



# BRAND GUIDELINES

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# Brand Overview

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**Praise God!**

01

# Our Core Values



## JESUS IS THE FOCUS

We are in relationship with God through the person and life of Jesus. We refuse to be distracted by anything that takes our eyes off Jesus.  
**HEBREWS 12:1-2**

## IMPERFECT PEOPLE ARE WELCOME

We are a family of imperfect people being loved and transformed by God.  
**MATTHEW 9:12**

## TRANSFORMATION HAPPENS FROM THE INSIDE OUT

Healing happens when we slow down and allow God to reshape us from the inside out. The power of the Spirit, the truth of the Scriptures, and dependence on God will change us.  
**ROMANS 12:2**

## WE ARE A FAMILY

We are a family, living in community, fighting for joy and fueled by the gospel. We are more focused on how we love one another than what we consume. Honest feedback and feet to our faith is the atmosphere at Providence.  
**EPHESIANS 2:19; 1 CORINTHIANS 12:1-31**

## DISCIPLES ARE MADE NOT BORN

An authentic life is not automatic, it is the result of a passionate pursuit of Jesus. We equip people to be + make disciples.  
**MATTHEW 28:19**

## WE ARE BETTER TOGETHER

To give every person the opportunity to respond to the gospel, we must collaborate with others.  
**PHILIPPIANS 1:5**

## IT'S THE BEGINNING OF THE END IF WE DO NOT REACH YOUNG PEOPLE

We are committed to reaching young people because they can serve God passionately, follow God faithfully, and change the world radically - Now! We equip them with grace and truth to shape future culture from the inside out.  
**DEUTERONOMY 6:7, 1 TIMOTHY 4:12**

02

Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up.

GALATIANS 6:9

# Mission Statement

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Leading people to grow in their  
**faith**, **hope** and **love** for Jesus Christ.



03

Divine providence is God intervening in the universe and governing all things, including everyday events and extraordinary occurrences. Providence Church got its name knowing that God is still at work in the 21st century and gives us a plan and purpose for our lives.

Our logo is simple, clean and timeless. The trinity is present on the left side of the logo, representing the Father, Son and Holy Spirit. Our triune God and His outpouring of love is how His work of creation came to be. The circle that is sitting behind the trinity to the right is His Creation — His Church, His Bride, His Holy People.

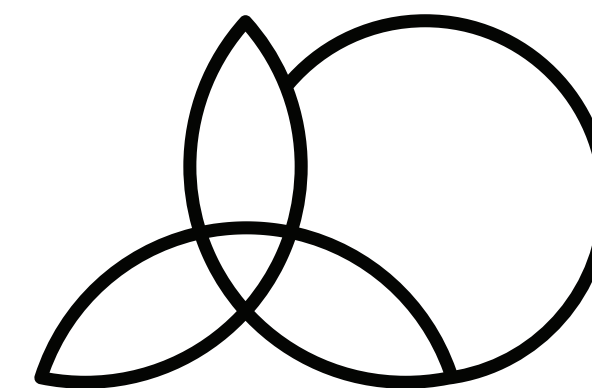
Together the trinity and the circle reveal unity with one another. This is a simplistic, but refreshing way to experience the famous church symbol, the Trinity. At Providence, or Prov, we are influenced by the sacredness of God the Father, Jesus the Son, and the Holy Spirit.

#### GENESIS 1:1-2

In the beginning, God created the heavens and the earth. The earth was without form and void, and darkness was over the face of the deep. And the Spirit of God was hovering over the face of the waters.

# Logo

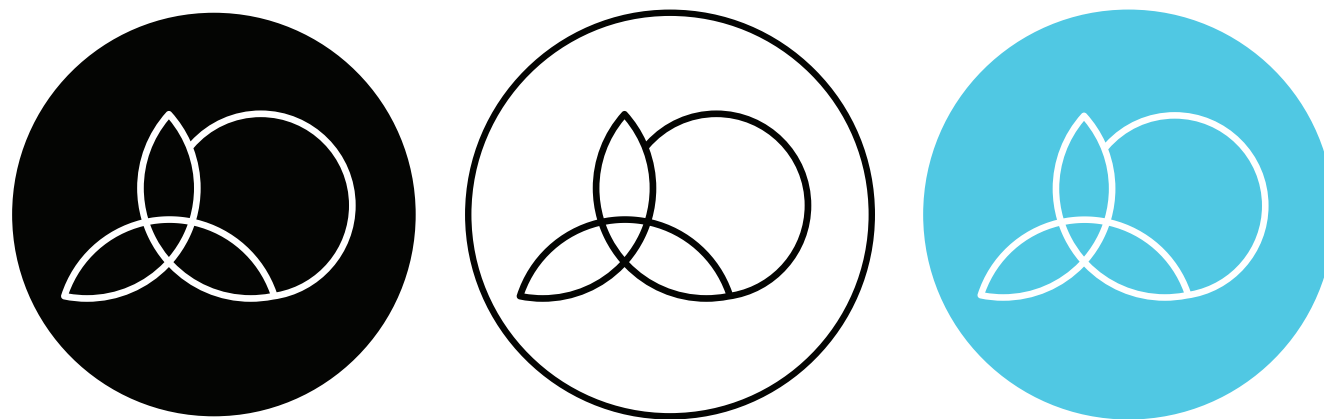
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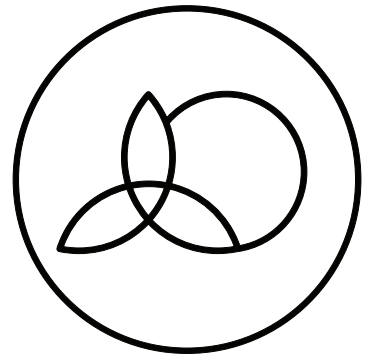


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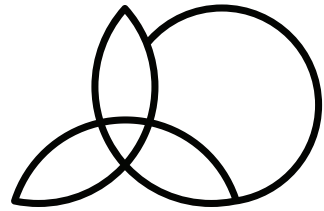
# Logo Variations

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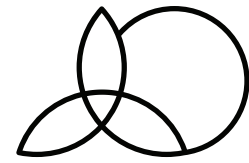




