



FIRST IMPRESSIONS

BRAND GUIDELINE



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Introduction



Introduction

The First Impressions Conference is an event designed to inspire, equip, and connect church leaders who are passionate about creating welcoming environments for their communities. Brand's mission is to empower churches to make every guest feel seen, valued, and connected from their very first interaction.

These brand guidelines serve as the foundation for maintaining a consistent and cohesive visual identity across all platforms and touchpoints.

Whether you're designing a flyer, updating the website, or crafting social media content, this document provides the tools to ensure every communication reflects the excellence, warmth, and inclusivity that define the First Impressions Conference.

By adhering to these guidelines, you help uphold the integrity of the brand and reinforce the powerful message that first impressions matter—both in churches and in communication.

Construction



Construction

The First Impressions logo features a distinct upsidedown triangle, symbolizing a fresh perspective. Within the triangle are the initials "F" and "I," standing for First Impressions. The sharp lines of the logo represent precision and professionalism, while the geometric form conveys strength and stability.



Logo Placement



Logo Placement

The logo placement is with the logo elements aligned in a single row for a clean, streamlined look. This ensures maximum clarity and impact in various applications.

The secondary placement features the logo with supporting text positioned below, maintaining visual balance while offering an alternative layout for specific contexts.





Alternative Logo

The First Impressions Powered by Text In Church logo offers a unified, professional expression of the partnership, combining the signature mark with a clean typographic system that communicates clarity and trust.

It's horizontal layout ensures strong readability across digital and print environments, while the supporting line "Powered by Text In Church" reinforces the connection to the platform that equips churches with practical tools for guest follow-up.





Academy Logo

The First Impressions Academy logo presents a clear, structured expression of the brand, combining the signature mark with a refined typographic system that communicates professionalism and trust.

It's horizontal layout ensures strong readability across digital and print environments, while the supporting “Academy” text anchors the logo in its educational purpose.





Live Logo

The First Impressions Live logo pairing the signature mark with a clean, modern typographic system that stands out across digital, print, and stage environments.

It's horizontal layout ensures strong readability and balance on all approved background colors, while the "LIVE" tag introduces a distinct visual cue that signals energy and real-time engagement.

Because Live is shaped by the creative direction of each year's conference, this logo is intentionally flexible allowing its thematic elements to evolve annually while preserving the core identity that anchors the First Impressions brand.



Use & Misuse

Logo Use



Logo Misuse



Distortion and Alteration

Do not distort or stretch the logo.



Color Manipulation

Do not use non-brand colors.



Incorrect Scaling

Keep logo and font size in correct proportion.



Outline Logotype

Do not outline the logo.



Rotation

Do not rotate the logo.



Drop Shadows

Avoid adding drop shadows or other effects.



Color Palette

Color Palette



The First Impressions brand colors combine deep slate, soft neutrals, and warm accent tones to create a balanced, welcoming visual identity. Cool Sky, Bone, and Pale Ochre provide calm, approachable foundations, while Tangerine and Red-Orange introduce energy and movement that highlight key moments across the brand. Together, this palette supports clarity, warmth, and consistency in every application, helping First Impressions communicate hospitality with confidence and intention.

DEEP SLATE
#262729

COOL SKY
#A9C4CB

BONE
#FFFEF9

PALE OCHRE
#F0E0CC

TANGERINE
#F68932

RED-ORANGE
#D23D33

Typography



Typography

Inter

TITLE HEADS

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 3 \$ % #

BODY TEXT

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 3 \$ % #

Photography

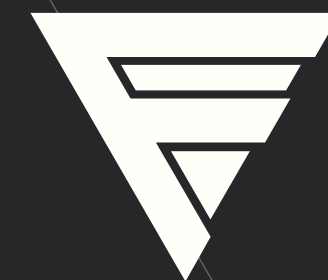


Photography

The First Impressions photography style captures authentic, people-centered moments that reflect warmth, hospitality, and genuine connection. Images should feel natural and unstaged, highlighting volunteers, guests, and environments in ways that communicate approachability and clarity. Clean lighting, balanced composition, and consistent tonal treatments ensure a cohesive visual atmosphere across all platforms, reinforcing the brand's mission to help every guest feel known from the moment they arrive.



**THANK
YOU!**



FIRST IMPRESSIONS