



Coppell Bible **Brand Guidelines**

COPPELL BIBLE

As Coppel Bible steps into a new season, its goal is to increase its reach with the center-of-the-net 28-40 year-old, healthy middle-class, college-educated, dual income, upwardly-mobile young family with children. This type of family is busy building a good life for themselves and their children. They are brand-savvy and accustomed to designed experiences. In their world, they expect clear processes and heightened communication standards. Above all, they value their children. Nothing better fits the need of this family than a community church that reaches a diversity of ages, while resonating with their adapting values and style.

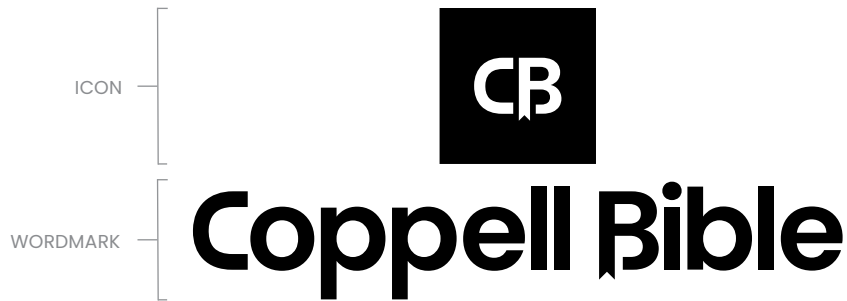
The brand that accomplishes this strategy will utilize a clean, simple, modern style that is attractive and design-savvy on an intergenerational level—expertly showcasing a contemporary church that appeals to young and old alike. The 35-year-old and younger will be drawn to it and the 60-year-old will see a future in it. It will utilize fresh blocks of color, playing off of muted neutral and white space. The brand will feel both clean and warm, combining strong, consistent motifs with inviting environments that feel smart and intuitive. Photography will be rich and immersive, showcasing a welcoming community.

The end result, when one visits the website or drives by the campus, is that they see a church that is boldly stepping into a fresh and authentic identity in a compelling way while representing the standards of the upscale community—all the while remaining without pretense.

As people begin to see Coppel Bible's brand they will start to see who the church is truly becoming: the thriving, multi-generational, Coppel-and-beyond-focused church, reaching educated young families with gracious biblical teaching, transformative, life-relevant programming, life-impacting missions, and a culture of refreshing authenticity.

Tenets of the Brand

- **Clean and warm**
The use of white space gives breathing room for messaging to be bold and uncluttered, while colors and imagery exude a combined warmth and freshness that is attractive.
- **Modern simplicity**
Clean lines and confidently minimalistic design that avoids the temptation to say everything at once or create unnecessary distraction.
- **Multi-generational “cool”**
The educated 35-year-old and younger will be drawn to it and the 60-year-old will see a future in it. Mid-thirties cool, not teens or early twenties cool.
- **Family-friendly + community**
An immersive photography emphasis on families doing life together with well-appointed programming for all ages.
- **Smart and intuitive**
A sense of journey and process that is easy to understand and follow—where visitors recognize the wisdom of a church that has worked hard to do the thinking for them.



Poppins (Altered / Bold)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

The Logo

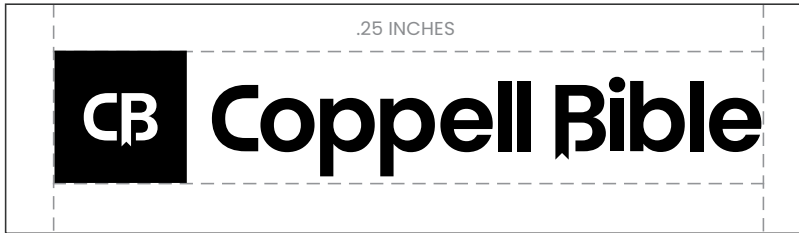
Our logo is the touchstone of our brand. It is the primary visual representation of Coppell Bible.

ELEMENTS

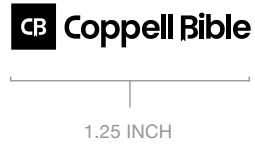
The logo consists of two components: the icon and the word mark. These two components can be used together either stacked or horizontally (in the preset proportions) or as separate elements on their own in certain use cases.

