

UPDATED
MAY 2019

TABERNACLE
VISUAL STYLE GUIDE



TABERNACLE
EXPERIENCE FAMILY



STRATEGY

What Tabernacle stands for, the promises we're built on and the thinking behind our visual identity.

RULES + GUIDES

A guide to our identity assets and visual specifications.



IMPLEMENTING THE BRAND



01. DEFINING VALUES

Our goal is to help people take the next step on their spiritual journey towards Jesus Christ. The eight values listed below do not describe who we are; they describe what we are aiming for. At Tabernacle, we want believers who understand, embrace, and strive to make these values a part of who they are.

OUR 8 CORE VALUES ARE

1. We Desire to Reveal God's Glory
2. We Desire to Know and Proclaim the Gospel
3. We Desire to Be Transformed
4. We Desire to Multiply by Making Disciples
5. We Desire to Follow God's Word
6. We Desire to Invest Into the Body of Christ
7. We Desire to Serve Wholeheartedly
8. We Desire to Experience Family

OUR STORY

Beginning in 1899, with just 86 members, Tabernacle has always stood for Biblical teaching and God's glory through Jesus Christ. God's church at Tabernacle began in a downtown feed store in Ennis TX. Tabernacle soon moved to its own downtown building. We are now located on a 20-acre campus, not too far from the downtown area. Tabernacle has always been a symbol of love, mercy, and a catalyst of change. Now, while standing on the shoulders of many great men and women of the past, Tabernacle has a clear vision to Experience Family; a vision that has been felt in the past and now guides us into the future.

OUR MISSION

Every church family has the same clear mission to love God through Jesus Christ, love others and teach others to do the same, thus adhering to the Great Commandments and the Great Commission. (Matthew 22:30-40, Matthew 28:18-20)

VISION STATEMENT

"We exist to experience the presence of God by cultivating a culture of families who invest in one another."

OUR BELIEFS

We are a Southern Baptist Church. We look to the Baptist Faith and Message as a statement of our faith.

02. BRAND PROMISES

The Tabernacle brand is a living entity that has been built on and continues to build on three foundational brand promises. The brand promises to capture who we've always been, who we are, and the future of our brand that we will protect. The brand promises communicate the internal brand experience, as well as the value for those who engage with the brand externally.

RULES + GUIDES



03. LOGOS

The logo is at the core of Tabernacle's values. It's a visual representation of who Tabernacle is.

This style guide introduces all approved logo versions and demonstrates the rules for both print and digital use. Always use the logos in accordance with these guidelines.

The design language in this document is the primary tool for Tabernacle to communicate. The face of this communication is the logo. The primary logo, shown here, has a family of alternates to be used for specific purposes. With this family, Tabernacle can communicate consistently across different media and size requirements.

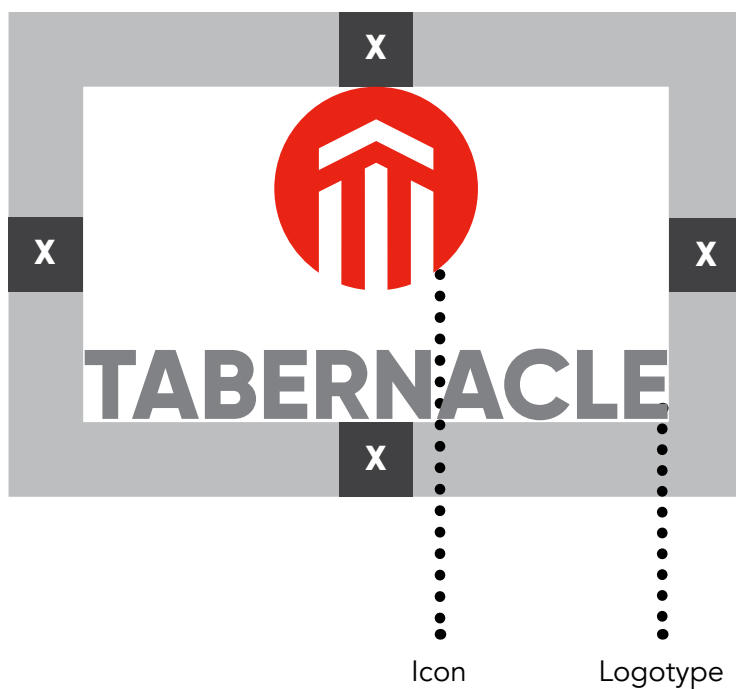
PRIMARY LOGO ANATOMY

When working with the logo, it's important to know the correct terminology. The logo is composed of two parts; the icon and the logotype. When all these elements combine—we have the complete logo.

