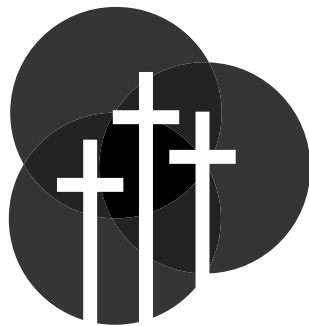




COMMUNITY
COVENANT CHURCH

Brand and Style Guide

Summer 2020



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COVENANT CHURCH

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Why have a style guide?

A style guide is the first step in protecting your brand. It sets the rules and guidelines that protect the look and feel of your organization. This style guide will provide a standardized approach to creative work in order to uphold the integrity of the brand. Simply put, the style guide, or brand standards guide, are far more important to a brand than the logo itself.

The number one reason for a style guide is simple — consistency. An organization that is not consistent can seem confused, unreliable, or unwanted to a user or consumer of media. Because the number of people who will create media for COMMUNITY Covenant Church is not one single person, it is important that there are rules by which all parties abide.

This style guide will consist of rules for logo use, fonts, typography, colors, imagery, and basic page layout/design.



Primary Identity

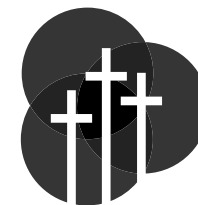
The official COMMUNITY Covenant Church logo consists of a custom typographical layout, a set of three overlapping circles at various transparencies, and three crosses. A second version of this logo in a horizontal format has been provided, as well as a white logo that has been approved for darker backgrounds. The arrangement of these logos is not to be altered in any way, unless otherwise stated in this style guide.

The official font used in the logo is Avenir Roman. Fonts will be further discussed later in this style guide.

When possible, please use .ai files or .eps files or .svg files. These file types are vectorized, and will not lose any resolution when put in a larger or smaller size. A vectorized image keeps the sharp look if it is on a small coin or on the side of a football stadium.

All church logos are available to church staff in SharePoint under the following folders: Office> Admin> LOGOs. Then you can find the correct logo in its appropriate folder.

If you are not church staff, please contact the church for permission to use the appropriate logos on any type of media.



COMMUNITY
COVENANT CHURCH



Secondary Identity

COMMUNITY Covenant Church has a secondary logo that strays, slightly, from the primary logo. The only difference is the addition of the phrase “Becoming like Jesus Together” to the logo. This version of the logo should be used sparingly, as it is a secondary identity. The arrangement of these logos is not to be altered in any way, unless otherwise stated in this style guide. These logos can be found in SharePoint under Documents>Office>Admin>LOGOs>Secondary Logos>Becoming Like Jesus Together.

When using this logo, be sure that all words are visible and legible.

Do not rearrange the content of this logo. Do not stretch this logo. Do not use this logo in colors that do not adhere to the brand.

Correct uses of the logo are found on this page, while incorrect uses are found on the following page.

Correct Usage



Secondary Identity — Incorrect Uses



- Changed the arrangement of the logo



- Unapproved color usage



- Stretched logo



- Squished logo



- Do not use older version of the logo, unless otherwise instructed or with approval

Secondary Identity - Wordmark

COMMUNITY Covenant Church has a common wordmark that will appear in many places across church branding and usage. This wordmark, in its correct usage, is shown on this page as well as the following page.

The wordmark should only be used in the approved four brand appropriate colors: *COMMUNITY* Dark Grey, White, Light Blue, and Dark Blue; keeping in mind the correct color for the background that it sits on. It may also appear in the approved accent gradient.

This logo can be found in SharePoint under Documents>Office>Admin>LOGOs>Secondary Logos>Wordmark.

The correct font for this logo is Avenir Roman.

Correct and incorrect uses of the wordmark can be seen on this page as well as the following page.

Correct Usage

COMMUNITY

COMMUNITY

COMMUNITY

Secondary Identity - Wordmark

Correct Usage

COMMUNITY

COMMUNITY

COMMUNITY

COMMUNITY

- To use the wordmark in a serif font for a logo or branding purposes, you are required to obtain permission from the Digital Content Specialist. Their info can be found at the end of this style guide.

Incorrect Usage

~~COMMUNITY~~

- Unapproved color usage — requires approval
- Unapproved font usage — requires approval

~~COMMUNITY~~

- Darker color on a darker background

~~COMMUNITY~~

- Do not use colors to divide the word

Clear Space

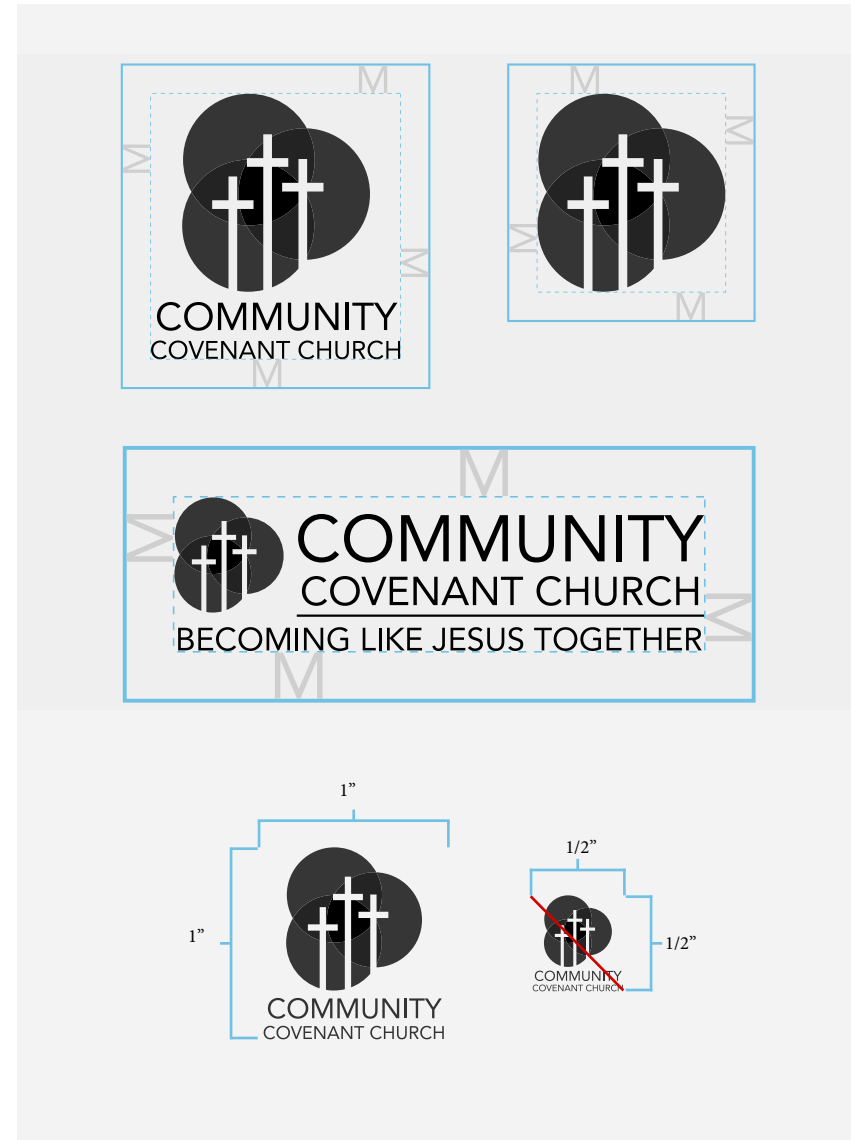
Any logo needs an appropriate amount of clear space. For COMMUNITY Covenant Church's logos, the rules for clear space are as follows. For all logos, the unit of measurement is the height of the letter "M" in the logo. This means that there should always be an M's worth of distance between the logo and any other image, text, or media (excluding backgrounds).