LOGO TYPOGRAPHY

An altered version of **Poppins Bold** is the font used in the logo.



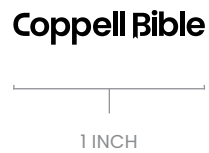
HORIZONTAL



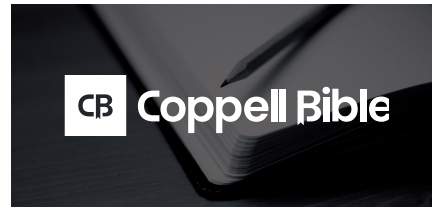
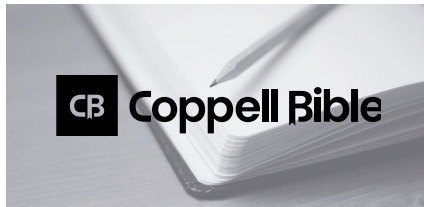
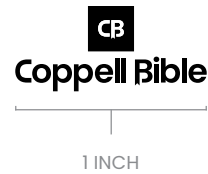
ICON



WORDMARK



STACKED



Logo Usage

Consistent and proper logo usage is important to maintain the integrity of the brand.

SPATIAL GUIDELINES

Maintain at least .25 inches of space around the logo.

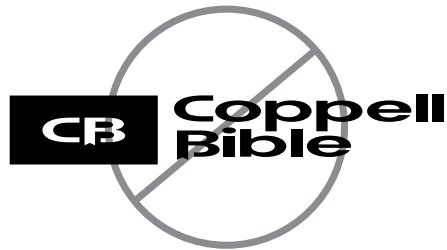
SIZE

To ensure legibility, the entire logo should not be used smaller than 1.25 inches wide for the horizontal, 1 inch wide for the stacked, .25 wide for the icon, and 1 inch wide for the wordmark version. Always use the logo at proper specifications. The standard is 300 dpi for print materials, and 72 dpi for screen. Use the vector .svg, .eps or .ai versions as a first choice as it will prevent blurring or pixelation when scaling.

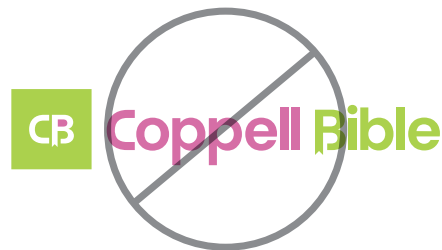
ONE COLOR LOGOS

The one color logo may be used when high contrast from the background is needed or if printing on a one color printer. Use the white logo on a dark background, or black on a light background. The one color version is also good to use if the logo needs to be placed on a background that will not allow for enough contrast in the colors for them to be seen clearly.

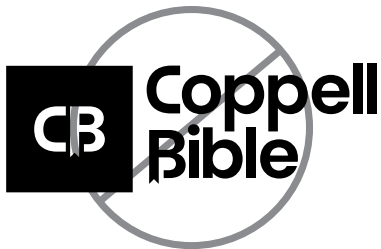
1



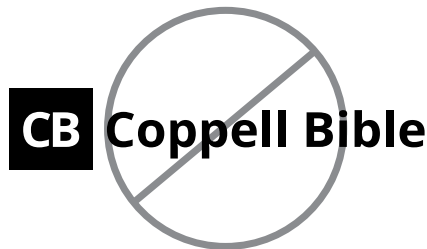
2



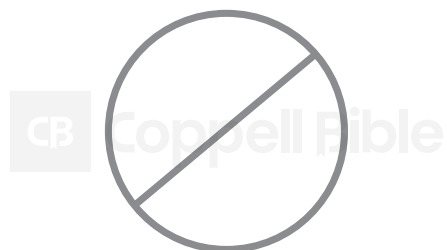
3



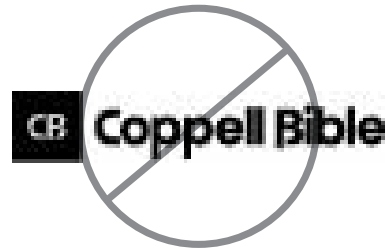
4



5



6



Incorrect Logo Usage

1. DO NOT DISTORT

The logo and any iconography should never be skewed, squished, stretched, or scaled disproportionately.

