



Brand Guidelines

Visual guidelines for Text In Church





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Introduction

01

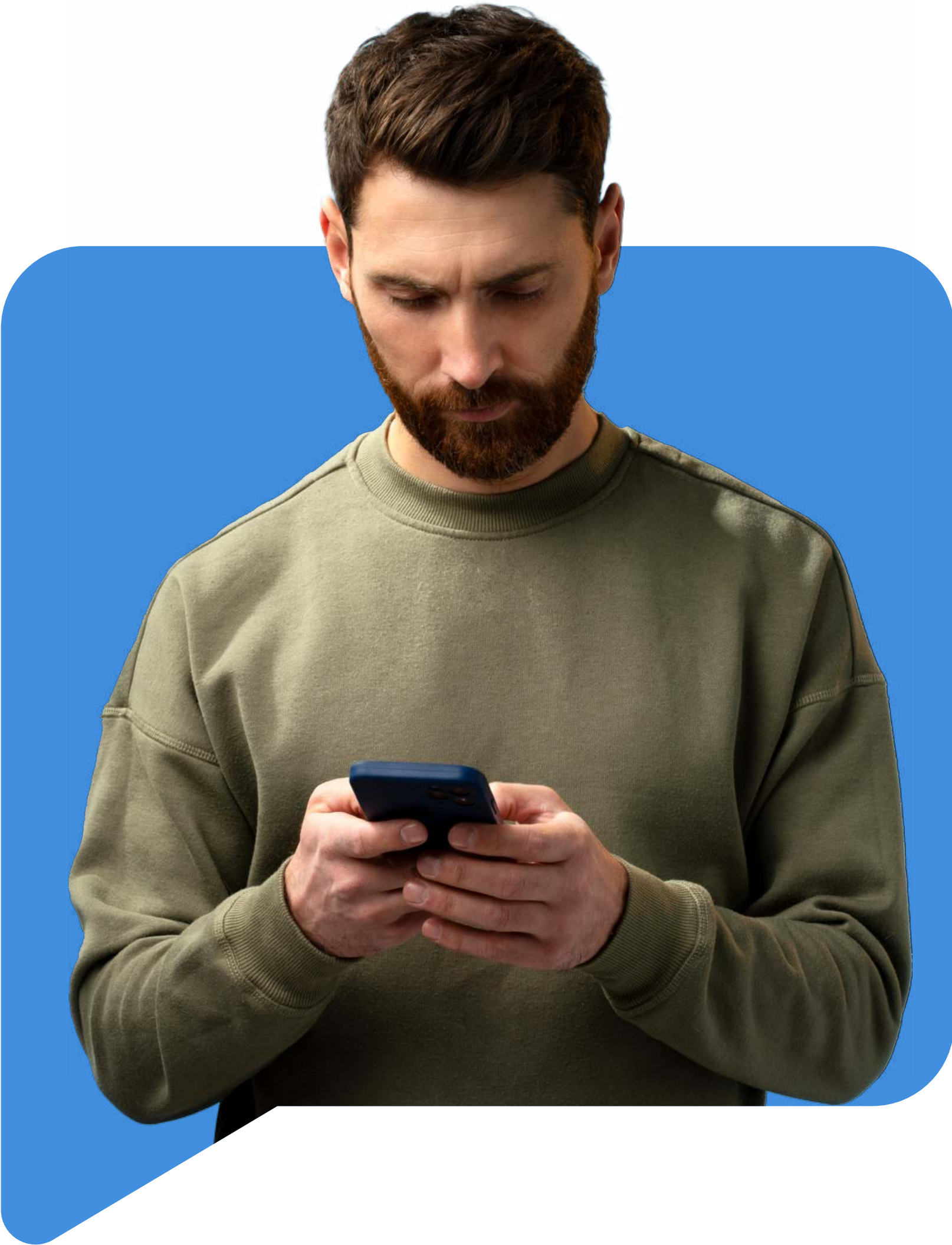


01

Introduction

Welcome to the Text in Church brand guidelines, a comprehensive reference that ensures consistency and clarity in all visual and verbal communications. The brand represents a unique connection between churches and their communities, leveraging the power of technology to build stronger, more meaningful relationships through text messaging.

These guidelines serve as the foundation for creating a unified identity across all platforms—whether in print, digital, or mobile. Every element reflects brand’s mission to foster genuine engagement and make communication seamless and accessible for every church member.





