer

CHALLENGES

- The program-based church model I’ve implemented doesn’t lead people to becoming 24-7 disciples, but I haven’t been able to find a better way.
- I feel like my program-based church has made me active, not productive.
- I feel like my programs are creating superficial consumer Christians, not disciples.
- I spend so much time running programs, I don’t have time for the people I’m called to pastor, much less the community outside the church.
- (For many) I’ve never been personally discipled. I got it all from the Holy Spirit, so I’m not sure how to disciple others or teach practical discipleship principles.
- I don’t know how to articulate our church’s vision in terms of disciple-making—only in terms of attendance, baptism, offering, and “next steps.”
- I have a vision, but managing systems to practically accomplish that vision is outside of my gift-set.
- My church leaders (especially my volunteers) have never all been on the same page, so many of us aren’t working together to accomplish the overall vision of our church.
- The people in my church depend on my staff and me to give them everything they need spiritually.
- There is an overwhelming amount of advice for church leaders, and I’m not sure if any of it will really apply to my context.
- Consultants rarely seem to have real-world experience pastoring a church. And if they do, it was long ago.
- Two different languages: We’re saying the same things, but my people aren’t getting it. Don’t know how to take this passion and give it away to people.

PERSONAS

Research-based, fictional vignettes of the person(s) from each audience.

PERSONA: PASTOR CHRIS

Pastor Chris is forty years old and five years into pastoring a legacy Southern Baptist congregation. He’s been popular as a pastor: The congregation wants to grow, and Chris has led them to start two satellite campuses. His team has implemented best practices to lead people from first time attendee to member and volunteer.

But Chris watches interactions between congregation members and wonders if they’re becoming more like Jesus. Young couples are moving in together, there’s infighting among leadership teams, marriage problems run rampant, and his staff is exhausted from constantly putting out fires. All of his activity and success feels like fools gold. He wants to run the race to win, not beat at the air.

Chris heard about D-Groups from pastor friends who lead other Baptist Churches. He visits replicate.org to see if it would be worth implementing D-Group curriculum at his church.

What will get him to schedule a call with Replicate to find out about our consulting? And what will help him sell Replicate to his board?

PERSONA: PASTOR MIKE

Pastor Mike is a 32-year old discipleship group pastor. He has a passion for making disciples and has tried to create his own curriculum for it, to little avail. He feels a sense of frustration between what he wants to instill in the people and how well he communicates that. He really does want to see an “all-play, everyday disciple-making movement,” but no one seems to share his passion–yet.

All he cares about is making disciples. There are so many tools that have “plans,” but he wants one that works. He doesn’t quite know where to start. He also needs advice and support from people who are already actively having success with their small groups.

Mike sees an Instagram ad for Replicate. What does he see that draws him to The Collective?

PERSONA: PASTOR STAN

Pastor Stan is the 58-year-old leader of a megachurch. He started in the 80s, built a massive congregation, and stays current with all the latest ideas in church growth models. He has a 28-year old youth pastor he’s mentoring to be his replacement in the next five to ten years. Stan’s giving the young leader the sort of mentoring he never got when he was coming up in ministry.

Stan read Future Church by Will Mancini and Corey Hartmann. It convicted and inspired him. Before he hands off his church, he wants to watch it transition into a multiplication center, not just a great place for people to attend.

He has the money and freedom to hire a consultant to help him implement Will’s ideas. But he’s skeptical of consultants and copy-and-paste solutions. He’s hired way too many in the past who didn’t understand ministry generally or his ministry in particular. They didn’t have a dynamic process that didn’t help Stan’s church become the best version of themselves.

A connection at Future Church Co. refers Stan to Replicate. When he gets on a phone call with Vic, what will Stan hear that inspires him to engage Replicate for the long term and refocus his entire missional strategy?

STRATEGIC MESSAGE

HOW DO WE COMMUNICATE THE SHARED WIN TO OUR AUDIENCE?

VALUE PROPOSITIONS

Value Propositions are brief, public promises that offer meaningful solutions for audience hopes and fears.

BRAND PROMISE

The Brand Promise is an organization’s primary value proposition centered on the target audience’s root hope and fear. It can also serve as a tagline.

ONE-LINER

The One-Liner is an organization’s elevator pitch. It summarizes how an organization helps its audience and what happens as a result. This statement places the organization’s mission in words meaningful to an outside audience.

AUDIENCE HOPE	AUDIENCE FEAR	VALUE PROPOSITION
To win people to Jesus and lead them into a flourishing Jesus-centered life.	To win people to my church but not win them to Jesus and the life he has for them.	Make disciples. Mobilize disciples. Multiply disciples. <ul style="list-style-type: none">• More people growing in Jesus.• More disciples training disciples.• More individuals carrying Jesus into their circle of impact.
That my entire team will get behind the Great Commission vision God wants to instill in our church.	To believe God has more for my church but have no way to articulate it to others (or even myself).	Develop a disciple making vision unique to you and your context. <ul style="list-style-type: none">• Align every leader with the Great Commission.• Recenter every activity around multiplying disciples.• Tune every heart to God’s heart for your church.
That I will lead my church to accomplish what God’s called us to do.	To end my life and not hear: “Well done, good and faithful servant.”	Build a strategy that focuses more on transformation than activity. <ul style="list-style-type: none">• Principles > Prescription• Customization > Copy-and-Paste• Proven Process > Quick Fix Apathetic Empowered and Engaged
That we can implement our God-inspired vision at every level of our church and beyond our church walls.	That our team’s disciple-making vision will fizzle out and we’ll get back to “church as usual.”	Implement custom disciple-making tactics at every level of your church. <ul style="list-style-type: none">• Inspire shared passion.• Instigate individual growth.• Influence Jesus-centered living beyond Sunday morning. We help churches get unstuck so they can multiply.
That I’ll help create a Jesus movement that will extend to more people than I could ever reach alone.	To create disciples who depend more on me and my team than they do on Jesus.	Watch your church’s disciple-making movement multiply. <ul style="list-style-type: none">• More Jesus beyond the walls of your church.• More Jesus in the marketplace.• More Jesus in places pastors don’t get invited (but everyday disciples do!). Feel like you’re doing what you were made to do: raise up and multiply disciples of Jesus.
To serve my individual church and context using the best tools and ideas available without compromising who God’s called us to be.	To feel pressured to implement a system created by people who don’t get my church or our context.	We are for pastors, by pastors, with pastors. <ul style="list-style-type: none">• We are pastor-practitioners, not corporate consultants.• We value the individual calling of every local church.• Our bottom line: God’s kingdom come and will be done. Through your church. In every life. Get everything you need to start a Great Commission movement in your church and context. You can’t lead a disciple-making movement alone. (The Collective)

BRAND PROMISE

ROOT HOPE

To win and grow as many mature disciples of Christ as possible.

ROOT FEAR

To never help my church reach her full kingdom potential by failing to help people grow in Jesus.

BRAND PROMISE

Your disciple-making movement starts now.

ONE-LINER

Replicate provides customizable, multiplication-focused toolkits and resources that empower every church to activate an all-play, everyday disciple-making movement.

We are pastors who guide pastors through a biblically-based process that allows them to make Jesus’ final words their church’s first work:

Go into all the world and make disciples.

