



Brand Style Guide for Volunteers

Last Updated June 2015

Stonecroft.org

Brand Style Guide

Marketing & Communications Guidelines

- 3 Brand Introduction
- 4 The Stonecroft Brandmark
- 6 Brandmark Usage Guidelines
- 8 Color Standards
- 9 Color Usage
- 10 Incorrect Usage
- 11 Fonts
- 14 Volunteer Usage Guidelines
- 15 Available Logos and Templates

Welcome to Stonecroft's Brand Style Guide for Volunteer Leaders.

Stonecroft exists to bring the Gospel to women where they are, as they are. This is our promise—the foundation of our brand. We consistently communicate that promise, that message, our God-given mission by maintaining a consistent brand image in print and online.

Stonecroft's logo (brandmark), colors, fonts, and tagline (where she is, as she is) result from careful thought, earnest prayer, and expert assistance from a local marketing agency. We designed this brand to glorify God, represent our mission, and propel us forward to reach a new generation of women.

Why create a brand style guide?

Stonecroft volunteers produce invitations, posters, programs, and other materials that play a vital role in helping Stonecroft's brand grow and expand. We want to help you accurately use Stonecroft's logo, fonts, colors, and tagline so that more women come to know and trust Stonecroft through this consistency across all media. That, we pray, will help more women come know and love Jesus Christ.

What's in the guide?

- **A brief introduction to branding**
- **How to use our logo:** maintaining proper size, shape, and colors; using different backgrounds; printing and posting online
- **Stonecroft colors:** how to create our exact colors
- **Stonecroft fonts:** our brand fonts, font substitutions, preferred type sizes, and more
- **Usage guidelines**
- **Templates:** we've created easily downloadable templates for nametags and outreach invitations.
- **Stonecroft's logo in the correct file types:** to use online, in print, etc.

If you have any questions, we are here to help! Contact us at connections@stonecroft.org or 800.525.8627.

A brand is a person's gut feeling about a product, service, or company.

Marty Neumeier
The Brand Gap

What is a brand?

A "brand" is what a person thinks when she or he hears your brand name. It's everything the public thinks it knows about who you are and what you offer, both factual and emotional. A brand *name* exists objectively—people can see it. It's fixed. Your *brand*, however, exists only in someone's mind.

As competition creates infinite choices for consumers, organizations look for ways to connect emotionally with customers, become irreplaceable, and create lifelong relationships. A strong brand stands out in a densely crowded marketplace. People fall in love with brands, trust them, and believe in them. How a brand is perceived affects its success, regardless of whether it's a start-up, a nonprofit, or a product.

Brands have three primary functions*

Navigation

Brands help consumers choose from a bewildering array of choices.

Reassurance

Brands communicate the intrinsic quality of the product or service and reassure customers that they have made the right choice.

Engagement

Brands use distinctive and consistent imagery, language, and associations to encourage customers to identify with the brand.

*David Haigh, CEO, Brand Finance

What is Stonecroft's brand?

Stonecroft exists to reconcile women to the God of the Universe through His Son Jesus Christ. Our passion is to take the Gospel to women where they are, as they are. We are compelled to share the Gospel. This is our promise—the foundation of our brand. We consistently communicate that promise, that message, our God-given mission by maintaining a consistent brand image in print and online.

We wanted a logo and tagline that reflected Stonecroft's mission, its rich history, and its exciting future. We wanted a logo and tagline that appealed to Christian women of all ages—while also leading seekers to investigate, not flee. Mostly, we wanted a tagline that exalted Christ and His work on the Cross. Read on to see how this logo and tagline reflect our brand:

The Tagline

Stonecroft has always taken the Good News to women where they are—the restaurant, the country club, the coffee shop, the living room. We haven't expected women to come to us or to church. We go to them.

Jesus came to rescue women as we were, no matter our circumstance or culture, no matter our lifestyle or sins. Stonecroft, too, goes to women just as they are.

We, like the Apostle Paul, want be strong to the strong, weak to the weak, Jews to the Jews, and Gentiles to the Gentiles to express the unchanging Gospel to all sorts of women.

