

OCTOBER 2020

The logo icon consists of a white square on the left. Inside the square, there are two curved lines that sweep from the bottom left towards the top right, creating a sense of movement or a stylized 'C' shape.

COVE CHURCH
BRAND GUIDE



It's easy to feel overwhelmed by our constantly changing world. At Cove Church, you'll find a safe harbor where you can pause and rest so you can move forward with confidence and hope.

CONTENTS

1 ABOUT COVE CHURCH

BRANDSCRIPT & CORE VALUES
KEY SCRIPTURE

2 BRAND LOGOS

VARIATIONS
USAGE
BUFFER ZONE

10 TYPEFACE OPTIONS

11 COLOR PALETTE

ABOUT COVE CHURCH

BRANDSCRIPT

At Cove Church, we know that you want to live a meaningful life. In order to do that, you need to put down what is holding you back and find who you are meant to be.

The problem is, our world keeps changing, which makes you feel overwhelmed, hopeless, and stuck.

We believe being paralyzed by fear, lies, apathy, and pain keeps you from personal growth and limits your relationship with God and your potential to impact the lives of others.

We understand what it feels like to be worn out, run-down, and wondering if there is any hope left in the world. Cove Church is a safe harbor from the chaos around you where you can pause and be revived for the journey ahead.

Here's how we do it:

1. Revive with Jesus
2. Revive with Relationships
3. Revive with Purpose

CORE VALUES

1. HUMAN VALUE

We believe that every human being is immensely valuable to God and to us.

2. RELATIONSHIPS

We believe that genuine love and caring relationships are the key to the life of any endeavor.

3. PROCESS

We believe that becoming like Jesus is an ongoing and imperfect journey.

4. BEING BEFORE DOING

We believe that being *with* Jesus is foundational to doing *for* Jesus.

5. ALL ARE MINISTERS

We believe that every person has God-given strengths to be used for God's good purpose.

ABOUT COVE CHURCH

KEY SCRIPTURE

ISAIAH 43:16-21 NIV

This is what the Lord says—

he who made a way through the sea,
a path through the mighty waters,
who drew out the chariots and horses,
the army and reinforcements together,
and they lay there, never to rise again,
extinguished, snuffed out like a wick:
“Forget the former things;
do not dwell on the past.

See, I am doing a new thing!

Now it springs up; do you not perceive it?

I am making a way in the wilderness
and streams in the wasteland.
The wild animals honor me,
the jackals and the owls,
because I provide water in the wilderness
and streams in the wasteland,
to give drink to my people, my chosen,
the people I formed for myself
that they may proclaim my praise.

LOGO VARIATIONS

PROPER USES

The Logo + Tagline is the main logo for Cove Church, to be used on everyday, standard materials in which visibility and spacing is not an issue. For situations in which the logo will be placed in a small or crowded area, the Logo without the tagline is recommended for optimal viewing. The Tagline-only variation should be used only for unofficial purposes of emphasis or dramatic effect, versus an official representation of Cove Church- such as a t-shirt or sticker. In scenarios where a singular icon is needed, the Badge may be used. Badges are effective for spaces in which the primary logos are unreadable or already used on the page. Examples of use includes social media profile pictures, brand merchandise, name tags, and more.



Logo + Tagline



Logo

REVIVE FOR THE JOURNEY

Tagline



Badge





COVE CHURCH



COVE CHURCH



COVE CHURCH

REVIVE FOR THE JOURNEY

A grayscale photograph of a person reading a book. The person's hands are visible, holding the pages of the book. The background is dark and out of focus, with some light spots on the left side. The text "REVIVE FOR THE JOURNEY" is overlaid in the center of the image.

REVIVE FOR THE JOURNEY

REVIVE FOR THE JOURNEY



LOGO USAGE



✘ Never stretch or distort the original proportions.



✘ Do not rotate or tilt the logo.



✘ Do not rearrange elements of the design.



✘ Never treat the logo with a color outside the brand palette.



✘ Never add graphics or insert words to modify the logo.



✘ Avoid placing the logo on a similar background color.

LOGO BUFFER ZONE

The buffer zone is the minimum area around the logo that should remain clear of any other elements such as type or graphics.

The minimum buffer zone is defined by the height of the C in the Cove Church logotype. This goes for all logo versions.



