

The
BRAND
Guide Book

VER. 2



12.13.18

PRESBYTERY
of SOUTH DAKOTA

A COLLECTION OF ASSETS & TOOLS

FOR SHARING OUR STORY

Our brand communicates who we are.

LET'S MAKE SURE WE COMMUNICATE WELL.

How do we accomplish this?
Through harnessing the following tools:

Vision

Page 3

Language

Pages 4

Logo

Pages 5-8

Type & Color

Page 9-13

GOALS AND OBJECTIVES

- Communicate the Presbytery of South Dakota's mission, services, and values
- Better communicate as an organization while connecting POSD members and elders
- To build an intergenerational faith community
- Showcase the beauty of our state and it's people to pastors seeking a call

KEY AUDIENCES:

LEADERS

Current POSD members

Potential POSD members

Serving Elders

Serving Pastors

Pastors seeking a call

HOW DO WE SERVE?

- Be a source of inspiration and hope rather than just information
 - Provide community and connection (specifically for Pastors)
 - Equip, train, and engage an Intergenerational faith community
 - Serve as mid council rather than mid government
 - Maintain a future focused gaze that facilitates momentum and positive change
-

Brand Voice and Tone

Spirit-Led but not weird

Creative not crazy

Fresh but not funky

Bold but not destructive

Life-giving but not obnoxious

Grace-centered not legalistic

Rooted but not trapped

Mindful but not boring

Key Traits:

Adventurous

Mindful

Compassionate

Warm

Relateable

Resilient

Rooted

Innovative

Relational

Authentic

Viewer Feelings:

Hopeful

Connected

Inspiring Trust

Challenged

Informed

Primary Mark

Key Image for
Representing our brand



PRESBYTERY
of **SOUTH DAKOTA**



MEANING BEHIND THE MARK

"For even the Son of Man did not come to be served, but to serve, and to give his life as a ransom for many." Mark 10:45

STATE: OUR CONTEXT

A literal representation of area we serve.

HANDS: SERVANT LEADERSHIP

We model our lives after Christ, who came to serve, not to be served. The hands are a symbol for servant leadership. We are practical people, motivated to serve. We use our hands, living in humility and boldness to serve our communities. Whether it's stewarding the land or serving our communities' practical needs, we are the hands and feet of God's body.

Mark 10:42-45

FLAME: GOD'S SPIRIT

Just as fire rested on the disciples on Pentecost, that same fire resides in us. Like the Olympic torch being passed, we have a legacy of reflecting God's passion and love for His people. We serve and share that light in every context we may find ourselves. It is by His Spirit alone that we are able to go, do, and serve.

Acts 2:1-4 & Matthew 28:18-20

Logo Application

Logo color variations for different applications



Logo Application

Logo layout variations for different applications



PRESBYTERY
of SOUTH DAKOTA

A.

PRESBYTERY
of SOUTH DAKOTA

B.

PRESBYTERY *of*  **SOUTH DAKOTA**

C.

A: HORIZONTAL

Use this in horizontal areas where the Primary mark doesn't fit

B: LETTERMARK

Solid, One color option for small scales

C: BANNER

Great for Long and Narrow Applications

HOPEFUL *and*
HARDWORKING

Din Next Slab

Versatile yet friendly
slab serif

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

a b c d e f g h j k l m
n o p q r s t v w x y z

Kairos Sans

Hardworking & energetic
sans serif

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

a b c d e f g h j k l m
n o p q r s t v w x y z

DIN Next Slab

Versatile yet friendly slab serif

Foundry: Linotype

Available through MyFonts

Light

Whatever you do,
work at it with all
your heart.

Light Italic

*Whatever you do,
work at it with all your
heart.*

Regular

Whatever you do,
work at it with all
your heart.

Regular Italic

*Whatever you do,
work at it with all
your heart.*

Bold

**Whatever you do,
work at it with all
your heart.**

Bold Italic

***Whatever you do,
work at it with all
your heart.***

Kairos Sans

Hardworking & energetic sans serif

Foundry: Monotype

Available through MyFonts

Condensed

Whatever you do,
work at it with all
your heart.

Condensed Italic

*Whatever you do,
work at it with all
your heart.*

Bold

**Whatever you do,
work at it with all
your heart.**

Regular

*Whatever you do,
work at it with all
your heart.*

Regular

Whatever you do,
work at it with all
your heart.

Italic

*Whatever you do,
work at it with all
your heart.*

Palm Canyon Drive

Friendly Script for Special Applications

Excellent for decorative typographic applications, catch words in headlines. Use judiciously.

JESUS *of* **NAZARETH**

SPIRIT *of* POWER, LOVE,
AND SELF-DISCIPLINE

JOHN *the*
BAPTIST

Tip:

Use this font only in
small amounts.
Less is more.

Primary



Blue

C: 100 R: 15
M: 96 G: 9
Y: 13 B: 106
K: 4 #0F096A
Pantone: 072



Sky Blue

C: 68 R: 83
M: 0 G: 189
Y: 7 B: 204
K: 0 #53BDCC
Pantone: 311C



Red

C: 0 R: 255
M: 96 G: 15
Y: 100 B: 0
K: 0 #FF0F00
Pantone: Bright Red C

Secondary



Medium Navy

C: 100 R: 32
M: 96 G: 35
Y: 35 B: 85
K: 32 #202355



Light Blue

C: 36 R: 156
M: 0 G: 218
Y: 5 B: 237
K: 0 #9CDAED



Rich Black

C: 90 R: 18
M: 83 G: 22
Y: 51 B: 45
K: 66 #12162D

1.

Use rich blacks.

C90 M83 Y51 K66 was used in the above example.

*THESE ARE NOT MEANT TO BE A SET OF RIGID RULES, BUT A STARTING POINT FOR ADDING VISUAL CONSISTENCY.

2.

Contrast *IS KEY*.

Use dynamic typography to create energy.

3.

Use large blocks of color.

When possible, use bold areas of color to bring emphasis and energy.

4.

White space is your friend.

Effective use of white space (also known as negative space) gives the eye room to breath and rest.

5.

Judiciously use symmetry.

Centering and balancing content gives a sense of stability and trust.