2. DO NOT MODIFY THE COLORS

To keep the integrity of the design consistent, do not switch or modify the colors in the logo or icon. When the icon is used as a stand-alone visual motif in the brand, the color can be altered to one of the core brand palette colors for stylistic effect.

3. DO NOT REARRANGE THE ELEMENTS

Refrain from modifying the alignment, spacing, or placement of any of the elements of the logo.

4. DO NOT ATTEMPT TO RECREATE THE LOGO

Always use the provided vector and bitmap files.

5. DO NOT SACRIFICE LEGIBILITY

Make sure that when the logo or icon are placed on a background or image, they are clearly contrasted and legible. Use the appropriate one-color versions if needed for optimal contrast.

6. DO NOT PIXELATE

Ensure you are using the proper sized logo or icon for your print settings. The vector versions (.ai, .eps & .pdf) are optimal for use to ensure they will not be pixelated. Do not scale up any bitmap version (.jpg, .png or .tif) of the logo or icon—you may only scale down.

HD Type Scale

H1

Poppins, Medium
Size: 42pt
Leading: 46pt

H1 Poppins,
Bold 42/46

H2

Poppins, Medium
Size: 28pt
Leading: 32pt

H2 Poppins, Medium 28/32

H3

Poppins, Medium
Size: 15pt
Leading: 19pt

H3 Poppins, Medium 15/19

H4

Poppins, Medium
Size: 10pt
Leading: 14pt

H4 Poppins, Medium 10/14

Subhead

Poppins, Regular
Size: 8pt
Leading: 13pt

POPPINS REGULAR 8/13

P1

Poppins, Regular
Size: 9pt
Leading: 14pt

HD Paragraph 1. Poppins Regular 9/14.
Lorem ipsum dolor sit amet consectetur adipiscing elit.
Cras dapibus vulputate diam eu pretium. Mauris elit orci,
ultricies id fermentum vel. porta et eros.

P2

Poppins, Regular
Size: 7pt
Leading: 11pt

HD Paragraph 2. Poppins Regular 7/11.
Lorem ipsum dolor sit amet consectetur adipiscing elit. Cras dapibus
vulputate diam eu pretium. Mauris elit orci, ultricies id fermentum vel,
porta et eros.

Caption

Poppins, Regular
Size: 6pt
Leading: 9pt

Desktop Caption or fine print Poppins Regular 6/9.
Nulla vitae elit libero, a pharetra augue. Cum sociis
natoque penatibus et magnis dis parturient montes,
nascetur ridiculus mus. Donec sed odio dui.

Typography: Print & Web

Poppins has been selected as the brand font. It is a modern typeface that is well-suited for both print and digital usage.

HEADLINES

Headlines draw people into your copy and create a hierarchy, allowing you to communicate messages quickly. Legibility is key; titles and subtitles should have no more than a few words.

Poppins Medium or Bold should be used for most main titles. When displaying headlines, typically use mixed case to maintain consistency across the brand. Also, all caps can be used for extra emphasis.

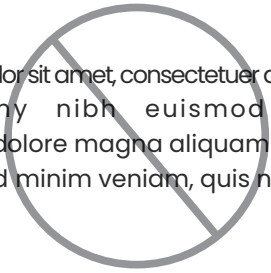
BODY TEXT

Popins Regular is used primarily in most body text (main blocks of content) on branded materials. It is clear and legible to make reading and understanding content easy. Standard body text is set between 7-9pt font size. For minimum point size, do not go below 6pt.

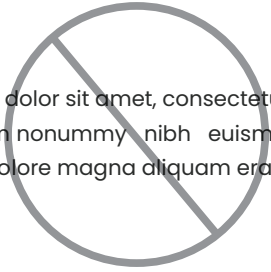
Leading, or line height, is the space between the lines of text. Optimum leading is usually about 4-6pt larger than the type (point) size.

