spreadtruth

Brand Guidelines

Brand Guidelines

This document contains the rules for Spread Truth's visual communication system. Follow these rules to maintain brand consistency.

This includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for Spread Truth's materials.

Primary Logo

Utilizing an arrow, the Spread Truth logo evokes a sense of movement. It's clear that Spread Truth's mission is to see the gospel and God's Truth shared broadly. An arrow is a wayfinding symbol, used to understand direction. Spread Truth wants to see the Gospel find its way into people's hearts and to radically change the direction of their life.
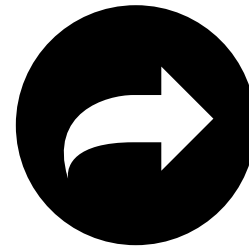
spread**truth**

Primary Logo

Secondary Logo

The secondary mark should be used in smaller use-cases (e.g. favicon, social media profile pictures, etc.)

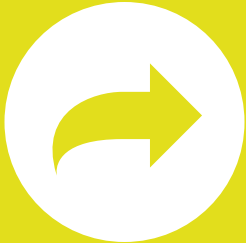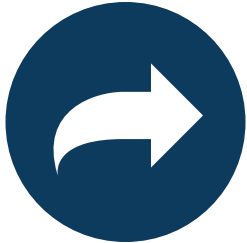Secondary Logo

Logo Color

The primary logo can be used in black, white, or navy.

spread**truth**

spread**truth**

Logo Color

The secondary logo may be used in any of the brand colors, but primarily the navy.

Favicon

Spread Truth

Color Palette

We've selected colors to provide an energetic and consistent color scheme across digital and print applications. These specific colors evoke a sense of excitement and purpose that aligns with Spread Truth's mission.

The navy is the primary brand color.

The yellow-green and teal are secondary colors.

The gray is a tertiary color.

Primary Palette
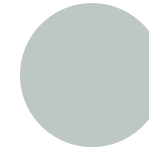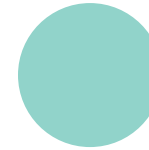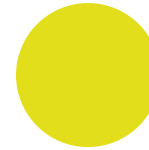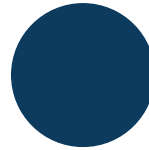
Hex	#003A5D	#E2E000	#8AE2D1	#BEC6C3
RGB	0, 58, 93	226, 224, 0	138, 226, 209	190, 198, 195
CMYK	100, 74, 40, 32	16, 1, 100, 0	42, 0, 24, 0	26, 15, 20, 0
Pantone	302	396	332	441

Typography

Brandon Text Regular should be the primary font used in the Spread Truth brand.

Brandon Text Regular

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwzyz
0123456789
&@£$%[]!?*°

Modern Regular may be used within Spread Truth's marketing materials carefully. It should not be used for body copy, but rather for headlines.

Modern Regular

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwzyz
0123456789
&@£$%[]!?*º

Imagery

Leveraging the benefits of lifestyle photography, the imagery implemented uses bright, natural light and shows the relational aspect of Spread Truth.