

**FALL 2020**

STYLE GUIDE



**SADDLEBACK CHURCH**



# Hello Fall

## YOU'RE MY FAVORITE

Our visual identity for fall is based on abstract illustrations. We've illustrated a set of customized scenes for this season. They depict finding moments of joy while we're mostly at home and engaging with our church family online. The art is warm and lighthearted, reminding us that we can still thrive even while our world looks a bit different.



# Illustrations

## MOMENTS THESE DAYS

We've been spending a lot of time at home. We're worshipping online. We're doing drive-thru events. Despite the changes, we want to encourage people they can still thrive in these moments rather than just survive. These scenes capture that thought.

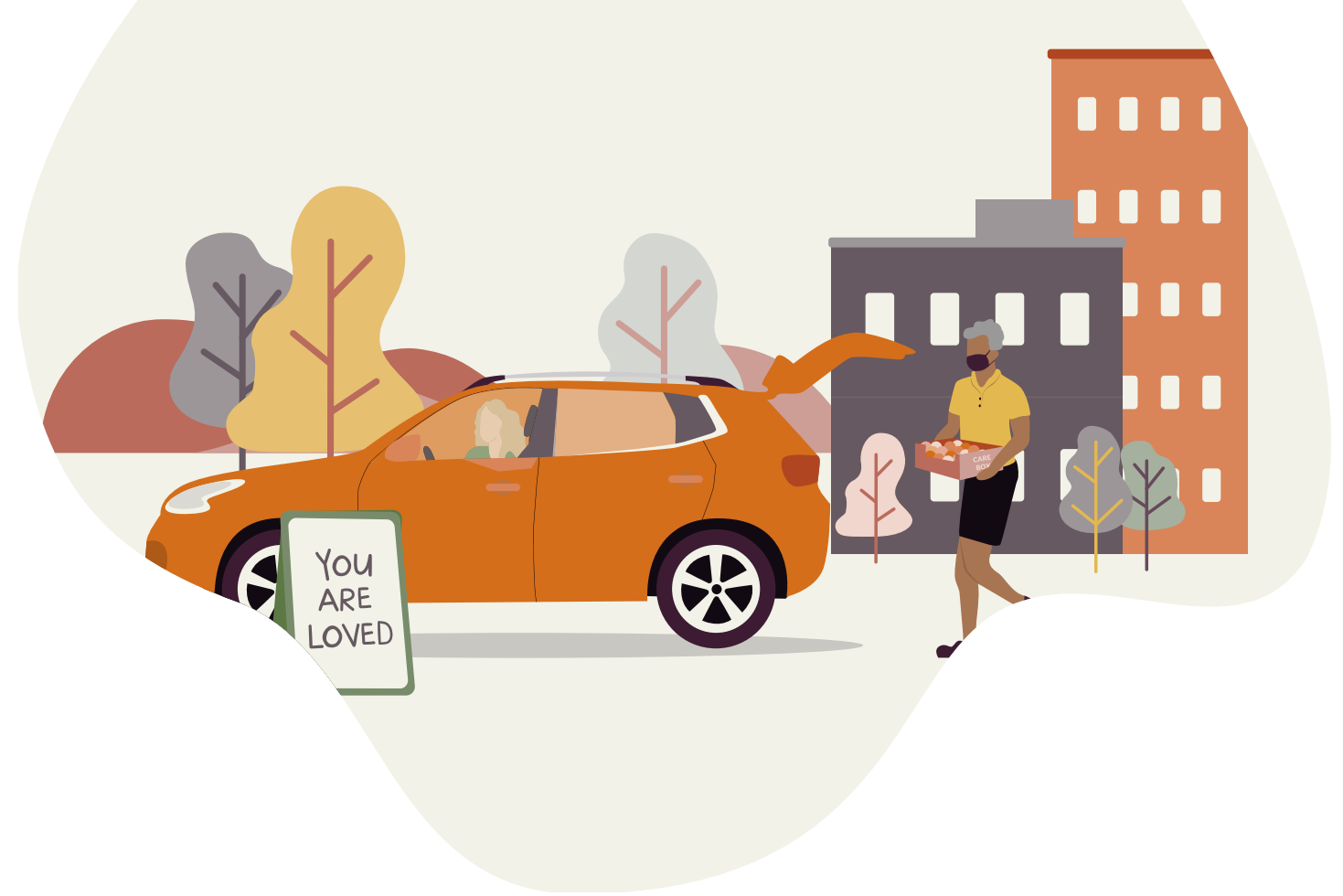
These illustrations are meant to inform designs through the use of shapes, objects, and colors. Not all layouts need a fully-illustrated scene, unless it fits your project almost exactly.