If the logo appears without the text beneath or beside it, use the size of letter that should be sitting with the logo.

Minimum Size

Our logo contains details that may be lost if presented at too small of a size. For documents, a 1" by 1" logo should be fine. But if you find the text of the logo to be too difficult to read, please increase the size.

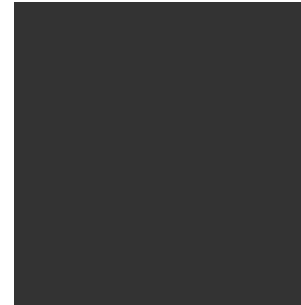
Please follow this guide when sizing a small version of any of these logos.



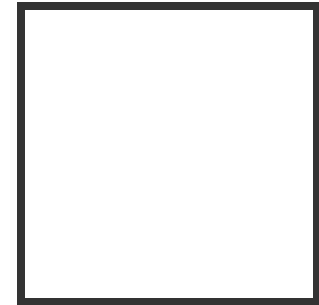
Primary Colors

These are the primary colors of COMMUNITY Covenant Church . They are to be used on all materials and media, both internal and external. They may be used together or as individuals. Tints of the primary colors are not allowed unless otherwise found in this style guide.

Primary



COMMUNITY Dark Grey
#333333
R:51 G:51 B:51
C:69 M:63 Y:62 K:58



White
#ffffff
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

Secondary/Accent Colors

The list of secondary colors is a palette made of previous primary colors that are also complimentary to CCC's primary colors. The secondary palette will allow for a further development of Community Covenant Church as a brand in regards to all kinds of media.

COMMUNITY Covenant Church does not see the Secondary/Accent palette as a set of colors that must be subordinate to the primary colors. With that in mind, please use your best discretion when using the secondary colors. The church advises sticking to a 40/60 ratio when using secondary colors. This means that, at a maximum, 40% of any published media should make consistent use the secondary colors.

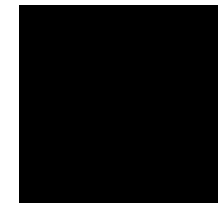
Secondary



Dark Blue
#4054b2
R:64 G:84 B:178
C:84 M:75 Y:0 K:0



Light Blue
#6ec1e4
R:110 G:193 B:228
C:52 M:7 Y:4 K:0



Black
#000000
R:0 G:0 B:0
C:75 M:68 Y:67 K:90

Tertiary Colors

The tertiary colors of CCC's brand are meant to be used scarcely, largely for an occasional break from the regular colors. These colors come from COMMUNITY Covenant Church's previous primary brand colors. They can be seen in the old logos and stationery.

The tertiary colors are not meant to be used frequently. They should not appear as a foreground/primary color in most media. Please use a 10/90 ratio when using the tertiary colors. This means that, at a maximum, 10% of published media is allowed to utilize the tertiary colors.

Secondary



Retro Red
#b26667
R:178 G:102 B:103
C:27 M:68 Y:52 K:6



Retro Orange
#eba26f
R:235 G:162 B:111
C:6 M:41 Y:61 K:0



Retro Yellow
#f4c672
R:244 G:198 B:114
C:4 M:22 Y:64 K:0

COMMUNITY Dark Grey

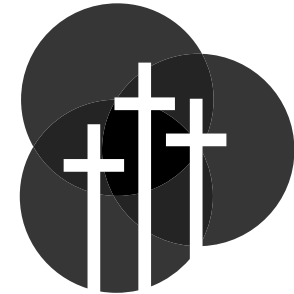
COMMUNITY Covenant Church uses one shade of gray in all media that is currently in use. This color has been coined as *COMMUNITY Dark Grey*. When multiple grey colors appear in a design, icon, or background, they should either be the primary grey color in one of its three approved transparency settings or a rasterized (non transparent) version of those transparent colors for situations where transparency would not be appropriate. All approved grey colors are found on this page, along with the COMMUNITY Covenant Church icon from which the colors were taken.

A gradient bar has been provided behind the color samples to show examples of the transparency of the grey color compared to the rasterized, non-transparent, versions of those same color shades.