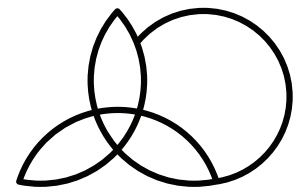
PROVIDENCE  
CHURCH



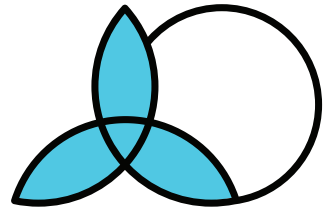
PROV



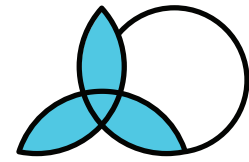
PROVIDENCE



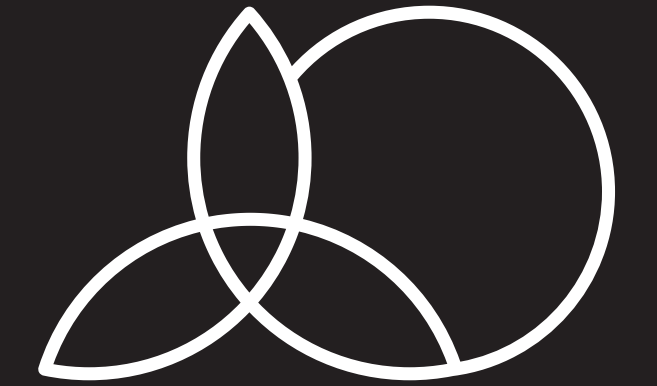
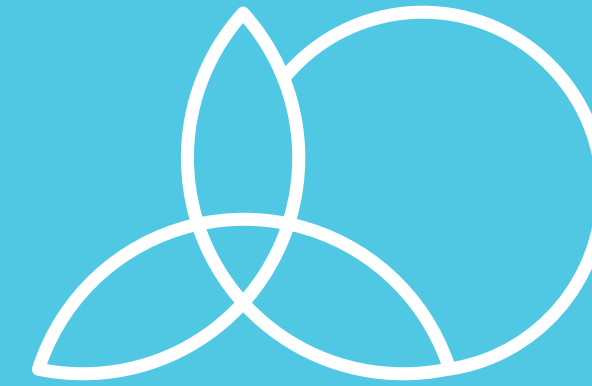
PROVIDENCE  
CHURCH



PROV

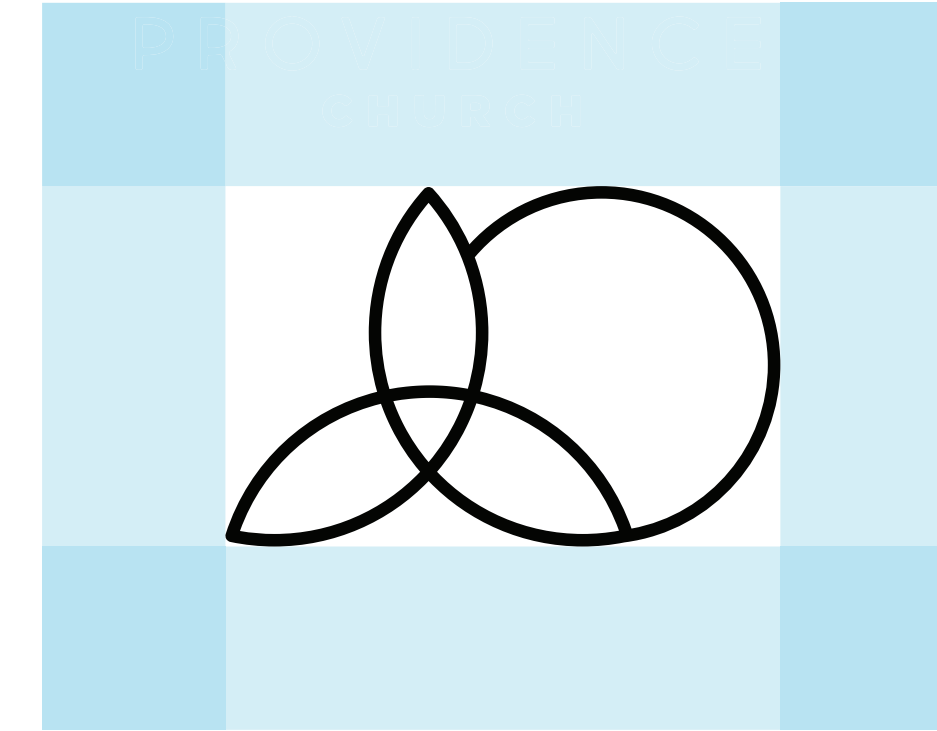


PROVIDENCE



PROVIDENCE  
CHURCH

PROVIDENCE  
CHURCH



PROV  
CHURCH

PROV  
CHURCH

Logo Specifics / Clear Space

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# Brand Colors

## STORIES THROUGH COLOR

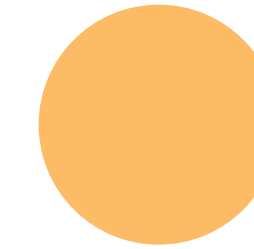
**Red** in the Old Testament is translated as *oudem*, meaning “red clay.” It is the root word for mankind, and names like Adam and Esau are derived from it. Red is commonly known as the blood of Jesus Christ, spilled as the price for Salvation on the cross.

**Blue** in the Bible represents the heavens and the Word of God. In Hebrew, blue is known as *tekelet* and was the color assigned for priest’s clothing, particularly their hems (*Exodus 28:5-6*). Jesus Christ, our High Priest, healed a bleeding woman when she touched the hem of His garment, linking blue to God’s healing and grace.

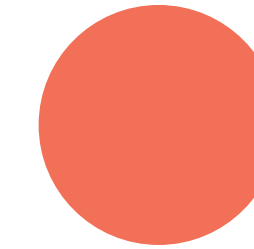
**Yellow** in Hebrew is known as *charuts*, symbolizing gold in the Bible. Gold represents God’s sovereignty, seen in the gold-covered Temple in the Old Testament, the gift given to Jesus at his birth, and the depiction of the New Jerusalem as a city of pure gold in Revelation.

