BRAND GUIDE LINES



BOOMERANG

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BOOMERANG

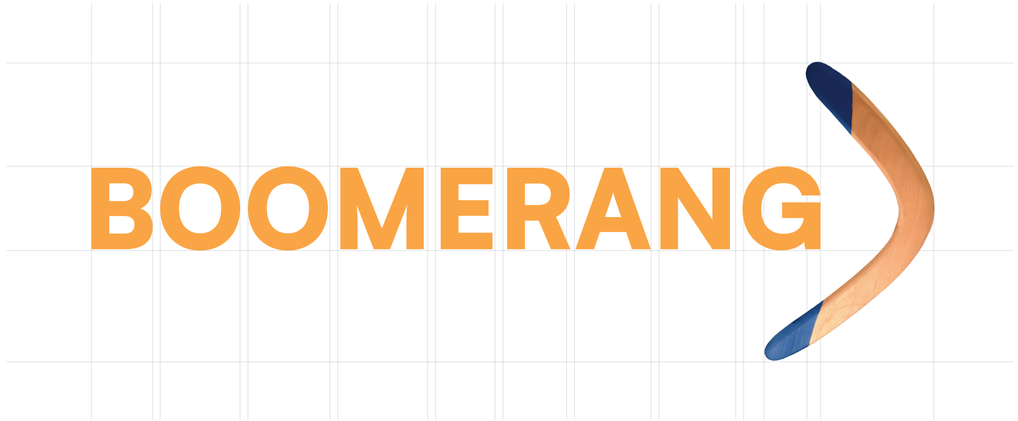
01 | Introduction

Welcome to the Boomerang brand guidelines, a unified reference created to bring clarity, consistency, and purpose to every expression of the Boomerang system. Rooted in church hospitality, Boomerang empowers ministries to build stronger connections with first-time guests through intentional, meaningful follow-up.

These guidelines establish a cohesive identity across print, digital, and mobile platforms. Every element reflects Boomerang's mission to help churches close the back door, nurture relationships, and create a culture where every guest feels seen, valued, and invited back through a simple, repeatable rhythm of communication.

02 | Logo

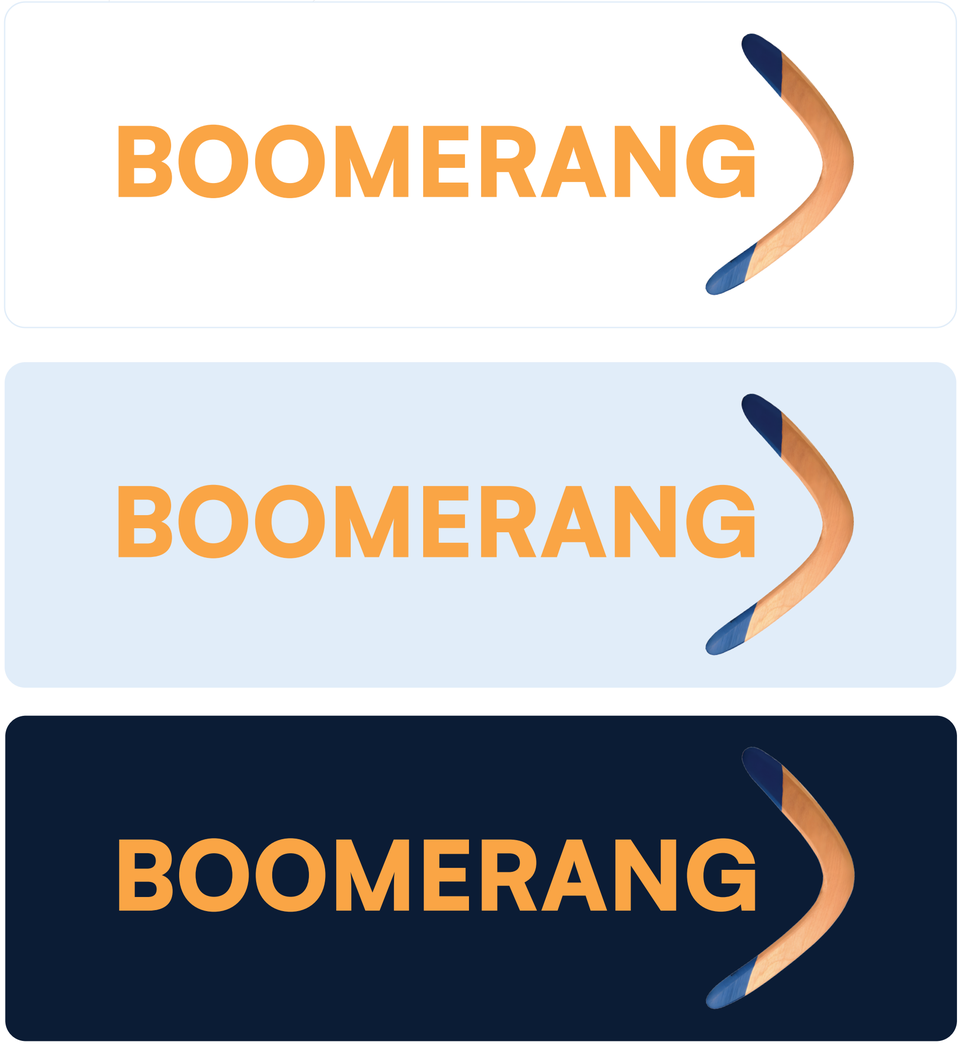
The Boomerang logo embodies the core of the system: intentional follow-up that brings people back into meaningful connection. Its bold orange wordmark communicates energy, clarity, and forward momentum, while the boomerang icon visually reinforces the idea of return through thoughtful, consistent communication. Together, the strong typography, warm wood tones, and deep blue accents create a unified, trustworthy expression of the Boomerang identity, ensuring readability across all platforms and reflecting the mission to help churches build lasting relationships through purposeful follow-up.