Typography: Restrictions

1 Lorem 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.



2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt laoreet dolore magna aliquam erat volutpat.



3 **LOREM 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.



4 **TOO FEMININE/HARD TO READ:**

Zapfino

TOO STYLIZED:

SPACE AGE

TOO DECORATIVE/CHILDISH:

CURLZ

TOO BASIC/STODGY:

Times / Courier

TOO WHIMSICAL:

COMIC SANS

TOO TEXTURED:

PAPYRUS

1. DO NOT CREATE AWKWARD LETTER SPACING

Make sure the spacing between letters, words, and the lines of text does not create awkward-looking gaps and feels natural to the eye.

2. DO NOT CENTER JUSTIFY

Center justification should be used sparingly and only for short lines of text, never for paragraph or body text. Because there is not a consistent visual start point to each line, it is more difficult to read and creates unattractive gaps at the beginning and end of each line.

3. DO NOT USE MORE THAN 3 FONT SIZES

For visual consistency and optimal readability, avoid using more than three font sizes when laying out text on a page. This will typically account for a headline, sub headline, and body font size. A mixture of too many font sizes will create a visually cluttered layout.

4. DO NOT USE OVERLY STYLIZED FONTS

The overall brand is not limited to the recommended fonts for body and headlines. However, certain fonts can be overly stylized, sacrifice legibility, or convey a style that is not fitting for the established brand. Listed are examples of commonly used font styles that should be avoided.



Photography

Photography used throughout the brand should give visitors an accurate vision for what Coppell Bible is all about.

Overall photos should reflect the brand and feel rich and immersive, showcasing a welcoming community.

Relational photography should showcase the church's culture in immersive ways—showing people doing life in community, a modern multi-generational worship experience, and life-giving children's programming.

Photos should be professionally and tastefully executed, as well as vibrant, candid shots of young families among multi-generational groups participating in the church community.

Photography: Restrictions

1. DO NOT USE OUTDATED PHOTOS

Do not use photos that look dated or are shot in a non-modern setting. Photos should look representative of current styles and techniques.

2. DO NOT USE POSED PHOTOS

To represent an authentic window into the brand, avoid any photos that are shot in a non-candid manner. Posed photos can look cheesy and are not as intriguing as candid photography.

3. DO NOT DISTORT PHOTOS

Photos should never be squished or stretched as it conveys an unprofessional look and modifies the image composition. In most programs, hold the shift key when resizing images to ensure they are not being distorted.

4. DO NOT PIXELATE PHOTOS

Images should only be scaled down and should never exceed 100% of the original dimensions or go below standard DPI (300 for print, 150 for signage, and 72 for web/digital). Otherwise pixelation will occur.

1



2



3



4



| Pure White | | |
|------------|-------------|------------------------|
| PMS | N/A | Sherwin Williams Paint |
| CMYK | 0-0-0-0 | SW 7005 |
| RGB | 255-255-255 | Pure White |
| HEX | #FFFFFF | |

| Navy Blue | | |
|-----------|------------|------------------------|
| PMS | DS 224-6 C | Sherwin Williams Paint |
| CMYK | 71-36-28-1 | SW 6508 |
| RGB | 82-137-161 | Secure Blue |
| HEX | #5289a1 | |

| Loyal Blue | | |
|------------|-------------|------------------------|
| PMS | DS 202-1 C | Sherwin Williams Paint |
| CMYK | 88-78-41-33 | SW 6510 |
| RGB | 46-57-87 | Loyal Blue |
| HEX | #2e3957 | |

| Orange | |
|------------------------|------------|
| PMS | DS 61-3 C |
| CMYK | 10-67-80-1 |
| RGB | 219-112-70 |
| HEX | #db7046 |
| Sherwin Williams Paint | |
| SW 6883 | |

| Light Gray | |
|------------------------|---------------|
| PMS | Cool Gray 1 C |
| CMYK | 8-7-4-75 |
| RGB | 230-229-233 |
| HEX | #e6e5e9 |
| Sherwin Williams Paint | |
| SW 7064 | |

| Tan | |
|------------------------|-------------|
| PMS | DS 32-8 C |
| CMYK | 3-11-25-0 |
| RGB | 246-224-192 |
| HEX | #ff6e0c0 |
| Sherwin Williams Paint | |
| SW 6645 | |

| Black | |
|------------------------|-----------------|
| PMS | Pantone Black C |
| CMYK | 72-66-65-75 |
| RGB | 30-30-30 |
| HEX | #1e1e1e |
| Sherwin Williams Paint | |
| SW 6258 | |