To keep the unique style of this brand consistent, avoid creating new illustrations.

# Illustrations

MOMENTS THESE DAYS



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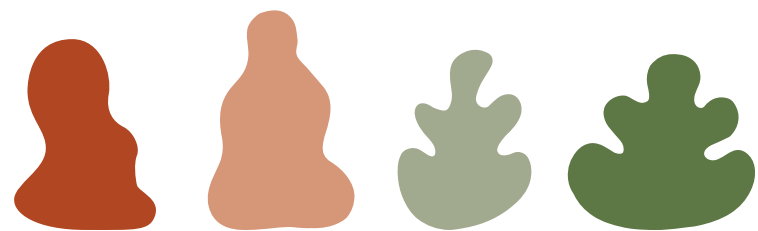
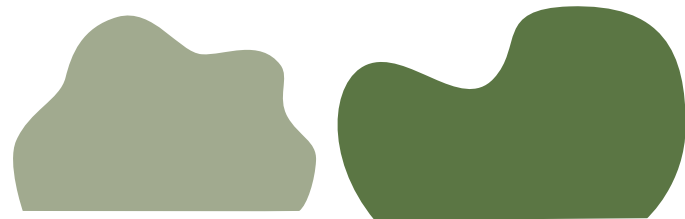
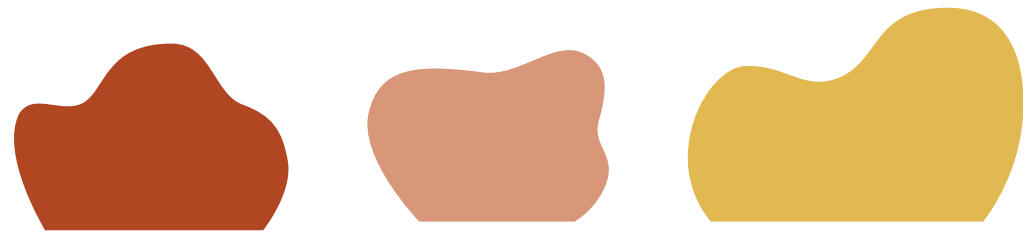


# Design Elements

## IT'S ALL IN THE DETAILS

The following shapes and objects are to be used as supporting elements in layout. When possible, build your layout with just objects and/or shapes, keeping in mind to not add too many at once so as not to make your layout look busy. In order for this brand to last for months, extracting these shapes and objects will help the longevity of this look

### Shapes, Objects, & People



# Colors

## THAT FALL FEELING

The palette ranges from saturated to light through the use of tints. Using no more than 2-3 colors in a layout will help keep the brand fresh over the next few months.