Construction

02

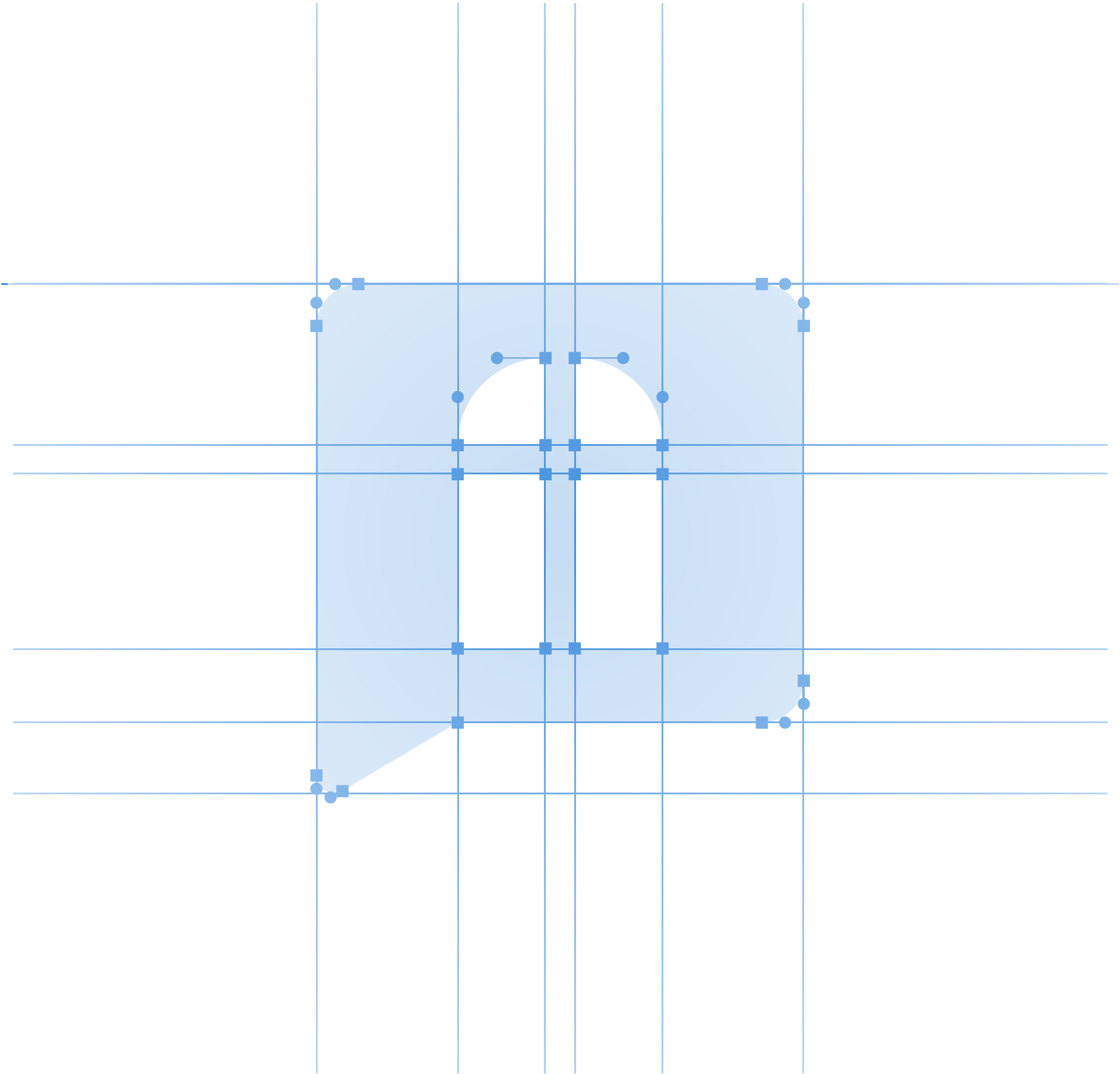


02

Logo Construction

The Text in Church logo is a carefully crafted symbol that embodies the core mission of connecting churches and communities through communication. The design features a rectangular chat bubble with slightly rounded edges, representing the flow of conversation in a welcoming, approachable manner. Inside the chat bubble, a church window is subtly integrated, utilizing negative space to form a cross at its center.

The cross, revealed through the negative space, symbolizes faith and unity, while the chat bubble signifies the ease and modernity of communication through our app. Together, these elements create a harmonious balance between tradition and technology, reflecting the heart of Text in Church.





Placement

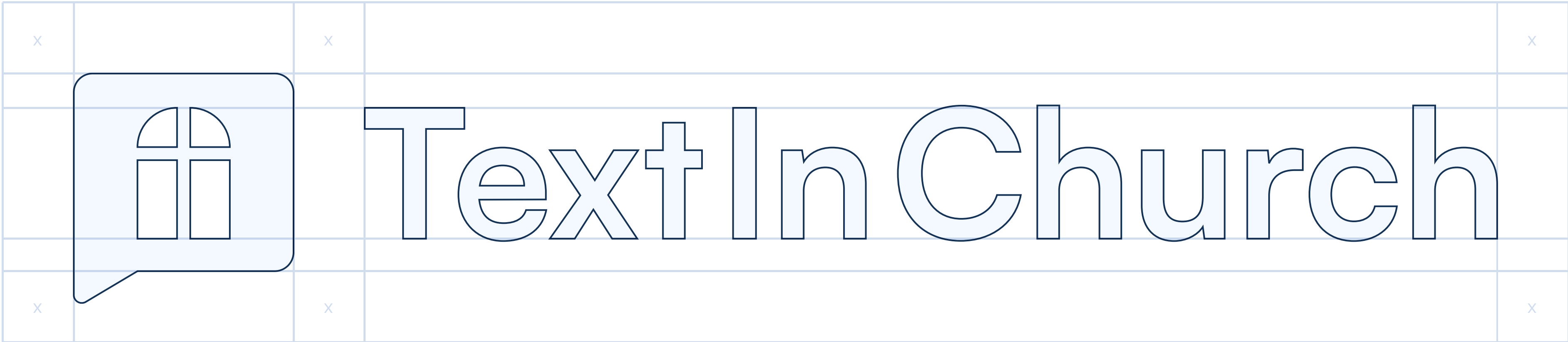
03



03

Logo Placement

The preferred version features the text positioned horizontally next to the logo, creating a balanced and clean alignment ideal for most uses, including websites, documents, and digital platforms.

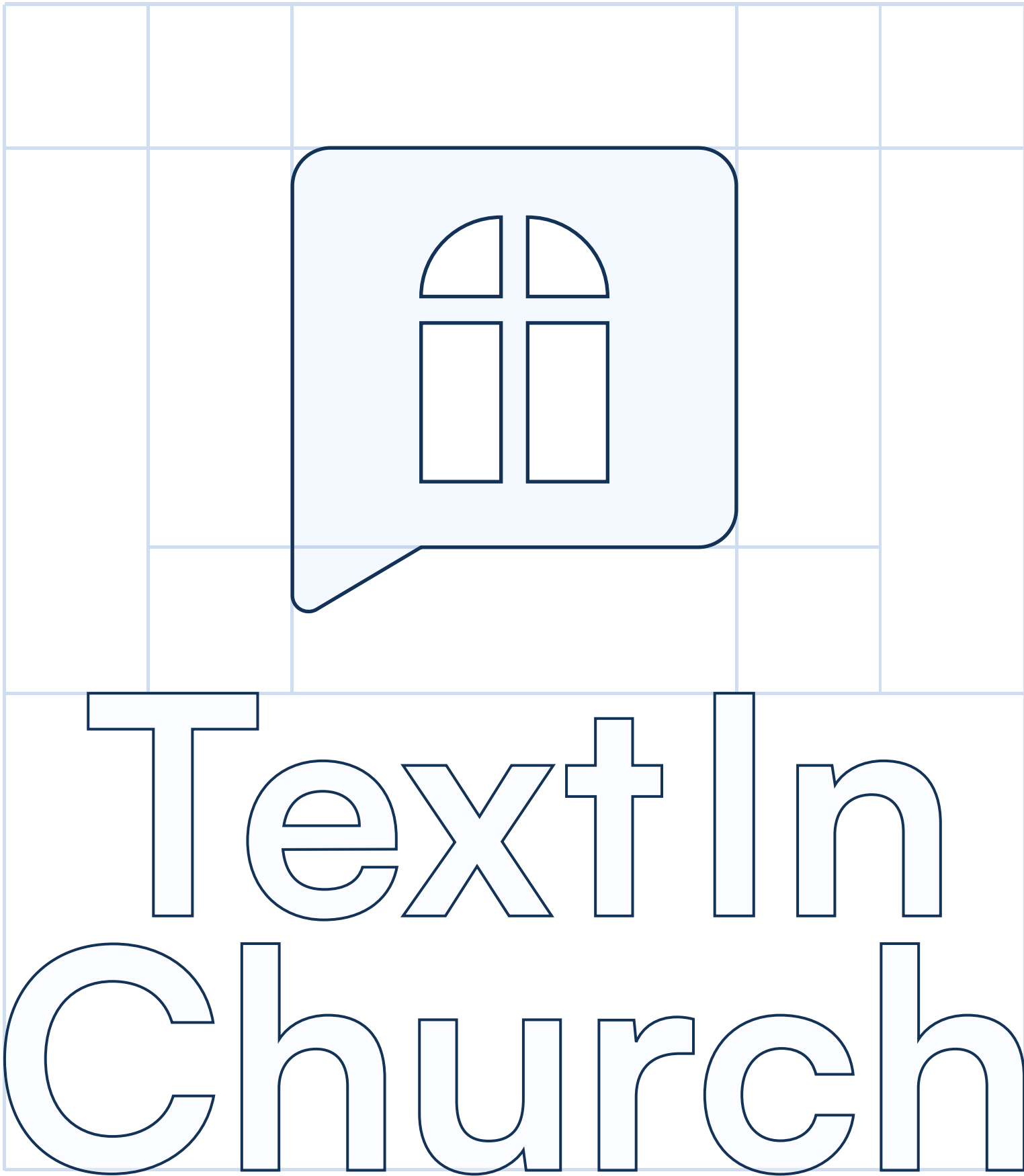




03

Logo Placement

An alternative version places the text directly below the logo. This vertical arrangement is designed for tighter spaces or when a more compact layout is required, ensuring the brand remains recognizable and visually appealing across various formats.