LOGO TYPEFACES:

The logotype is set in Gilroy, ExtraBold.

Note: Learn more about typography on page 18.



LET THE LOGO BREATHE

Working with the logos requires consistent clearspace. Clearspace is the “blank” space (X) around the entire logo that is free of text and other graphics. The clearspace has been set according to specific dimensions of the different logo components. 1x is the minimum amount of clearspace needed.

Spacing

Spacing of the primary logo elements should never change.

Units

The method for spacing is measured in relative “x” units. One “x” can be determined from the height of the letter “D” in the logotype.

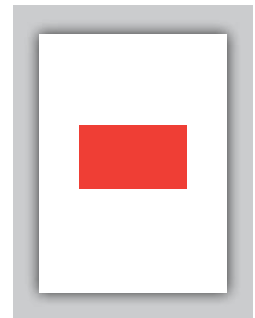


LOGO VARIATIONS + USAGE

Variations of the primary logo can be used for communicating across different size and media requirements. The content and size should define what type of layout to use.

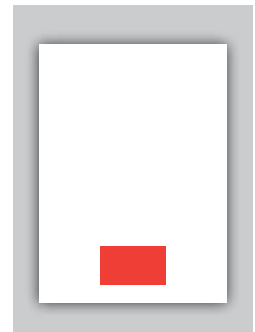
Primary

This is how the logo is to be used in large spaces, in totality. It is meant to call attention to itself.



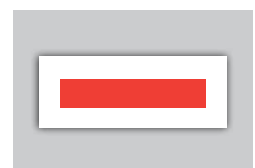
Alternative Primary

This alternative primary works well when the logo is not meant to be the focus of the design, but rather an element of authentication.



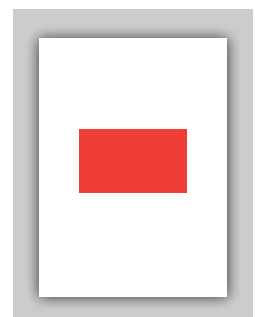
Alternative Horizontal

This horizontal alternate works well when in horizontal spaces where stacking the icon is not possible.



Alternative Initials

This alternate initials is perfect for small and or digital applications. For example, on a mobile device, when the alternate stacked logo may be scaled too small to maintain legibility.



LOGO COLOR

The Tabernacle logo can be used on top of any of the Tabernacle color families or a light or dark photo.

The most important factor is CONTRAST. The logo must be able to stand out of the color or image in a striking and clean manner.

Never change the color of the logo to anything other than the what is listed in this style guide.

See page 16 for the Tabernacle color family.



TABERNACLE FAVICON



Preferred favicon



Alternative favicon

TREAT THE
VISUAL
ELEMENTS
WITH CARE

- The logo, or favicon, should never appear connected to any other symbol or icon.
- The logo should never be contained in a circle or other shape.
- The logo should never be modified in any way.
- Do not change the colors of the logo of the favicon.
- Do not stretch the logo.
- Do not put a border or stroke around the logo.



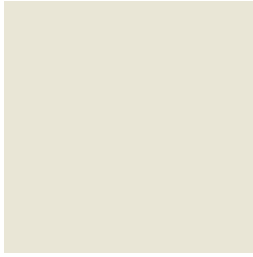
04. TABERNACLE COLORS

The identity of Tabernacle has been designed purposefully for use with a warm color palette. The color of Tabernacle has been thoughtfully selected based upon several influences, including the color scheme of the church, interior design, pre-existing brand identification, as well as colors that represent culturally and geographically where Tabernacle is rooted. These colors are designed to work in a variety of contexts and scenarios.

