

steele creek church

BRANDING PRESENTATION



*"So whether we are at home or away, we
make it our aim to please Him."*

- 2 Corinthians 5:9





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We are a church established through the love and grace of Jesus Christ. This church was planted with the goal of reaching all people, no matter your background, ethnicity, language or age.

YOU ARE WELCOME HERE.

WHAT IS A BRAND?

CONSISTENCY AND CLARITY

It's a feeling. As Steele Creek Church continues to grow, it is vitally important that our art, media, and communication create impressions that draw people into the church and, ultimately, a relationship with Christ.

These guidelines aren't just a bunch of rules. They're a set of principles and standards that help our staff, volunteers, and contractors communicate our mission clearly and consistently.

Our brand is what we want to be, but also what we are.

Everything we create should be consistent with what a person will actually experience at Steele Creek Church.

We can set the tone, but when we lean too hard on our own preferences, or skew too trendy, we can build false expectations.

Logo Usage

The Steele Creek identity is important. Whether you are at a campus, or at an event, you represent Steele Creek every time you use the brand. By following these guidelines, you reap the benefits of the Steele Creek identity and contribute to its strength.

Whether seen on-screen, in print, or on apparel, the logo should be stable and unchanging. The identity can only make a positive impact if it is used consistently and correctly.

The preferred logo use is the standard, one-color version. But, we do provide a one-color reversed option for specific uses. Our color and diversity will be expressed through our print materials, apparel, web page, etc.

Standard Logo

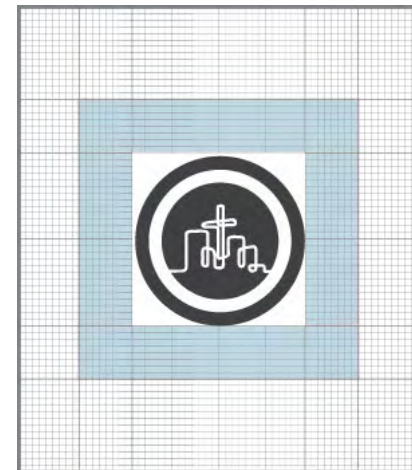


Standard Icon



When using the logo, it should be surrounded with clear space to ensure its visibility and readability. No graphic elements should invade this zone.

Allow for space the height and width of the icon, as shown in the example.



Logo Usage Continued

When representing Steele Creek Church, the logo should always appear in the standard horizontal format. The type in the Steele Creek logo is a custom typeface and should only be used in the logo.

Note: The exception to this rule is on campus building signage. Case-by-case decisions are made in accordance with building layouts.

When representing a Steele Creek campus or central ministry group, the logo should always appear in the stacked format.

Campus and ministry group names should appear in all caps and in *Avenir Book Oblique* with 75pt word spacing.



steele creek church



steele creek
MINISTERIO LATINO



steele creek
ARROWOOD CAMPUS



steele creek
BEREWICK CAMPUS



scgroups
EASTFIELD CAMPUS



scteams
ARROWOOD CAMPUS



scconnect
ARROWOOD CAMPUS



steele creek online

AVOID MISTAKES

Avoid these incorrect uses of the Steele Creek logo:

Do not use the Steele Creek logo type by itself.

Do not change the logo type.

Do not warp, stretch, skew, or slant the logo.

Do not add a stroke to the logo.

Do not add embellishments to the logo, such as gradients or drop shadows.

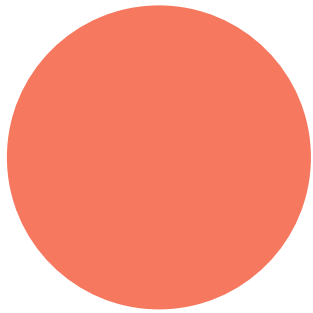
Do not place the logo on complex or patterned backgrounds

steele creek church



COLOR SCHEME

Please use caution with using these colors together. Make sure to be open to a matrix of colors and avoid using the same schemes on repeat. Our color scheme is diverse for a purpose. It gives us the flexibility to be able to fit within many schemes and design needs.



CHRIST.

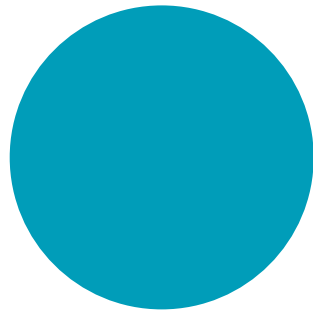
FOR WEB

Red: 242
Green: 109
Blue: 96

FOR PRINT

Cyan: 00
Magenta: 72
Yellow: 60
Key: 00

HEX: #F5785F
PANTONE: 178 C



HOME.

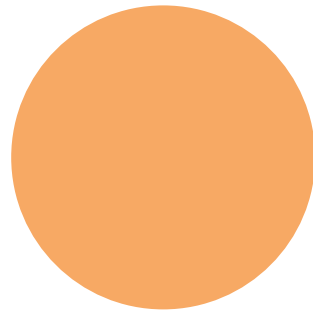
FOR WEB

Red: 0
Green: 157
Blue: 185

FOR PRINT

Cyan: 100
Magenta: 15
Yellow: 00
Key: 27

HEX: #009db9
PANTONE: 119-6 C



CHURCH.