Use & Misuse

04



04

Logo Use

Proper use of the Text in Church logo is essential to maintaining brand consistency. The logo should always be used in its original form and placed on approved brand colors to ensure visibility and coherence. Whether placed on a light or dark background, the logo must remain clear and legible. The brand colors provide the flexibility needed to maintain a professional and cohesive appearance across all platforms.

Correct Usage:

01

Place the logo on any of the approved brand colors.

02

Ensure sufficient contrast between the logo and the background for clarity.

03

Maintain the correct logo proportions without distortion.



04 Logo Misuse

To maintain the integrity of the Text in Church brand, avoid the following logo misuses:

- 01**

Do not distort or stretch the logo.
- 02**

Do not use non-brand colors.
- 03**

Keep logo and font size in correct proportion.
- 04**

Do not outline the logo.
- 05**

Do not rotate the logo.
- 06**

Avoid adding drop shadows or other effects.
- 07**

Avoid using gradients on the logo.
- 08**

Do not change the logo's font.
- 09**

Never Separate font from the logo.



Color Palette

05



05

Color Palette

The Text in Church color palette consists of three key colors:

- Primary:** Sky Blue – Represents modern communication and is the dominant brand color.
- Secondary:** Navy Blue – Used for text, offering contrast and readability.
- Tertiary:** Pure White – A neutral background that ensures clarity and highlights other colors.

Blue
PANTONE 279 C
#418FDE

Pure White | Tertiary Color
#FFFFFF

Navy Blue | Secondary Color
#0B1C35



05

App Color Palette

Blue

PANTONE 279C

#418FDE

A horizontal row of four color swatches for the blue palette, showing a gradient from dark blue to light blue.

Red

#FE4C4C

A horizontal row of four color swatches for the red palette, showing a gradient from dark red to light red.

Yellow

#FFE15E

A horizontal row of four color swatches for the yellow palette, showing a gradient from dark yellow to light yellow.

Orange

#F9A544

A horizontal row of four color swatches for the orange palette, showing a gradient from dark orange to light orange.

Green

#20E773

A horizontal row of four color swatches for the green palette, showing a gradient from dark green to light green.

Purple

#B075FF

A horizontal row of four color swatches for the purple palette, showing a gradient from dark purple to light purple.