Primary Color



COMMUNITY Dark Grey
#333333
R:51 G:51 B:51
C:69 M:63 Y:62 K:58

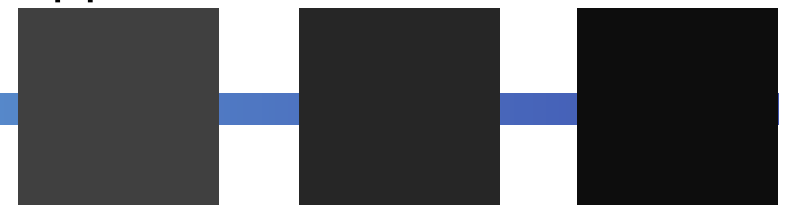


Approved Transparency Colors



Color Name:	Transparent Grey 1	Transparent Grey 2	Transparent Grey 3
Hexadecimal Code:	#333333	#333333	#333333
RGB Value:	R:51 G:51 B:51	R:51 G:51 B:51	R:51 G:51 B:51
CMYK Values:	C:69 M:63 Y:62 K:58	C:69 M:63 Y:62 K:58	C:69 M:63 Y:62 K:58
Opacity:	Opacity: 75%	Opacity: 85%	Opacity: 95%

Approved Rasterized Colors



Grey 1	Grey 2	Grey 3
#404040	#262626	#0d0d0d
R:64 G:64 B:64	R:38 G:38 B:38	R:13 G:13 B:13
C:68 M:61 Y:60 K:47	C:71 M:65 Y:64 K:69	C:74 M:67 Y:66 K:85
Opacity: 100%	Opacity: 100%	Opacity: 100%

Accent Gradient

COMMUNITY Covenant Church uses two gradients with any amount of frequency. They are comprised of CCC's secondary colors. Below are correct and incorrect ways to utilize the gradient.

The gradient should move with the length of the bar, never the height. The gradient only consists of two colors and the midpoint of the colors changing should be in the exact middle of the bar, regardless of size.

The COMMUNITY Dark Grey and white gradient requires approval to use. Please contact the digital content specialist for approval.

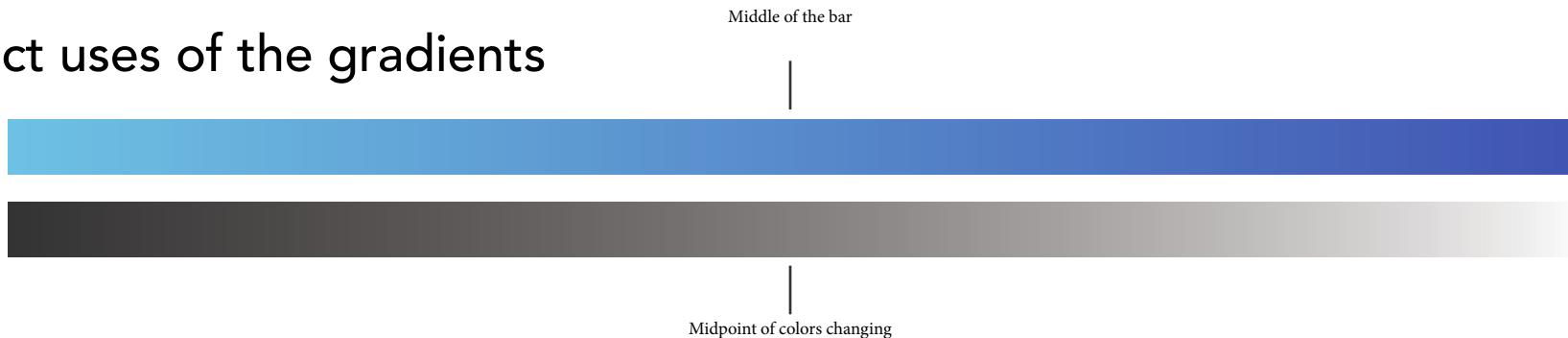


Dark Blue
#4054b2
R:64 G:84 B:178
C:84 M:75 Y:0 K:0



Light Blue
#4054b2
R:64 G:84 B:178
C:84 M:75 Y:0 K:0

Correct uses of the gradients



Incorrect uses of the gradients



Typography

There are many rules of typography, but this guide will focus on only a few. As a rule, COMMUNITY Covenant Church media will use only approved Serif and Sans-Serif Fonts.

Serif fonts have “tails” on many of the letters. These tails are designed to assist the reader in guiding their eyes along the line of characters and words. They reduce eye strain over any period of reading. This is especially helpful for those with older eyes.

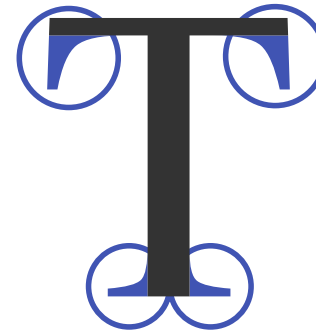
Sans Serif fonts have no tails, hence the “sans” in the title. These fonts are often seen as more modern, but should only be used in the correct formats. COMMUNITY Covenant Church will use sans serif fonts in titles and headlines only.*



Serif



Sans Serif



Serifs



Sans Serif

*CCC's rules for fonts are different for the website. Please refer to page 25 for details.

Avenir

COMMUNITY Covenant Church makes use of a small list of fonts and typefaces. Avenir is largely to be used for sans serif uses. The lighter weights (light, book, and roman) should be used for body copy. The heavier weights (medium and black) should be used for headlines, headings, and titles.

Italics versions are available for all these fonts. However, italics should never be used for titles and headlines. Italics should also not be used for large body paragraphs, excluding a direct quote.

When possible for the Avenir font, do not click the “Bold” button in Microsoft Office. They do not always do the same thing. Instead, use a heavier weight of font choice. The designers of the font knew what they were doing, Microsoft does not. Again, only follow this rule if you have a heavier weighted font available.

*If you do not have access to the Avenir font, please use Helvetica in its place. Should you not have access to either, please use Arial or a simple sans serif font.

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica

COMMUNITY Covenant Church makes use of a small list of fonts and typefaces. Helvetica is largely to be used for sans serif uses. The lighter weights (Light and Regular) should be used for body copy. The heavier weights (Bold) should be used for headlines, headings, and titles.

Italics/Oblique versions are available for all these fonts. However, italics should never be used for titles and headlines. Italics should also not be used for large body paragraphs, excluding a direct quote.

When possible, do not click the “Bold” or “Italics” buttons in Microsoft Office. They do not always do the same thing. Instead, use a heavier weight font or an oblique font choice. The typeface designer knew what they were doing, Microsoft does not. Again, only follow this rule if you have a heavier weighted font or an oblique version available.

*If you do not have access to the Helvetica font, please use Avenir in its place. Should you not have access to either, please use Arial or a simple sans serif font.