CORE STORY

Our Core Story is a short prose poem describing our target audience’s journey from their deepest fears to their highest hopes as facilitated by our organization. Best used as a script for a short promotional video, it also serves as the foundation for website and marketing copy.

Is your church reaching its God-given potential?

Are you growing devoted followers of Jesus, not just on Sunday, or within the bounds of carefully crafted programs...

But are you creating a legacy of multiplying disciples that reaches far beyond your influence and lasts long after you’re gone?

Because if you measure your effectiveness any other way, you might not accomplish the one thing Jesus asked us to go into the world to do: Make disciples.

You know this reality, and you wonder if a solution exists.

That’s where we found ourselves.

We’re pastors who worked hard, tried to follow all existing best practices, and nearly burned ourselves out.

We were doing everything the “right way,” but not following Jesus’ disciple-making example or call.

And though our churches may have grown numerically, few of those attending our well-produced services and programs were becoming more like Christ.

At our lowest moments, we wondered if we would ever hear the words, “Well done, good and faithful servant.”

Thankfully, we don’t have to wonder any more.

We found you can inspire your church with a fresh and clear disciple-making vision, develop strategies to keep your people on his mission, and implement week-in, week-out tactics that empower disciple-makers at every level.

You can activate more people in their calling and give them the tools they need to make Jesus’ last words their first work, too.

We invite you to in make disciples, mobilize disciples, and multiply disciples.

We are Replicate: Your disciple-making movement starts now.

SECTION 02

LOGO

WHY A LOGO?

Catalyst. Anchor. Involve.

Our logo captures these brand feelings.

Our logo functions as the door to our entire brand experience.

It serves as a reservoir of all the interactions our audience has with our brand. Our logo isn't everything, but it is essential.

Careful use of our logo is the first step to ensuring brand consistency and quality execution. Follow these guidelines to ensure our logo communicates effectively with our audience.



DOWNLOAD HERE

CLEAR SPACE

Clear space ensures legibility and appropriate contrast even at small sizes.

As a general rule, the more clear space around the logo, the better. At a minimum, clear space should be equal to the icon’s height surrounding the logo.

HORIZONTAL LOCKUP

Use this version for left-aligned layouts.

VERTICAL LOCKUP (STACKED)

Use this version for center-aligned layouts.

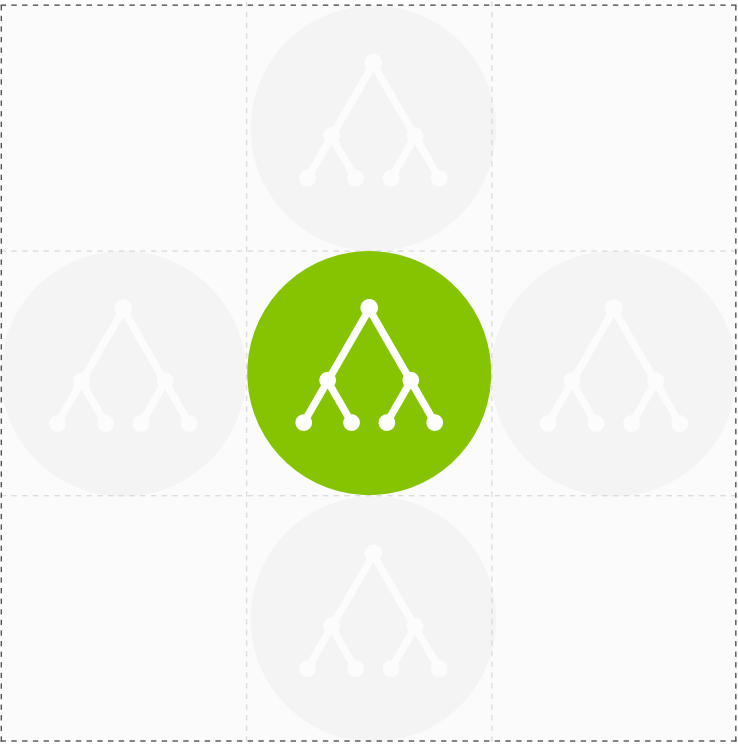
BADGE

Use the badge as a graphic element or to maximize small spaces.

ICON

Use the icon decoratively (large) and as a signature stamp (small).

ICON



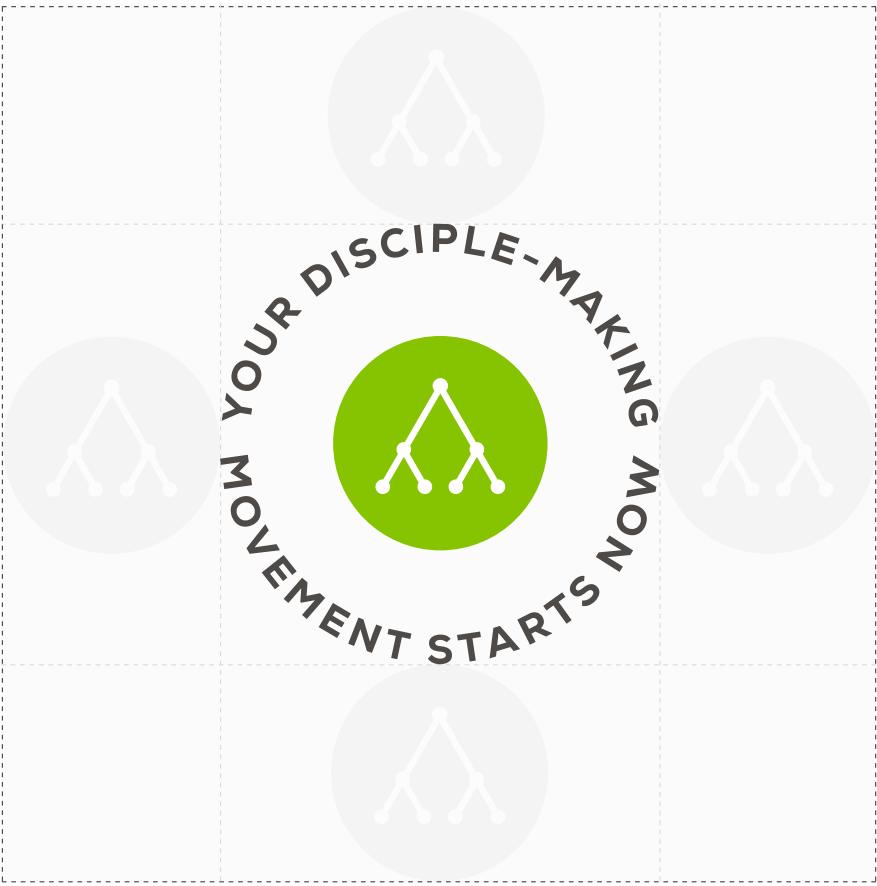
HORIZONTAL



STACKED



BADGE



BACKGROUND CONTROL

You may place the logo on photographs, textures, and patterns with adequate contrast.

- Any solid-color background
- One-color, light version of the logo on dark photographic backgrounds
- One-color, dark version of the logo on light photographic backgrounds
- One-color version of the logo on low-contrast textures.