PMS COLORS

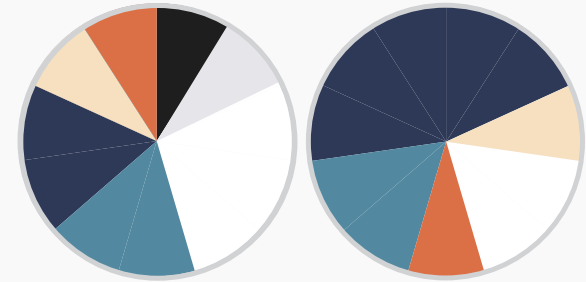
Please note that the chosen PMS colors are the closest spot colors using the Pantone Matching System based to your approved, CMYK printed presentation boards, and by design, cannot be achieved when printing on standard CMYK printers. So for materials that are printed with Pantone ink, the colors will differ from your approved colors (in some cases, significantly).

PAINT COLORS

These are the closest approximations to the colors in your color palette and environmental mockups from your printed presentation boards. Please note that sunlight, environmental lighting, texture, and base wall color can affect these hues in different ways. We strongly suggest painting small samples under normal lighting conditions on walls, and viewed at different times of the day with these suggested colors before purchasing large quantities of paint or beginning the final application. Please work with your chosen paint vendor to ensure that the final colors are matched against the presentation board as best as possible if needing to make any further adjustments, understanding that the provided colors are suggestions based on normal conditions.

Design Color Palette

The Coppel Bible color palette utilizes fresh blocks of color, playing off of muted neutral and white space.



USING WHITE AND BLACK

Please note that white should be considered an important color within the palette. Use of white space within design layouts and the use of the mark against white backgrounds contribute to the feeling of a bright, open, and clean identity. Black can also work the same way but should be used more sparingly.

USING LIGHT BLUE, NAVY BLUE, TAN, AND ORANGE

Light blue, navy blue, or orange are the main colors of the brand and may be used together or apart from one another. They are designed to be flooded blocks of color but should never sacrifice legibility of text when used as a font color or when neutral colored text is laid on top. The orange and tan are always secondary to the light and navy blue, as shown in the pie charts.

COLOR TINTS (75% AND 50%)

We can tint our colors for lower level applications such as charts and graphs. We have limited this to two tints only to be sure they will work side by side.

| Red | | |
|------|------------|------------------------|
| PMS | DS 73-3 C | Sherwin Williams Paint |
| CMYK | 5-70-76-0 | SW 6882 |
| RGB | 232-111-74 | Daredevil |
| HEX | #e86f4a | |

| Cyan | | |
|------|------------|------------------------|
| PMS | DS 259-4 C | Sherwin Williams Paint |
| CMYK | 61-0-36-0 | SW 6938 |
| RGB | 65-211-189 | Synergy |
| HEX | #41d3bd | |

| Blue | | |
|------|------------|------------------------|
| PMS | DS 216-2 C | Sherwin Williams Paint |
| CMYK | 89-47-19-1 | SW 6803 |
| RGB | 0-117-162 | Danube |
| HEX | #0075a2 | |

| White | | |
|-------|-------------|------------------|
| PMS | N/A | Sherwin Williams |
| CMYK | 0-0-0-0 | SW 7005 |
| RGB | 255-255-255 | Pure White |
| HEX | #ffffff | |

| Gray | | |
|------|----------------|------------------|
| PMS | Cool Gray 1 PC | Sherwin Williams |
| CMYK | 4-3-3-0 | SW 6000 |
| RGB | 241-241-241 | Snowfall |
| HEX | #f1f1f1 | |