Helvetica Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion or Minion Pro

COMMUNITY Covenant Church makes use of a small list of fonts and typefaces. Minion Pro is largely to be used for serif uses. The primary use for serif type is for body copy. The “tails” in a serif font help guide the eye, assist in reading speed, and reduce eye strain over any period of time reading.

Italics should not be used for titles and headlines. It should also not be used for large body paragraphs, excluding a direct quote.

When possible, do not click the “Bold” or “Italics” buttons in Microsoft Office. They do not always do the same thing. Instead, use a heavier weight font or an oblique font choice. The typeface designer knew what they were doing, Microsoft does not. Again, only follow this rule if you have a heavier weighted font or an oblique version available.

*If you do not have access to the Minion or the Minion Pro font, please use Times New Roman in its place.

Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Pro Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Minion Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

How many Fonts on One Page

COMMUNITY Covenant Church will not be using too many fonts on one page. We all know that too many fonts on one page can be a mess, but a small amount of variation on a page assists the reader in maintaining interest.

As a general rule, try not to use more than three fonts on one single page. While we will try to stick to one serif and one sans-serif font per page, there may be times where another font makes sense to be used on a page. In those cases, be careful that your third font still looks cohesive with the regular CCC font choices.

When referring to an entire document, pdf, or pamphlet, we will still try to stick to three font families total. This means that you can use any font inside of the Avenir font family, Helvetica font family, or Minion Pro font family. Use your best judgment when creating a document with multiple fonts in those families as a document with Avenir Black, Book, Medium, Light, and Heavy will likely look too busy.

Acceptable Imagery

COMMUNITY Covenant Church prefers to use photos of people together, anywhere from a pair of people to a crowd. We love photos of people enjoying the community and/or serving with one another. Happy, bright and a vibrant community—that is our image. The other guiding images in the aesthetic of our photography is textures and depth of field.

We use a lot of images from unsplash.com because all of their images are free and do not require attribution. Other sites we suggest finding images from are pexels.com and creationswap.com.

If the image you are considering using fits the overall aesthetic of the images on this page, then that image should be acceptable.

For event and sermon series graphics, all kinds of imagery can be used, as long as the images represent the event or content in some way.

When making any media that will include a photo being printed, be sure that your image is at the correct resolution. For print media, CCC will use images at 300 dpi as this will keep print images from losing any quality.



Unacceptable Imagery

Because of the difficulty in finding clip art which upholds the integrity of CCC's brand, it should not be used in external media. Photography and icons fit the brand and should be used in place of clip art in all church media. If you intend to use clip art in any church media, you must get approval before moving forward. When designing signage and media for CCC, please use photography, typography, and other brand elements in place of clip-art based design.

To get approval for an image, please contact the Digital Media Content Specialist. Their information is listed on the last page of the style guide.

Before



After

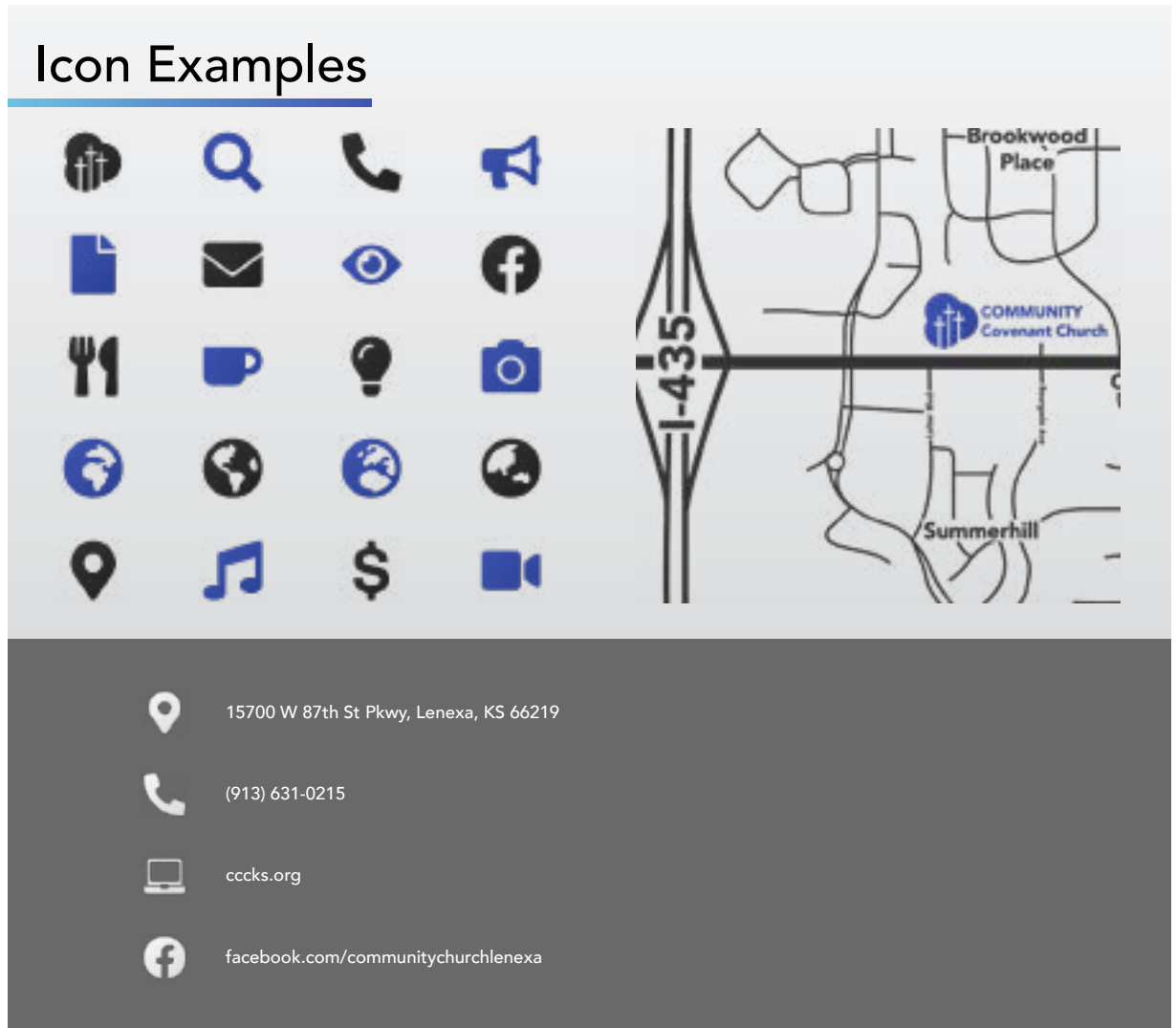


Icons and Usage

For consistency, we prefer to use the icons to the right. They can all be found on the website [FontAwesome.com](https://fontawesome.com). For church staff, they can be located under the graphics folder found under Documents> Office> ADMIN> Graphics> Icons. Then you will find the appropriate icon in its appropriate folder. If you are looking for an icon that does not currently exist in the folder, please contact the digital content specialist at andrew.m@cccks.org. If it is time sensitive, text or call at 913-909-0814.

