

Branding Guide



NORTHCROSS
your community church

Typeface - Overpass

Overpass is a new geometric “sans serif” family with a simple, yet appealing, personality. The purely geometric rounds, open apertures, and its “low-contrast” strokes manage to express an unmoderated, straightforward tone resulting in a modernist, neutral and friendly typeface.

This typeface is intended for use in a controlled environment, e.g. printed collateral, signage, internal communications, activations, website, presentations and documents saved as PDF.

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 10 ! @ # \$ % ^ & * () { } - _ + = : ; ” ’ < > , . ? / ` ~

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 10 ! @ # \$ % ^ & * () { } - _ + = : ; ” ’ < > , . ? / ` ~

Primary colours

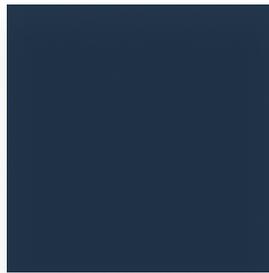
Northcross has four primary colours - blue, navy, gray and white. Blue and navy are friendly, traditional colours that create a sense of calm, security and order. Gray and white are stronger, more serious colours that create a sense of confidence and purpose.

NX BLUE



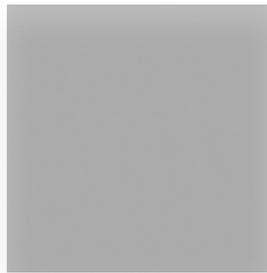
RGB 16-137-255
HEX 1089FF

NX NAVY



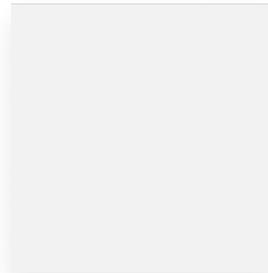
RGB 35-55-77
HEX 23374D

NX GRAY



RGB 189-189-189
HEX BDBDBD

NX WHITE



RGB 242-242-242
HEX F2F2F2



White on blue



White on navy



Blue on white



Navy on white

Other

- Auditorium projection dimensions: 1920 x 760
- See Canva for slide templates.