| Black | | |
|-------|-----------------|------------------|
| PMS | Pantone Black C | Sherwin Williams |
| CMYK | 75-68-67-90 | SW 6258 |
| RGB | 0-0-0 | Tricorn Black |
| HEX | #000000 | |

| Dark Teal | | |
|-----------|-------------|------------------------|
| PMS | 7477 C | Sherwin Williams Paint |
| CMYK | 77-46-44-14 | SW 6229 |
| RGB | 67-109-119 | Tempe Star |
| HEX | #436d77 | |

| Muted Cyan | | |
|------------|--------------|------------------------|
| PMS | DS 529-4 C | Sherwin Williams Paint |
| CMYK | 47-4-36-0 | SW 6752 |
| RGB | 108-2190-176 | Lachmere |
| HEX | #6cbcb0 | |

| Gold | | |
|------|------------|------------------------|
| PMS | DS 9-1 C | Sherwin Williams Paint |
| CMYK | 4-29-80-0 | SW 6670 |
| RGB | 242-184-79 | Gold Crest |
| HEX | #f2b84f | |

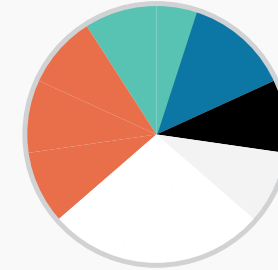
| White | | |
|-------|-------------|------------------|
| PMS | N/A | Sherwin Williams |
| CMYK | 0-0-0-0 | SW 7005 |
| RGB | 255-255-255 | Pure White |
| HEX | #ffffff | |

| Gray | | |
|------|----------------|------------------|
| PMS | Warm Gray 1 PC | Sherwin Williams |
| CMYK | 8-7-4-0 | SW 7009 |
| RGB | 230-229-233 | Pearly White |
| HEX | #e6e5e9 | |

| Black | | |
|-------|-----------------|------------------|
| PMS | Pantone Black C | Sherwin Williams |
| CMYK | 75-68-67-90 | SW 6258 |
| RGB | 0-0-0 | Tricorn Black |
| HEX | #000000 | |

Kids Design Color Palette

The Coppell Bible Kids color palette utilizes bright, eye-catching splashes of color, playing off of muted neutral and white space.

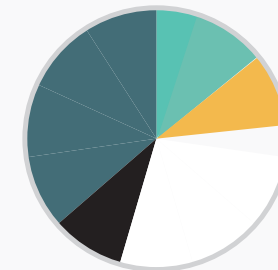


USING RED, NAVY BLUE, AND CYAN

Red, Cyan, or blue are the main colors of the brand and may be used together or apart from one another. The cyan and blue are always secondary to the red, as shown in the pie chart.

Students Design Color Palette

The Coppell Bible Students color palette uses muted blocks of color, playing off a bright highlight of cyan or gold.



USING TEAL, CYAN, AND GOLD

Teal, Cyan, or Gold are the main colors of the brand and may be used together or apart from one another. The cyan and gold are always secondary to the teal as shown in the pie chart.

Design Motifs

1. FOCUSED, BOLD CALL OUTS

Certain headlines, or call outs, can capture a contemporary style that draw the eye to major blocks of text or set the tone for a document. This should be used on stand-alone or shorter words and sentences and never mixed within longer paragraphs, unless separation is provided as a block quote. Extended tracking (letter spacing) can be used sparingly on stand-alone or shorter words such as titles to create intrigue.

2. FLOODED COLOR BLOCKS

Bold blocks of color are a core element of the brand style. Flooding design from edge to edge or using blocked shapes of solid color playing off of muted neutrals or negative space should be used throughout all materials to showcase a clean, warm, consistent motif that feels smart and intuitive.

3. THIN LINE

The use of a thin, sharp line reflects shapes in the rest of the brand. It may be used for highlighting important information such as call-outs, dividers, or button outlines that prevent the layout from looking too bland.

4. PHOTOGRAPHY

Professional, modern, and tastefully executed photography should be rich and immersive, showcasing a welcoming community.