CONTRAST IS KEY

With adequate contrast, the mark will “jump” off the image. Picking great photos is our preferred method for logo placement.



TRY THESE

If great photos for the situation are hard to come by, try one of these:

- Increase contrast with blur effects
- Or create a safe spot for the logo with a color block.

COLOR OVERLAY

Use this option as a last resort. Place any brand color over a photo at reduced opacity (50-70%). This increased contrast will ensure the mark is visible.

COMMON ERRORS

Note: This is not a comprehensive list of errors, but avoiding these will go a long way to ensure effective use of our logo.



Avoid changing the layout or relationship between logo elements in a distracting, unappealing manner.



Avoid encroaching on the logo's clear space.



Avoid tilting or skewing the logo.



Avoid adding graphic effects to the logo, including drop shadows.



Avoid stretching, squashing, or distorting the logo in any way.



Avoid editing the logo color, using an off-brand color, or reducing the logo opacity.

SECTION 03

COLOR

WHY COLOR?

When our audience sees our brand, their eyes are drawn to the colors first and foremost. Our colors capture feelings based on our Pulse Words. Follow these guidelines to ensure effective color use.

PRIMARY PALETTE

Our primary palette anchors our brand. This group of colors will generally be used most in varying ratios. Before exploring other possibilities, use our primary palette for maximum brand recognition. (Especially with highly-branded print materials like stationery, merchandise, etc.)

The Pantone Matching System (PMS) ensures color consistency across all touch points. RGB and Hex are best for web, and CMYK is standard for print. In most cases, the Hex code will suffice.

Note: White is assumed as a primary color.



REPLICATE GREEN
Pantone 2293 C
HEX: #86c300

MIDNIGHT GREEN
Pantone 7476 C
HEX: #055157

EBONY
Pantone 2336 C
HEX: #4e4a48

RICH BLACK
Pantone 5395 C
HEX: #081f2c


AQUA
Pantone 4174 C
HEX: #7fbfc0

SEAFOAM
Pantone 4170 C
HEX: #a2bcba

EVERGREEN
Pantone 7736 C
HEX: #375542

SECONDARY PALETTE


Use our secondary palette before exploring off-brand colors. It complements our primary palette and expands our ability to communicate other brand feelings.




OAK
Pantone 4271 C
HEX: #8e7a6b




MAPLE
HEX: #c1b098




BURNT ORANGE
Pantone 717 C
HEX: #d75f00



FREEDOM ORANGE
Pantone 1375 C
HEX: #ff9e18



ROYAL
Pantone 7645 C
HEX: #522b3a



BURGUNDY
Pantone 4100 C
HEX: #804d4d

COLOR PAIRINGS

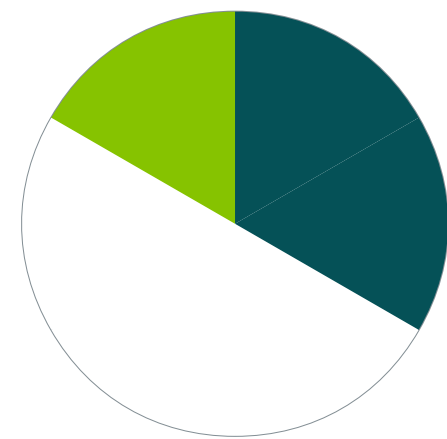
Nearly all our colors work in combination. Use these suggested color pairings to use our colors effectively every time.

TIP:

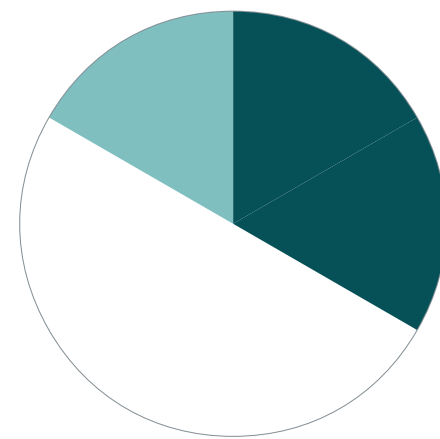
Use the **60-30-10 rule** to determine best color use with the following color ratios:

- **60% of colors** = White, light hue, neutral, or dark hue (for a “dark mode” look/feel)
- **30% of colors** = A secondary, supporting hue
- **10% of colors** = An “accent” hue used for calls-to-action (CTAs) like buttons, links, important icons, etc.

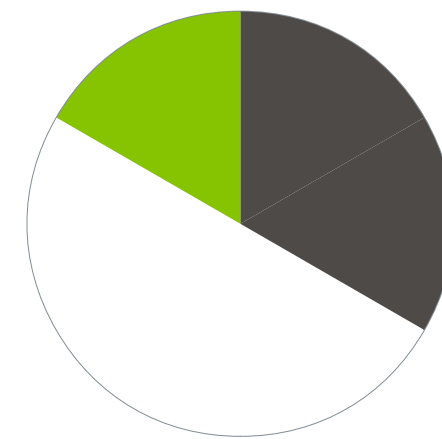
PRIMARY PAIRINGS



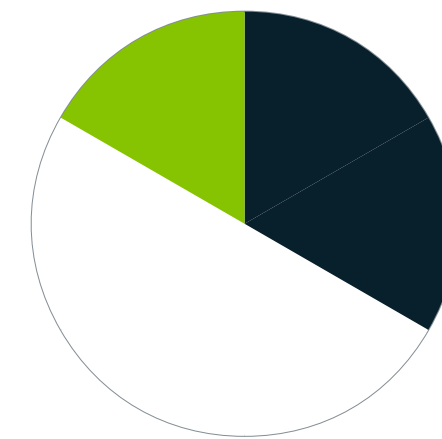
Replicate Green,
Midnight Green, and White



