

EMBRACE CHURCH

Style Guide



This style guide was created for Embrace Church in 2022. The style guide serves to brand the church presence and create a standard for the look and feel of print, web and the social presence.

Why the leaf?

Embrace Church has a long history with oak leaves. Founding pastor, Josh Agerton, originally snagged a few acorns from the grounds of Cornerstone Church. (Embrace Church began as a second location of Cornerstone Church in Auburn, AL.) These acorns were planted and groomed to be planted on the grounds of the new building. The church also backs up to a forestry preserve. And let's not forget the ties to the University in Auburn, Alabama.

Embrace Church was founded on the biblical story of the prodigal son. We're all *embraced* by Jesus.

"But while he was still a long way off, his father saw him and felt compassion, and ran and embraced him and kissed him."

Luke 15:20

LOGOS

vertical



horizontal



stand-alone text



stand-alone logo



vertical



horizontal



stand-alone text



stand-alone logo



Fonts

THIS IS A HEADER.

This is body text.

"quote, quotes, and quotes."

Accents fonts to stand out.

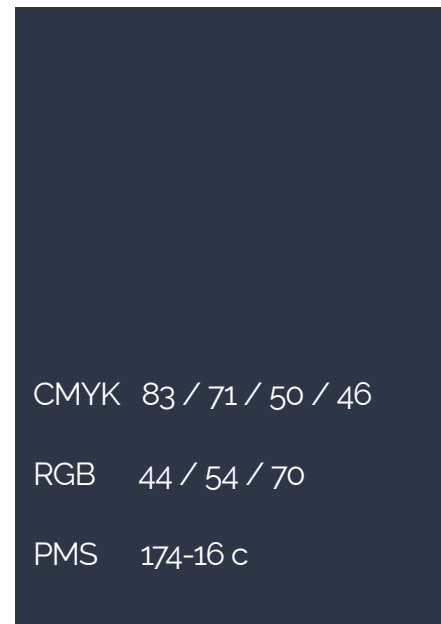
BENTONSANS EXTRACOMP BLACK.

Raleway.

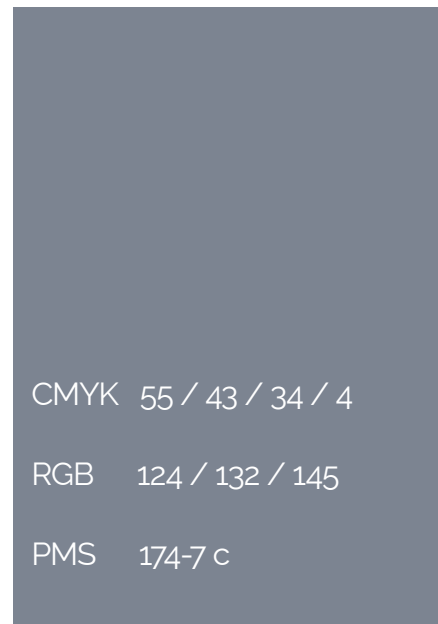
Quicksand.

Bodoni 72.

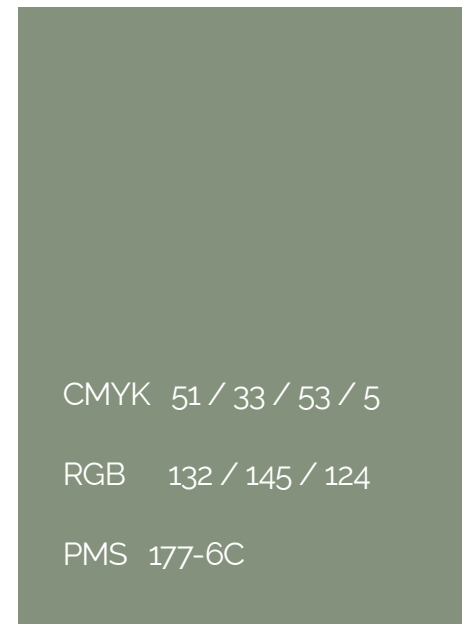
COLOR COMBINATIONS



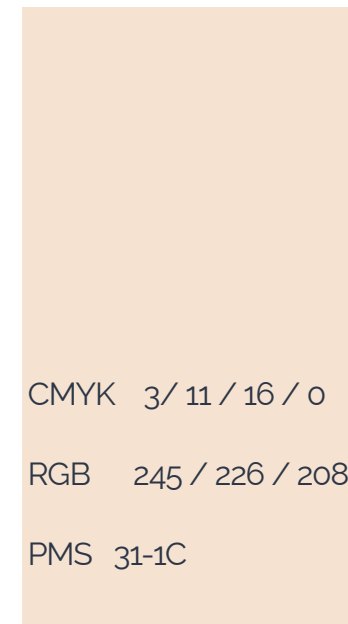
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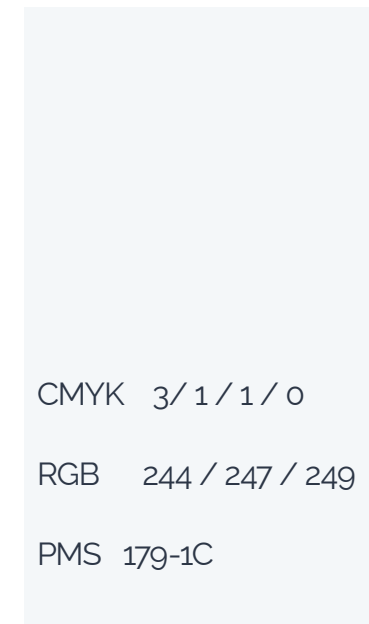
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CHURCH

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