That's the genesis of our tag line—a small cross resting between the words "where she is" and "as she is." Because that's where we take the message of the Cross—to each woman, where she is, as she is.

The Logo

Stonecroft has always had a cross and a crown in its logo. Our logo is beautiful ribbon cross that creates a crown-like shape of four corners in its center.

The smaller cross embedded in the tag line resembles an ancient Celtic cross. Our faith is both historic and modern.

The ribbons resemble advocacy ribbons and Jesus is our great Advocate, the One who heals our greatest need through His substitutionary life, death, and resurrection.

The ribbons form an infinite loop. God is eternal and the life He provides us through Jesus is eternal.

The colors represent reaching out to all types of women with the Gospel. They show off God's magnificent array of colors in creation.

The Power of Consistency

A brand has power. A strong brand message begins with a logo and consistency, and matures based on usage. Consistency in the usage of the Stonecroft Logo is just one aspect of building a strong representation of who we are as a ministry, and an organization. This consistency should be applied to all the ways we communicate at Stonecroft.

The purpose of this style guide is to help us maintain a unified and clear representation of Stonecroft to all stakeholders of the organization. Every touchpoint is a representation of who we are. From letterhead to signage, from email to invoices - all are a form of our brand and all have a capacity to affect how Stonecroft is perceived.

Never underestimate the power of consistency in our branding and communication materials. Consistency shows that we care about how information is presented which, in turn, shows women that we care about them. This consistency is absolutely vital to growing and/or establishing their trust in us.

The Stonecroft Brand Signature



Brandmark Components

Brand Signature

Usage: Preferred logo to use on all applications



Brand Signature without tagline

Usage: Application requires logo to be smaller than 1.5" wide (see minimum size requirements section). Do not use the tagline with our logo on nametags, mailing labels, or other small places where it most likely will not be observed.



Brandmark Usage Guidelines

Proportions

The Stonecroft Logo was constructed with an aspect ratio (height to width) of 1:2.0248. **This proportion must never be altered.** Particular attention should be made when placing the Logo in an application (such as Microsoft Word or PowerPoint) where the image proportions are changed simply by dragging the corners of the picture window box. This changes the aspect ratio of the Logo and should be avoided. Most applications will lock the aspect ratio by holding down the "Shift" key while scaling.



Proportions (without the tagline)

The Stonecroft Logo without the tagline was constructed with an aspect ratio (height to width) of 1:2.5128. **This proportion must never be altered.**



Minimum Clear Space Protection

Minimum clear space protection is presented here as a guide to positioning the Stonecroft Logo a visually safe distance away from distracting elements. The Corporate Logo should always be the most legible and viewable element in any given graphic space.

The unit of measure "x" equals the height of the Stonecroft Logo. The minimum required clear space extends the distance "x" surrounding all sides of the Stonecroft Logo.



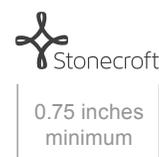
Minimum Size

Minimum size that the Stonecroft Logo with the tagline may be reproduced is no smaller than 1.5 inches wide by proportional height. Do not use the tagline with our logo on nametags, mailing labels, or other small places where it most likely will not be observed.



Minimum Size (without the tagline)

Minimum size that the Stonecroft Logo without the tagline may be reproduced is no smaller than 3/4 inch wide by proportional height.



Color Standards

Consistent use of corporate color is critical to the effectiveness of Stonecroft’s identity system. This section presents the approved color applications for the Stonecroft Logo. Solid color applies to all logo applications.

The preferred background for the Stonecroft Logo is white and applies to all print and marketing material. Logo opacity should always remain at 100%.

The color and grayscale guides for Stonecroft shown here are for reference only. Use the art files (e.g., the JPEG version of the logo) and templates supplied for actual reproduction. Please do not recreate them yourself. When printing with process colors, use only the process color specifications listed on this sheet.