Aqua, Midnight Green,
and White

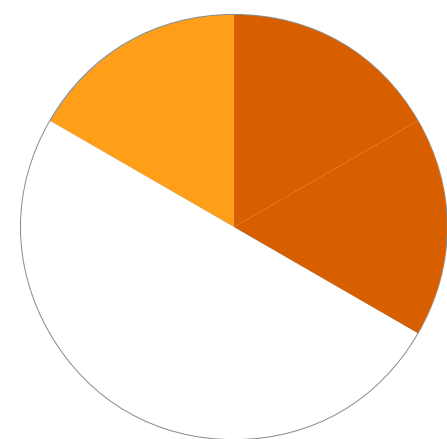


Replicate Green,
Ebony, and White

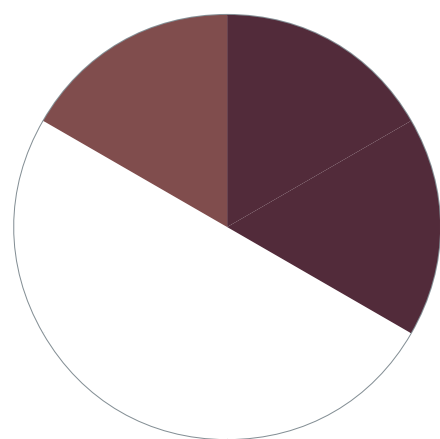


Replicate Green,
Rich Black, and White

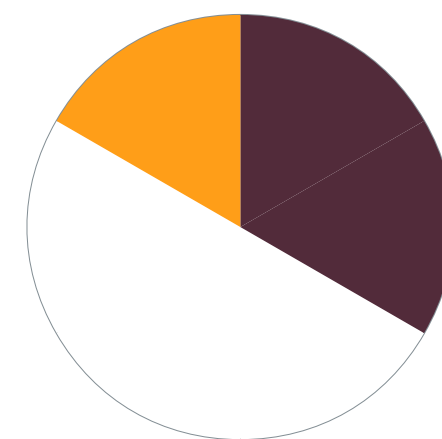
SECONDARY PAIRINGS



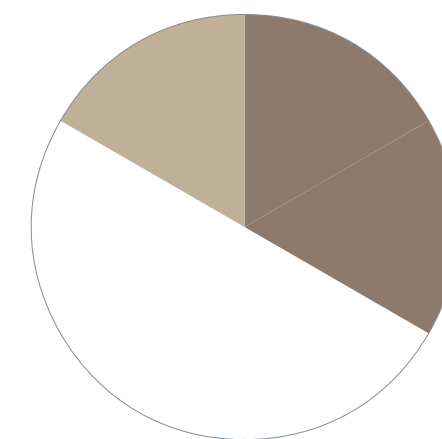
Freedom Orange,
Burnt Orange, and White



Burgundy, Royal,
and White



Freedom Orange,
Royal, and White



Maple, Oak, and White

COMMON ERRORS

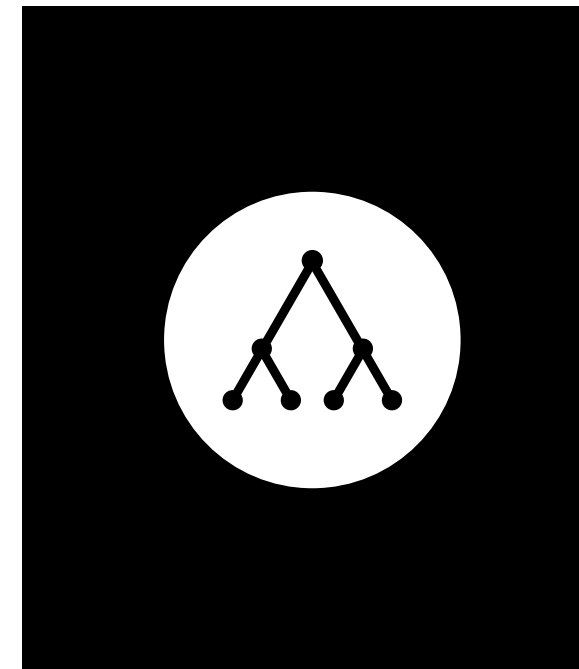
Note: This is not a comprehensive list of errors, but avoiding these will go a long way to ensure the effective use of our colors.



Avoid adjusting our colors. Color consistency is vital for brand recognition.



Avoid using off-brand colors in combination with approved brand colors.



Avoid using true black and true white in combination. This can be too stark.



Avoid combining Replicate Green or Aqua. These lack adequate contrast.



Avoid combining Replicate Green or Seafoam. These lack adequate contrast.



Avoid combining Midnight Green or Evergreen. These lack adequate contrast.

QUICK TIPS FOR PRINTING

COLORS: THE GOOD, THE BAD, THE UGLY

Color's tricky. Screens aren't created equal, and printers have varied results. Color is also dependent on light temperature. This means our colors will vary per setting. Here are a few guidelines to ensure quality results.

PROOFING COLOR

For best results, use your smartphone to proof digital colors. Filtered sunlight is best for proofing printed color—place items next to an indirectly lit window, especially on a rainy day.

FILE SETUP

Before sending print collateral to a printer, ensure that the file has a CMYK color profile and is at least 300DPI (dots per inch).

If your design runs off the page, export your file with at least .125" bleed and crop/trim marks.

PRINTING

- Maintain in-house printers consistently.
- Work with local vendors for apparel and print collateral. Good local relationships foster consistent results.
- Order samples (apparel, paper, etc.) from online vendors before making bulk orders. Make sure to account for the extra time needed for this process.
- Need to make sure the colors are an exact match? Use the provided Pantone codes, especially for stationery.

SECTION 04

TYPOGRAPHY

SAY IT WELL

Our strategic message communicates the shared win with our audience. Typography is the vehicle through which our message communicates. Our typography is another way we communicate brand feelings based on our Pulse Words.

This section covers approved typefaces and guidelines for their use.

DISPLAY + HEADER FONT

- Use this font to grab attention.
- Use it as a primary header as well.
- Avoid using it in paragraphs.
- Use for CTAs (ie, buttons)

BARLOW CONDENSED BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (. , ' " ? ! @ &)

HEADER FONT

- Use this font near the top of paragraphs.
- Use it for labels or captions also.
- All Caps preferred.
- Avoid using it in paragraphs.

NEXA HEAVY

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (. , ' " ? ! @ &)

PARAGRAPH

- Use this font for large bodies of text and sub-headers.
- Avoid using it as a main header.
- Use Rubik Bold for in-paragraph headers (H5).

Rubik Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (. , ' " ? ! @ &)

QUICK TIPS

These tips will help you build dynamic, engaging, and on-brand typographic compositions.

While these rules are proven and sound, sometimes breaking them is the right call.

SKIP WEIGHTS & DOUBLE SIZE

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

ALIGN X-HEIGHTS OR BASELINES

Align text baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x), which help visually align each line.

WATCH THE RAG

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent short words on their own line at the end of paragraphs (runts) or lines split between columns of text (orphans & widows).

GIVE THINGS SPACE, IF NEEDED

Negative space or the space around elements is vitally important. If informational elements belong together, move them closer together. Use grouping wisely: try not to cram too many things in one space.

KEEP LINE LENGTH REASONABLE

It is easy for the user to get lost in long lines of text. It's best to keep lines between 45 and 70 characters long, depending on the font size. This ensures legibility and comfortable reading as font sizes change.

TYPE HIERARCHY

Use this page as a quick reference for type sizes, hierarchy ratios, and other details. The provided example is one possible way to create a clear typographic hierarchy.

Definitions:

- “pt”: points, this is the unit used to measure the type size
- Leading: the vertical space between lines of type
- Kerning: the horizontal space between two letters
- Tracking: the horizontal space between a range of letters measured in units of 1/1000 em
- “em”: the width of the letter “m” in any typeface, used as a standard of measure for various typographical elements.

Note: For web typography use, see the UI Guidelines section.

DISPLAY

HEADER 01

HEADER 02

HEADER 03

HEADER 04

Header 05

Body goes here.
And continues here.

SIGN UP NOW

DOWNLOAD

Barlow Condensed Bold
120 pt, 100 pt leading, no tracking

Nexa Heavy
50 pt, 60 pt leading, 60 1/1000 em tracking

40 pt, 44 pt leading, 10 1/1000 em tracking

32 pt, 38 pt leading, 10 1/1000 em tracking

24 pt, 26 pt leading, 10 1/1000 em tracking

Rubik
Bold, 16 pt, 18 pt leading, 10 1/1000 em tracking
Light, 16 pt, 18 pt leading, 10 1/1000 em tracking

Barlow Condensed Bold
24 pt, 26 pt leading, no tracking

COMMON ERRORS

Note: This is not a comprehensive list of errors, but avoiding these will go a long way to ensure effective use of our typography.