You can see a map and a footer on this page that serves as an example of how these icons should be used in media.

Icon Examples



Stationery Design

COMMUNITY Covenant Church does not have an official stationery set, only a small set of rules to follow. When designing a set of stationery, documents, or any official document for the church, please follow the general designs laid out on this page.

- Follow the official font rules
- Only use the official Primary CCC logo
- Use the gradient for color accents on any given page
- Use white text when placing type on a dark area
- You may use the icon version of the logo only if the primary CCC logo with the phrase “COMMUNITY Covenant Church” beneath it appears somewhere on the document already. Refer to the business card design to the right for an example.



Stationery Design - Rules

Although COMMUNITY Covenant Church does not have official stationery, there are a few rules by which you should abide.

MARGINS

Top: 2 1/4 inches
Bottom: 1 1/2 inches
Left: 1 1/4 inches
Right: 1 1/4 inches

TYPOGRAPHY

Minion Pro or Avenir

FONT SIZE

11 point, flush left,
with no hyphenation

LEADING (line height)

15 point (.1875")

PARAGRAPH SPACING

13.5 point



January 1, 2021

Noah Smith
1234 Church Lane
Lenexa, KS 66219

Dear Mr. Smith,

Ratiisciat fugiatis ullabo. Et mil et adi doluptam explaccab ipsapic imodicate cuptae pe lant vitio corrupquos ma explic te cus. Eveliquia suntium et molore ex et eum fuga. Et a serrum volorio nseque doluptibus re velit es dolorehent, culparum none qui dolor autas rehenimus.

Vides evendisin rem et ad modis estiunt, utae conetus.

To molut et ut volupid molenime siti nectiur sedit ent aut est unt pro magnatem accullo reres, ut ate consent iossimi, seque num et aspiduc ipsanis eume et officid mostrum re diciet esto conecta int rendicipsam faccatur, si voluptas ipis mincipsam est laccum veratus, ut alis estions equiae nimincto eat etus estem. Inient.

Riorern atitur? Accatum excepel laborepra digenia dem aut abo. Ut milique quatend empernam dit quam illor audam harchicatem harchite solum quibus et labo. Ut omniendipsa dolorat quat landam ea soluptatur, id quiatur si officipsum fuga. Cati is dis dem quasper chitate dicitate digenda nos conseqe a valorio ssinctatus moluptatur aut occabo. Tus doles mos ut fugiate rest, estio beatem facidemos ium faci sunt et aditibusant ligniet est, nobis velitia temporr ovitat atquidem laci dolendio mint volo eribeatur si ut aut velit el ex et ea qui quos dessi ommosto tem faccae eatures etur?

Sincerely,

Noah Smith
Job Title
phone: 913.555.5555
fax: 913.555.5556
noah.s@cccks.org

Becoming like Jesus Together

15700 W 87th St Pkwy, Lenexa, KS 66219 • (913) 555.5555 • www.cccks.org

Signatures

Sample Print Signature

Noah Smith

Job Title

phone: 913.555.5555

fax: 913.555.5556

noah.s@cccks.org

Sample Email Signature

Noah Smith | *Job Title*

phone: 123-456-7890



15700 W 87th St Pkwy, Lenexa, KS 66219 | cccks.org

To maintain a consistent internal and external image throughout all areas of the church, signature guidelines must be adhered to for print and email communication.

Signatures should include only the noted information, and must adhere to the designated font and size requirements.

The fax number is not required in the signature. Your signature should provide any relevant contact information.

Print signatures should never include wallpaper, background images or other quotes. Email signatures will include one image.

Layout Rules

Email signatures should be in Arial or Helvetica. The font size should be nine or ten. Job titles should be italicized in the signature. Only the church address and website should be under the secondary logo.

Logo

If you are on the church staff, to find the logo for your email signature, please go to SharePoint and look under Documents> Admin> LOGOs> Secondary Logos> Becoming Like Jesus Together> Horizontal Orientation> and then select the file "CCC_SecondaryLogo_horizontal_bground".

Worship Slides

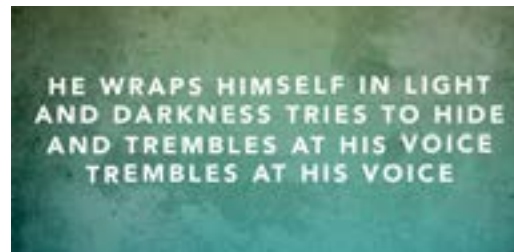
For our worship slides, we use Helvetica Bold or Avenir Black. But never both on the same week. Changing your font occasionally is appealing to the eye, but consistency is still key. In any given week, you may use either Helvetica Bold for all worship slides that week or you may use Avenir Black for all worship slides. Never both.

On this page and the following page, we have outlined rules for worship slides with examples of correct and incorrect usage. Please refer to these when creating worship slides.

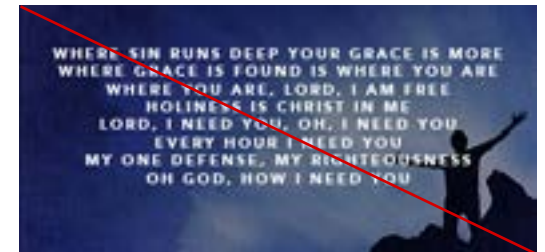
Limit your lines of text to 2-4 lines. There really is not a reason here other than it looks clean and nice. Because CCC does not use an overhead projector, it is not an issue to use only two to four lines of text. Utilize the space a slide naturally gives you.