## Primary Colors

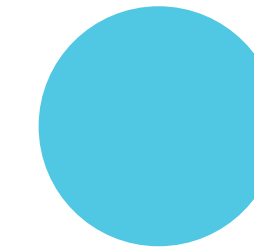
Many stained glass windows glow vibrantly with these colors. And often these colors are represented in the trinity. These are the common primary colors as we know them, but through the lens of the bible, we can see their significance in God’s story. In God’s Providence.



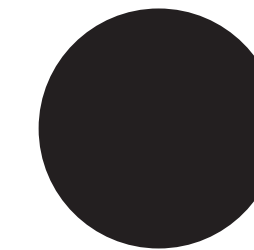
YELLOW  
JOY  
#FFBC64  
0%, 26%, 61%, 0%



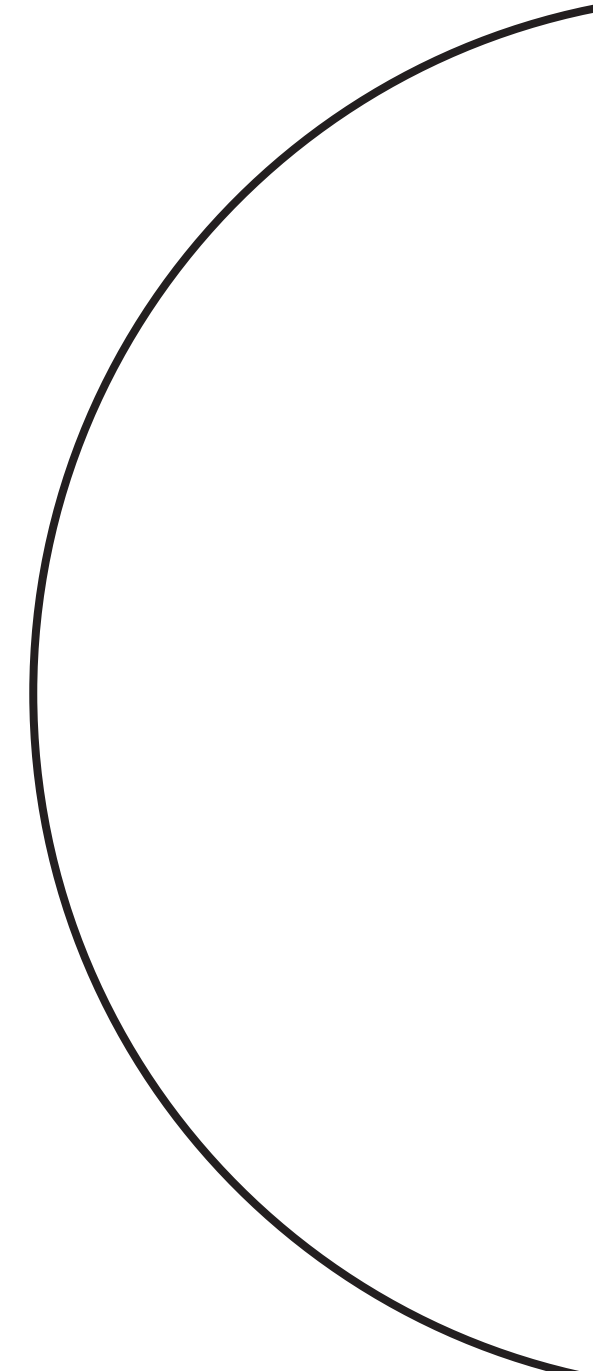
RED  
LOVE  
#FF7155  
0%, 56%, 67%, 0%



BLUE  
PEACE  
#3AD4ED  
76%, 11%, 0%, 7%

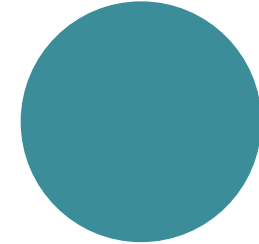


BLACK  
GOD OVERCOMES  
#000000  
76%, 11%, 0%, 7%



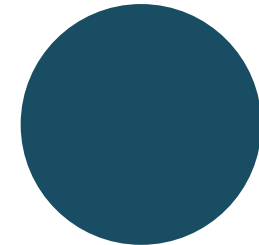
## Secondary Colors

Nostalgia. Prov's previous color palette mixed with a new one. We celebrate the deep teal and blues of the past.



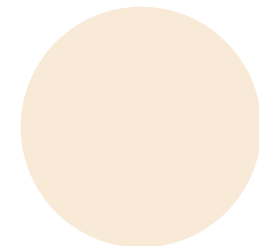
TEAL

KINDNESS  
#3C8C98  
0%, 26%, 61%, 0%



MIDNIGHT BLUE

GENEROSITY  
#174D63  
0%, 26%, 61%, 0%

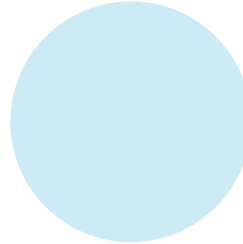


CREAM

FAITHFULNESS  
#F8E8D7  
0%, 26%, 61%, 0%

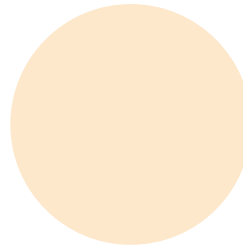
## Tertiary Colors

Stained glass colors muted.