05

App Color Palette | Dark Mode

Blue

#038AFF

Red

#FE4C4C

Yellow

#FFE15E

Orange

#F9A544

Green

#20E773

Purple

#B075FF



Typography

oe



06

Typography

Aa

PRIMARY TYPEFACE

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

PRIMARY TYPEFACE

Inter

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

Script

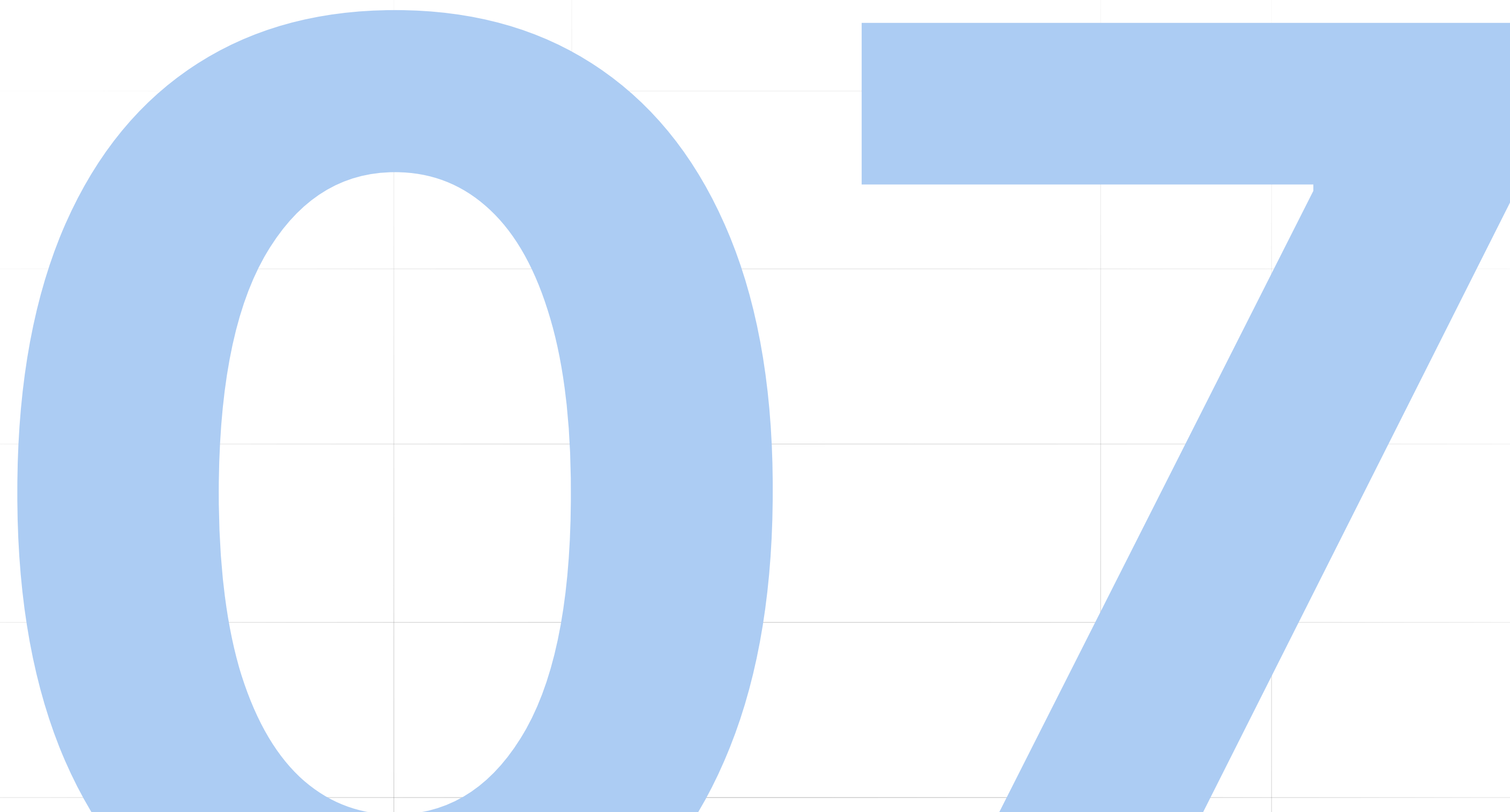
Final Parade

Italic

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



Mobile App Logo



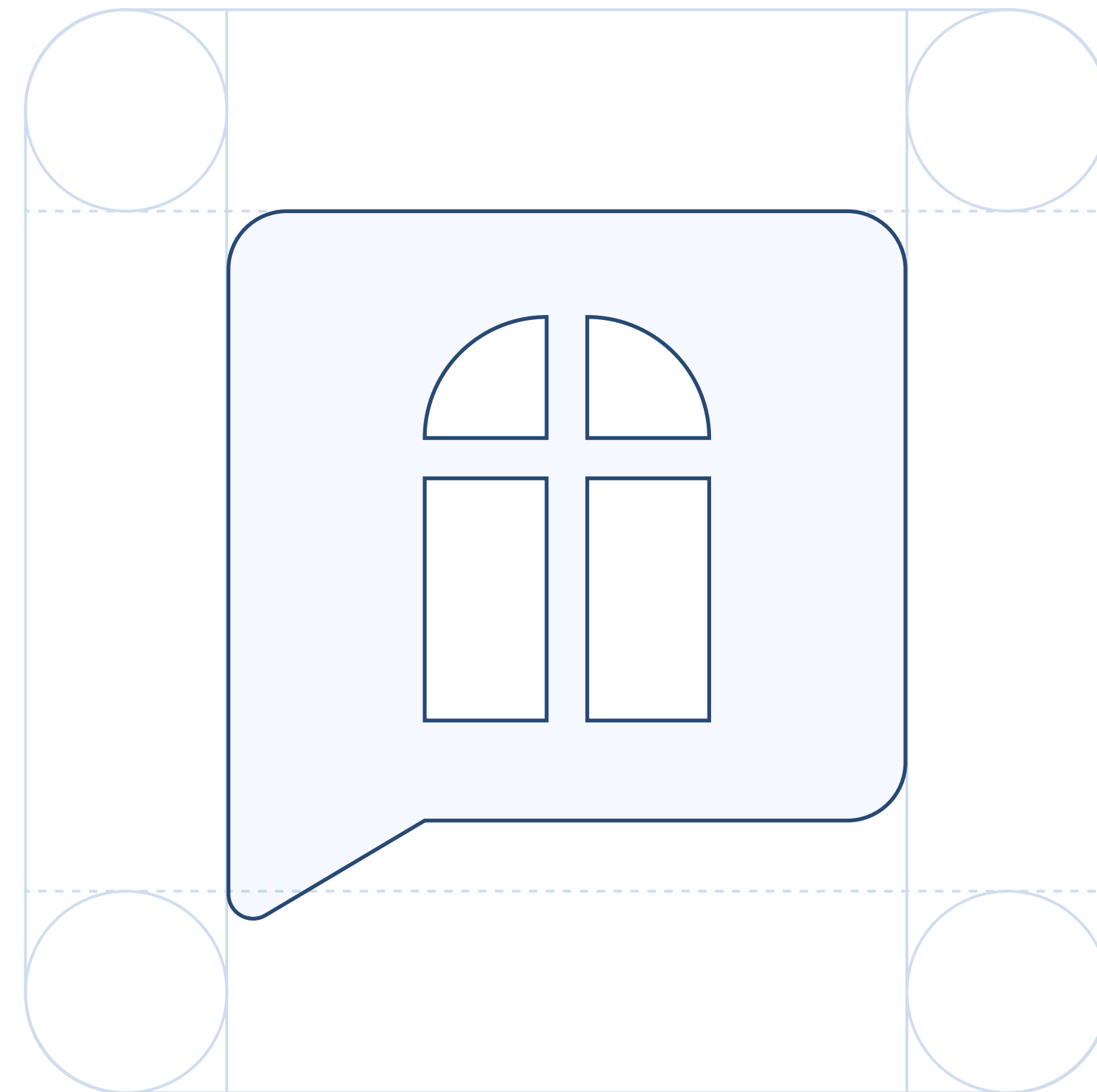


07

Mobile App Logo

The mobile app logo is a vital element of the Text in Church brand, as it represents the core functionality of brand's service. The logo should always be positioned prominently, maintaining clezar visibility across all mobile platforms. Consistent use of the app logo reinforces brand recognition, especially within app stores and on device screens.

The same logo construction principles apply, ensuring the app logo is never distorted, altered, or misused. It should always adhere to the proper color palette and be placed in designated spaces for optimal clarity and impact.