Choose an appropriate background image or motion graphic. Using something that is not appropriate distracts from the words on the screen and the atmosphere in the room.

Correct Usage



Incorrect Usage



Worship Slide Standards cont.

24

Avoid repeating lines or hymnal directions. If you sing one line repeatedly, it should be on one slide. Don't use directional words on screen. Try to remove unnecessary lines like "BRIDGE", "MEN ONLY", or "REPEAT X3."

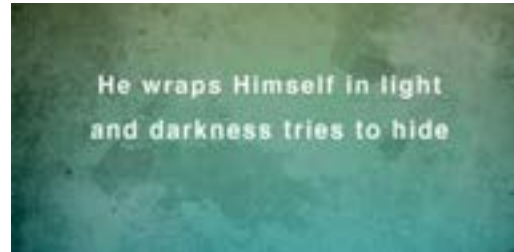
Correct Usage



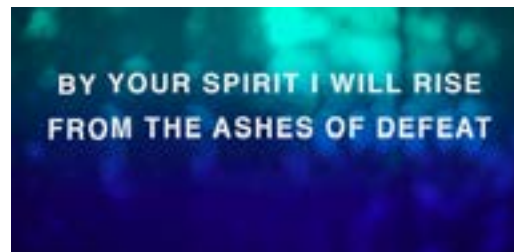
Use consistent capitalization and punctuation. Either use one of the following rules for capitalization and punctuation:

- Only capitalize the names of God and pronouns like "I"
- Capitalize all characters

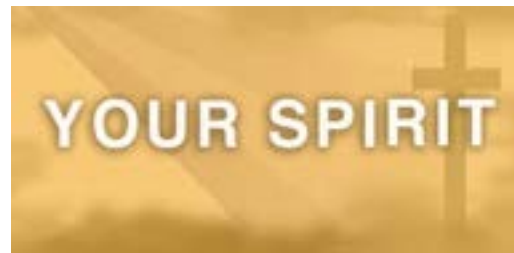
Either of these is an acceptable use, but only use one of these sets of rules per week.



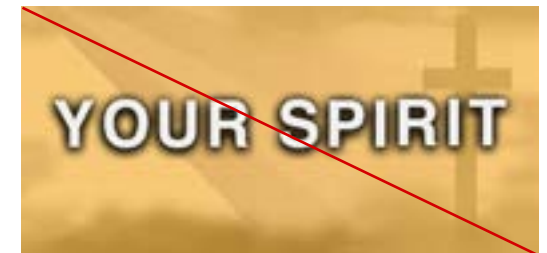
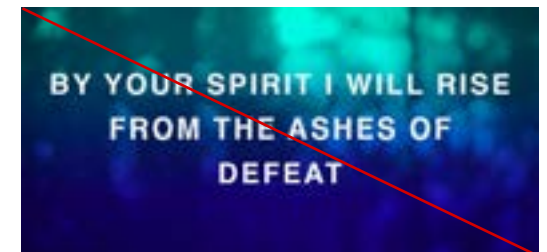
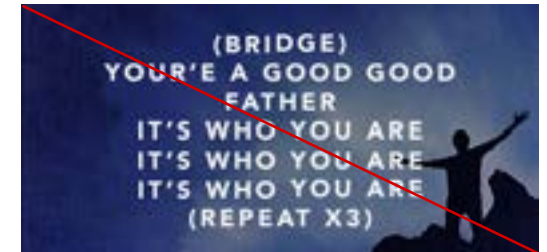
Take care for orphan and widow words. Don't leave one or two small words hanging by themselves on one line. Break lyrics up where they make sense when reading them and produce your slide where there are roughly the same length on each line. You can change the font size, line height, or spacing between the words to accomplish this goal.



The use of drop shadows on letters in slides is allowed. But you need to be sure that the drop shadow looks like a shadow and not like a black outline around the word. The trick here is to be subtle, but you should still notice a difference from words without a drop shadow.



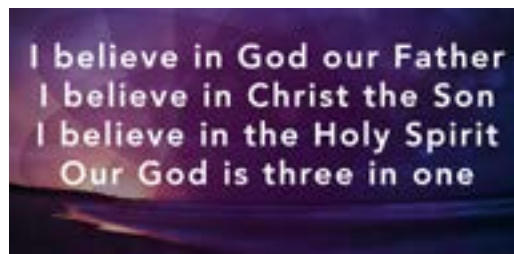
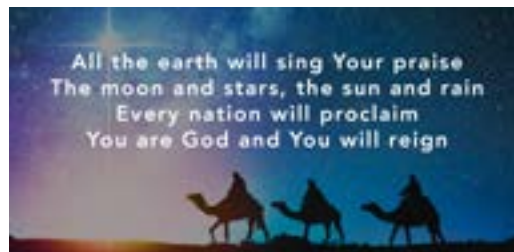
Incorrect Usage



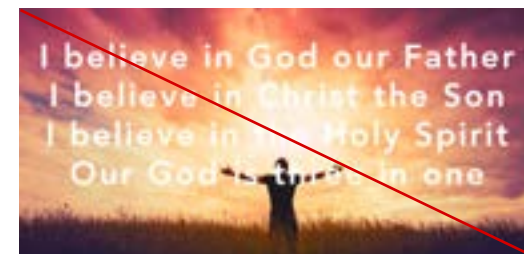
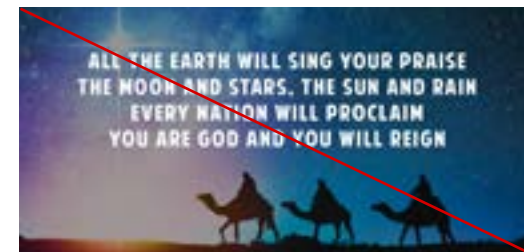
Consistent font usage is important here as well. Please use Avenir, Helvetica, Minion Pro, or Arial. If you have none of these fonts, use a semi-bold type of sans serif font. If you are concerned the font is too thin to read, please select a thicker weight inside the same font family (i.e. Avenir Thin. Avenir Regular, Avenir Roman, Avenir Bold, Avenir Black, etc.)

