

SECC Youth Ministries
BRAND STYLE GUIDE



SECC YOUTH MINISTRIES | MEDIA

Purpose

A brand is the personality a consumer creates for the organizations or products he or she interacts with. Branding can be influenced by messaging, visual design, digital footprint, interpersonal relations, and the “voice” a brand employs that elicit a response within the consumer.

Consistency is essential to building and maintaining a strong brand for two reasons. First, consumers compare each new interaction to memories of previous interactions. When each successive interaction reinforces previous interactions, brand strength is increased. When interactions conflict with each other, the consumer is left thinking the brand does not have a clear strategic goal. Second, in a world of influences, competition for the attention of consumers will always exist. When clear branding exists, there is consistency that elicits a response in the consumer’s mind and those newly exposed to the brand. Consistency in SECC Youth’s message and presentation improves the viewer’s (or listener’s) comprehension and increases the likelihood they will understand our message in the moment we have to communicate it to them.

This guide has been developed to help every pastor, volunteer, and ministry leader within SECC Youth Ministries (1) understand that they represent the SECC “brand,” and (2) properly and consistently represent the brand in all visual and verbal communications. These guidelines are not intended to discourage fresh and creative new design of the SECC Youth brand but to provide a framework that ensures consistency and continuity across the organization and into the future.

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QUESTIONS?

Full Circle Dove + Type Logo

The dove within a solid circle blue is the primary logo for SECC Youth Ministries. The dove represents the leading of the holy spirit within all of our Youth department ministries. A dove was represented in a former department design from years '05-'19.

The Full Circle Dove + type logo includes the text of SECC Youth Ministries.



Full Circle Dove Logo

Other iterations of this design includes the Full Circle Dove Logo Mark by itself.



Solid Color Options

These color combinations can be used to reflect the Full Circle Dove logo and Full Circle Dove + Type logo.

Black

White

Midnight Blue



Safe Zone

Always allow enough padding (referenced in light blue) around the logo to avoid unwanted visual tension. This general rule should be applied to any logo or mark. Use the example shown for reference.

The border lines shown requires a minimum of 0.25in or 24px of padding from the furthest point of the logo.

Scale

When possible, make sure the Full Circle Dove logo is at least 0.5 inches in height. This keeps legibility of the logo intact.



Incorrect Uses

Precise spacing and sizing of any SECC Youth Ministries logo and letters create an optimal balance in every iteration. For that reason, the elements comprising this logo should never be scaled, stretched, shifted, or rotated. Examples of what not to do are shown to the right. These orientation guidelines should always be observed.



Line Circle Dove + Type Logo

The dove within a line circle is a secondary logo for SECC Youth Ministries. This iteration of the logo is not prioritized in design uses, but can be used as a simplistic way in case spacing is limited.

The Line Circle Dove + type logo includes the text of SECC Youth Ministries.



Line Circle Dove Logo

Other iterations of this design includes the Line Circle Dove Logo Mark by itself.



Dove + Type Logo

The dove logo paired with the SECC Youth Ministries text is a tertiary logo for SECC Youth Ministries. This iteration of the logo is not prioritized in design uses, but is available as a third option.

The Dove + type logo must include the text of SECC Youth Ministries and cannot be used standalone as listed in the “incorrect use” example.



Incorrect Use

The dove logo cannot be used standalone without text or without being positioned in the center of a solid or line circle.



Logo + Design Typefaces

SECC Youth uses Roboto as the primary typeface in all of its designs. Roboto has a diversity of weights.

Roboto Bold is used throughout the Dove + Type logo series with each letter in all caps and a tracking of 200 to space each character evenly.

This weight and style should be used for title headers and subheaders, and should not be used for body copy or footnotes. Use of “all caps” should be reserved for emphasis on title headers or subheaders.

Roboto Regular can be used for body copy or footnotes in a normal form.

ROBOTO - BOLD

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu**

ROBOTO - REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu

Communication Typefaces

SECC Youth uses Open Sans as the primary typeface in all of its designs for communications. For example, the SECC Youth department newsletter. Open Sans has two main weights.

Open Sans can be used as title headers or for body copy.

OPEN SANS - BOLD

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

OPEN SANS - REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Web-based Typefaces

SECC Youth uses Poppins as the primary typeface for all of its web-based designs. Poppins has a diversity of weights.

Poppins Black should be used in all caps and only for “headings.”

Poppins Extrabold should be used for “headers” in a normal form.

Poppins Regular should be used in all caps and only for “subheadings.”

POPPINS - BLACK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy

POPPINS - EXTRABOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy

POPPINS - REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy

Web-based Typefaces

Poppins Extrabold should be used for “section headers” in a normal form and should not exceed a font size greater than the “header.”