TYPEFACE OPTIONS

The Spartan font family is to be used on all materials. Using different fonts will sacrifice brand equity.

For consistency, use these typefaces for ads, business cards, and anything done for the brand.

* The primary fonts to be used first from this family are Spartan Regular and Spartan Bold.

SPARTAN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SPARTAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Footers, endnotes & text falling below body copy in visual hierarchy

SPARTAN THIN

SPARTAN EXTRALIGHT

SPARTAN LIGHT

All standard body text & paragraph copy

SPARTAN REGULAR *

Subheadings & bold text within body copy

SPARTAN MEDIUM

SPARTAN SEMIBOLD

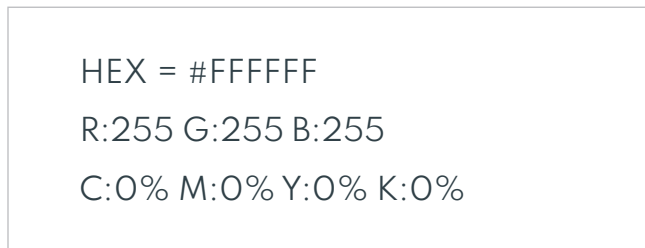
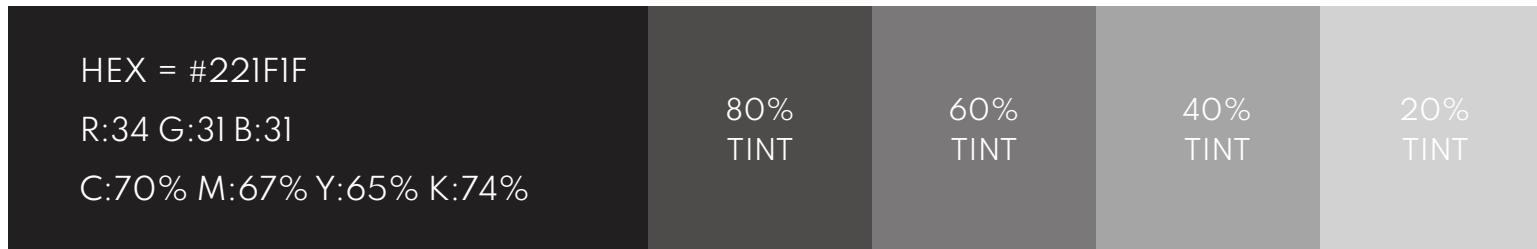
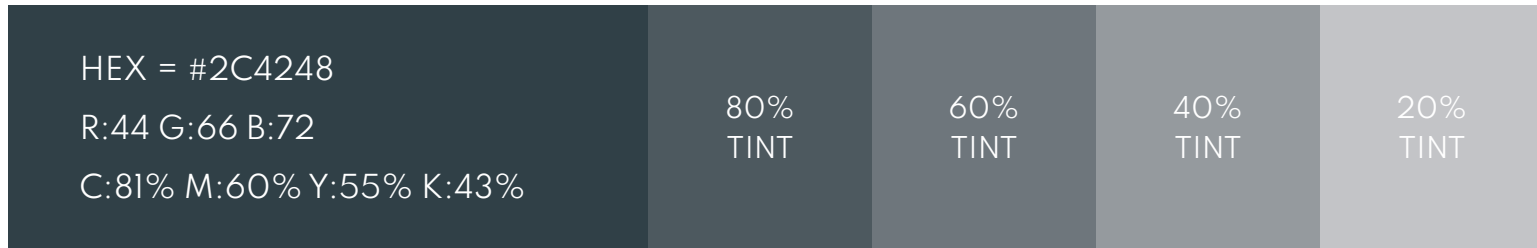
Main headings & page titles

SPARTAN BOLD *

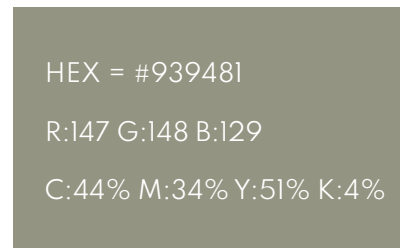
SPARTAN EXTRABOLD

SPARTAN BLACK

COLOR PALETTE



Accent Color 1



Accent Color 2





COVE CHURCH
REVIVE FOR THE JOURNEY

DEVELOPED AND WRITTEN BY



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DESIGN