If there is concern about the legibility of the text against a given background, change the background. This is, assuming that all previous rules have been followed.

Correct Usage



Incorrect Usage



Ministry Logos

COMMUNITY Covenant Church has semi-branded ministries. This means that they have a kind of “parent-child” relationship to the greater brand. “COMMUNITY” in all upper case, and an approved font, has been selected to connect the semi-branded logos to the greater COMMUNITY brand. When creating a logo, be sure that it includes the approved “COMMUNITY” wordmark that you see in the logos on this page.

In the example of the COMMUNITY Traditional logo, a different font has been used than the normal sans-serif fonts. This is currently the only exception to the rule. To use a serif font for the wordmark of “COMMUNITY” in a logo, you are required to get permission from the Digital Content Specialist.

All ministry logos can be found in SharePoint under Documents> Office> Admin> LOGOs> Ministry Logos. Then find the correct folder for the ministry logo you are currently looking to find. If you are not on church staff, please contact someone on staff to ask permission for the logos and they will provide you with the logos you require.

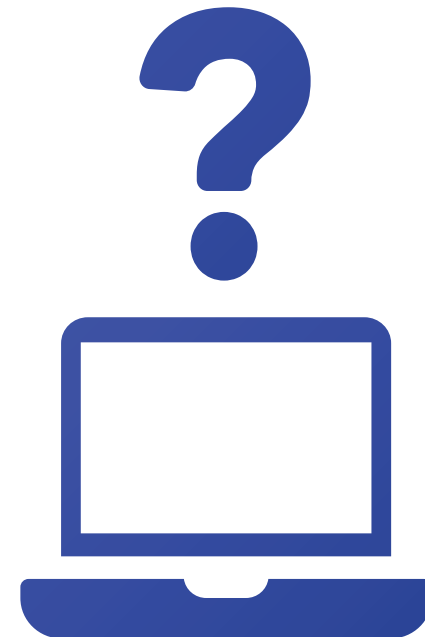
This wordmark may change colors to fit the appropriate colors of the new logo.

As stated on an early page, if you are on church staff, this wordmark can be found on SharePoint under the following folders Documents>Office>Admin>LOGOs>Wordmark.



What is different

COMMUNITY Covenant Church has a separate set of rules for the website. This is because of licensing deals for fonts, typography rules, and web typography rules. As a result of differing rules for print and web typography, CCC does not use the same fonts on the website as we do on other media. This does not mean that you won't see images with Helvetica, Avenir, Minion Pro, or Times New Roman on the website. The rules for website typography and imagery are on the following pages.



How is web typography different?

Web typography is extremely different from print typography. When designing something for print materials, things are arranged in the best possible typographical arrangement and then it is final. But websites are not static. They appear differently on phones, tablets, laptops, desktops, etc. So the typography has to change with the medium on which it sits. So there are many general rules to web typography. In this guide, there are only seven listed. This information is here so that CCC can follow these important rules for picking fonts for web content moving forward.

Distinctive Letters

Forms that are too repetitive can make text illegible, so each character should make a distinct shape.



Il

SERAVEK



Il

TAHOMA



Il

GILL SANS



qp

TIMES



qp

TAHOMA



qp

OPTIMA

Open Forms

Letters that are airy and open are far less likely to blur into closed shapes.



C

HOEFLE
R TEXT



C

COURIER



S

MYRIAD
PRO



S

ROBOTO
CONDENSED

Clear Terminals

Distinguishable beginnings and endings of letters assist the eye in recognizing individual forms.



jaf

BASKERVILLE



jaf

PT SERIF



jaf

HELVETICA

How is web typography different? - cont.

Letterform Contrast

Body text requires some contrast within letterform stroke width, but it shouldn't go so far as to let the letterform strokes start to disappear



Color Contrast

To make body type legible for all types of readers, choose colors that provide a contrast ratio of at least 4.5:1, according to the Web Content Accessibility Guidelines (WCAG).

THIS IS FOR BODY TEXT ONLY

If you are not familiar with the WCAG rules and guidelines, use your best judgment. Dark text on light backgrounds and common sense rules of contrast.



4.5:1 ✓
Imus. Aspieni hicimil luptate nihicii ssequi nihitiam quatem veribus.
Expernatur, vel ium faccupitiis ea dit iliqui ipiet vernatius.

2.2:1 ✗
Imus. Aspieni hicimil luptate nihicii ssequi nihitiam quatem veribus.
Expernatur, vel ium faccupitiis ea dit iliqui ipiet vernatius.

Leading (Line Spacing)

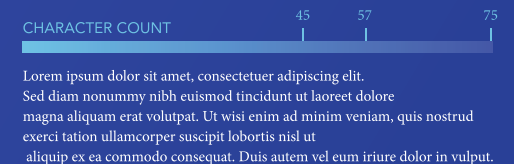
The space between lines of text depends heavily on what font is chosen. Keep in mind that larger fonts require more spacing to keep legibility at a reasonable level.

15 pt [Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

25 pt [Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

Line Length

The number of characters on a line can contribute to a reader's fatigue, both mentally and to their eyes. Keep the line length between 45 and 75 characters, but the golden number is 57 characters per line to prevent eye fatigue.



Muli

Keeping those rules in mind, COMMUNITY Covenant Church has picked a few fonts to work with in WordPress. Muli will be the base web font for all body type. It is a diverse font family with many weights and strokes. This means it should be able to house all of CCC's needs for the website.

Muli should only be used for body type text, the navigation bar, and widgets that reside in the footer of the page.

Muli Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Muli Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Muli SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Muli Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto

Keeping those rules in mind, CCC has picked a few fonts to work with in WordPress. Roboto will be our base web font for most heading type. It is not a very diverse font family. This makes it perfect to work with for headings.

As you can see to the right, Roboto is a thickly weighted font. That being said, anything thinner than Roboto Regular should not be used for and headings or titles. These weights would be too thin and begin to look too similar to Muli. Please use Roboto Regular and up for any headlines or titles if they are in the Roboto font.

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Catamaran

Keeping those rules in mind, COMMUNITY Covenant Church has picked a few fonts to work with in WordPress. Catamaran will be our alternate web font for all type. It is a font with the primary advantage of strong legibility. It may be used as an alternate for either headline or body type.