Oh, Goodness, No...

Omnímus cuscílit que ea volesto et,
síatur mínúm rae. Et expel ínctae rerum
ea que omníma consedit maío

Avoid using off-brand typefaces.

Help me

Don't stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

No t good, nope.

Omnimus cuscilit que ea volesto et,
sitatur mínúm rae. Et expel ínctae
rerum ea que omníma consedit maío
conet venímáximi, corepel íquunt
volórbos quam, sí quós íntíusciáte
sitas míllabo reícita tílssímus

Keep tracking, kerning, and leading reasonable and legible. Avoid straying far from the examples in this guide.

Too Much Stroke

Omnimus cuscilit que ea volesto et,
sitatur mínúm rae. Et expel ínctae

Avoid using a stroke or outline on typography. Also, avoid using dark drop shadows.

SECTION 05

PHOTOGRAPHY

HOW SHOULD WE USE PHOTOS?

Photography is the most powerful way to connect with people emotionally. Designers should use great photos more than any other design asset.

In this section, you will find guidelines on photographic composition, content, tone, and usage. Standardizing these facets of photography will ensure a consistent look and feel across our entire image library.

TONE

Brand photographs should feel clean, fresh, and dynamic. The content of each photograph should convey our brand values. Whenever a person is the photograph's subject, they should look relaxed, happy, and engaged. Avoid using too many posed images. Look for genuine moments and natural smiles.

Prioritize candid photography of people conversing, connecting, and collaborating with others. For the subject to appear natural, try to capture them “in the moment” instead of posing them.

REVEAL THE EXPERIENCE

Help people overcome the fear of the unknown by giving them an inside look.

WARM AND JOYFUL

Help people want to make their story part of our story. The photos should be warm and joyful.

PHOTO EDITING

Photos should feel like our Pulse Words. If provided, use our photo preset file (.xmp) in Adobe Bridge or Adobe Photoshop to treat many images at once. If unavailable, edit photos in alignment with our Pulse Words.

REVEAL THE EXPERIENCE



WARM & JOYFUL



SECTION 06

GRAPHIC ELEMENTS

WHAT ARE GRAPHIC ELEMENTS?

While brand consistency relies heavily on logo usage, color, and typography, we recognize that these are not the only elements within a brand identity design system. Additional elements like textures, patterns, icons, illustrations, and shapes add charm and nuance to our visual identity. Use these guidelines for best use.

TEXTURES, PATTERNS + SCRIBBLES

This set of graphic elements enhances the overall feeling of our brand.

Textures give compositional depth when used correctly. When misused, they distract the eye.

When considering new texture elements, keep our brand Pulse Words in mind.

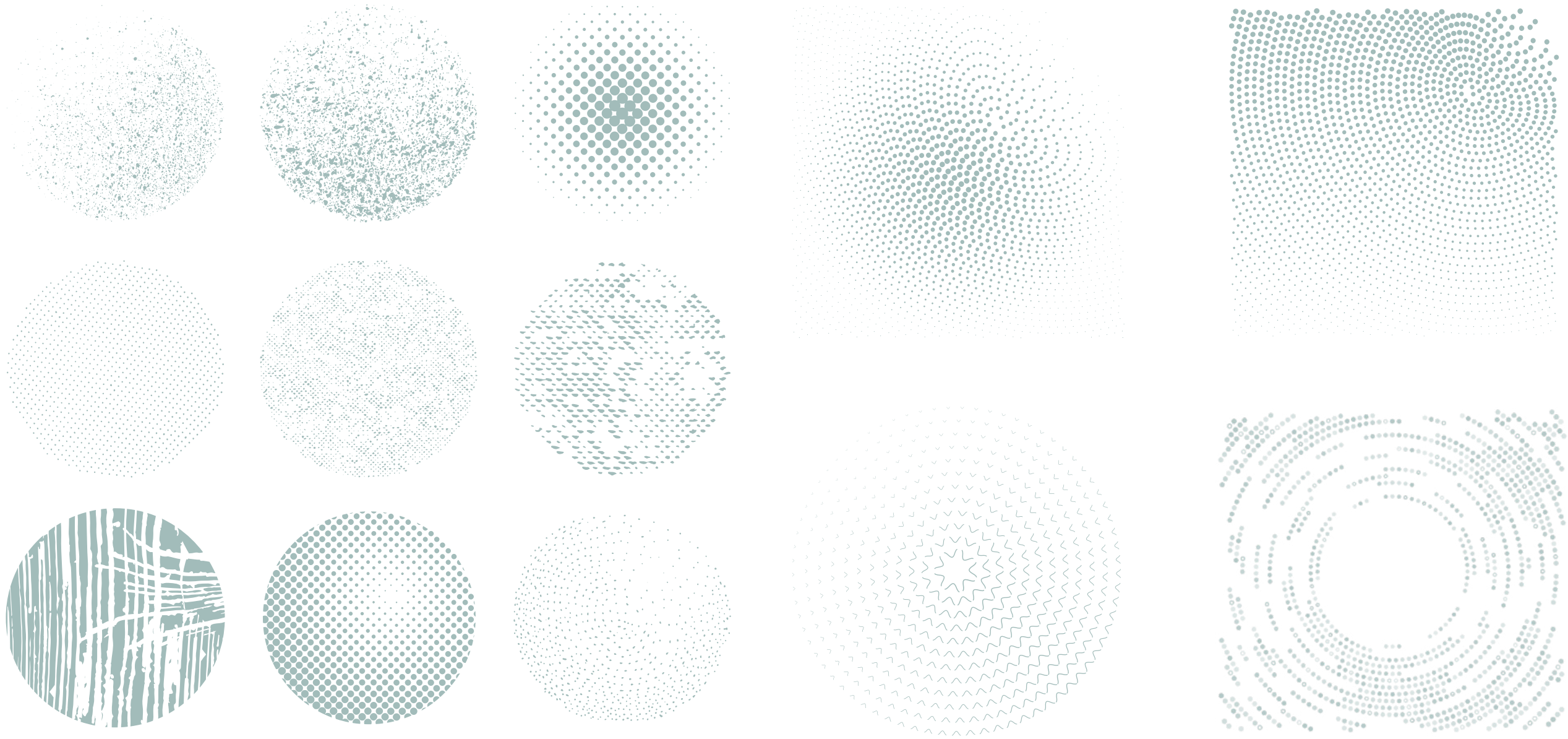
Patterns add interest to designs. For best use, place them sparingly and subtly in backgrounds.

Our **Whiteboard Scribbles** add a splash of fun and personality to our clean aesthetic. Use them sparingly to draw attention to important items.