Poppins Light should only be used for body copy or footnotes in a normal form. Additional variations, such as bold or italicized can be used to emphasize text.

POPPINS - LIGHT

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

HEADING

Header

SUBHEADING

Section Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliLorem 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 ullamcorper suscipit lobortis nisl ut




Logo Color Codes

SECC Youth primarily uses solid black or white colors for its logo. In the instance that an alternate color is needed for a design, there are a few options to choose from. The design leans into gradient color codes that require both codes to be iterated into the design.

Color on digital screens may look different in print, therefore RGB values should be used for digital applications and CMYK values should be used for print-related applications.

A solid white logo can be used on a 2-color or multi-color gradient background.

SECC Youth Logo Colors

		
“Midnight Blue”	“Off Teal”	“Gold”
#00404f	#327772	#c19169
C 96 R 0	C 81 R 50	C 23 R 193
M 64 G 64	M 36 G 119	M 44 G 145
Y 50 B 79	Y 55 B 114	Y 63 B 105
K 40	K 14	K 2



Newsletter Color Codes

These codes reflect the colors that are used for the official newsletter of SECC Youth. Both colors should only be paired together as a gradient.

SECC Youth Newsletter Colors



#3dbfbe

C	67	R	61
M	0	G	191
Y	30	B	190
K	0		



#087f9c

C	86	R	12
M	38	G	127
Y	29	B	156
K	3		



Primary Web Color Codes

These web colors reflect the website’s color branding. Each color is given a unique name that can be referenced in designs.

Midnight Blue is commonly used for main headers, subheaders, and section headers.

Royal Teal and Pacific Blue can be used as supplemental colors for “normal” state buttons or text and “hover” state buttons or text.

Crimson Red is primarily used to highlight links within bodies of text.



Secondary Web Color Codes

These web colors are used to supplement “greyed-out” sections.

The colors are commonly used on inactive buttons, pop-ups, body text on a white background, and featured tags. The variations of gray can be used in a “normal” state and a “hover” state.



Family Dove + Type Logo

The family and dove within a solid crescent circle is the primary logo for SECC Family & Children's Ministries. As used in the main department logo, the dove represents the leading of the holy spirit over guardians with children.

The Family Dove + type logo includes the text of SECC Family & Children's Ministries. SECC Family & Children's Ministries must always be written as Family & Children's Ministries.



Family Dove Logo

Other iterations of this design includes the Family Dove Logo Mark by itself.



Solid Color Options

These color combinations can be used to reflect the Family Dove logo and Family Dove + Type logo.

Black

White

Navy



Safe Zone

Always allow enough padding (referenced in light blue) around the logo to avoid unwanted visual tension. This general rule should be applied to any logo or mark. Use the example shown for reference.

The border lines shown requires a minimum of 0.25in or 24px of padding from the furthest point of the logo.



Scale

When possible, make sure the Family Dove logo is at least 0.5 inches in height. This keeps legibility of the logo intact.

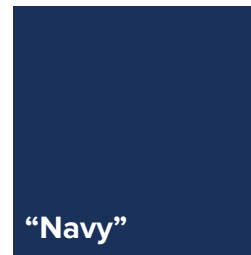


Logo Color Codes

SECC Family & Children’s Ministries primarily uses the full colors for its logo. In the instance that an alternate color is needed for a design, there is an alternative color scheme that uses the “Lime Green” color as an accent.

Color on digital screens may look different in print, therefore RGB values should be used for digital applications and CMYK values should be used for print-related applications.

SECC Family & Children’s Ministries Logo Colors



#19315b

C	100	R	25
M	87	G	49
Y	36	B	91
K	29		



#20afca

C	72	R	32
M	9	G	175
Y	17	B	202
K	0		



#ceda29

C	23	R	206
M	1	G	218
Y	100	B	41
K	0		



#d31f65

C	13	R	211
M	99	G	31
Y	41	B	101
K	0		

Logo + Design Typefaces

SECC Family & Children's Ministries uses Nevis as the primary typeface in all of its designs.

Nevis Bold is used throughout the Dove + Type logo series with each letter in all caps.

This weight and style should be used for title headers and subheaders, and should not be used for body copy or footnotes.

Use of "all caps" should be reserved for emphasis on title headers or subheaders.

NEVIS - BOLD

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Correct & Incorrect Uses

The logo colors must only be used in this format and cannot integrate colors in different positions or use colors other than Navy with Summer Blue and White with Lime Green.

Precise spacing and sizing of the Family & Children’s Ministries logo and letters create an optimal balance in every iteration. For that reason, the elements comprising this logo should never be scaled, stretched, shifted, or rotated. All previous examples of what not to do hold true for the Family & Children’s Ministries logo. These orientation guidelines should always be observed.



