



**ST. ANDREW'S**  
PRESBYTERIAN CHURCH

| *style guide*

*tone*

Our tone reflects the clarity of our new mission, vision, and values:

*We love our community and shape the culture by equipping every generation to follow Jesus.*

Across all communications, the visuals should feel

Modern. Invitational. Locally Inspired.

## *brand expression*

Using the core elements of our style guide, our brand can be flexible, fresh, and dynamic. For use across the various ministries and events, our brand identity should be maintained within the parameters of logo usage, color guidelines, and tone.

# PRIMARY *logo*

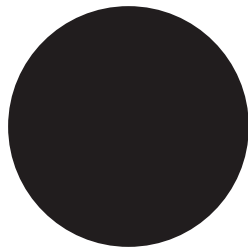
Our cross is the symbol of St. Andrew's Presbyterian Church, and the preferred logo is the emblem unlocked from the wordmark. This allows more readability when the wordmark is too small, or redundant.

The logo with the wordmark should only be used on external and off-campus materials, formal stationary, letterhead, certificates, email signatures, and the like.

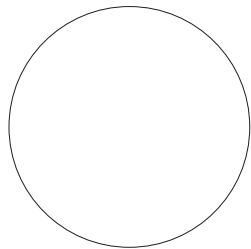


## *color palette*

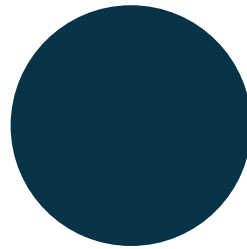
The primary colors are black and white, with a focus on white or neutral negative space. Color to be used only when dictated by design. White should be the primary background color.



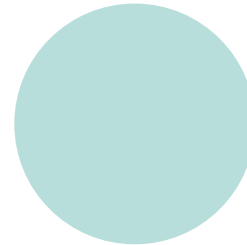
#231F20



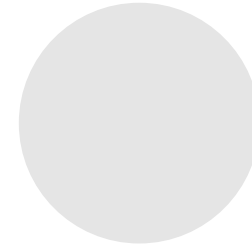
white



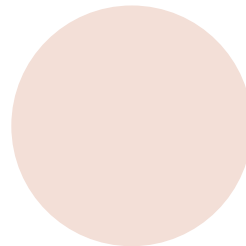
#063449



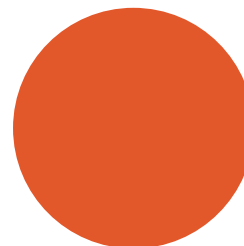
#B8DDDA



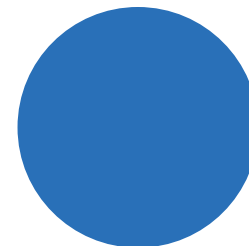
#E5E5E5



#F1DFD8



#E1592C



#3070B8





PRIMARY  
*typography*

The type should be clean, easy to read, and modern. Avenir should be the primary font for body copy, dates, URLs, and if font size is below 12pt. Baskerville is another primary font to be used for headlines and taglines.

avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"@#\$%^&\*{()

Light | *Light Oblique* | Book | *Book Oblique* | Roman  
Medium | *Medium Oblique* | **Black** | ***Black Oblique***

baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"'@#\$%^&\*{()

Regular | *Italic* | **SemiBold** | ***SemiBold Italic***

SECONDARY  
*typography*

These secondary fonts should be used as headlines or accent fonts only.

**glamour**  
**absolute**  
**regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!"@#\$%^&\*{()**

avenir  
next  
condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"@#\$%^&\*{()

*denvoian*  
*regular*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!"@#\$%^&\*{()*