5. NEGATIVE SPACE

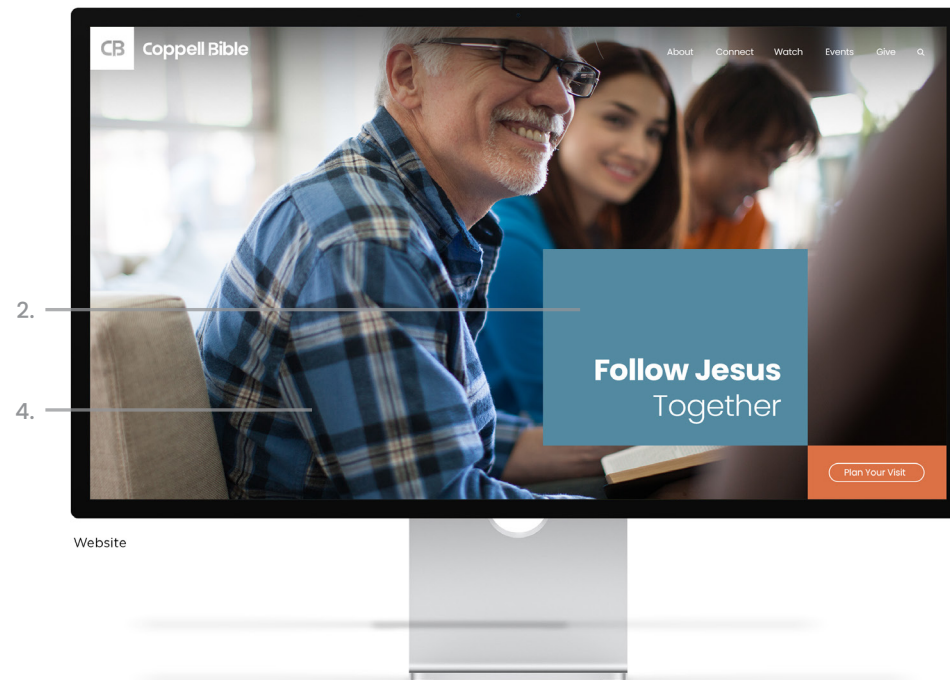
Generous use of negative space (vast empty space around design elements, text and within photography) creates breathing room for the eye. It embodies a fresh & design-savvy ethos while maintaining an airy style of minimalism.



Mobile

Brochure

Brochure Spread



Website

Design Motifs

1. FOCUSED, BOLD CALL OUTS

Certain headlines, or call outs, can capture a contemporary style that draw the eye to major blocks of text or set the tone for a document. This should be used on stand-alone or shorter words and sentences and never mixed within longer paragraphs, unless separation is provided as a block quote.

2. OVERLAPPING COLOR BLOCKS

Bold blocks of color are a core element of the brand style. Strategically placed to call out headlines or design elements. The brightest colors, red and red, should be used behind the most important blocks of text.

3. GEOMETRIC TRIANGLE PATTERN

The use of a geometric triangle pattern with varied triangle sizes may be used for highlighting important information such as call-outs, or button outlines that prevent the layout from looking too bland.

4. PHOTOGRAPHY

Professional, modern, and tastefully executed photography should be rich and immersive, showcasing a welcoming community.



Mobile

Social

Brochure Spread



Website

Students Design Motifs

1. BOLD CALL OUTS WITH COLOR BLOCKS

Certain headlines, or call outs, can capture a contemporary style that draw the eye to major blocks of text or set the tone for a document. This should be used on stand-alone or shorter words and sentences and never mixed within longer paragraphs, unless separation is provided as a block quote.

2. SEGMENTED COLOR BLOCKS

Bold blocks of color are a core element of the brand style. Strategically placed to call out headlines or design elements. The brightest colors, red and red, should be used behind the most important blocks of text.

3. PHOTOGRAPHY

Professional, modern, and tastefully executed photography should be rich and immersive, showcasing a welcoming community.

4. NEGATIVE SPACE

Generous use of negative space (vast empty space around design elements, text and within photography) creates breathing room for the eye. It embodies a fresh & design-savvy ethos while maintaining an airy style of minimalism.

