

ST. JOHN'S
LUTHERAN CHURCH



STYLE
GUIDE

OUR STYLE:

The St. John's style conveys an aesthetic of beauty and strength, sending the message that we are a community rooted in our Lutheran Christian heritage, which we live out in relevant ways, while humbly seeking to be God's presence at work in our city.

COLORS

PRIMARY



Garnet

R - 120 Pantone:
G - 15 1955 UP
B - 29



Sapphire

R - 9 Pantone:
G - 7 072 U
B - 117



Dark Amethyst

R - 67 Pantone:
G - 0 Medium
B - 80 Purple U



Emerald

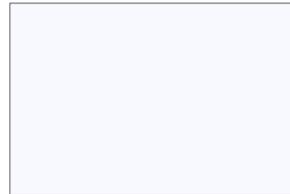
R - 13 Pantone:
G - 81 356 U
B - 40

SECONDARY



Charcoal

R - 96 Pantone:
G - 96 447 U
B - 96



Snow

R - 248 Pantone:
G - 248 656 U
B - 255



Goldenrod

R - 241 Pantone:
G - 176 7406 U
B - 61

OUR STYLE

Our colors convey the aesthetic beauty of the church through rich, gemstone tones that can be seen throughout our stained glass windows.

The colors featured in the primary palette are the main colors of St. John's. These colors are to be used as the predominant colors for all churchwide publications and communications.

The secondary palette features the colors intended to highlight the primary palette throughout the church communications. They are to be viewed as accent colors used only to enhance the primary palette when needed.

Use the RGB color codes for all publications designed for a digital platform. Use the Pantone color codes for all publications designed for print. DO NOT print anything using the RGB color codes.

LOGO



VARIATIONS



OUR STYLE

Our logo embodies the St. John's brand and mission. It is strong and stable, providing a foundation for our work. At the same time, it expresses the beauty and elegance of the liturgical seasons and the Luther rose.

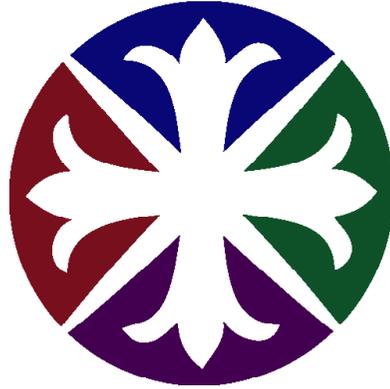
The best way to use our full color logo is over a white or light-colored background. When printing in black and white, the first two variations are required, and the logo must be used in St. John's Charcoal or Black.

If working on a design with a dark surface, the logo must be in St. John's Snow.

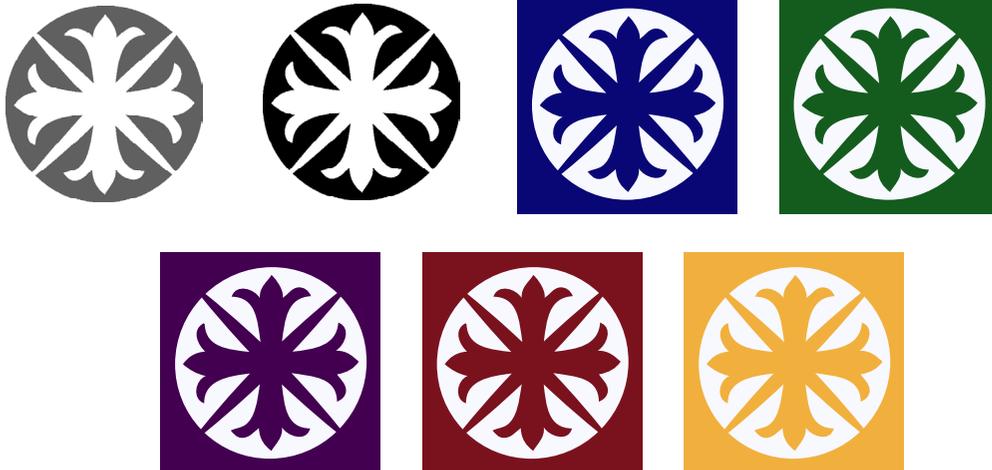
The preferred dark backgrounds for our logo are one of the colors from our primary palette.

We also require a set amount of clear space around the logo. Nothing can be placed in this area, nor can the logo be placed near the edge of anything without this buffer space.

ICON



VARIATIONS



OUR STYLE

Our icon highlights the liturgical seasons of the Lutheran church through its four parts and reflects the Luther rose in design.

The icon provides a nice supplement to the St. John's logo. It can be stylized into more designs and used as a visual substitute for the logo.

It is more versatile than the logo, allowing one to place the full color icon on any neutral-colored background and the snow icon on any color background.

The circular icon becomes the primary image for St. John's on social media platforms.

LOGO/ICON USE



OUR STYLE

DON'T:

1. Stretch or shrink the logo and icon disproportionately. Always change the size following the original proportions.
2. Place the logo or icon on top of an image or busy background. Always keep the logo and icon in front of a solid colored background.
3. Use the old version of the logo and icon. Always use the versions with the updated 2016 color scheme.
4. Alter the order of the colors in the icon. Always keep the colors in their original position.
5. Change the icon to a single color from the primary palette or Goldenrod. Always keep the icon in its original color, or in St. John's Charcoal, Snow or black.
6. Rotate or angle the logo and icon. Always keep both straight.

FONT PRIMARY

AVENIR BOOK

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
1 2 3 4 5 6 7 8 9 0

ADOBE GARAMOND PRO

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
1 2 3 4 5 6 7 8 9 0

OUR STYLE

Font and typography are an important part of the St. John's image. They communicate the St. John's style through their look and feel.

The primary fonts are Avenir and Adobe Garamond Pro. The Avenir family expresses the clean, modern and relevant feel of our style. On the other hand, the Adobe Garamond Pro family embraces heritage through its traditional feel.

The Avenir family is used for body text in our publications. The main font used from the family is Avenir Book. The other fonts within the family are used as an accent or minor heading font. Their uses are determined at the designer's discretion.

Adobe Garamond Pro is used for all major headings in our publications. Variations of this font - bold, italic, etc. - can be used at the designer's discretion.

FONT

SECONDARY

ARIAL

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
1 2 3 4 5 6 7 8 9 0

CAMBRIA

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
1 2 3 4 5 6 7 8 9 0

OUR STYLE

The secondary fonts are used in web and mobile design, email and any other written communications where an individual does not have the primary fonts.

The Arial family is used in place of the Avenir family in the above instances. It is used in the same fashion as the Avenir family.

Cambria is used in place of Adobe Garamond Pro in the above instances. It is used in the same fashion as the Adobe Garamond Pro.