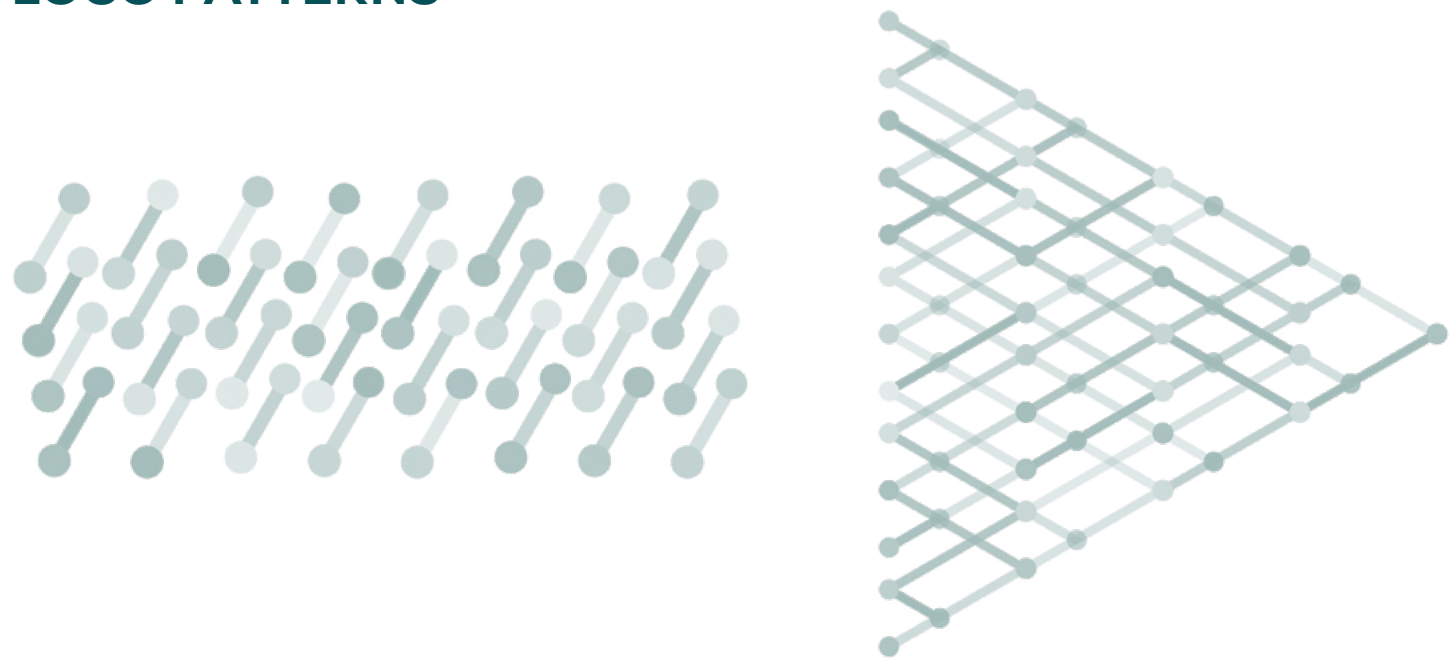
Use this document and our Style Overview as a reference for effective graphic element use.

DOWNLOAD HERE

CNC TEXTURES + PATTERNS



LOGO PATTERNS



WHITEBOARD SCRIBBLES



UNDERSTANDING FILE TYPES

The files provided with the brand package generally fall into two types: raster and vector files.

RASTER FILES

Raster files are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its pre-determined size, the quality decreases. You’ve probably seen this before: images begin to appear pixellated if they’re pushed too far.

Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif, and .psd. They are easy to open and apply.

VECTOR FILES

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and many of our simple shapes and graphic elements are vector files. Vector files are typically used for printing or producing the logo or other graphics in most forms. If asked for a high-resolution logo file, send a vector file. Typically, vector files end with .ai, .eps, and .svg. Without special programs, these files will be difficult to open.

SECTION 07

UI GUIDELINES

HOW WILL THIS LOOK ONLINE?

As we continue to innovate and expand our reach, web will be key to our strategy. Use the approved guidelines below for effective web development and design.

TYPOGRAPHY

Use these guidelines to guide typography use for web. When exact pixel sizes cannot be achieved, use REM (root element measurement) units to compute type sizes and ratios.

DOWNLOAD HERE

(12.5rem/200px)	DISPLAY
(6.25rem/100px)	HEADER 01
(3.125rem/50px)	HEADER 02
(1.5rem/24px)	HEADER 03
(1.125rem/18px)	HEADER 04
(1rem/16px)	Header 05
(1rem/16px)	Body
(.75rem/12px)	Caption/Footnote

PRIMARY TINTS + SHADES

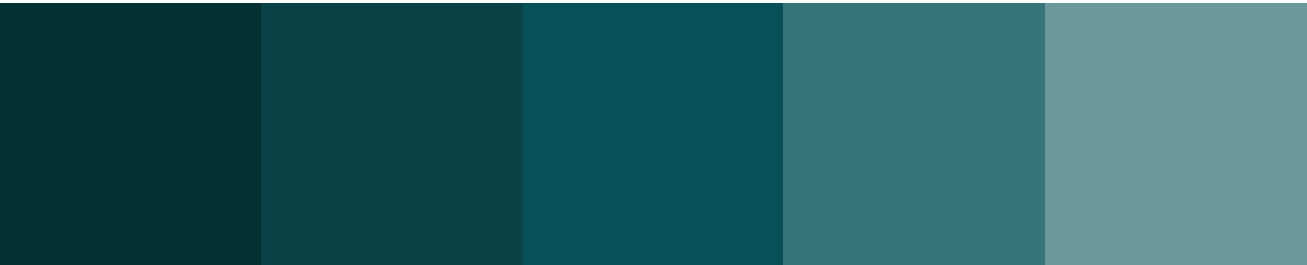
Color for web requires flexibility. The provided tints (lighter hues) and shades (darker hues) of each brand hue will come in handy for web. Use these to guide web color use.

REPLICATE GREEN



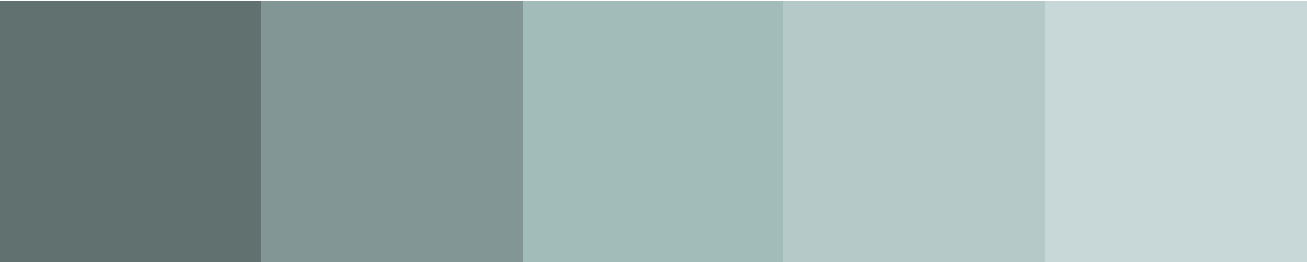
#507500	#6b9c00	#86c300	#9ecf33	#b6db66
Shade 2 (40%)	Shade 1 (20%)	Replicate Green	Tint 1 (20%)	Tint 2 (40%)