Photography



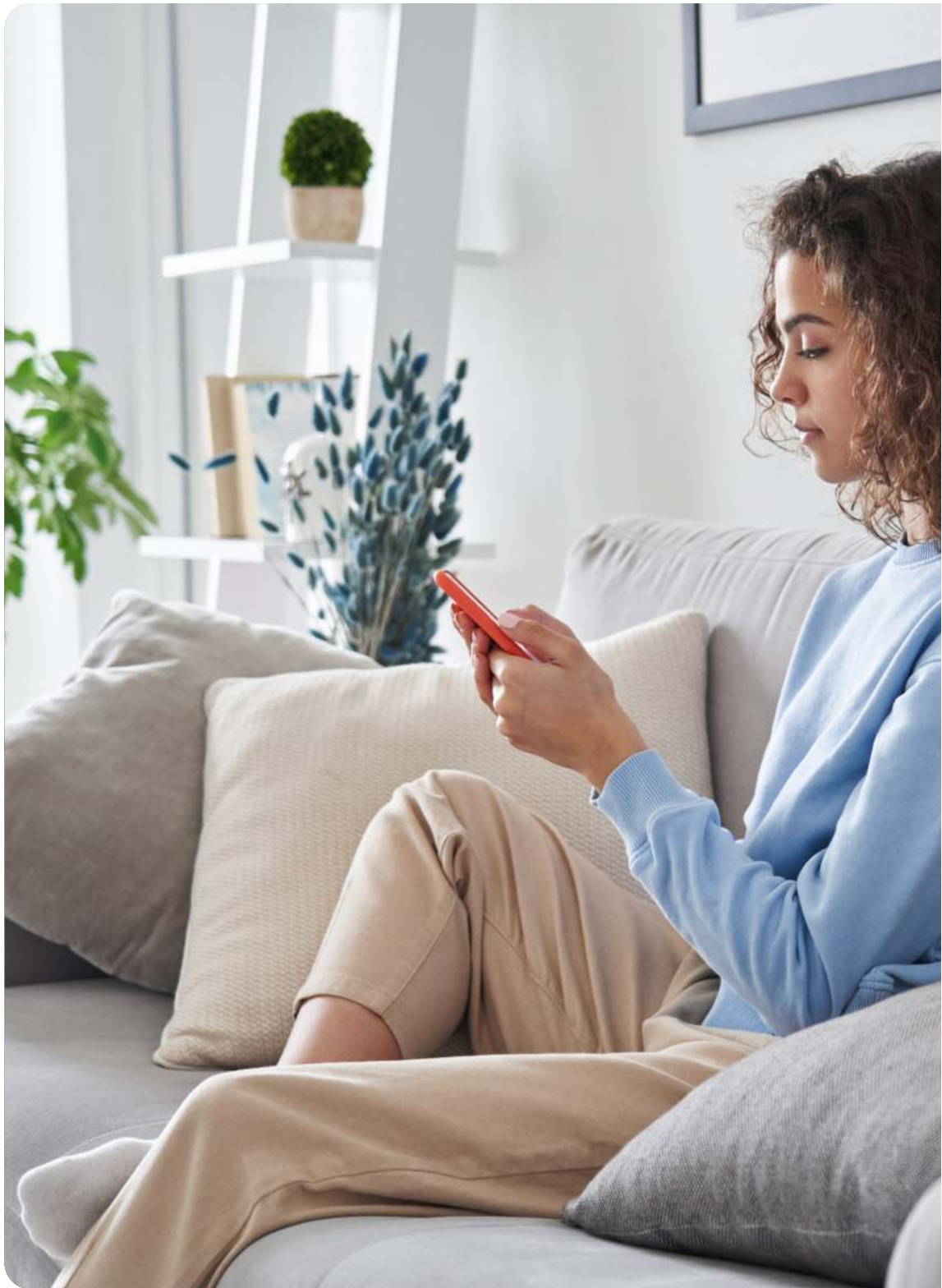
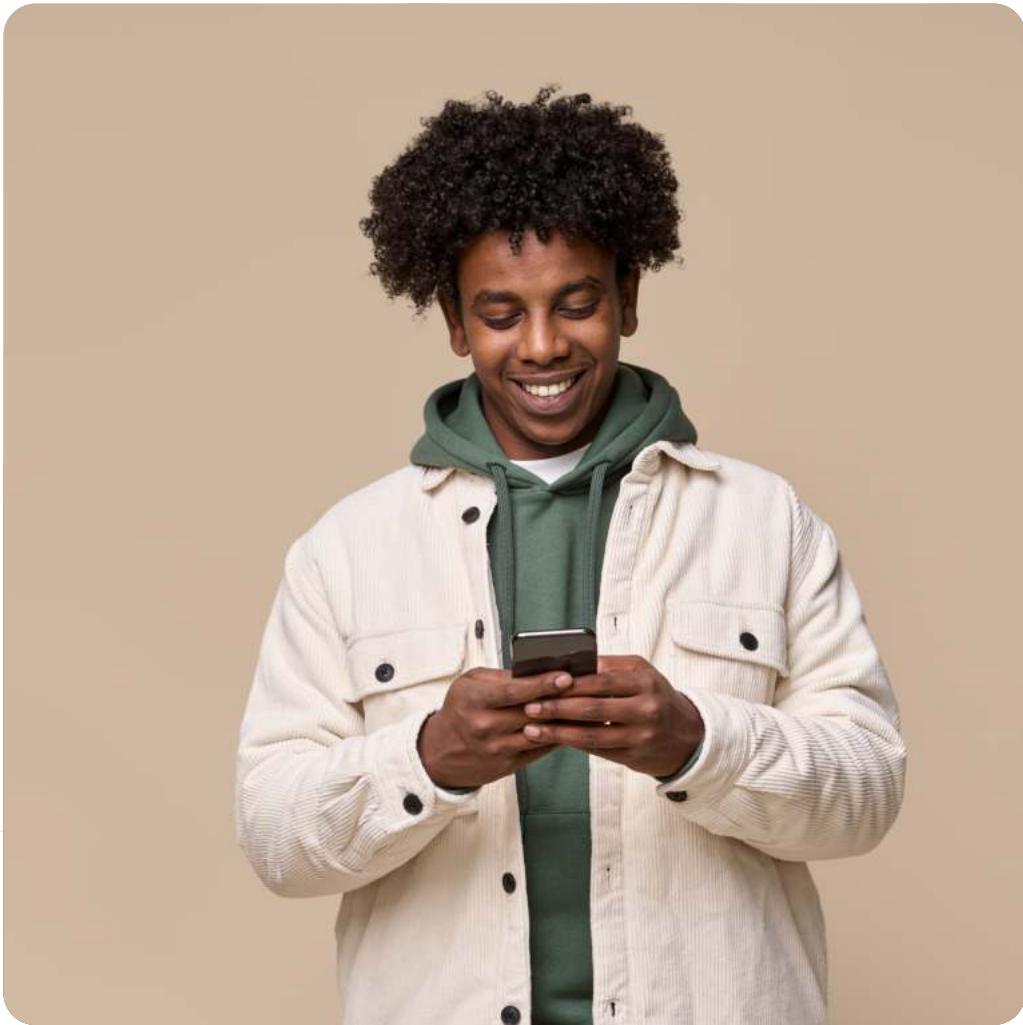
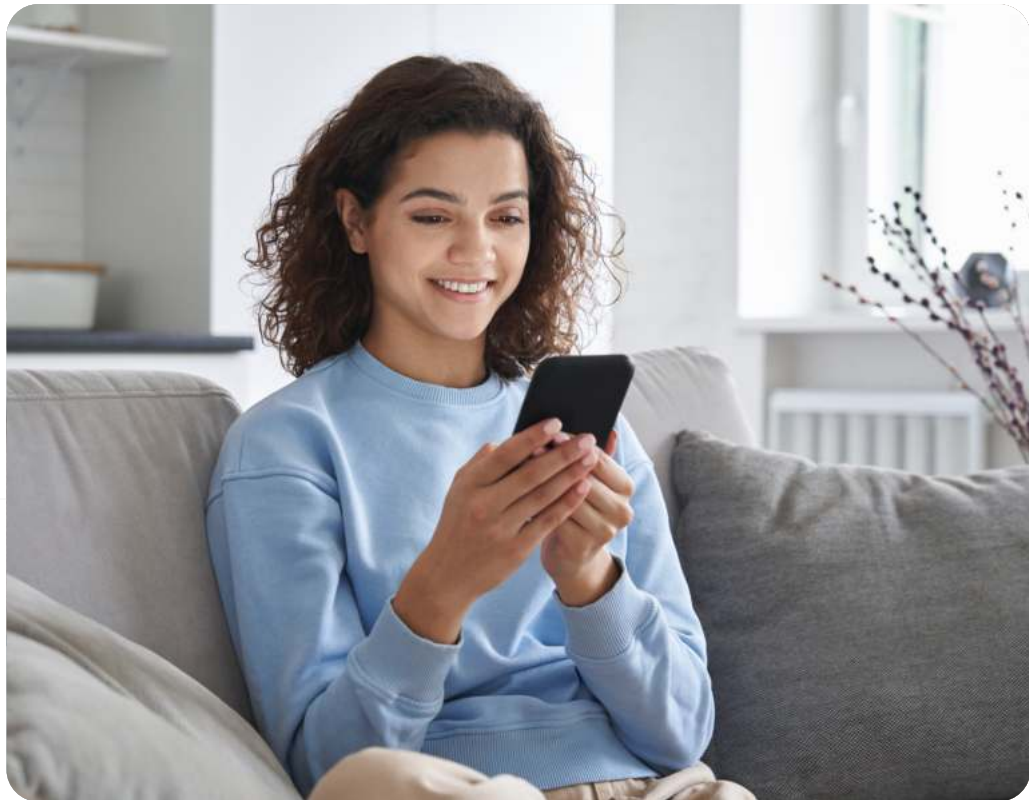


08 Photography

The photography for Text in Church should capture the warmth, connection, and inclusivity that define the brand. Photos should emphasize diverse groups, natural expressions, and welcoming environments, creating a sense of belonging and ease. Warm, natural lighting and candid shots help convey friendly, approachable tone, ensuring every image aligns with the mission to connect churches with their people in meaningful ways.