Color Guide



Color Guide for a dark background



Grayscale Guide



Single Color Guide for a dark background



Color Standards



Color File Usage	Pantone-C spot coated printing	Pantone-U spot uncoated printing	CMYK 4-color printing & color copier printing	RGB screen & video	HEX web
Graphite Logotype	PMS 7540C	PMS 447U	CMYK 68/61/59/46	RGB 64/64/65	#404041
Stone Tagline	PMS 408C	PMS 408U	CMYK 58/49/46/15	RGB 109/110/113	#6D6E71
Moss Brandmark	PMS 377C	PMS 390U	CMYK 58/24/100/5	RGB 121/151/59	#79973B
Lime Brandmark	PMS 583C	PMS 381U	CMYK 31/5/98/0	RGB 189/205/53	#BDCD35
Ocean Brandmark	PMS 306C	PMS 306U	CMYK 78/26/26/0	RGB 39/149/173	#2795AD
Ice Brandmark	PMS 637C	PMS 638U	CMYK 64/5/7/0	RGB 66/186/221	#42BADD
Monarch Brandmark	PMS 157C	PMS 143U	CMYK 1/50/99/0	RGB 245/146/31	#F5921F
Dandelion Brandmark	PMS 123C	PMS 7404 U	CMYK 4/24/97/0	RGB 245/192/36	#F5C024
Berry Brandmark	PMS 247C	PMS 240U	CMYK 29/78/16/0	RGB 183/89/143	#B7598F
Opal Brandmark	PMS 686C	PMS 686U	CMYK 16/42/9/0	RGB 210/159/186	#D29FBA

The colors shown on this page are not intended to match the PANTONE® Color Standards. For the PANTONE Color Standards, refer to current editions of the PANTONE Color Publications. PANTONE® is a registered trademark of Pantone, Inc.

Color Usage

Color

The color version should appear on a white or light neutral background for greatest impact.



Dark Backgrounds

On darker backgrounds use the reverse version, where the words "Stonecrafft" and "where she is, as she is" are in white instead of granite. We provide PNG versions of our logos for use on dark backgrounds (the background color shows through).



Backgrounds with Blue, Green, or Other Logo Hue

For use on backgrounds that have a blue, purple/pink, orange/yellow, or green hue use the reverse all-white version.



Grayscale / Single Color

For use when printing in a single color.



Single Color - No Grayscale

For use when printing in a single color where grayscale is not appropriate (e.g., faxes, copies).



Incorrect Usage

We want our identity to represent us with a clean, bold statement. Here are some examples of incorrect logo modifications and applications.

1. Do not move, delete, or rearrange any elements of the Stonecroft Logo from their respective positions.
2. Do not make another logo out of the Stonecroft Logo.
3. Do not distort proportions (height or width) of the Stonecroft Logo.
4. Do not rotate the Stonecroft Logo or any part of the logo.
5. Do not add any text or graphic element to the Stonecroft Logo.
6. Do not place the color Stonecroft Logo over a photograph or any textured background. This is only appropriate in some cases and should be approved by the design director.
7. Do not place the color Stonecroft Logo over any solid or multi-colored background that uses the Stonecroft colors; instead use the single color logo.
8. Do not modify the Stonecroft Logo in any way.



Fonts: Serif vs. Sans Serif

A serif is the small detail at the end of some of the strokes that form a letter. A typeface with serifs is called a serif font. A typeface without serifs is called a sans serif font. See examples below.



Fonts - Sans Serif

The **Maven Pro Font** (Maven Pro Light 300 or Maven Pro Regular) type family has been chosen as the sans serif font for all Stonecroft materials. **If Maven Pro is not available on your computer, you can substitute the font, Arial.** Maven Pro is the preferred font (when available) for **headlines and program names.**

Font Example

Maven Pro (Headline Font)

Maven Pro Light 100	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Maven Pro Light 200	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Maven Pro Light 300	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Maven Pro Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Maven Pro Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Maven Pro Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Maven Pro Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

¹ Maven Pro may be downloaded for free at <https://www.google.com/fonts#UsePlace:use/Collection:Maven+Pro>

Arial (alternative for Maven Pro when not available)

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Bold Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>

Fonts - Serif

The **Georgia Font** type family has been chosen as the serif font for all Stonecroft materials. **If Georgia is not available on your computer, you can substitute the font, Times New Roman or Times.** Georgia is the preferred font (when available) for body copy and content **longer than a paragraph.**

Font Example

Georgia

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Bold Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>

Times New Roman (alternative for Georgia when not available)

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Bold Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>

Font Size

Font is the best for reading at 12-13pt size. This applies to all printed material. For digital material, we recommend a font size of 14-16pt.

