

The background of the entire page is a photograph of ocean waves. The top half shows a clear, light blue sky, while the bottom half is dominated by the deep blue and teal tones of the water. A single wave is breaking in the foreground, creating white foam and ripples that catch the light. The overall mood is serene and expansive.

FATHOM

CHURCH

BRAND STANDARDS GUIDE
2020

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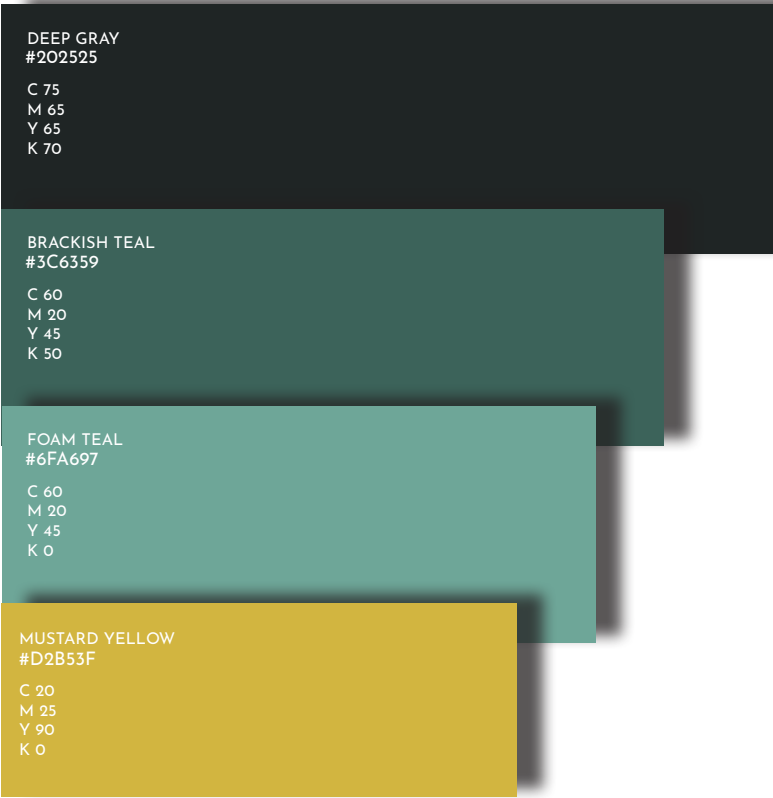


SOLWAY
JOSEFIN

BRAND
FONT USAGE

GOTHAM
ADOBE GARAMOND PRO

OTHER ACCEPTABLE FONT
USAGE FOR NON-LOGO
RELATED COPY WHERE
APPROPRIATE



BRAND
COLOR USAGE

ORIGINAL GRAPHICS OR
ASSETS THAT ARE NOT
PHOTOGRAPHIC, SHOULD
ONLY USE ELEMENTS IN
THESE COLORS AND/OR
SHADES OF BLACK AND GRAY.

BRAND APPLIED TO BACKGROUNDS

The full-color Fathom Church logo may only be applied to white or very light backgrounds - rarely to photographic backgrounds as it will diminish readability.



The one-color Fathom Church logos may only be applied to backgrounds of opposing contrast - it may often be applied to flat color fields or photographic backgrounds as long as the logo is clearly readable.



BRAND VARIATION USAGE

If the brand is to be applied to a space with square dimensions, the “Icon” or “Stacked” Logo layout should be used.