When using Catamaran as a headline, be sure to use Catamaran Medium, Catamaran SemiBold, or Catamaran Bold. The thinner weights will not support the standards for headline text.

When using Catamaran as body type, use Catamaran Regular or Catamaran Light. When using Catamaran Light, be careful that it is still legible at various sizes as thinner weights can be straining on the eyes over an extended period of time.

Catamaran Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Catamaran Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Catamaran Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Catamaran SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Catamaran Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Acceptable Imagery

The rules for web imagery are nearly the same as stated previously in this guide. Please refer to the page entitled **Photography** if you have questions about the type of imagery that is acceptable.

The only addition to the rules for web is to keep in mind your resolution.

The image on the right is displayed at two different resolutions. before placing an image, motion graphic, or video on the website, be sure that it is displayed at a high resolution.

Unless the art is purposefully using pixelation, any pixelation is too much pixelation. Crisp, clean, and detailed imagery is what people want. Pixelated artwork and imagery gives the wrong impression of COMMUNITY Covenant Church.

The correct resolution for web images will be 72 dpi . This is often refereed to as “screen resolution” and should keep images looking sharp on the website. If you find that your image, when exported at 72 dpi, is still pixelated, either find a new image or try exporting at a higher resolution of 300 ppi.



Imagery Sizing

Having correctly sized photos will help keep the website and web media consistent in appearance. Please adhere to the following rules and standards in this section when preparing images for any type of media.

Website Images

Homepage Slider	1024 x 500 px
News & Events posts	400 x 300 px
Hero images	1920 x 500 px
Sermon Page	400 x 300 px
Sermon Notes Image	1440 x 810 px

Inform

Rectangle	410 x 125 px
Inform square	
Create	833 x 625 300 px
Save for web.	200 x 150 px
Pastor Image in Greeting.	107 x 154 px

Bulletin

Bulletin Graphic - should be at 300 pixels/inch

Normal Resolution.	238 x 179 px
Hi resolution.5 x 3.761 inches

Social Media


Facebook cover photo	851 x 315 px
Instagram Post	1080 x 1080 px
Instagram Logo.	1080 x 1080 px

Other

Announcement Slide	1360 x 765 px
Video size.	400 x 224.79 px
Children's Newsletter jpg for mail chimp	575 px width
Preservice Slide.	1360 x 765 px



COMMUNITY
COVENANT CHURCH

I'M NEW SERMONS PRAYER ALPHA GIVE PRESCHOOL NEWS AND EVENTS GET HELP CONTACT US  MENU

62 My soul waiteth in silence
for God only:
From him cometh my salvation.
2 He only is my rock and my sal-
vation:
He is my high tower; I shall
not be greatly moved.
3 How long will ye set upon a
man.
That ye may slay him, all of
you.
Like a leaning wall, like a tot-
tering fence?
4 They only compelt to thrust him

Headline – H1

Headline–H2



SAMPLE IMAGE

Headline / Title – H3

“Ut eati tem faceperum es sam, sequibusam qua-
turi beaque ea ducipit fugias siminti onsera plantet
voluptias..”

Daes restis vide odi untis que nonectota con pori-
bus, commost volorumentis res nectia diti beaturis
esto inverferum qui te vellandis eum et faccusd
andelectamet as acculluptam iderfere dolo doluptati
dolorerchic to bla quaeribus maion ea dolore volu-
picidel ipit, iliquiae perrum intio officiam conet mag-
natem venis sit inulpa venimagniet omni.

Sunt a veribus maximinvenis alit, eius explique nes il
ipsapis qui deliquaspe net aceate et que voluptaque
enitist atenis ut aut vellati dit maximint.

Alis percimusci et excerit, simporemquam adipsan-
dam num et, verunte non coresce quasperchil et
utatibus untio quuntur a eveliquam quatio blate
molentur?

Headline / Title – H4


Headline / Title – H4

Headline / Title – H4

Headline / Title – H4



COMMUNITY
COVENANT CHURCH

I'M NEW SERMONS PRAYER ALPHA GIVE PRESCHOOL NEWS AND EVENTS GET HELP CONTACT US  MENU

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2 He only is my rock and my salvation:
He is my high tower; I shall not be greatly moved.
3 How long will ye set upon a man,
That ye may slay him, all of you,
Like a leaning wall, like a tottering fence?
4 They only consult to thrust him

Headline – H1

Headline–H2

Headline / Title – H3

“Ut eati tem faceperum es sam, sequibusam quaturi beaque ea ducipit fugias siminti onsera plantet voluptias..”

Daes restis vide odi untis que nonectota con poribus, commost volorumentis res nectia diti beaturis esto inverferum qui te vellandis eum et faccusd andelectamet as acculluptam iderfere dolo doluptati dolorerchic to bla quaeribus maion ea dolore volupicidel ipit, iliquiae perrum intio officiam conet magnatem venis sit inulpa venimag-niet omni.

Sunt a veribus maximinvenis alit, eius explique nes il ipsapis qui deliquaspe net aceate et que voluptaque enitiist atenis ut aut vellati dit maximint.

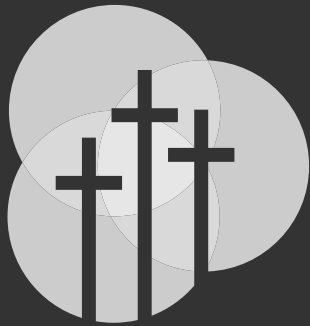
Alis percimusciet excerit, simporemquam adipsandam num et, verunte non coresci quasperchil et utatibus untio quuntur a eveliquam quatio blate molentur?

Ga. Tatis aut aut porernam, omnita quatur, et aces sin et eum expedis iliam, te voluptas doloribus inis magnat.

Perferrum quias anihilibus conse ad molendaecae dolorem poribus dolum aceaquam que volo moluptae dolecep uditaquam fugiatur, comnit de magnis quia voluptum etusdaepuda quatus, seque earum et qui de et est, evellecto temposamus aciumqui offic te dis re dustibus, quibus a nihil excesequi voluptibus, as moles prerum sequos



Headline / Title – H4



COMMUNITY COVENANT CHURCH

For questions regarding branding, design, sub-brands, etc.
contact the digital content specialist by email at andrew.m@cccks.org

we will get back with you as soon as possible