The minimum size for readable content is 10pt. If you find yourself wanting to make your text smaller than 10pt because it won't fit, you should eliminate some of your text or increase the area available for your content.

Leading (line spacing)

Leading is the vertical space between the lines of your text. As a rule the leading should be two points larger than the size of your type.

Good Example: 10pt text should have a leading of 12 pt. = 10/12

Good Example: 13 pt text should have a leading of 15 pt. = 13/15

You don't want the leading too tight, even when you need to make room for your text. It would be best to edit text or go to a larger size paper.

Bad example: 10pt text with a leading of 8 pt. = 10/8

This is an example of good leading.
This is an example of good leading.

This is an example of bad leading.
This is an example of bad leading.

White Space

Many times when we see some white space on our material, we think, "Ooh, now I can fit all this text in there" or "I'm going to put clipart in that spot!" Actually white space is our friend and we can love it! Designers use white space to eliminate the feeling of clutter. White space guides you to order the information you are presenting.

Yes, there is such a thing as misuse of white space. Sometimes we have very little information to fit into our publication, so in order to fill the uncomfortable white space, we spread out our information to fill the area. The only problem with that is that you lose the hierarchy.

¹ Maven Pro may be downloaded for free at <https://www.google.com/fonts#UsePlace:use/Collection:Maven+Pro>

Volunteer Usage Guidelines

Here are a few helpful guidelines on creating support materials for the Stonecroft brand. As a volunteer, you are an important part of Stonecroft and the materials you create play a vital role in helping grow and expand our brand.

1. Stick to the standard logo

Consistent usage of the Stonecroft Logo is just one aspect of building a strong representation of who we are as a ministry and an organization. This consistency should be applied to all the ways we communicate at Stonecroft.

2. Choose the right logo for your background

To learn more about which version of the logo should be used on your materials, please review [page 9](#) of this style guide. *Note: The color version should appear on a white or light neutral background for greatest impact. For darker backgrounds, use the reverse version, where the words "Stonecroft" and "where she is, as she is" are in white instead of granite. Please use the PNG files provided for any background color other than white.*

3. Being consistent helps our brand

We want our identity to represent us with a clean, bold statement. Take a look at some examples of incorrect logo modifications and applications found on [page 10](#) of this style guide as examples of things to avoid.

4. Choose the right fonts for your materials

The Maven Pro Font (Maven Pro Light 300 or Maven Pro Regular) type family has been chosen as the **sans serif font** for all Stonecroft materials. If Maven Pro is not available on your computer, you can substitute the font Arial. Maven Pro is the preferred font (when available) for headlines and program names.

The Georgia Font type family has been chosen as the **serif font** for all Stonecroft materials. If Georgia is not available on your computer, you can substitute the font, Times New Roman or Times. Georgia is the preferred font (when available) for body copy and content longer than a paragraph.

To learn more about fonts and typefaces, please visit [page 11](#).

5. Consistency builds trust by creating a strong brand.

The power of consistency in our branding and communication materials is critical in helping build a positive and powerful Stonecroft brand. Consistency shows that we care about how information is presented which, in turn, shows our audience that we care about them.

If you have questions about use of the Stonecroft Brand Signature or Logo, please contact Stonecroft at connections@stonecroft.org or call 800.525.8627.

Stonecroft Logos and Templates Available for Download

All of the items below are available at stonecroft.org/theme-design

JPEG logos for use on white backgrounds

- Color with tagline
- Color without tagline
- Black and white with tagline
- Grayscale with tagline

PNG logos for use on dark backgrounds

- Color logo with white tagline
- Color logo without tagline

PNG logos for use on blue, green, purple/pink, orange/yellow, or green hue backgrounds

- White logo with white tagline
- White logo without tagline

Fonts

- Maven Pro
- Georgia

Templates

- Stationary
- Name tags
- Business Cards