

STYLE GUIDE

BANNOCKBURN CHURCH

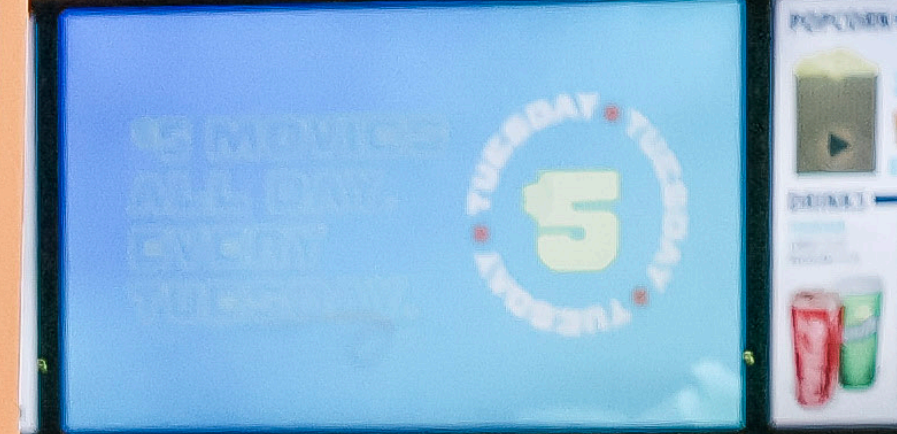


WELCO

NE

YOU'RE
LOOKING
Amazing
TODAY!

SO
HAPPY



pop CORN



LOGO



BANNOCKBURN

Logo Variations

The Primary logo should be used on materials such as handouts, shirts, cups, pens. The Primary logo should also be used on any promotional materials on campus, the website, and social media.

The Secondary logo should be used on external communications with the community such as banners, mailers, promotional sponsorships, etc.

PRIMARY



SECONDARY



TERTIARY



BANNOCKBURN
CHURCH

BANNOCKBURN

Campus Logos

Each campus has a designated logo with an assigned color. These logos are to be used for campus specific print and digital materials.

PRIMARY



BANNOCKBURN
BUDA•KYLE



BANNOCKBURN
DRIPPING SPRINGS



BANNOCKBURN
SOUTH AUSTIN

SECONDARY



BANNOCKBURN
BUDA•KYLE



BANNOCKBURN
DRIPPING SPRINGS



BANNOCKBURN
SOUTH AUSTIN

Specific Ministry Logos

Each ministry has a designated logo with an assigned color. These logos are to be used for ministry specific print and digital materials.

STUDENTS



KIDS



BANNOCKBURN
Kids



BANNOCKBURN
Kids

BKW



BANNOCKBURN
Kids Weekday

MENS & WOMENS



BANNOCKBURN
Women



BANNOCKBURN
MEN

Clear Space

Always use an adequate amount of clear space between the logo and other elements.

Use roughly 80-85 points of margin around the logo when placed with other text or imagery.



PNG vs. JPEG

PNGS should be used on letterheads, envelopes, or any print materials. They should also be used on top of photography as the background is transparent.

JPEGS should be used whenever a background must be present. In this case, if you need to put a white logo onto white page, you would use the JPEG with the dark background.

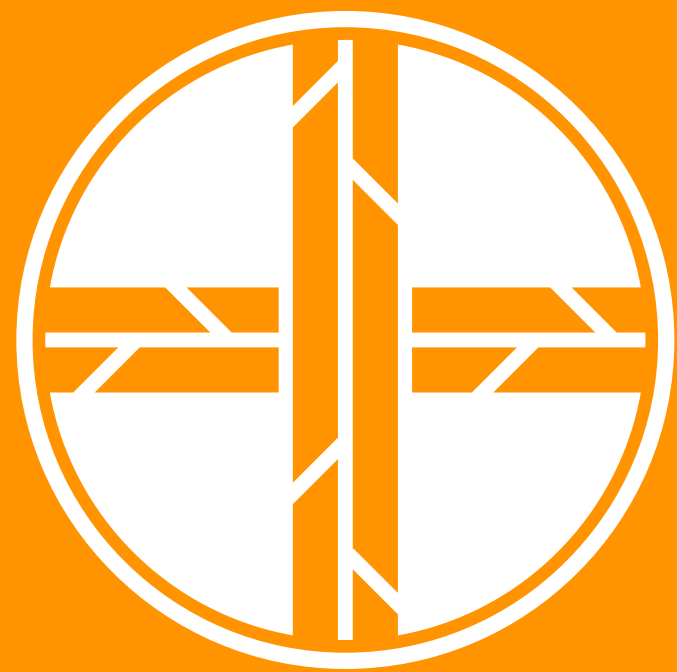
**Please note, there are very few scenarios where a JPEG would be used over a PNG. Please ask your creative director for any clarification on what to use.*

JPEG - Includes a background



PNG - Transparent background





BANNOCKBURN

The logo can be used reversed out of a solid color.



