WOODRIDGE

BAPTIST CHURCH

STYLE GUIDE

ABOUT THIS GUIDE

The purpose of this guide is to provide set rules that everyone will abide by. This is not a book of suggestions, but rather a book that answers questions about the correct and incorrect ways to use anything Woodridge related in any sort of visual manner. This guide is designed to help us communicate to our audience consistently and clearly. The information following is designed to serve as how to communicate everything related to our church brand.

WHY IS IT IMPORTANT?

Clear, consistent communication across our organization is important for several reasons:

1. Professionalism
When people have a professional (yet friendly) experience with us, it allows them to take our messages more seriously.

2. Clarity
When we follow certain standards, it helps people to see what matters most to us. It also helps them to know where to find things and when to expect them to be delivered.

3. Consistency
Consistent high-quality communication helps build trust and lets people know what to expect.

The Director of Communication oversees what you read, touch or click at Woodridge. Their job is to serve Jesus by serving our people through serving you.

If you have questions about anything in the guide, feel free to contact Michael Ashby at mashby@woodridge.org.

THE BASICS

Always include the Woodridge logo on every public piece (see logo guidelines for appropriate uses.)

Always include the website address on public pieces.

Every piece should cover the necessary basics of: Who, What, Where, When, Why and How (also known as call to action).

Every piece should end with the next step (what do I do next?)

Any publication that will be viewed inside or outside the church should be proofed by the Communication office 1 week prior to use or printing.

All mass emails (emails to more than 50 people) must go through the Communications office to make sure we are in compliance with the CAN-SPAM Act. We want to make sure that your email is effective by reducing the overall number (quantity) of emails a church member or visitor receives on a normal basis.

Ministries should refrain from creating individual social media account and/or websites unless prior approval has been given by the Communications office. We want to maximize our social media reach by having a centralized strategy with one page per social media account that focuses on church-wide content, but also includes ministry content.

Any materials not designed by the Communications office must be done by using a Canva template. You many not change the design, font or colors of a canva template. All designs must be approved by the Communications office 1 week prior to use of printing.

Any ministry requesting materials to be designed by the Communications office must submit their request in writing 2 weeks prior to use or printing via the on-line communication request form. This form can be found at https://form.jotform.us/woodridge/communication-request-form

LOGO
2-LINE LOGO

The 2-line logo is available in full color, black and white.
All logos are available for download at public>logos>wbc logos

RULES:

The horizontal 2-line logo is the most commonly used logo. This is the default logo.

Adequate space should be left around the logo. See red lines.

The color version of the logo should only be displayed on white or off-white backgrounds. Textured background in these shades are also acceptable.

The 1-color version (black or white logo) should be used for any color background.

Never use a drop shadow on the logo.

Never alter, add to, or attempt to recreate the logo in any way. This includes incorporating the logo into other designs. Never change the logo colors.

LOGO
STACKED LOGO

The stacked logo is available in full color, black and white.
All logos are available for download at public>logos>wbc logos

RULES:

The stacked logo is to be used sparingly. Use this logo only when it can stand alone and/or be surrounded by large amounts of empty space.
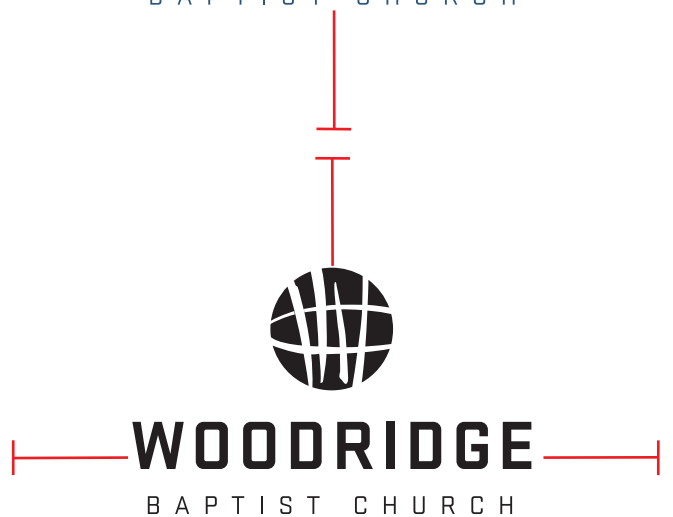
Adequate space should be left around the logo. See red lines.