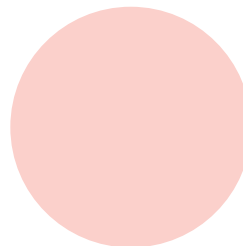
LIGHT BLUE

PATIENCE  
#3C8C98  
0%, 26%, 61%, 0%



PALE YELLOW

GENTLENESS  
#174D63  
0%, 26%, 61%, 0%

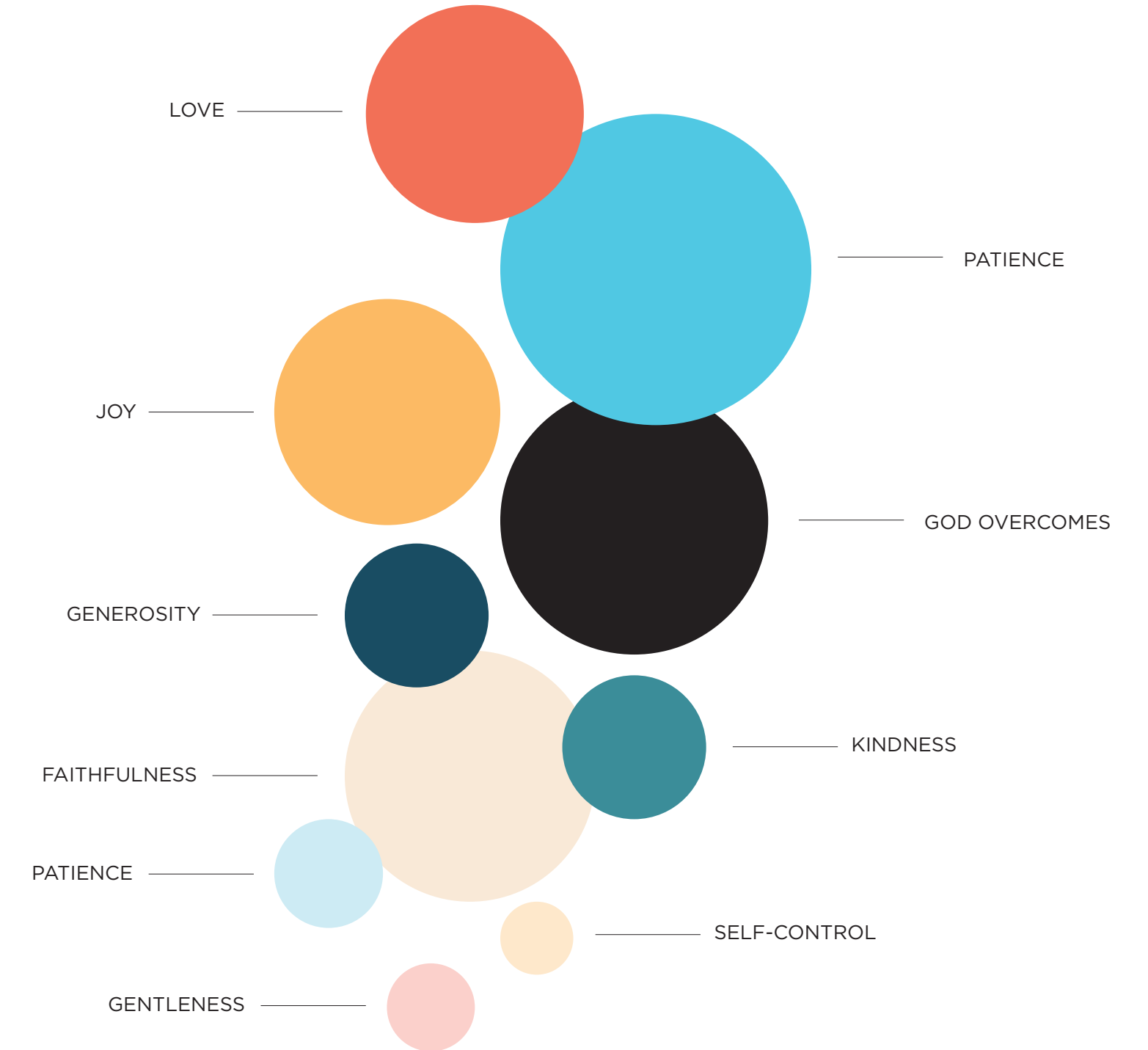


PASTEL RED

SELF-CONTROL  
#F8E8D7  
0%, 26%, 61%, 0%

## Prov Color Palette

The color palette represents the ***Fruit of the Spirit.***



# Typography

Primary

## Gotham

**AaBbCc**  
*AaBbCc*  
**AaBbCc**  
*AaBbCc*  
**AaBbCc**  
*AaBbCc*  
 AaBbCc  
*AaBbCc*  
 AaBbCc  
*AaBbCc*

# Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!"#\$%&'(\*+,-./

**TITLES**  
 SUBTITLES  
 Body Text

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!"#\$%&'(\*+,-./*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!"#\$%&'(\*+,-./

Secondary

**AKIRA**

**A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z**

**1 2 3 4 5 6 7 8 9 0 ! # \$ % & [ \* + , - . /**

**TITLES  
EMPHASIS**

Tertiary

Logo Font Only\*

**MARKET FRESH**

PROVIDENCE

PROVIDENCE  
**CHURCH**

Akira  
Title

**WE SEE**

Gotham Medium  
Subtitle

**Communities transformed  
by local churches.**

Gotham Book  
Body Text

Our care and love for our communities drives our desire to be present and engaged in the restorative and transformational process of each local area. We continue to do this through local Providence churches and campus locations. A diverse group of people celebrate each week through inspiring, truth-filled, and passionate worship services held throughout the region. We are a place where authenticity is championed and grace abundant.

Gotham Bold  
Title

**AT PROVIDENCE CHURCH,**

Gotham Medium  
Body Text

our vision is to see every man, woman, and child having repeated opportunities to hear, see, and respond to the gospel that ultimately leads to heart and community transformation for the glory of God.

## CHURCH SYMBOLISM

Ancient to modern.  
Catacomb to current.  
Old made new.

Historic symbols that live on. The trinity is one of them. It has been influential through simple shapes. Simple shapes representing unity.

