
WIMBERLEY
PRESBYTERIAN CHURCH
A GOSPEL-CENTERED FELLOWSHIP
BRAND BOOK MAY 2023

OUR PURPOSE:

Wimberley Presbyterian Church is a fellowship established on the Gospel of Jesus Christ. We are called to be transformed through worship, sacrament and prayer. We serve our neighbors, the community and the world with joy.

LOGO & LOGO ALTERNATIVES

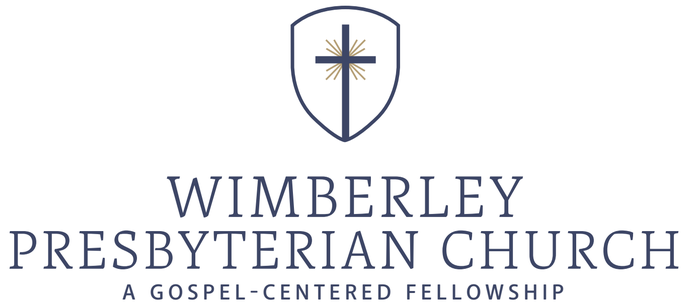
MAIN
Formal Only

The left aligned logo is for wider spaces.
See Logo Usage page for more.



SECONDARY
Formal Only

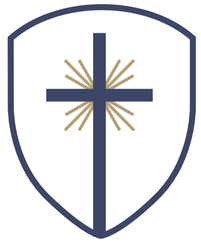
Use this for more narrow environment where the logo can fit comfortably.



WORDMARK

This is used for identification and branding purposes. Can also be used on various merchandise in the instance the main logo does not fit.





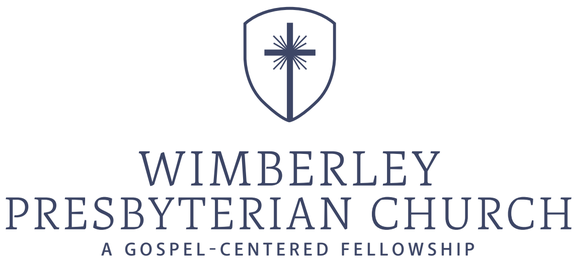
CASUAL USAGE
Everything but stationary, use this the majority of the time.







LOGO & LOGO ALTERNATIVES *(cont..)*













LOGO USAGE

Please ensure that the logo is utilized solely in appropriate contexts. Avoid implementing the logo against a cluttered background. The option to use either the white or black version of the logo is available. Furthermore, consider utilizing the shield graphic as an icon for smaller applications.





DO **NOT** APPLY ANY
FILTERS TO THE LOGO



DO **NOT** STRETCH OR WARP
THE LOGO IN ANY WAY



DO **NOT** CHANGE COLORS OF THE LOGO OR USE
ANY TEXT IN THE SANDSTONE COLOR



DO **NOT** STACK THE LOGO



DO **NOT** CHANGE THE FONTS
OF THE LOGO



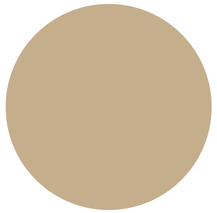
DO **NOT** CHANGE THE STARBURST TO WHITE,
ONLY SANDSTONE AND BLUE

COLOR PALETTE

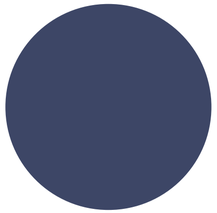
Please use the primary colors for all branding assets such as stationary or the website. Limit the use of the secondary colors as it is a little different from the primary colors. You'll want to limit the use of the secondary colors because of brand recognition and recognized by the public.

PRIMARY

Use this primary colors in major brand elements, such as the website, print materials and social (if applicable).



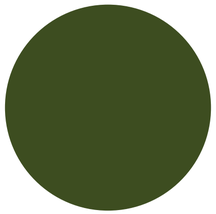
RGB: 19, 175, 144
CMYK: 24, 29, 48, 0
HEX CODE: C2AF90



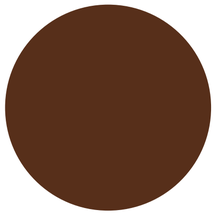
RGB: 64, 71, 102
CMYK: 81, 73, 37, 23
HEX CODE: 404766

SECONDARY

Use these in merchandise, and others, in addition with the primary colors if possible.