The color version of the logo should only be displayed on white or off-white backgrounds. Textured background in these shades are also acceptable.

The 1-color version (black or white logo) should be used for any color background.

Never use a drop shadow on the logo.

Never alter, add to, or attempt to recreate the logo in any way. This includes incorporating the logo into other designs. Never change the logo colors.

WOODRIDGE
BAPTIST CHURCH

WOODRIDGE
BAPTIST CHURCH

WOODRIDGE
BAPTIST CHURCH

LOGO
ICON LOGO

The icon logo is available in full color, black and white.
All logos are available for download at public>logos>wbc logos

RULES:

The icon should be used primarily for internal audiences, (i.e. people who are already familiar with the materials that come from Woodridge.)
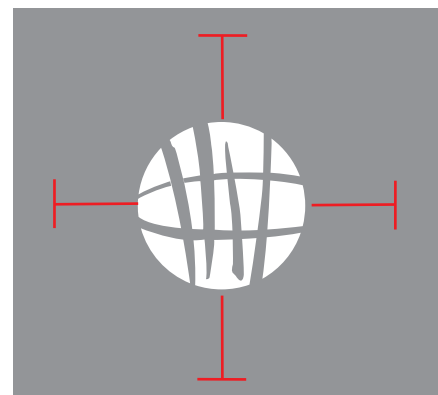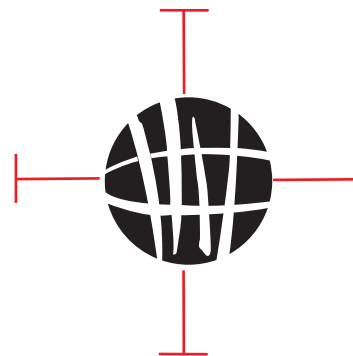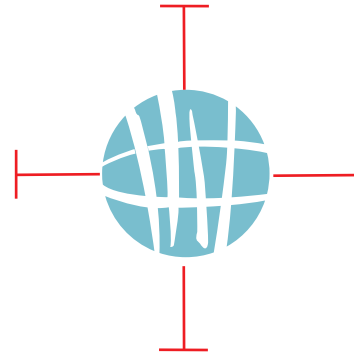
Adequate space should be left around the logo. See red lines.

The color version of the logo should only be displayed on white or off-white backgrounds. Textured background in these shades are also acceptable.

The 1-color version (black or white logo) should be used for any color background.

Never use a drop shadow on the logo.

Never alter, add to, or attempt to recreate the logo in any way. This includes incorporating the logo into other designs. Never change the logo colors.

LOGO
MINISTRY

The ministry logos are available in full color, black and white.
All logos are available for download at public>logos>ministry logos

RULES:

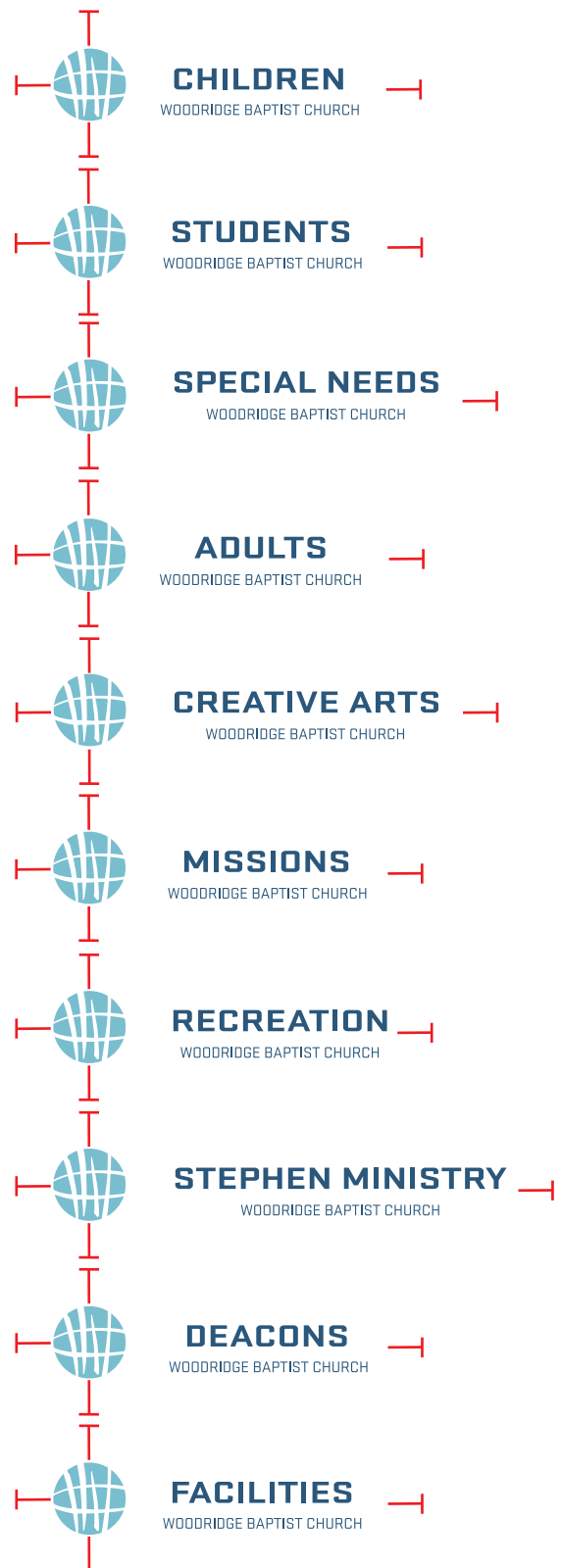The ministry logo can be used internally (Woodridge) and externally (Community).