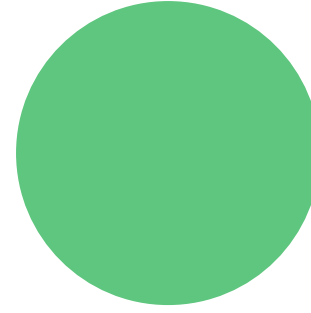
FOR WEB

Red: 246
Green: 169
Blue: 100

FOR PRINT

Cyan: 01
Magenta: 39
Yellow: 68
Key: 00

HEX: #F6A964
PANTONE: 150 C



WORLD.

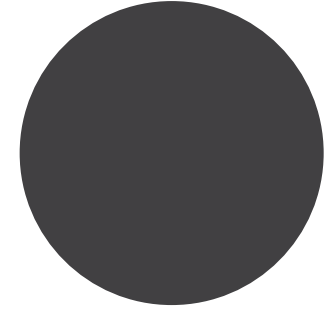
FOR WEB

Red: 145
Green: 198
Blue: 126

FOR PRINT

Cyan: 46
Magenta: 02
Yellow: 67
Key: 00

HEX: #91C67E
PANTONE: 359 C



BASIC.

FOR WEB

Red: 65
Green: 64
Blue: 66

FOR PRINT

Cyan: 00
Magenta: 00
Yellow: 00
Key: 90

HEX: #6D6E71
PANTONE: 419 C

TYPOGRAPHY

Typography is another key element of the Steele Creek brand identity, to be used in print, web, mobile, and video environments. Like the logo, our primary typeface — Avenir — communicates personal and flexible personality of the brand. These typefaces should be used when producing communications materials in print or video that are Steele Creek brand related.

HEADINGS - AVENIR BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 !@#%^&*()_+

SUBHEADINGS - AVENIR HEAVY OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 !@#%^&*()_+

Body Text - Avenir Book

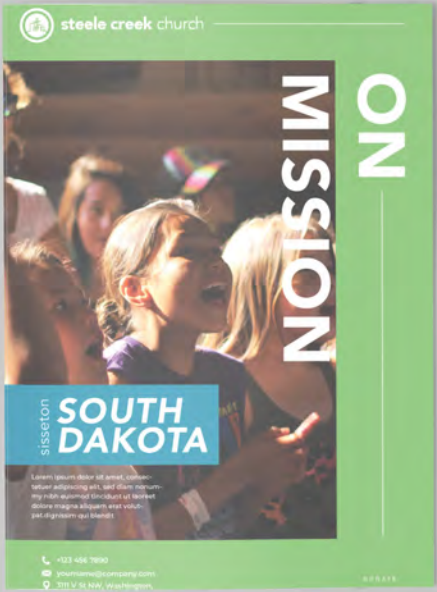
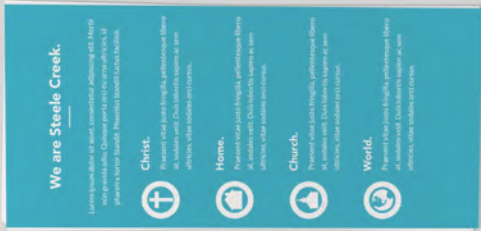
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 !@#%^&*()_+

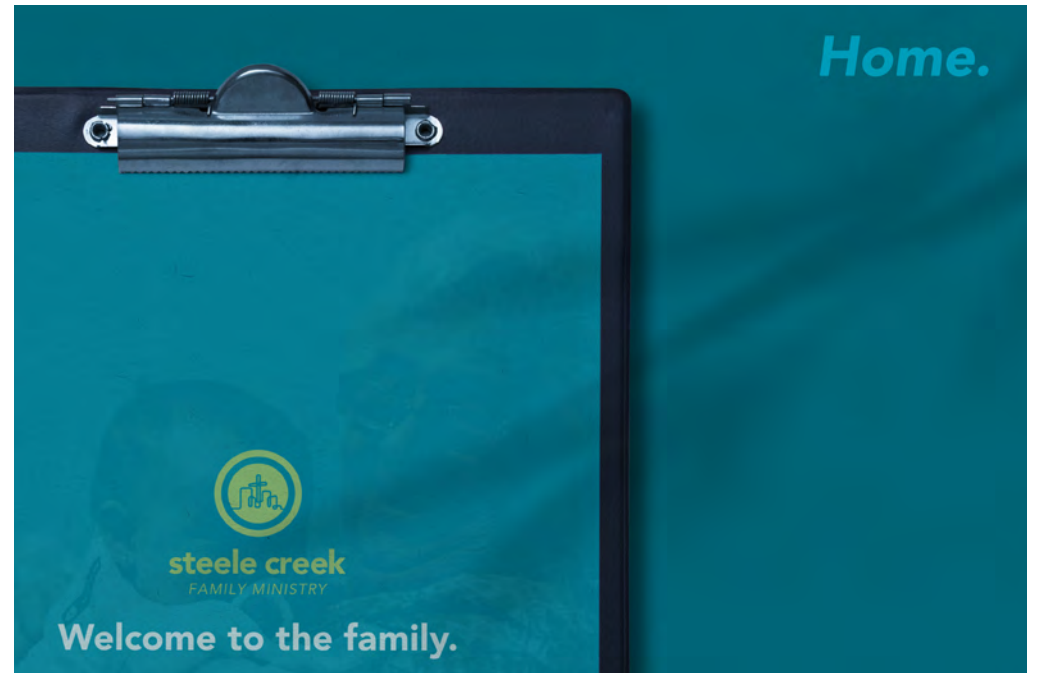
Aa

BRANDING EXAMPLES





Christ.



Home.

steele creek
FAMILY MINISTRY
Welcome to the family.

World.



Church.