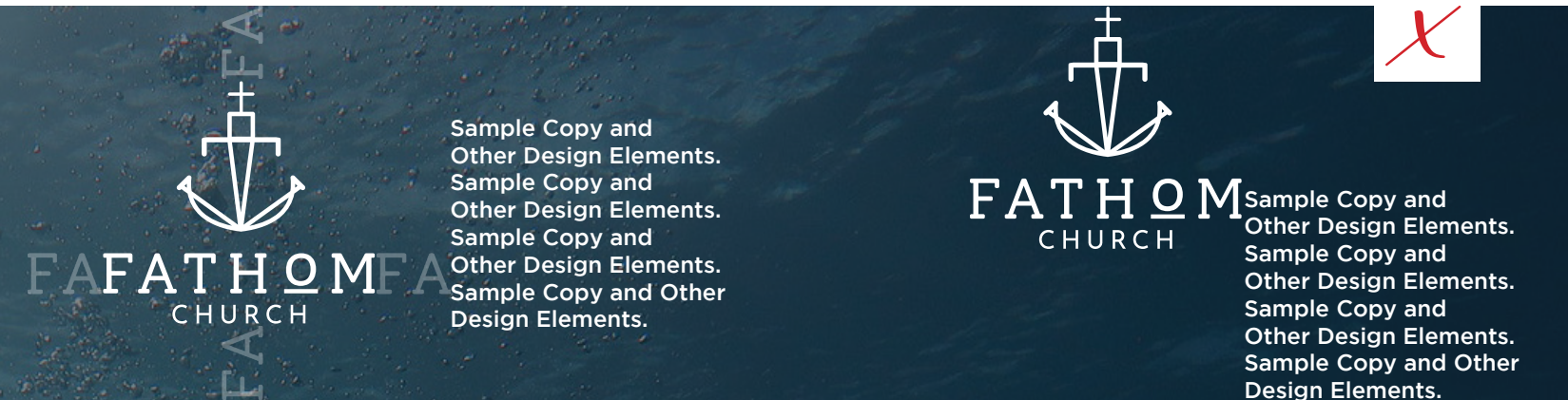


If the brand is to be applied to a space with rectangular dimensions, the “Wordmark” Logo layout should be used.

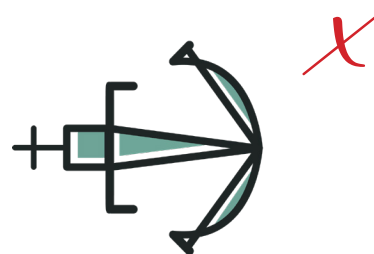


BRAND LAYOUT SPACING

When utilizing any version of the Fathom Church logo, the furthest outside edge of the logo should be at least one relative "FA" distance from the edge and/or any other design element on the piece.



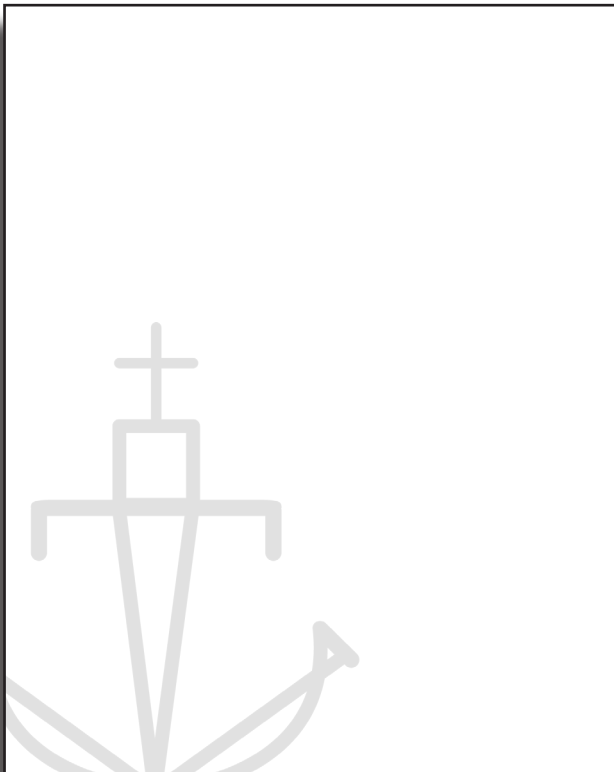
The proportions and layout of the logos and its variations may not be altered or rearranged for any reason. No additional color treatment or filters may be applied to the logo.



BRAND WATERMARK USAGE

Watermarked logos may consist of the one-color black “Icon” logo, or the one-color black “Stacked” logo. The Icon may be utilized in the center of the page, or off-center in a full-bleed application (running off the end of the page). The Stacked Logo, may only be utilized in the center of the page where the entire logo is visible.

The watermark opacity may not exceed 12% to ensure accurate readability of the content on the piece.



BRAND VOICE & POSTING PRACTICES IN SOCIAL MEDIA

When posting to Fathom Church's various social media platforms and accounts, it is important to bear in mind the personality and voice of our church. As such, social posting will adhere to the following guidelines:

1. The voice of each post should come from the "we" perspective. No posts from the corporate social pages should utilize the word "I" unless making a direct quote (See image to the right).

2. For every one (1) shared post, or content that is not an original creation of Fathom Church, there should be ten (10) posts of original content - all of which should adhere to the color and brand standards outlined in this document.

3. Though Fathom Church's voice should convey a thoroughly researched and knowledgeable tone, under no circumstances will the church post or share medical or counseling advice from the corporate social pages.

4. Scripture posts should follow a very branded layout featuring a high-res stock image (see Pexels.com for free downloads) and the anchor icon frame (See images to the right.)

NOTE: As visitors scroll through the church's social media pages, we want them to experience a generally consistent mood, voice, and brand throughout all posts and between platforms. Try utilizing brand colors, fonts, and icons in as many posts as possible, so each social feed feels like a carefully curated display of quality content.