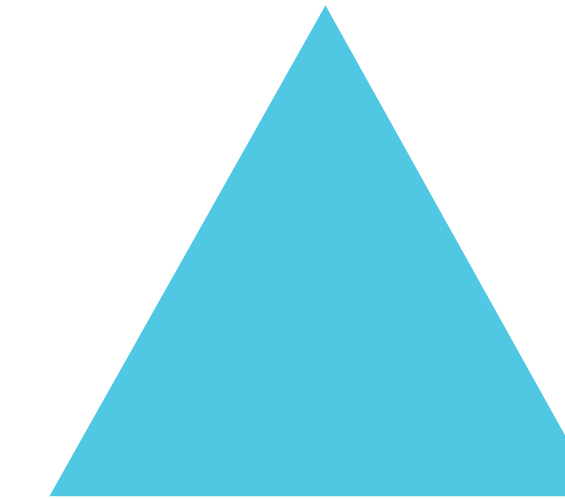
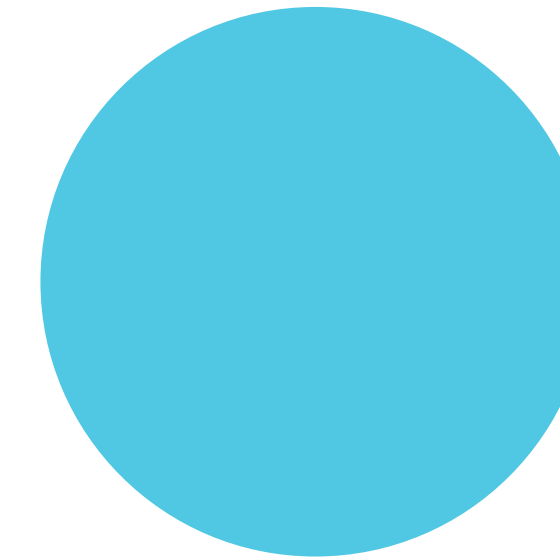
**“Eternity could hardly be represented in Christian art except by the circle, nor could the Trinity be expressed without the triangle or the interwoven circles.”**

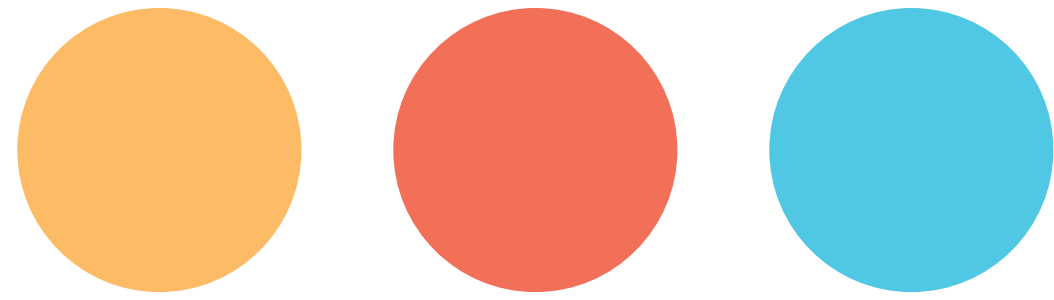
...