RGB: 65, 77, 39
CMYK: 69, 47, 100, 45
HEX CODE: 414D27

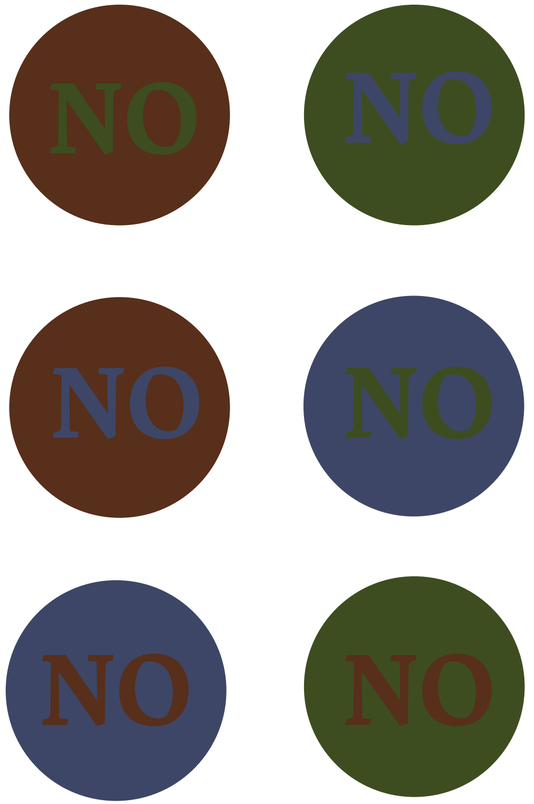


RGB: 83, 50, 32
CMYK: 42, 74, 86, 54
HEX CODE: 533220

COLOR GUIDE

A quick guide for what is the appropriate color to overlay another color apart of the branding. Generally, lighter colors such as white and sandstone work very well over darker backgrounds like brown, green and blue. Additionally, do not use sandstone **rays** over any background that isn't white, lettering is ok. For merch like t-shirts and caps, please use all white logos over colored products ONLY. Otherwise, use the main logo for light colored backgrounds.





TYPE GUIDES

Heading Only

Artigo
Regular, Bold

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRSTUVWXZ

Subheaders and Body

Anago
Book, Medium, Bold

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRSTUVWXZ

Kindly limit the employment of styles to those that are explicitly stated under each font family. Ensure that the fonts employed are legible when presented in small sizes. It is permissible to utilize these fonts in either all capital letters or regular casing. Do **not** change tracking or kerning. Quattrocento is a Google alt for Artigo. Public Sans is a Google alt for Anago.

DO'S AND DON'TS



DO **NOT** PUT LOGO OVER
BUSY BACKGROUNDS



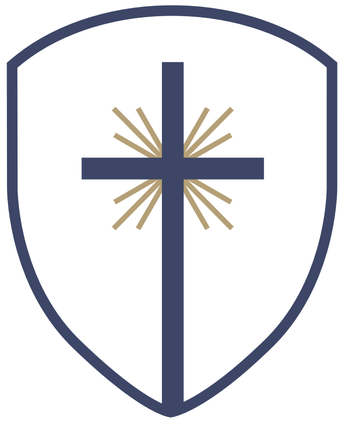
DO USE AN OVERLAY FOR BUSIER
BACKGROUNDS

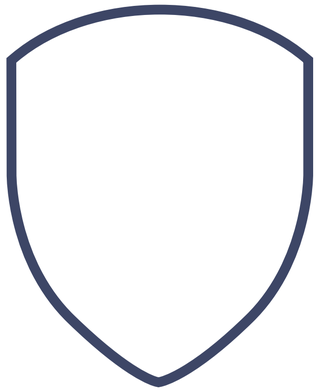


DO USE THE ALL WHITE
VERSION OF LOGO ON COLORS

ICONOGRAPHY

These are all brand elements that connect everything together. Use these for backgrounds, social media, and other graphic applications where see fit.









APPLICATIONS