03 | Logo Use

The Boomerang logo should always be used with clarity and consistency to maintain its strength and recognizability across all environments. It must appear only in approved forms on designated brand colors with proper contrast, and its proportions should remain unchanged to preserve the balance of the wordmark and icon.

Any misuse such as distortion, recoloring, or unapproved variations, should be strictly avoided. Consistent application across print, digital, and mobile platforms protects visual integrity, strengthens brand recognition, and reflects Boomerang's commitment to intentional follow-up and meaningful connection.



04 | Simplified Icon

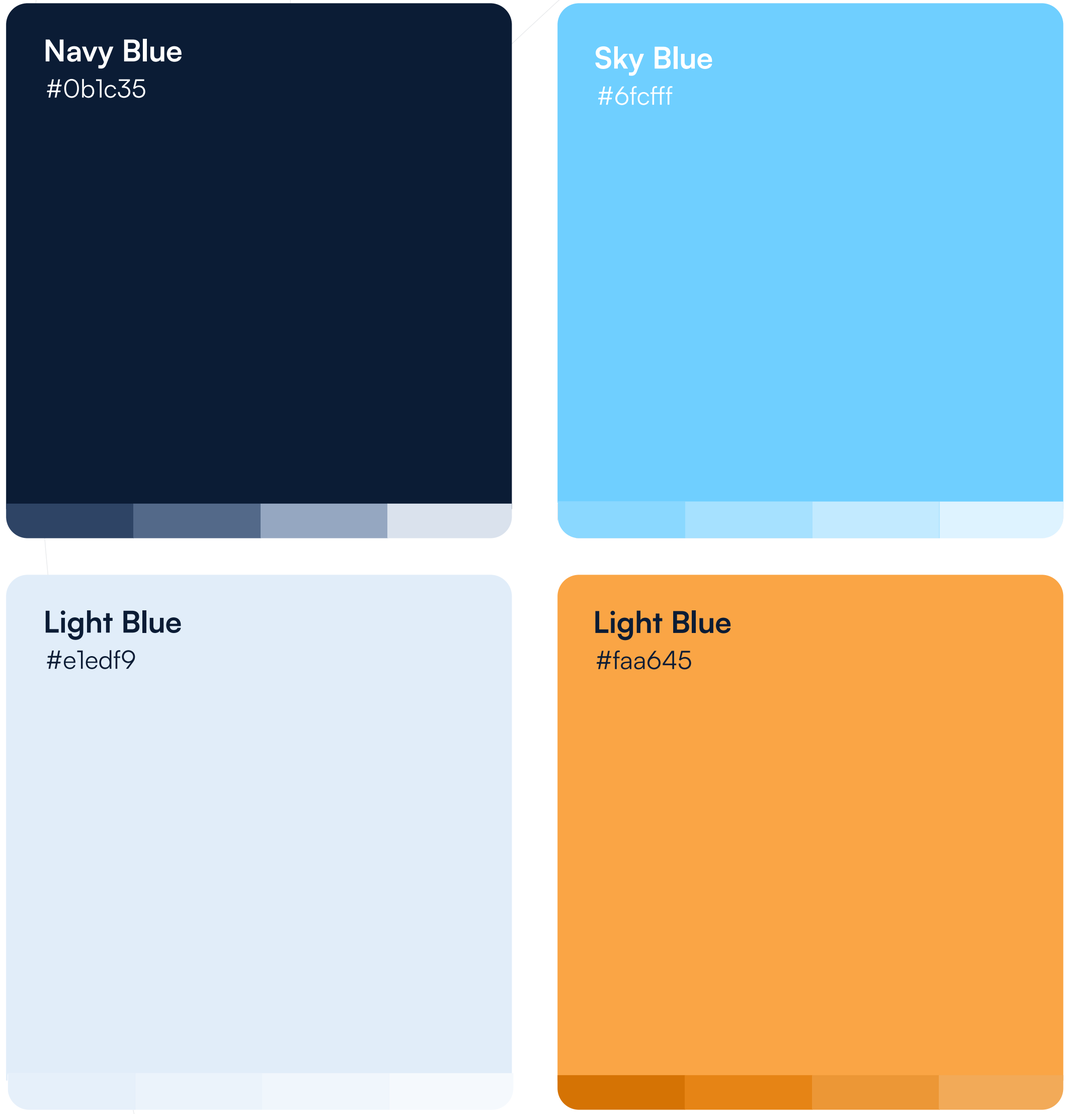
The simplified Boomerang icon reduces the core shape of the brand into a clean, versatile mark that works seamlessly across patterns, screen printing, embroidery, and other production methods. Its minimal, single-stroke form preserves the recognizable curve of the original boomerang while ensuring clarity at any scale. Designed for flexibility, the icon performs well in solid or outline formats, integrates easily into repeated backgrounds, and reinforces the Boomerang identity through subtle, cohesive visual language.



05 | Color Palette

The Boomerang color palette blends deep navy, bright sky blue, soft light blue, warm orange. The blues convey trust, clarity, and openness, while the orange adds vibrancy and momentum. Together, these colors provide strong contrast, versatile use across print and digital environments, and a cohesive look that reinforces Boomerang's mission of intentional follow-up and meaningful connection.

Foundational white to create a balanced and approachable visual identity.



06 | Typography

Aa

Satoshi

Regular | Medium | **Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Yellowtail

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

07 | Photography

Photography plays a key role in expressing the Boomerang brand, capturing authentic moments of connection, community, and shared experience. Whether presented in full color, black and white, or branded tonal treatments, imagery should feel warm, inviting, and genuine reflecting the relational heart of the Boomerang system. Consistent use of lighting, color overlays, and composition helps create a cohesive visual atmosphere across all platforms, reinforcing the brand's mission to support meaningful engagement and intentional follow-up.









08 | Mockups

Book mockups provide a realistic and polished way to showcase the Boomerang book in various settings, helping visualize how the cover design, colors, and branding appear in print. They offer a reliable preview of scale, texture, and layout, ensuring consistency before final production. High-quality book mockups strengthen presentation materials, support confident design decisions, and maintain a cohesive, professional look across all brand applications.









THANK YOU FOR YOUR TIME!



HAVE QUESTIONS?

Contact Rachel Pedersen at
rachel.pedersen@textinchurch.com

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