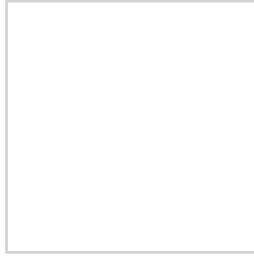
PRIMARY



R 2389 G 65 B 37
C 0 M 90 Y 99 K 0
HTML #EF4125
PANTONE 1795C



R 233 G 230 B 215
C 8 M 6 Y 15 K 0
HTML #E9E6D7



R 255 G 255 B 255
C 0 M 0 Y 0 K 0
HTML #FFFFFF



R 62 G 153 B 167
C 74 M 25 Y 25 K 0
HTML #3E99B0

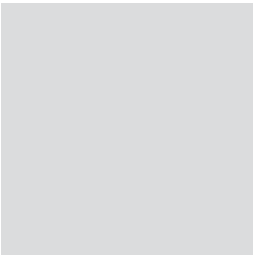


R 71 G 88 B 95
C 73 M 55 Y 50 K 27
HTML #47585F

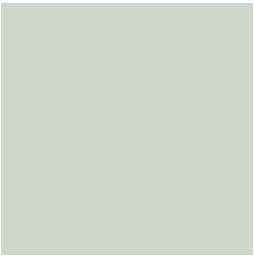
SECONDARY



R 234 G 36 B 21
C 2 M 97 Y 100 K 0
HTML #EA2415



R 219 G 220 B 221
C 13 M 9 Y 9 K 0
HTML #DBDCDD



R 209 G 215 B 204
C 18 M 9 Y 18 K 0
HTML #D1D7CC



R 172 G 189 B 193
C 33 M 17 Y 20 K 0
HTML #ACBDV1



R 128 G 147 B 156
C 53 M 35 Y 33 K 1
HTML #80939C

A NOTE ABOUT PRINTING:

Make sure when printing to a digital printer, that you use CMYK color values. Though the printer can interpret RGB colors, CMYK will be the most accurate. For all digital applications, please use RGB values.

CAN I USE OTHER COLORS FOR MY SPECIFIC PROJECT?

Absolutely, these colors are specifically for any project related to the identity of the church. However, make sure that you never modify the color of the logo or mark without permission from the Creative Director. Typically, logos must stick to the primary color group (or neutrals).

Nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam mauris nisl, elementum quis tempus in, viverra vel nibh. In venenatis orci diam, condimentum blandit mi bibendum feugiat. Sed nunc sem, pulvinar et facilisis quis, eleifend eu nibh. Curabitur at tempor nisi, sit amet efficitur risus. Phasellus vitae est ac velit convallis rhoncus.

Vestibulum luctus feugiat convallis. Intincidunt orci nec dolor vulputate, accumsan dapibus justo ornare. Vestibulum rhoncus ultrices auctor eros vehicula ac. dapibus.

Aa

05. VOICE & IMAGE

Tabernacle Church's voice is human. It's familiar, friendly, and straight forward. One way to think of our voice is to compare what it is to what it isn't.

Tabernacle's voice is:

- Fun but not silly
- Confident but not cocky
- Smart but not stodgy
- Informal but not sloppy
- Helpful but not over-bearing
- Compassionate but not soft

The Tabernacle Tone

Tabernacle's tone is usually informal, but it's always more important to be clear than entertaining. When you're writing, consider the reader's state of mind. Are they thankful for a particular worship service or teaching? Do they need a prayer request for a sick relative? Or are they light heartedly responding to a funny or casual post on Social Media. The Tone of Tabernacle must adapt in any given circumstance, but in any case, it must be clear, understanding and most importantly, human.

TABERNACLE PRINT FONT

Gilroy and Avenir are the fonts we use at Tabernacle.

FOR USE IN:
Headlines, Sub Heads

Gilroy

NOTE

Use Gilroy Light for all non-body copy type. Never use Gilroy Light below size 10pt, in which case use Avenir Medium.

Gilroy Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

NOTE

Use Gilroy Extra Bold for main headings and headlines.

Gilroy Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

FOR USE IN:
Body Copy

Avenir

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Avenir Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Avenir Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

TABERNACLE WEB FONT

Proxima Nova is our primary web font. To ensure consistency on all computers, Arial can be used as a web compatible font.

In cases where Proxima Nova and Arial can't be used it can be substituted with Helvetica or sans-serif.

Proxima Nova

Proxima Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Proxima Nova Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Proxima Nova Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Arial

Arial Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Arial Italic
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Arial Bold
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