Adequate space should be left around the logo. See red lines.

The color version of the logo should only be displayed on white or off-white backgrounds. Textured background in these shades are also acceptable.

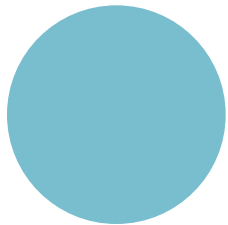The 1-color version (black or white logo) should be used for any color background.

Never use a drop shadow on the logo.

Never alter, add to, or attempt to recreate the logo in any way. This includes incorporating the logo into other designs. Never change the logo colors.
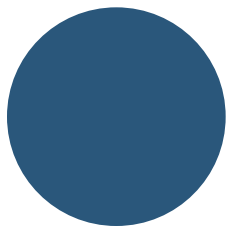
CHILDREN
WOODRIDGE BAPTIST CHURCH

STUDENTS
WOODRIDGE BAPTIST CHURCH

SPECIAL NEEDS
WOODRIDGE BAPTIST CHURCH

ADULTS
WOODRIDGE BAPTIST CHURCH

CREATIVE ARTS
WOODRIDGE BAPTIST CHURCH

MISSIONS
WOODRIDGE BAPTIST CHURCH

RECREATION
WOODRIDGE BAPTIST CHURCH

STEPHEN MINISTRY
WOODRIDGE BAPTIST CHURCH

DEACONS
WOODRIDGE BAPTIST CHURCH

FACILITIES
WOODRIDGE BAPTIST CHURCH

LOGO
COLORS

The following colors are approved for the Woodridge logo. You may not change the colors of the Woodridge logo.

7CBECF

C 50
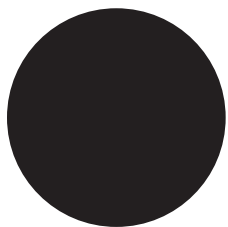M 9
Y 15
K 0

R 124
G 190
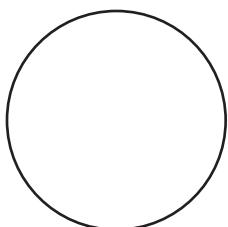B 207

2C577B

C 89
M 65
Y 32
K 13

R 44
G 87
B 123
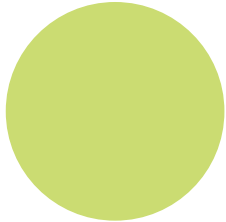
231F20

C 0
M 0
Y 0
K 100

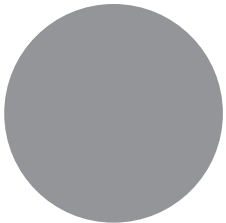R 35
G 31
B 32

FFFFFF

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

LOGO
SUB-COLORS

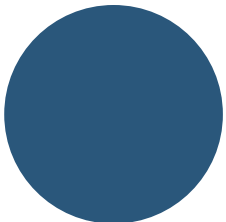*The following colors compliment the Woodridge logo and are approved for Woodridge design templates.*