SECC Youth Core Values Logos

The Youth department has adopted our 5 Core Values- ways that we want to lead and desire for our churches to lead young people as well. These 5 Core Values are: Empowerment, Innovation, Relevancy, Diversity, and Jesus however are not presented in any particular order or preference. Each value is symbolized by an icon to represent itself and is characterized in 2 styles: Line Icon and Line Icon + Modern Loop.

LINE ICON SET



Empowerment



Innovation



Relevancy



Diversity



Jesus

LINE ICON + MODERN LOOP SET



Empowerment



Innovation



Relevancy



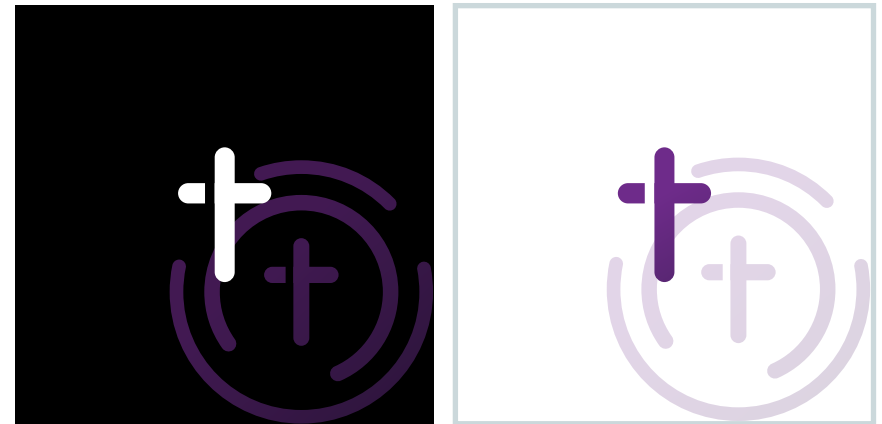
Diversity



Jesus

Design Placement

The set of Line Icon logos can be used standalone or when the design that the logo is being incorporated into is complex. This allows the design to be free of distractions. Both the Core Values Line Icon set and Line Icon + Modern Loop set look cleanest when put in front of a solid white or solid black background. Alternatively, the color codes listed on the following page can be used as the background. The design of these icons must never be altered in any form. Opacity can be experimented with to create a sense of depth in the design.



Empowerment

The Empowerment icon is representative of two key things: a heart with a person at the center and a person in prayer. We define “Empowerment” as, “mentoring and equipping youth and youth leaders to take ownership and lead well.”



Empowerment Colors



#9b1c20

C	25	R	155
M	100	G	29
Y	98	B	33
K	23		



#d93535

C	9	R	218
M	94	G	52
Y	87	B	52
K	1		

Innovation

The Innovation icon is a reflection of new ideas. Most notably, ideas are communicated through the visualization of a light bulb. We define “Innovation” as, “boldly sharing the Gospel in new ways with purpose.”

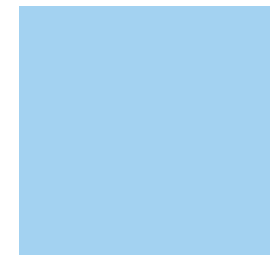


Innovation Colors



#66b3dd

C	56	R	103
M	14	G	179
Y	3	B	221
K	0		



#a3d3f2

C	33	R	163
M	6	G	210
Y	0	B	241
K	0		

Relevancy

The Relevancy icon represents a speech bubble as a symbol of creating dialogue and conversation. We define “Relevancy” as, “proactively addressing present issues in the lives of young people.”



Relevancy Colors



#1c78ad

C	85	R	30
M	47	G	120
Y	12	B	173
K	0		



#3b95d2

C	72	R	60
M	30	G	149
Y	0	B	209
K	0		

Diversity

The Diversity icon reflects a globe. Recognizing that across the world and our conference territory, there are unique differences ranging from culture, viewpoints, identity, and many more. We define “Diversity” as, “celebrating the differences in people, culture, and experiences found in the SECC and beyond.”



Diversity Colors



#189995

C	80	R	23
M	20	G	153
Y	45	B	149
K	1		



#4cc1ba

C	64	R	77
M	0	G	193
Y	33	B	186
K	0		

Jesus

The Jesus icon represents the standard symbol of Christianity.

The line separate from the body of the cross reflects our desire to connect those we serve to Jesus. We define the Core Value

“Jesus” as, “elevating Christ in all we do.”



Jesus Colors



#502469

C	82	R	80
M	100	G	39
Y	26	B	106
K	15		



#6e2b8a

C	71	R	110
M	100	G	44
Y	5	B	138
K	0		

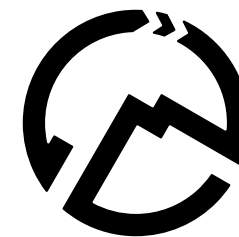
Pine Springs Ranch Summer Camp Full Logo

The Pine Springs Ranch Summer Camp logo with text is the primary logo for PSR Summer Camp. This is the only logo that should be used when referencing our summer camp ministry which differs from the letterhead logo and Retreat Center logo.