BANNOCKBURN

Drop shadows on logo can be used on photography

Logo Examples

Always respect the logo and the way it is presented. Do not do anything that would drastically alter, skew, truncate, or change the logo in any way.

Using the logo in a correct and consistent way will make it stronger.

DO: Use the logo on white



DON'T: Use the logo on non-brand colors.



DO: Use the logo on solid brand colors



DON'T: Crop the logo or forget to add clear space.



DO: Use the logo with a slight drop shadow (black or white) on photography when needed



DON'T: Use the colored logo on a colored background



COLOR PALETTE

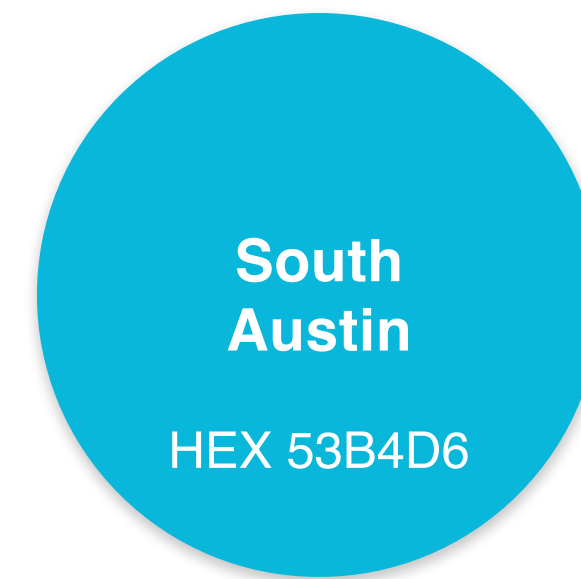
Color Palette

These colors are derived from the Bannockburn logo and can be used in any designs, whether print or digital.



Color Palette Per Campus

Each Campus has a specific color used when the situation requires clear differentiation.



TYPOGRAPHY

Typography

Raleway is an elegant sans-serif typeface, designed in a single thin weight. It is a display face that features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than it's neo-grotesque inspired default character set.

Helvetica Neue, also known as Neue Helvetica, is a 1983 reworking of the original typeface. It was redesigned to have a more uniform set of heights and widths with improved legibility. It was also expanded to contain many additional weights and styles such as condensed and extended.

Aa

Raleway

Display, Logo



Raleway Bold

aAbBcCdDeEfFgG
hHiIjJkKlLmMnNo
OpPqQrRsStTuUv
VwWxXyYzZ

Raleway Regular

aAbBcCdDeEfFgG
hHiIjJkKlLmMnNo
OpPqQrRsStTuUv
VwWxXyYzZ

Aa

Helvetica Neue

Body Copy



Helvetica Neue Bold

aAbBcCdDeEfFg
GhHiIjJkKlLmMn
NoOpPqQrRsStTu
UvVwWxXyYzZ

Helvetica Neue Regular

aAbBcCdDeEfFgG
hHiIjJkKlLmMnNo
OpPqQrRsStTuUvV
wWxXyYzZ

Setting Type

Example uses of Raleway and Helvetica Neue.

Raleway
Bold
Orange

JOHN 3:16

“For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life.”

Helvetica Neue
Light
Charcoal

Helvetica Neue
Regular
Charcoal

THE BEGINNING

1 In the beginning God created the heavens and the earth. **2** Now the earth was formless and empty, darkness was over the surface of the deep, and the Spirit of God was hovering over the waters.

3 And God said, “Let there be light,” and there was light. **4** God saw that the light was good, and he separated the light from the darkness. **5** God called the light “day,” and the darkness he called “night.” And there was evening, and there was morning—the first day.

6 And God said, “Let there be a vault between the waters to separate water from water.” **7** So God made the vault and separated the water under the vault from the water above it. And it was so. **8** God called the vault “sky.” And there was evening, and there was morning—the second day.

9 And God said, “Let the water under the sky be gathered to one place, and let dry ground appear.” And it was so. **10** God called the dry ground “land,” and the gathered waters he called “seas.” And God saw that it was good.