\*Inspired by the book  
*Church Symbolism*  
by F. R. Webber  
Copyright 1927

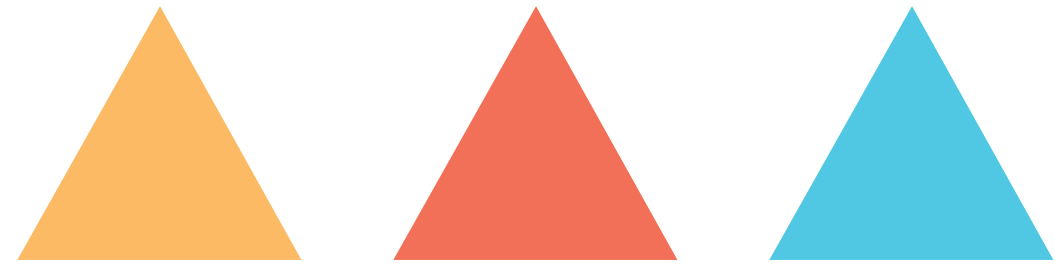
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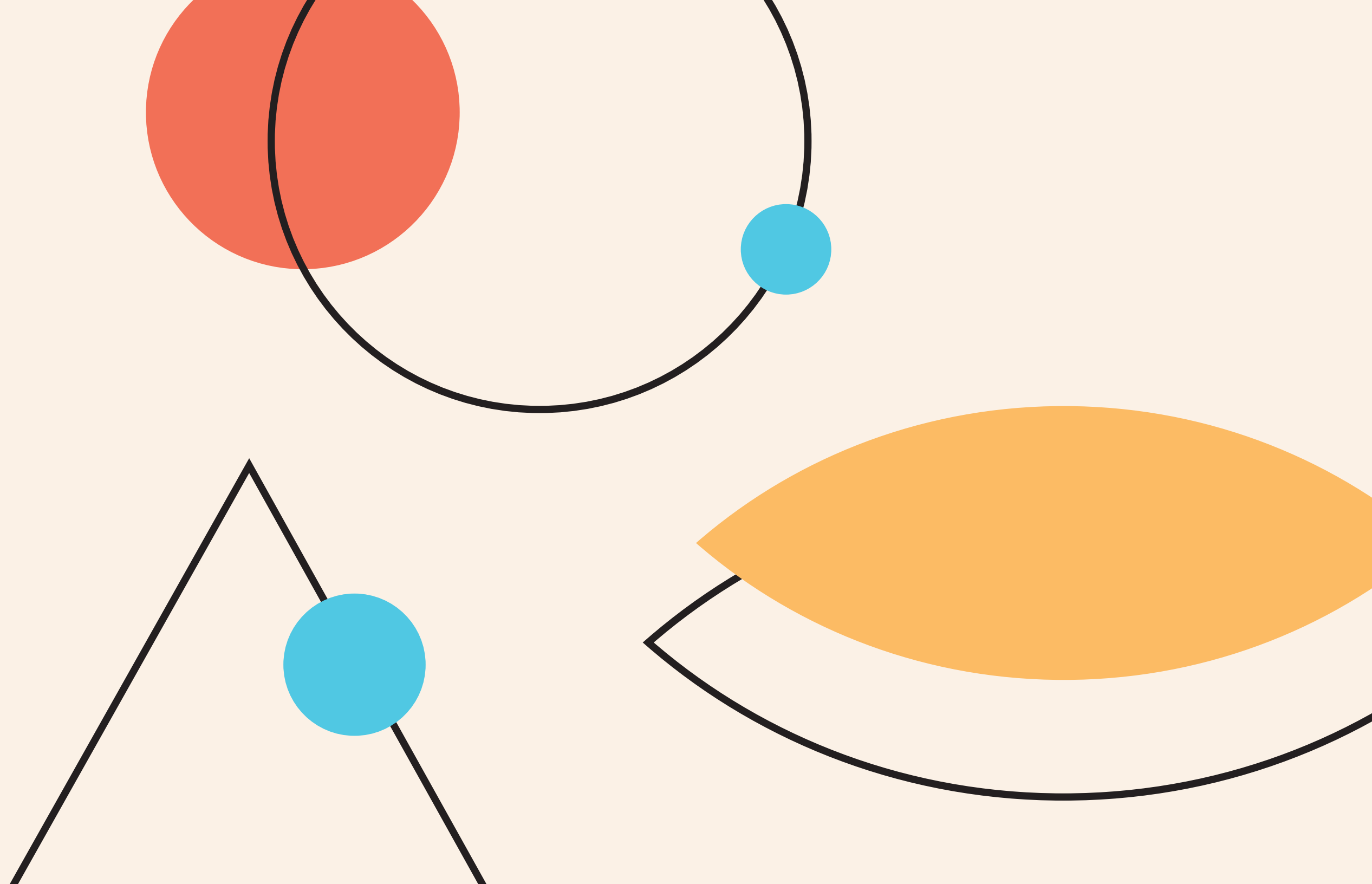
