Reality Church
Ventura

brand manual

September 2022

1a

logo overview

Our brand is more than a logo–its about who we are, we came from, and where we're going. It's about what we believe, and how we live that belief out on a regular basis.

Our logo mark represents our commitment to be a church that is centered within the three persons of God: Father, Son, and Holy Spirit. It's a symbol of our three ministerial pillars: Theological, Missional, and Relational. And it serves as a reminder of our commintment to proclaim the Gospel message to our community.

Fig. 1.0
Primary logo/wordmark

1b

logo elements

Our brand is broken up into two core elements: the logomark and the wordmark. These components can be used independently or in conjection, depeding on the context and application.

Fig. 1.1
The logomark

Fig. 1.2
The wordmark

1c

logo usage

How we implement our logo is important. When we use it correctly, it creates consistency.
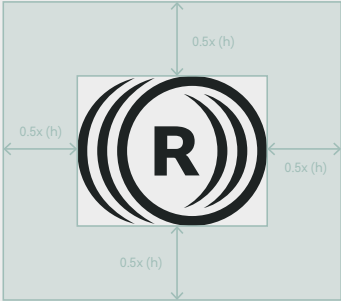

Fig. 1.3

Proper negative space around the individual logomark, equal to half the distance of the height.

Fig. 1.4

Proper negative space around the combined word/logomark, equal to half the distance of the height.
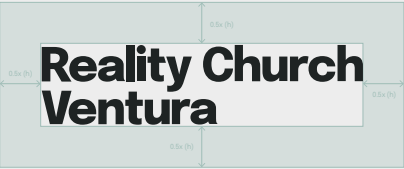

Fig. 1.5

Proper negative space around the combined word/logomark, equal to half the distance of the height.

2a

typography

Typography is key to keeping our messaging clear and effective. Our primary font is used for all body and paragraph text, our secondary font is used for all headings and titles, and our tertiary font is used for accents as well as higlighting specfic actionable items (e.g. buttons, CTA messaging)

Primary / Kern = -25, Case: Upper & Lower

Epilogue 500

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 1234567890

Secondary / Kern = -25, Case: Upper & Lower

Epilogue 700

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 1234567890

Tertiary / Kern = -25, Case: Lower

mermaid bold

abcdefghijklmnopqrstuv wxyz 1234567890

2b

typography examples

Here are a few exampes of how to implement our typographic styles.

Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed fermentum tortor ut diam vestibulum, vel egestas urna bibendum. Vestibulum vulputate molestie sagittis. Donec ultrices viverra nulla non mattis. Curabitur laoreet sed enim a aliquam. Curabitur ac feugiat turpis. Cras sagittis.

call to action