Photos



Brand Guidelines



Brand Voice

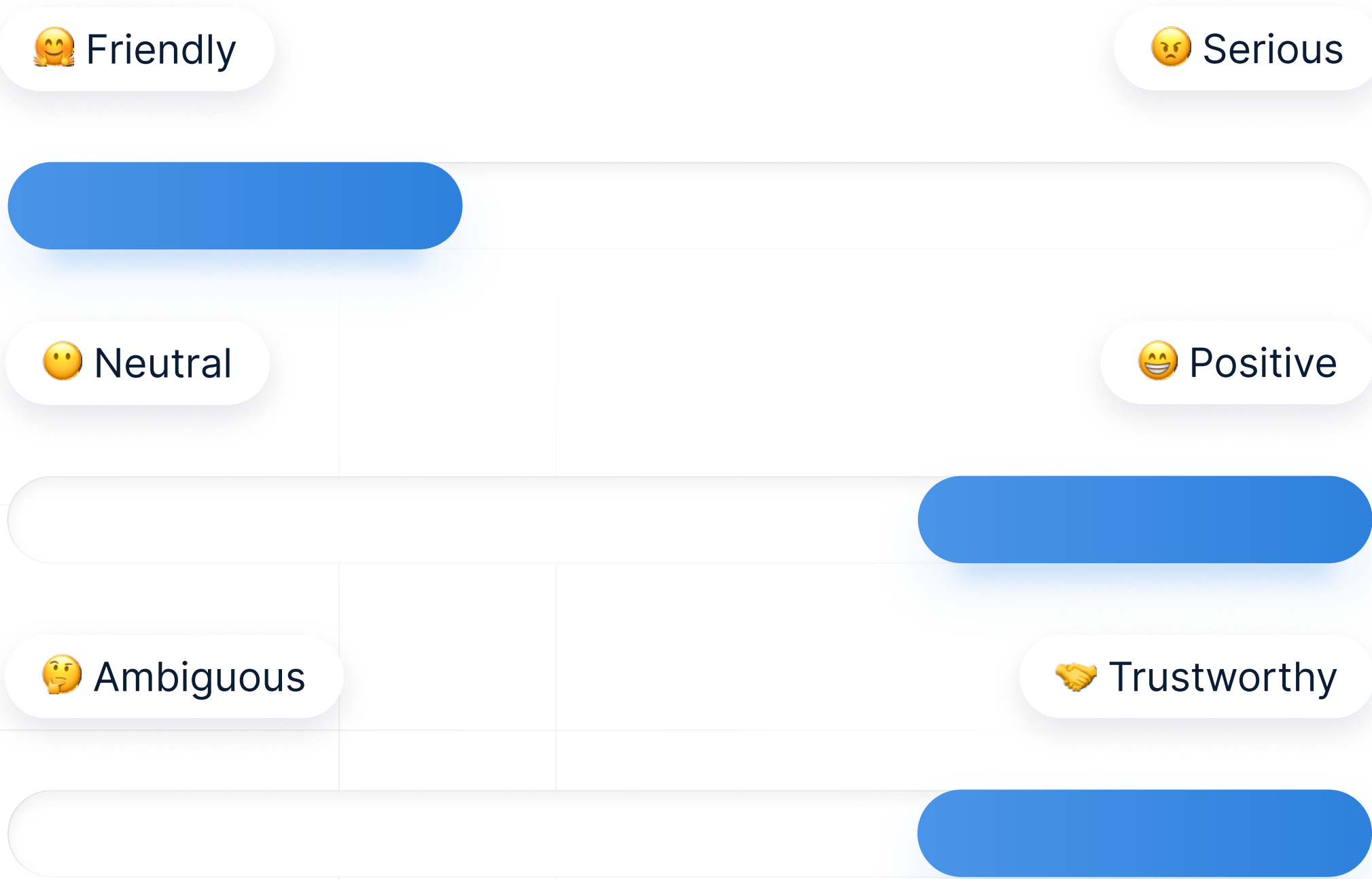




09

Brand Voice

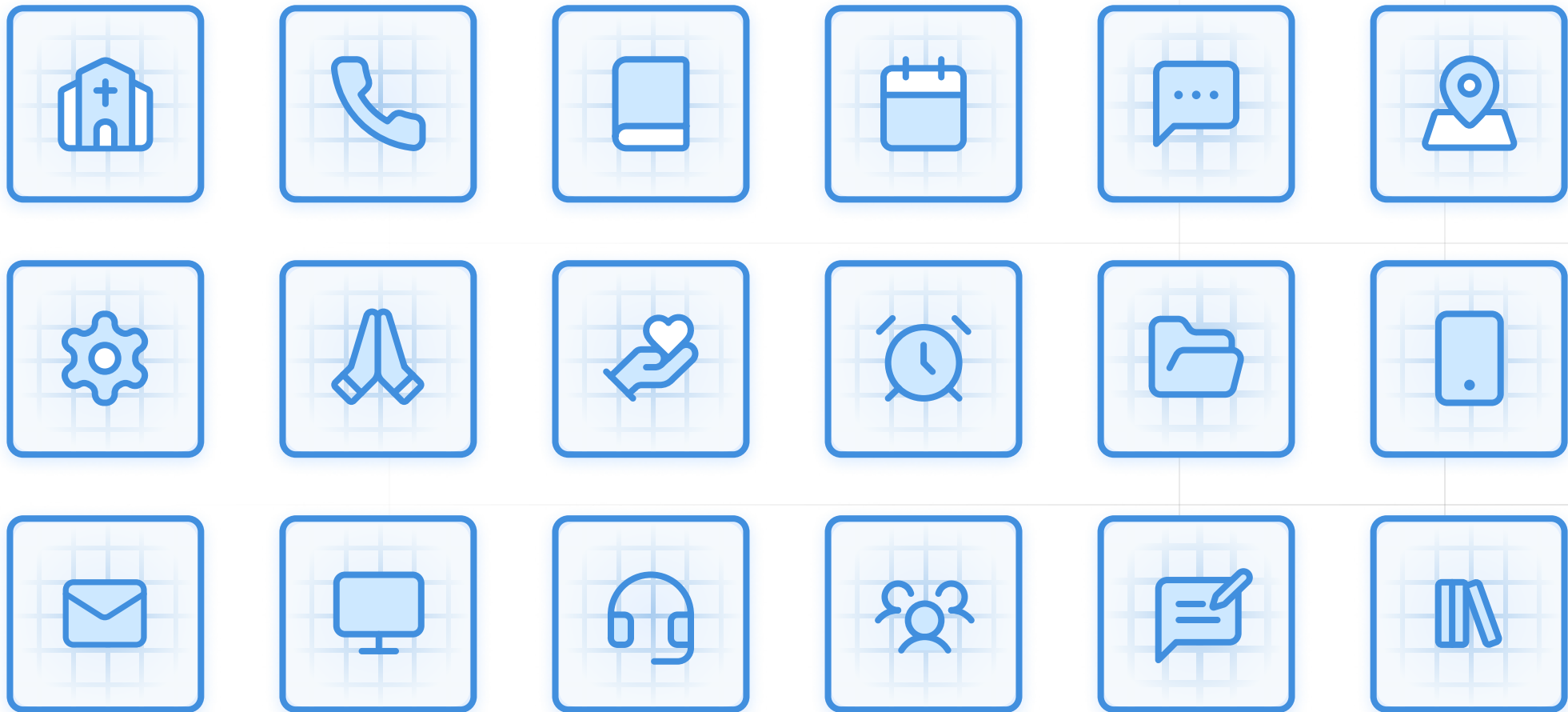
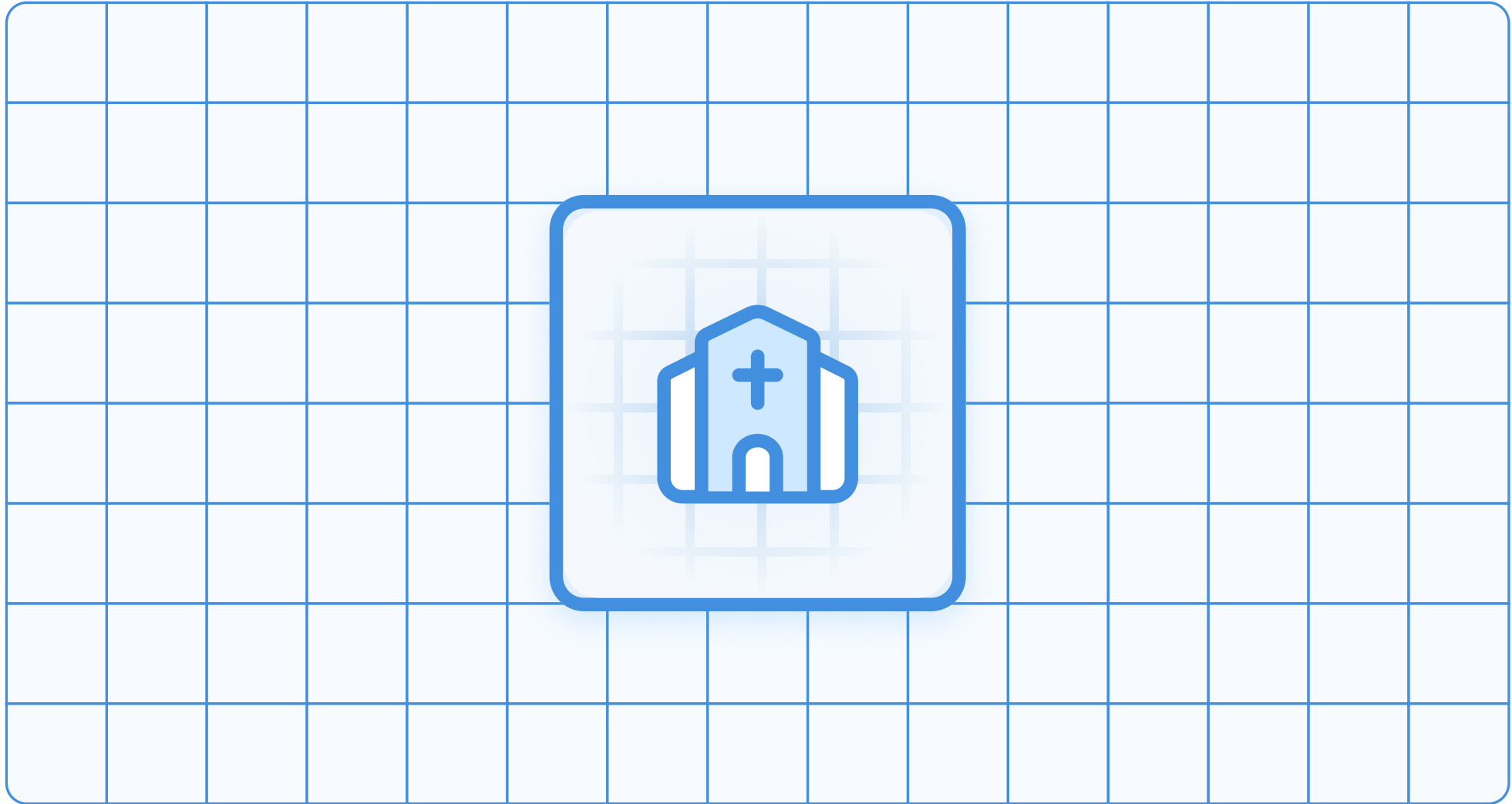
The voice of Text in Church is warm, approachable, and uplifting. As a tool that helps churches connect with their communities through easy and effective communication, our tone reflects the friendly, compassionate, and inclusive nature of the church experience. We aim to create meaningful connections while making communication simple and engaging for everyone.





Iconography

10



10 Iconography

Iconography plays a crucial role in enhancing the Text in Church visual language, providing intuitive and engaging ways to communicate information. Icons are designed to align seamlessly with the brand’s colors and visual identity, ensuring consistency across all touchpoints.

Icons are crafted to match the brand palette and maintain the same clean, modern style as other visual elements. By adhering to these design principles, icons not only reinforce the brand’s look and feel but also improve user experience and clarity.



Mockups





11 Stationary

Stationery embodies the Text in Church visual style and brand identity. The mockups demonstrate how these items use our logo, colors, and typography to maintain a cohesive and professional appearance. Each piece is designed to reinforce brand’s visual consistency in every interaction.