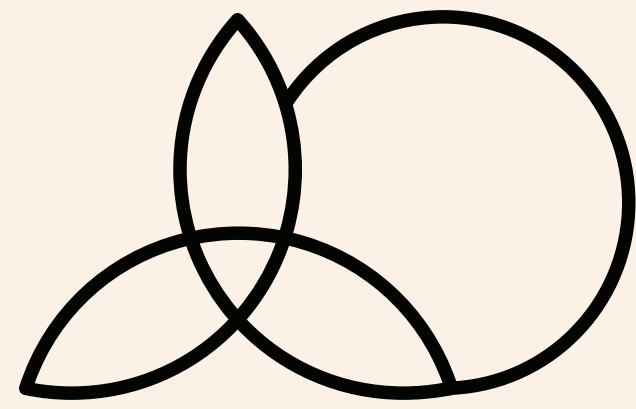
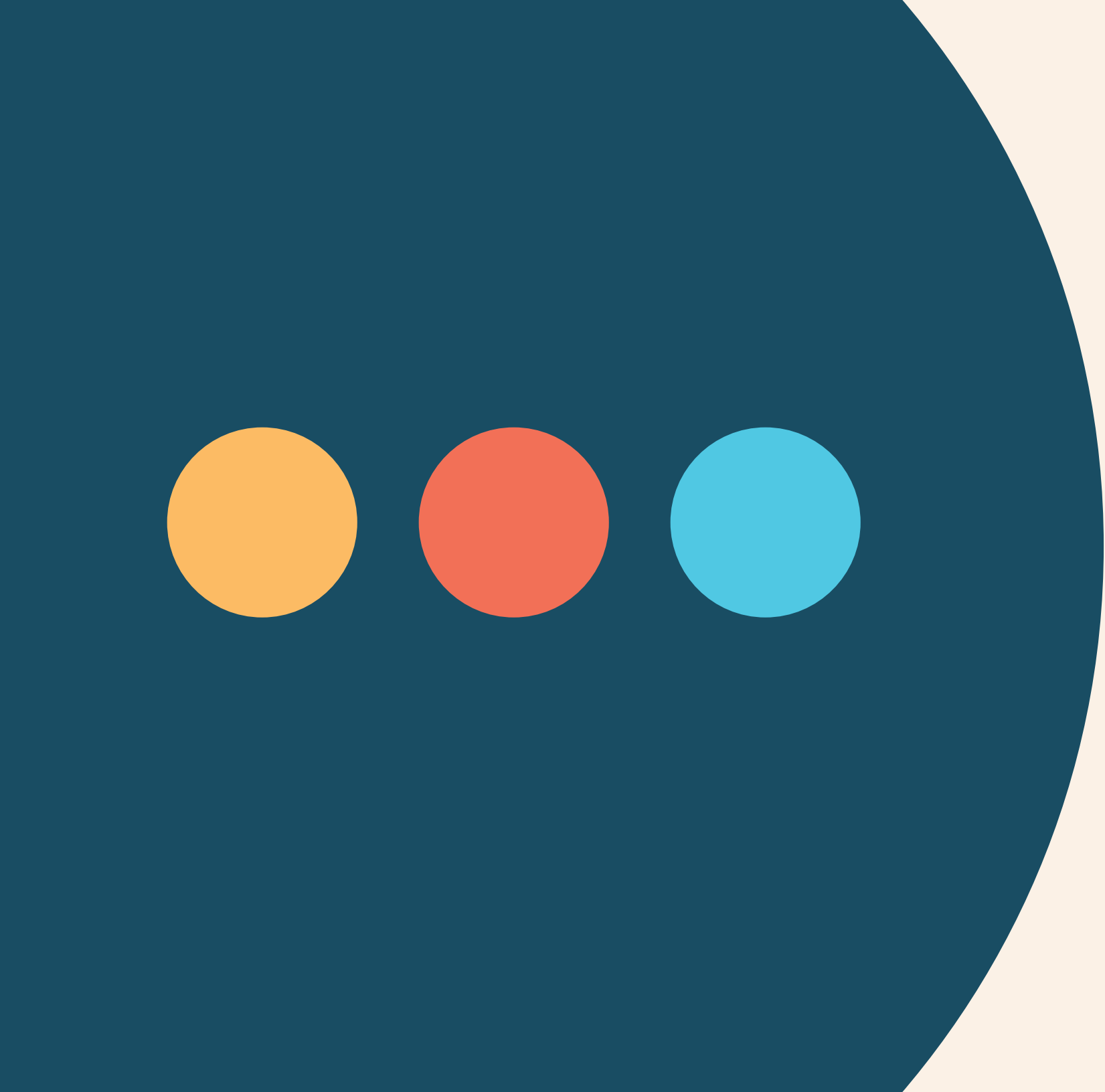
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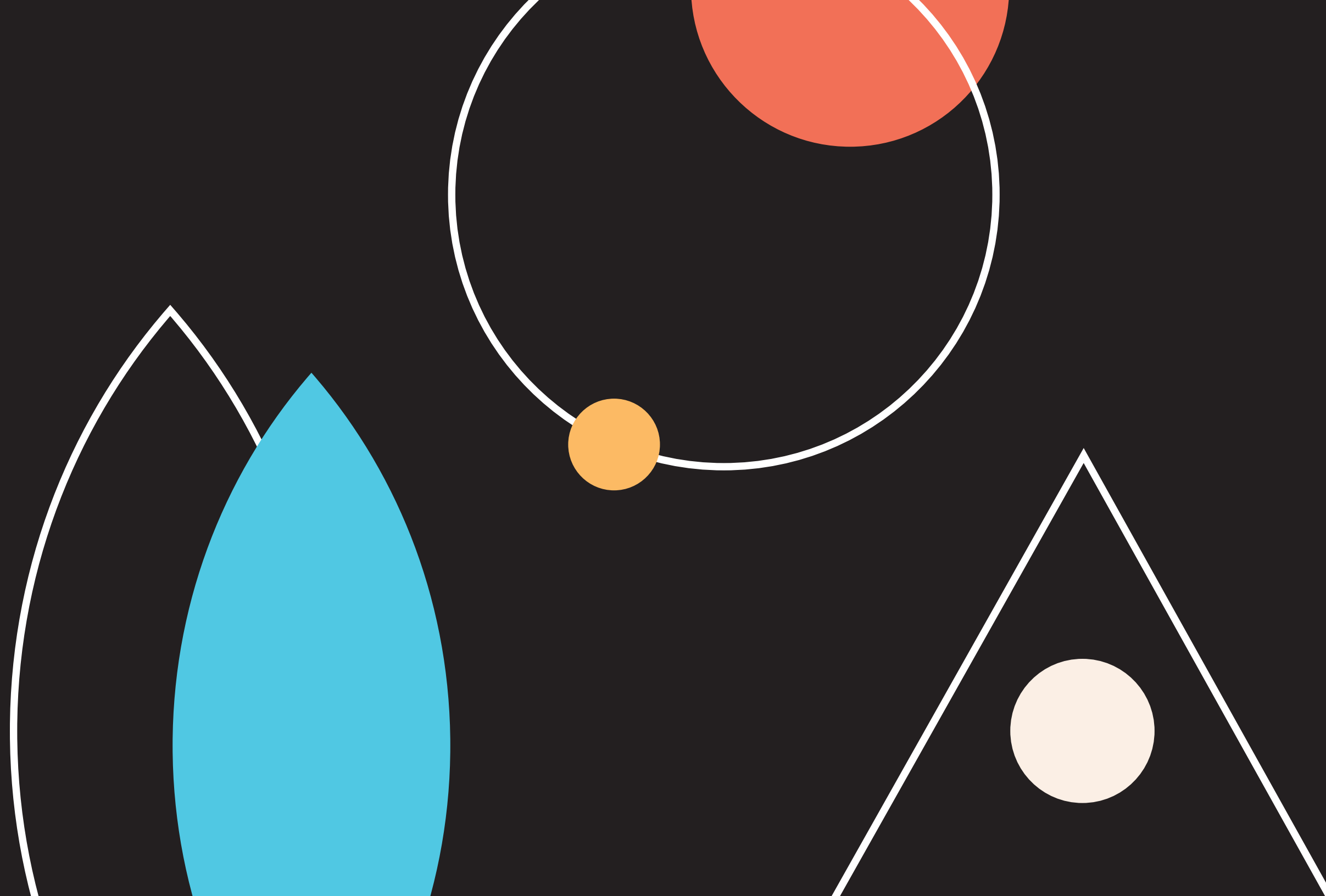
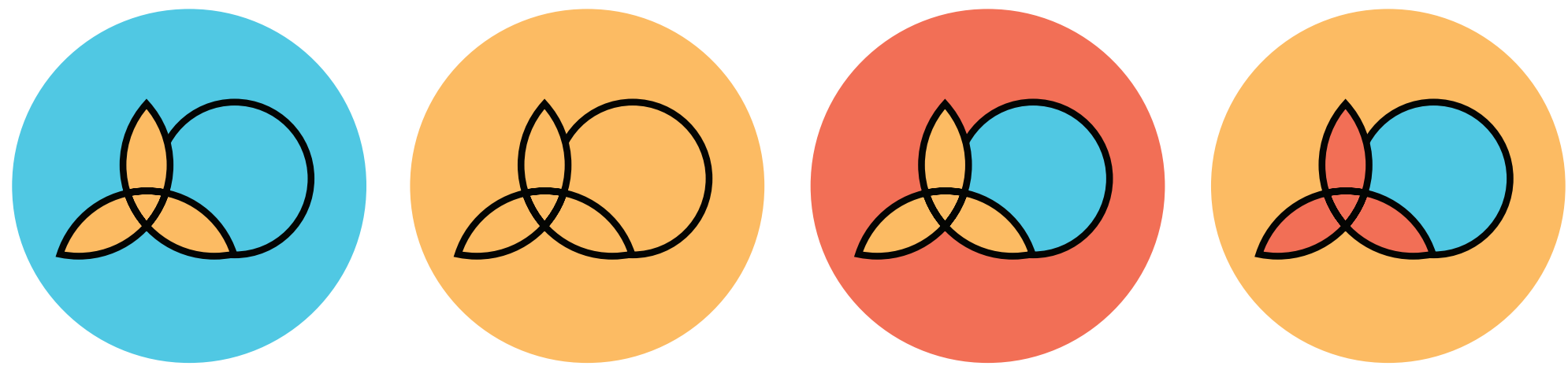




