

The Avenue Church

Brand & Style Guide

Version 1.0 - 2021



Slogan and Vision Statement

Vision Statement

**The Avenue Church exists
to inspire you to encounter Jesus
and find a better way to do life.**

Slogan

A better way to do life.

- Slogan & Vision
- **Typefaces & Uses**
- Logo
- Logo Rules
- Logo In Use
- Color Pallete
- Colors In Use

Typefaces and use cases

Canela Bold

Headline

Avenir Next

Subtitle / Secondary Font

Georgia

Example body font typically used in print material but can be used in any situation where you need tiny and legible text.

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Typefaces Continued

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Canela



Regular
Regular Italic
Bold
Bold Italic

Canela, our headline font, should be used in bold for big headlines. Canela is a strong and elegant typeface that brings personality when needed.

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Typefaces Continued

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next

Ultra Light
Regular
Medium
Demi Bold
Bold

Avenir Next is our secondary font. It is clean, professional, and geometric. This typeface should be used in situations where Canela doesn't feel right or there isn't enough space for a large headline.

Avenir Next can be used as a body font. Avenir should also be used as the default for any unbranded building signage (e.x. Restroom Labels, Info Sign, Wayfinding signs)

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- Brand In Use



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Logo

The Avenue logo icon is unique, has brand recognition, and is well designed.

During this re-brand it was noticed that all of the physical versions of it in our buildings have the cross bar of the "A" leveled out.

Most uses of the icon happen within the bound of a rectangle or square (e.x. screens and paper).

This being the case, the logo icon is adopting some minor adjustments and is now leveled out for a balanced feel.



Before



After

- Slogan & Vision
- Typefaces & Uses
- Logo
- **Logo Rules**
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- Colors In Use

Logo



The left-justified logo is the default orientation to use

The right-justified logo is used when put up against the right edge of a page or screen.



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Color Process & Inspiration

As the color palette was being developed we drew inspiration from our name and looked to the street to guide our decision making.

When looking at the road three colors are the most used. Black, white, and yellow.



Faded white paint on worn asphalt show so much character and warmth.

Street lights and our logo both share the same shape.



Yellow and white paint are the most common colors painted on our roads

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Color Palette

Main Color Palette

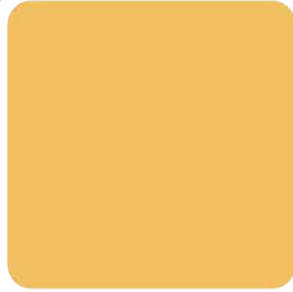


Extended Color Palette



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- Colors In Use

Pantone Colors for printing



Pantone

14-0848 TCX
Mimosa

RGB 240 192 90
HEX F0C05A



Pantone

11-0602 TCX
Snow White

RGB 242 240 235
HEX F2F0EB



Pantone

19-4203 TCX
Moonless Night

RGB 47 45 48
HEX 2F2D30



Pantone

17-4328 TCX
Blue Moon

RGB 54 134 160
HEX 3686A0