

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

embrace
CHURCH

stand-alone logo



vertical



horizontal



stand-alone text

embrace
CHURCH

stand-alone logo



FONTS

THIS IS A HEADER.

This is body text.

"quote, quotes, and quotes."

Accents fonts to stand out.

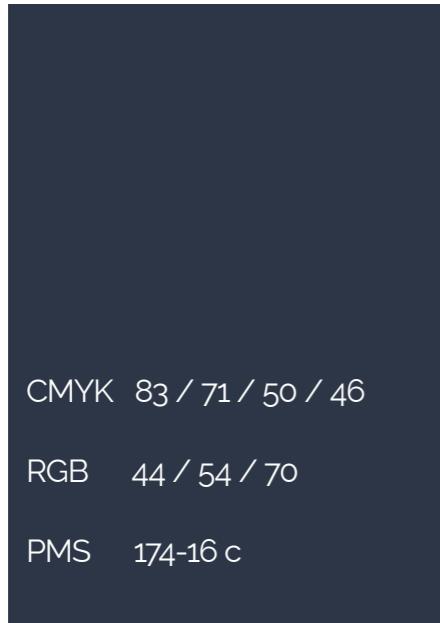
BENTONSANS EXTRACOMP BLACK.

Raleway.

Quicksand.

Bodoni 72.

COLOR COMBINATIONS

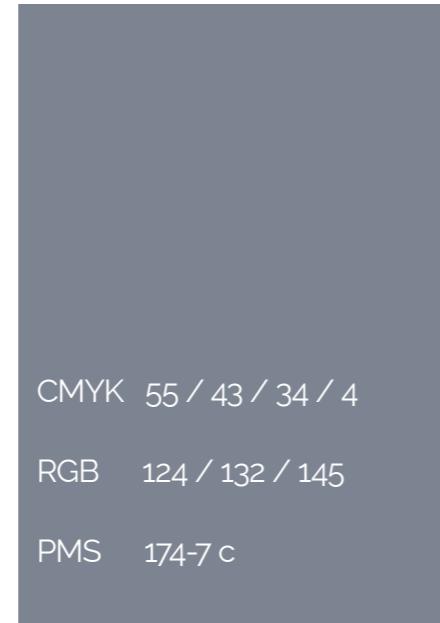


CMYK 83 / 71 / 50 / 46

RGB 44 / 54 / 70

PMS 174-16 c

hex #2c3646

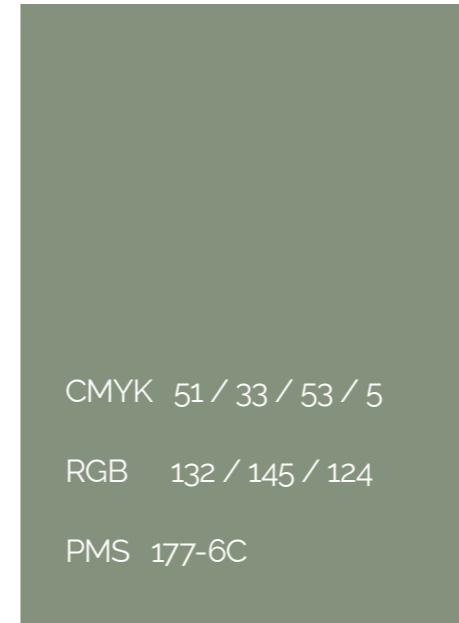


CMYK 55 / 43 / 34 / 4

RGB 124 / 132 / 145

PMS 174-7 c

hex #7c8491

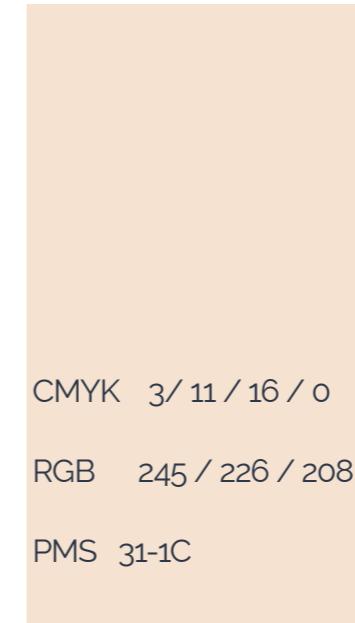


CMYK 51 / 33 / 53 / 5

RGB 132 / 145 / 124

PMS 177-6C

hex #84917c

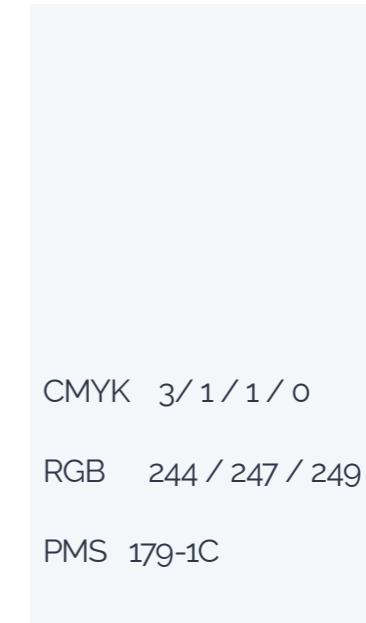


CMYK 3 / 11 / 16 / 0

RGB 245 / 226 / 208

PMS 31-1C

hex #f5e2d0



CMYK 3 / 1 / 1 / 0

RGB 244 / 247 / 249

PMS 179-1C

hex #f4f7f9

embrace
CHURCH

embrace
CHURCH

embrace
CHURCH