These shapes can be used at small and larger scales. These can be used as decor or added assets to any design.



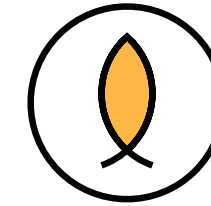
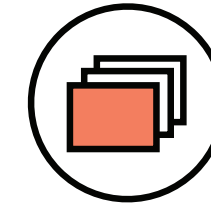
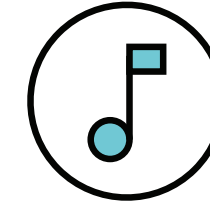
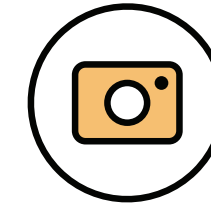
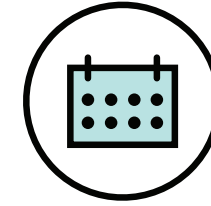




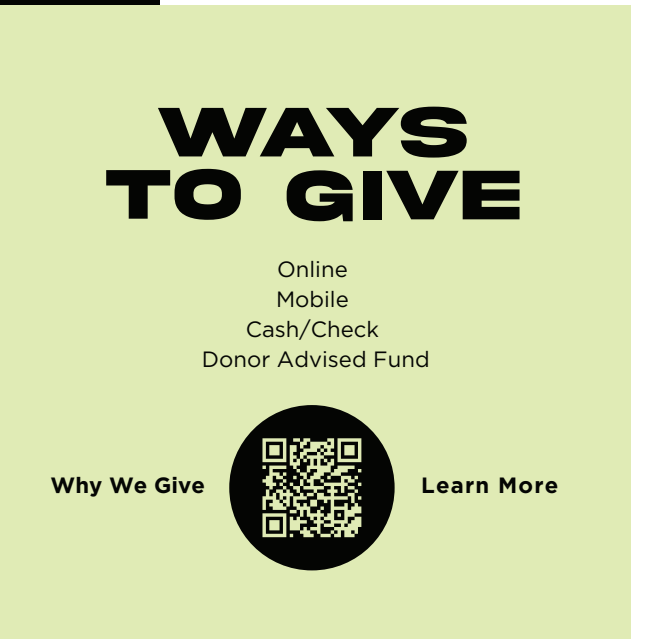


# Iconography

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# Templates



Name \_\_\_\_\_

Email \_\_\_\_\_

Phone # \_\_\_\_\_

How would you like to connect?

Text

Call

Meet Up for Coffee!

**DROP OFF** *in the Connections Center*



10

# Photography

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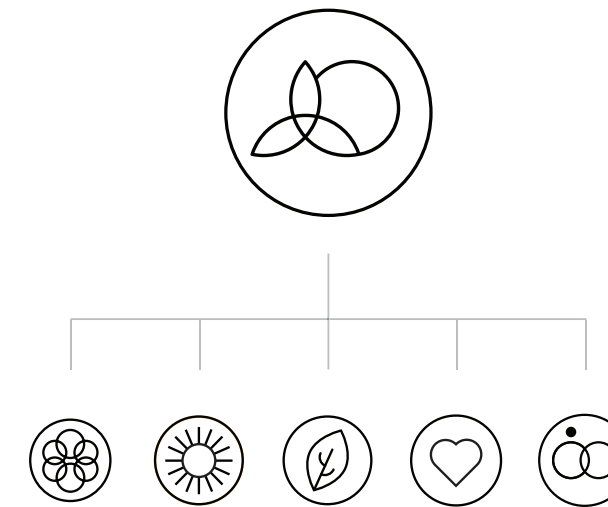
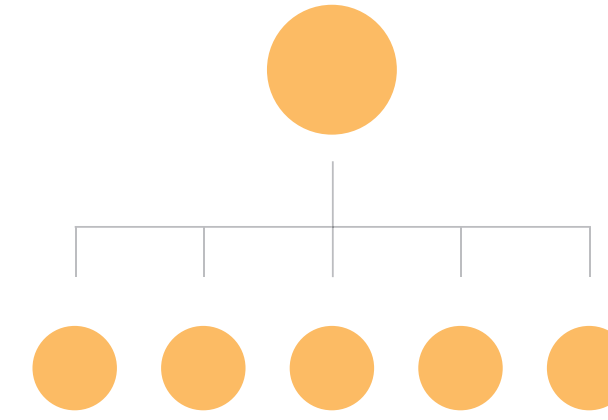


# Ministries

## BRANDED HOUSE

A *Branded House* is when a single identity is expressed intentionally throughout everything in the organization. In other words, under one name or branding umbrella.

Each ministry is associated with the main brand, sharing its name, visual identity and style, values, and messaging.



● Prov**Arts**

● Prov**Lifegroups**

● Prov**YoungAdults**

● Prov**Disciple**

● Prov**Missions**

● Prov**Youth**

Prov**MiddleSchool**

Prov**HighSchool**

● Prov**Business**

● Prov**Care**

● Prov**Finance**

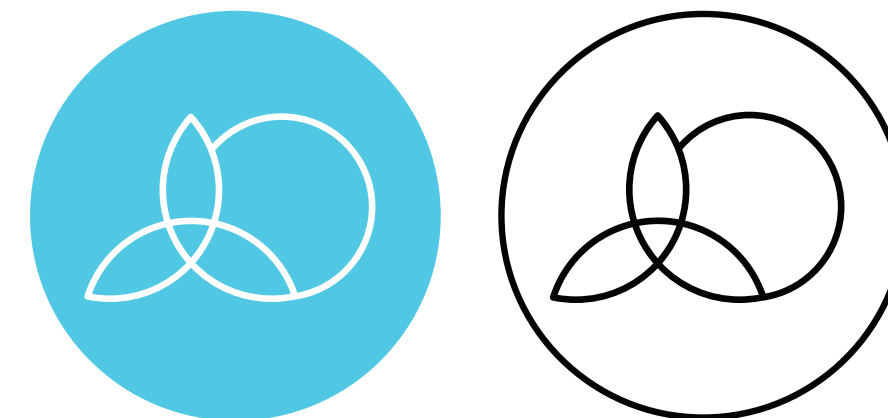
● Prov**Marriage**

● Prov**College**

● Prov**Kids**

● Prov**LocalOutreach**

PROVIDENCE  
CHURCH



-   Prov**Lifegroups**
-   Prov**Finance**
-   Prov**Care**
-   Prov**Business**
-   Prov**Arts**