CBDC73

C	23
M	1
Y	70
K	0

R	203
G	220
B	115

939598

C	0
M	0
Y	0
K	50

R	147
G	149
B	152

2C577B

C	89
M	65
Y	31
K	13

R	44
G	87
B	123

LOGO
FONTS

WOODRIDGE IS STRATUM1 BOLD IN ALL CAPS
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 0 1 2 3 4 5 6 7 8 9

BAPTIST CHURCH IS STRATUM1 LIGHT IN ALL CAPS
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 0 1 2 3 4 5 6 7 8 9

TYPOGRAPHY

Woodridge has two font options to be used in all official church-branded materials, and in internal/external materials.

Using the chosen fonts:

Establishes familiarity to the audiences of Woodridge.

Visually associates your project with the overall brand of Woodridge.

Unifies Woodridge materials and promotes consistency. A consistent look and feel in materials allows our messages to be seen/heard with less distraction.

RULES:

Do not substitute fonts without permission of the Communications Office.

If you need assistance installing a font or you see a font error, please contact the Communications Office.

TYPOGRAPHY
FONT OPTION ONE

You can download the Aileron font for free at http://www.1001fonts.com/aileron-font.html
This font is also available on Canva.com

HEADLINES

HEADLINE RULES:

Use Aileron Heavy for headlines only.

Do not use Aileron Heavy for more than two consecutive lines of text.

As the headline font, ensure this font is used at a larger font size.

THIS IS AILERON HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&*()[]{}_+-=?""".,/\|
1234567890

There are no lower-case letters
NEVER TIGHTEN THE KERNING
DO NOT USE THIS FONT IN SMALL SIZE

SUB- HEADLINES

SUB-HEADLINE RULES:

Use Aileron Regular for sub-headlines.

Do not use Aileron Regular for more than two consecutive lines of text.

Never use lower-case letters

THIS IS AILERON REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&*()[]{}_+-=?"".,/\|
1234567890

Never use lower-case letters

BODY TEXT

BODY TEXT RULES:

Use Aileron Thin for body text.

Do not adjust kerning.

Do not use as a headline or sub-headline.

This is Aileron Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&*()[]{}_+-=?"".,/\|
1234567890

Never use Aileron Thin for headlines or sub-headlines.
Aileron Thin should only be used for body copy.

TYPOGRAPHY
FONT OPTION TWO

You can download the Playlist Script font at
https://www.ffonts.net/Playlist-Script.font.download and theJosefin font set for free at
http://www.1001fonts.com/search.html?search=Josefin+sans&x=0&y=0
This font is also available on Canva.com

HEADLINES

HEADLINE RULES:

Use Playlist Script for headlines only.

Do not use Playlist Script for more than one line of text.

As the headline font, ensure this font is used at a larger font size.

This is Playlist Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&()[]{}_+-=?'"".,/\|*
1234567890

Use in Lower Case Letters

SUB- HEADLINES

SUB-HEADLINE RULES:

Use Josefin Sans Bold for sub-headlines.

Do not use Josefin Sans Bold for more than two consecutive lines of text.

Never use lower case letters

THIS IS JOSEFIN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&*()[]{}_+-=?˝˘`.,/\|
1234567890

Never use lower-case letters

BODY TEXT

BODY TEXT RULES:

Use Josephin Slab for body text.

Do not adjust kerning.

Do not use as a headline or sub-headline.

This is Josephin Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&*()[]{}_+-=?˝˘`.,/\|
1234567890

Never use Josephin Slab for headlines or sub-headlines. Josephin Slab should only be used for body copy.

TYPOGRAPHY
FONT SAMPLES

Font Option 1 - Aileron Font Set

WEDNESDAY NIGHT DISCIPLESHIP CLASSES

BEGIN SEPTEMBER 13, 2017
6:45 PM

We offer various Bible study classes every
semester for the whole family.

www.woodridge.org/discipleship

WOODRIDGE
BAPTIST CHURCH

Font Option 2 -Playlist Font & Josefin Font Set

Wednesday Night Discpleship Classes

BEGIN SEPTEMBER 13, 2017
6:45 PM

We offer various Bible study classes every
semester for the whole family.

www.woodridge.org/discipleship

WOODRIDGE
BAPTIST CHURCH