MIDNIGHT GREEN



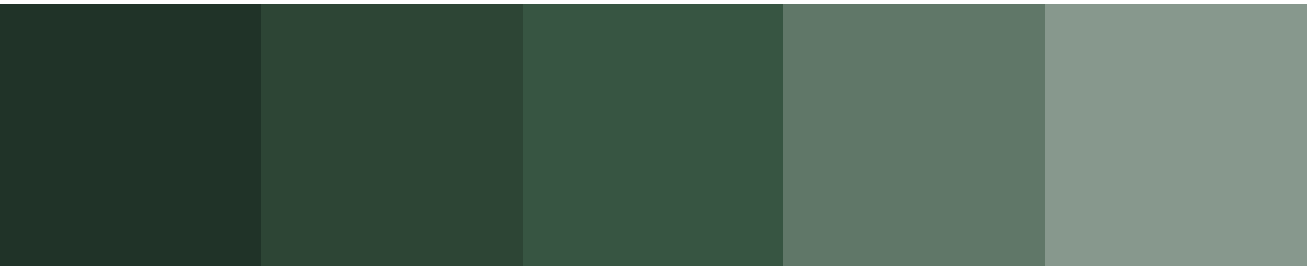
#033134	#044146	#055157	#377479	#69979a
Shade 2 (40%)	Shade 1 (20%)	Midnight Green	Tint 1 (20%)	Tint 2 (40%)

SEAFOAM



#617170	#829695	#a2bcba	#b5c9c8	#c7d7d6
Shade 2 (40%)	Shade 1 (20%)	Seafoam	Tint 1 (20%)	Tint 2 (40%)

EVERGREEN



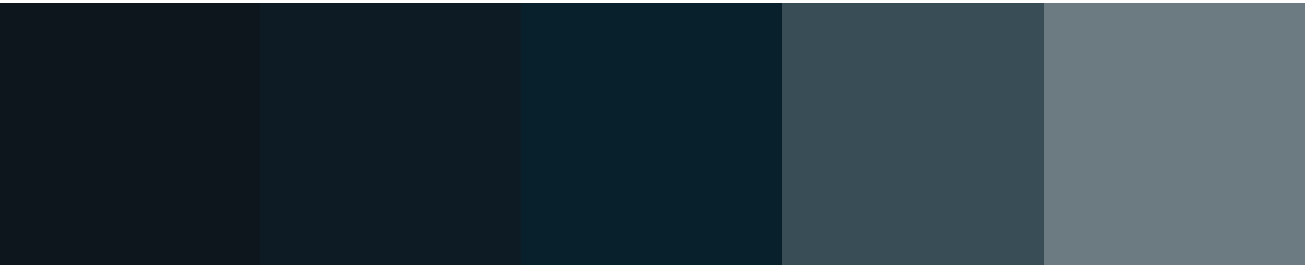
#213328	#2c4435	#375542	#5f7768	#87998e
Shade 2 (40%)	Shade 1 (20%)	Evergreen	Tint 1 (20%)	Tint 2 (40%)

EBONY



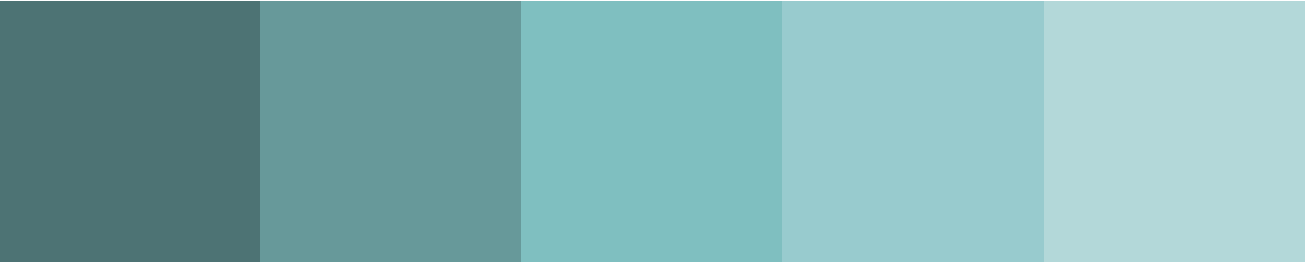
#2f2c2b	#3e3b3a	#4e4a48	#716e6d	#959291
Shade 2 (40%)	Shade 1 (20%)	Ebony	Tint 1 (20%)	Tint 2 (40%)

RICH BLACK



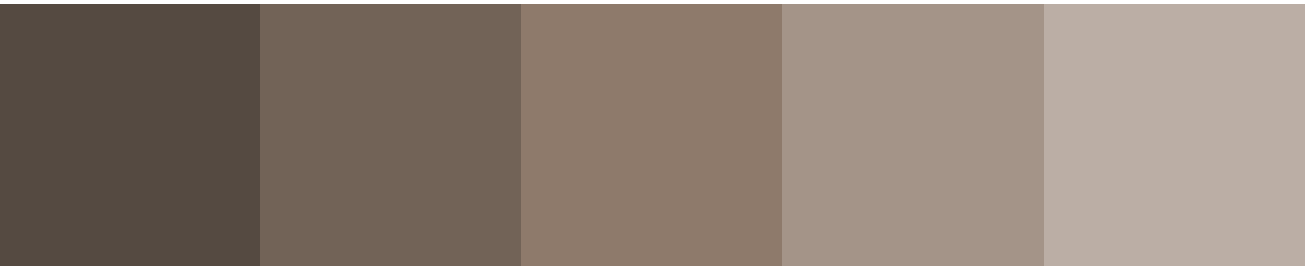
#05131a	#061923	#081f2c	#394c56	#6b7980
Shade 2 (40%)	Shade 1 (20%)	Rich Black	Tint 1 (20%)	Tint 2 (40%)

AQUA



#4c7373	#66999a	#7fbfc0	#99cccd	#b2d9d9
Shade 2 (40%)	Shade 1 (20%)	Aqua	Tint 1 (20%)	Tint 2 (40%)

OAK



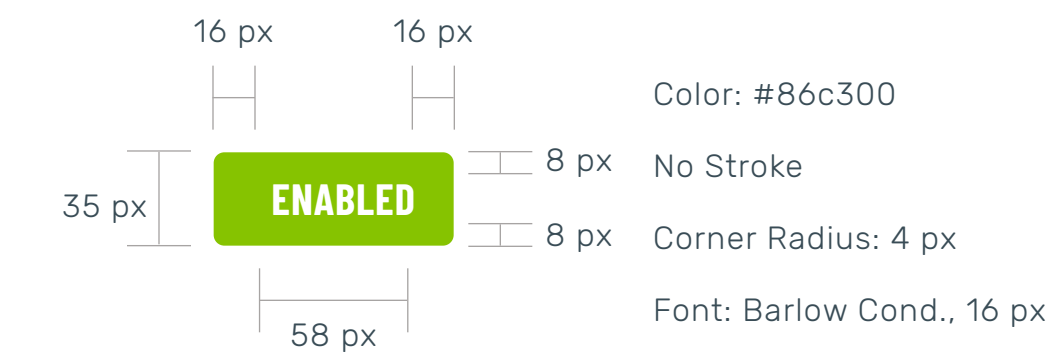
#554940	#726256	#8e7a6b	#a59589	#bbafa6
Shade 2 (40%)	Shade 1 (20%)	Oak	Tint 1 (20%)	Tint 2 (40%)