<b>Cinnamon</b> CMYK 20   85   100   0 RGB 177   70   34 HEX #B84626	<b>Soft</b> 15   64   75   8 189   110   74 #C66E4A	<b>Half</b> 10   43   50   5 214   151   120 #D69778	<b>Quarter</b> 5   21   25   5 235   209   194 #EBD1C2
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<b>Pumpkin</b> CMYK 10   65   100   5 RGB 212   110   26 HEX #D47024	<b>Soft</b> 8   50   75   5 220   141   80 #DC8D50	<b>Half</b> 5   35   50   3 230   170   127 #E6AA7F	<b>Quarter</b> 3   18   25   5 243   220   199 #F3DCC7
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<b>Cider</b> CMYK 10   30   80   0 RGB 226   184   80 HEX #E6B350	<b>Soft</b> 8   23   60   0 235   195   122 #EBC37A	<b>Half</b> 5   15   40   0 241   213   162 #F1D5A2	<b>Quarter</b> 3   8   20   0 248   236   215 #F8ECD7
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<b>Pine</b> CMYK 65   35   85   20 RGB 93   119   69 HEX #5C7645	<b>Soft</b> 49   26   64   15 124   142   103 #7C8E67	<b>Half</b> 33   18   43   10 161   171   143 #A1AB8F	<b>Quarter</b> 17   9   22   5 213   215   203 #D5D7CB
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<b>Mulberry</b> CMYK 65   90   50   60 RGB 62   28   52 HEX #3B1530	<b>Soft</b> 50   68   38   45 91   62   80 #5B3E50	<b>Half</b> 33   45   25   30 133   109   122 #856D7A	<b>Quarter</b> 17   23   13   15 198   186   192 #C6BAC0
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### Text *On white*

<b>Charcoal</b> CMYK 0   0   0   85 RGB 77   77   79 HEX #4D4D4F
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### Accents *Use less often*

<b>Apple</b> CMYK 25   95   90   15 RGB 170   48   48 HEX #A82D2D	<b>Soft</b> 19   68   68   12 184   94   79 #B85E4F	<b>Half</b> 13   45   45   8 204   142   123 #CC8E7B	<b>Quarter</b> 7   23   23   4 230   203   193 #E6CBC1
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<b>Turquoise</b> CMYK 85   35   25   0 RGB 4   135   165 HEX #0087A8	<b>Soft</b> 64   27   19   0 95   157   184 #5F9DB8	<b>Half</b> 43   18   13   0 147   183   204 #93B7CC	<b>Quarter</b> 22   9   7   0 210   222   231 #D2DEE7
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*Soft is a 75% tint of the main color, Half is 50%, and Quarter is 25%*

# Typography

FALL IS JUST MY TYPE

This brand introduces two new fonts in addition to Lato, the main font of Saddleback—Roboto Slab Medium and Comfortaa Bold—both which can be found for free at [fonts.google.com](https://fonts.google.com).

*Say hello to . . .*

## Roboto Slab Medium

*and*

COMFORTAA BOLD

*And we all remember . . .*

**Lato Black**

Download these fonts for free at [fonts.google.com](https://fonts.google.com).

# This Is Special Header 1

Roboto Slab Medium | 0 Tracking | Title Case

## THIS IS SPECIAL HEADER 2

Comfortaa Bold | 200 Tracking | All Caps

### This Is Header 3 (H3)

Lato Black | 0 Tracking | Title Case

### THIS IS HEADER 4 (H4)

Lato Black | 0 Tracking | All Caps

This is body text and informational text

Lato Regular | 0 Tracking | Sentence Case

*This is special text*

Lato Italic | 0 Tracking | Sentence Case

This is also special text

Comfortaa Bold | 0 Tracking | Sentence Case

Special Header 1 can be used for promotional headers.

Special Header 2 can be used for inspirational statements.

Special Headers 1 & 2 can also be paired together where appropriate.



# Simple Layouts

The following are meant to serve as inspiration for layouts. Mix and match the shapes, objects, and colors to create even more layouts that belong in this look. These are ideas for how to make simple layouts when an illustrated scene doesn't fill the need.

## Layouts using objects and shapes



# Photo Layouts

Refer to these ideas for how to incorporate photos in your layout.

## Frames



## Cutouts



# Detailed Layouts

These are sample layouts on how to use the illustrations properly. Since we have a limited number of scenes, please save these for when your layout calls for something very specific that these depict.

## Full Scenes



## Partial Scenes



# Thank You

DANKE GRACIAS SALAMAT 謝謝