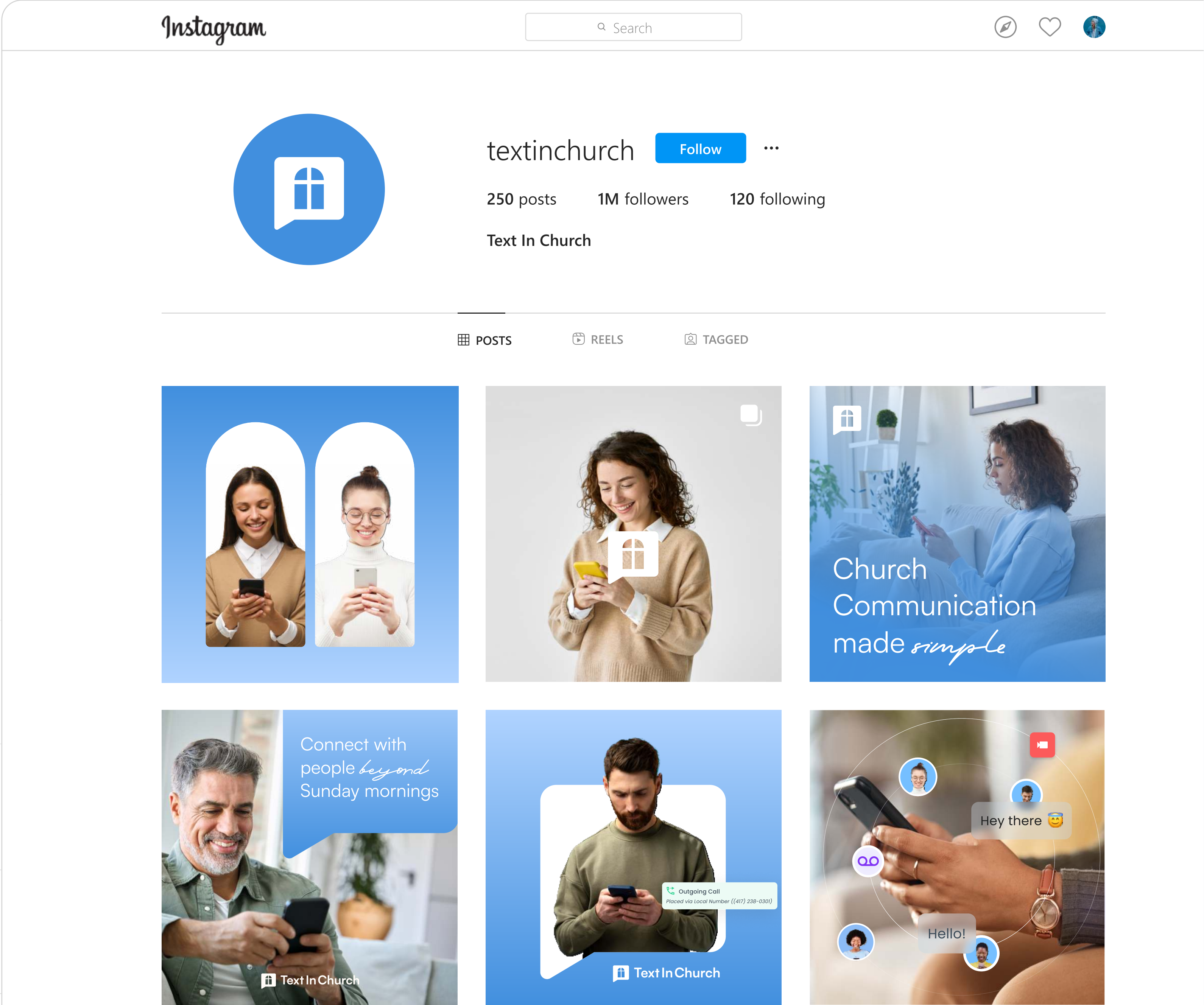


11

Social Media

Instagram posts maintain a consistent and recognizable visual identity by incorporating key elements from the Text in Church logo. The chat bubble, a core feature of the logo, is used throughout posts to reinforce the brand and its focus on communication. By integrating this element, social media presence feels cohesive, ensuring that every post is immediately associated with Text in Church and its mission to connect churches with their communities.

Social Media

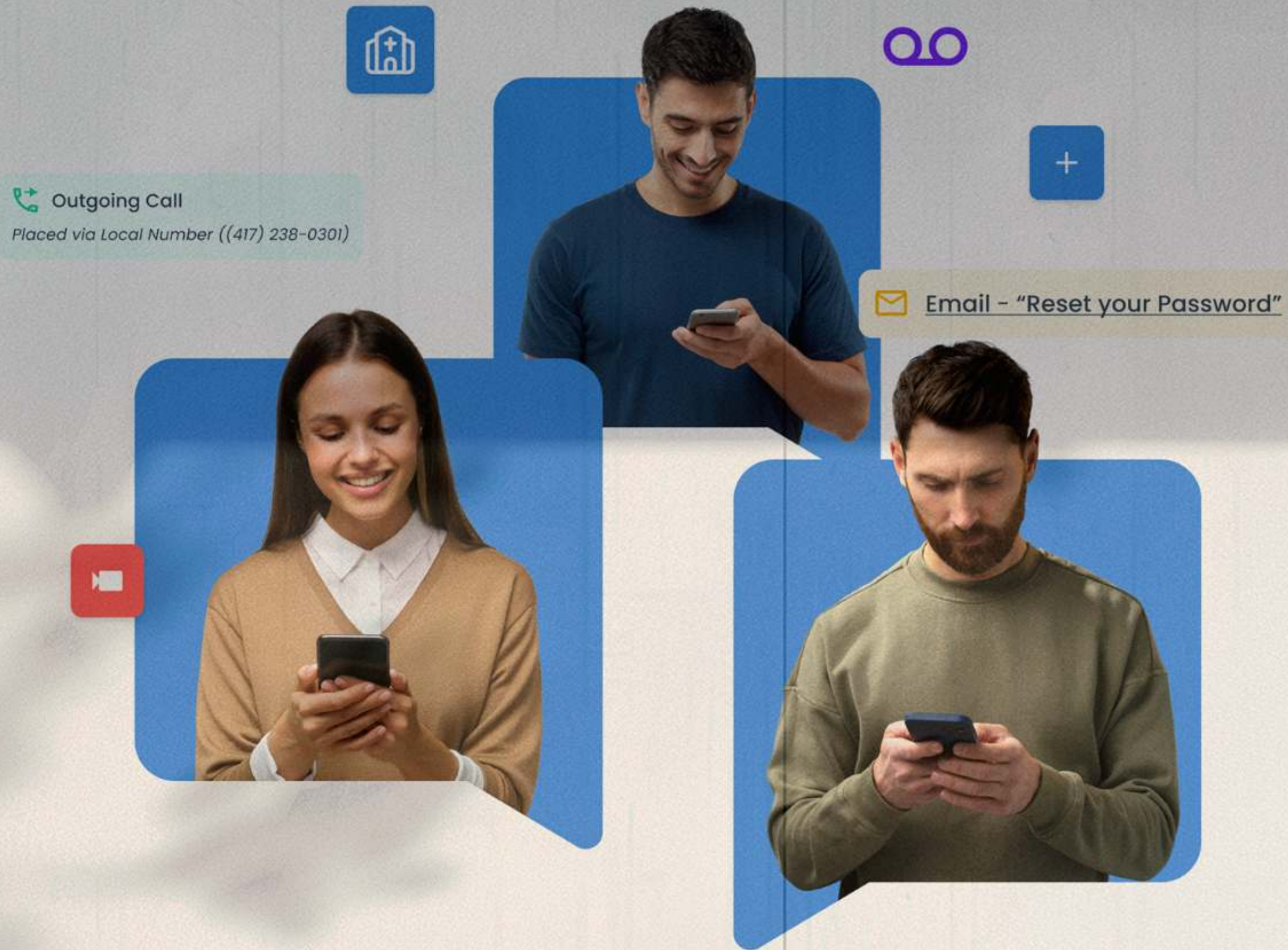




 **Text In Church**

Connected churches
lead more people to *faith*

CONNECT WITH US ON: [TEXTINCHURCH.COM](https://textinchurch.com)





Brand Guidelines

Thank you for your time 🙌

contact@textinchurch.com