Buttons, Forms + Cards

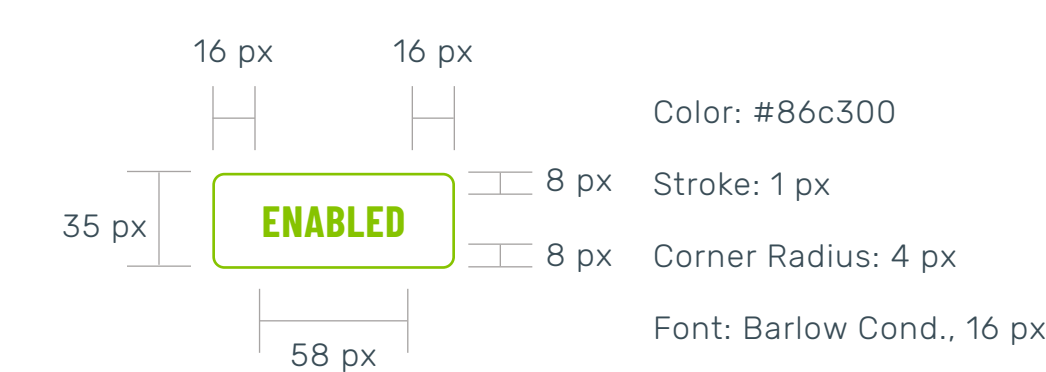
Use these examples to guide component creation. Consistent measures are key for effective component creation. We have used 8px as the base unit for all designs to keep them uniform.

Buttons

Solid (Primary CTA)



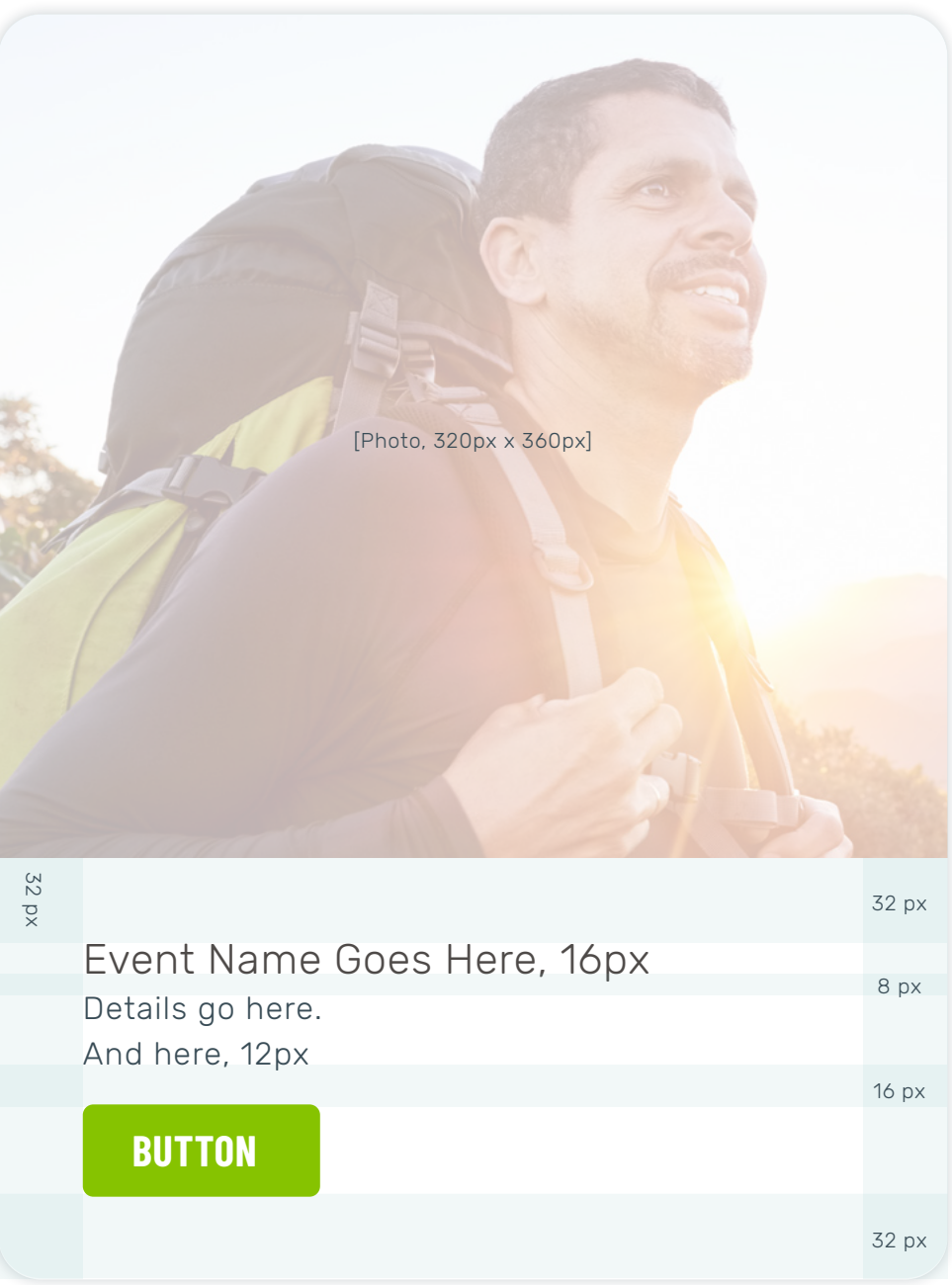
Outline (Secondary CTA)



States

ENABLED	Color: #86c300	ENABLED	Color: #86c300
HOVERED	Color: #9ecf33	HOVERED	Color: #b6db66
PRESSED	Color: #507500	PRESSED	Color: #6b9c00
DISABLED	Color: #959291	DISABLED	Color: #959291

Cards



Use this example to build similar cards: testimonials, product cards, and more.

Forms

Form Name (18PX)

Form details go here (14px).

First Name, 16px

Name, 14px

Last Name

Last Name

Email

Email

BUTTON

Use this example to build similar forms.

HOW TO INNOVATE

HOW DO WE KEEP OUR VISUAL IDENTITY FRESH?

Our brand guidelines shouldn't restrict creativity. The success of our brand depends upon creative innovation by people like you!

One of the best ways to drive innovation is to "anchor and pivot." As you design, choose one brand element to anchor your exploration. For example, you might decide to use a fresh, off-brand color but retain a few on-brand fonts that anchor the design. Or you might go wild with a new font but lean on the brand's color palette.

You can drive fresh innovation while maintaining a unified voice when you have one foot in the brand and one foot out. Don't leave the guidelines behind. They'll serve us well for a long time.

RESOURCES

Anchor and pivot with these free and paid resources.

Color: [Coolors.co](#)

Photos: [Unsplash.com](#)

Type: [Fontjoy.com](#)

Icons: [thenounproject.com](#)

MAKE DISCIPLES.

MOBILIZE DISCIPLES.

MULTIPLY DISCIPLES.



REPLICATE