Pine Springs Ranch Summer Camp Logo

Other iterations of this logo includes the Pine Springs Ranch Summer Camp Logo by itself, excluding text.



Solid Color Options

These color combinations can be used to reflect the Pine Springs Ranch Summer Camp logo.

Black

White

Dark Navy



Alternative Logo Options

The Pine Springs Ranch Summer Camp logo without text can also be iterated with a circle surrounding the logo using the “Dark Navy” color. This logo is used only as an accent to the design that it is placed on. The surrounding circle must be no greater than or less than 1.71px in diameter scaled beginning from the edges of the logo.

Each ministry year, the color identity for summer camp changes. It is acceptable for the Pine Springs Ranch Summer Camp logo to reflect those color changes using gradient colors or a solid color.



2023 PSR Summer Camp Logo Example Color Codes



313d49



4185D9



5AEFEF

Logo + Design Typefaces

Pine Springs Ranch Summer Camp logo uses Magistral Extra Bold weight as its only font for the full logo. Magistral comes in a variety of weights and is a registered Adobe Font that can be activated.

It is recommended that the Magistral typeface is not used in any designs other than the text for the logo. This means the font should be excluded for title headers, subheaders, body copy, or footnotes.

Poppins Black should be used for headers and main titles in uppercase or all caps.

Poppins Light should only be used for body copy, footnotes, or secondary text in a normal form. Additional variations, such as bold or italicized can be used to emphasize text.

MAGISTRAL - EXTRA BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy

POPPINS - BLACK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy

POPPINS - LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy

Empower Type Logo

Each ministry season is categorized by a ministry theme that is reflected through our messaging, programming, and events. The theme can be reflected by a title or phrase which includes a guiding scripture and a logo. Logos vary between type and mark. The iterations of these logos can be downloaded as a provided by package from the Youth Department. The 2023-2024 ministry season theme is “Empower” with the guiding text coming from the New American Standard Bible, Hebrews 13:7 with inclusive language. The full logo includes the Hebrews 13:7 text underneath but can also be iterated without the Hebrews 13:7 text.

Empower Icon Logo

Other iterations of this design includes Empower Icon Logo Mark by itself. The full Mark logo includes the Hebrews 13:7 type wrapped underneath.

Full Empower Type Logo



Empower Type Logo



Full Empower Icon Mark Empower Icon Mark



Solid Color Options

These color combinations can be used to reflect the Rooted Type logo and Rooted Sprout logo.

Marigold

White

Denim

Marigold on Denim

EMPOWER
Hebrews 13:7, NASB

EMPOWER
Hebrews 13:7, NASB

EMPOWER
Hebrews 13:7, NASB

EMPOWER
Hebrews 13:7, NASB

Logo Color Codes

The Youth department primarily uses the “Marigold” or white colors for its logo and “Denim” for its background. In the instance that an alternate color is needed for a design, there are a few options to choose from. The design should only use one of the listed color codes.

Color on digital screens may look different in print, therefore RGB values should be used for digital applications and CMYK values should be used for print-related applications.

Empower Logo Colors



#f2ae31

C	4	R	242
M	34	G	174
Y	93	B	49
K	0		



#002944

C	100	R	0
M	80	G	41
Y	46	B	68
K	48		

Logo + Design Typefaces

The Rooted logo uses Helvetica Neue as its typeface. Helvetica Neue has a series of weights. In this design, the Condensed Bold weight is utilized for primary text, titles, and headers. Varying sizes can be used to establish informational hierarchy. Helvetica Neue is a licensed free typeface.

HELVETICA NEUE - CONDENSED BOLD

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Incorrect Uses

Precise spacing and sizing of the theme logo and letters create an optimal balance in every iteration. For that reason, the elements comprising this logo should never be altered, scaled, stretched, shifted, or rotated. Examples of what not to do are shown to the right. These orientation guidelines should always be observed.



Usage

The Youth Department holds full ownership over the production and duplication of all its logos to be placed and used in designs promoting SECC Youth Ministries in events, advertisement, and merchandise. Such items are always a reflection of official SECC Youth branding and is subject to review from the SECC Youth Media Ministry. The usage of its ministry theme logos should only be used under the guise of Youth Department events, ministry theme resources, Pine Springs Ranch Summer Camp apparel, and SECC Youth merchandise.



Questions?

For questions regarding the SECC Youth Ministries logos, media, website, graphics and imagery usage, contact:

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To acquire a logo package for all of our ministries, visit and download the Youth Ministries design kit at www.seccyouth.com/media-resources.

