



Stonecroft®

Branding Guide

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Dear Stonecroft Family,

We are all proud to be part of Stonecroft! So, we want others to see it with respect, trust, and warmth. We want others to want to join us.

Our brand has the potential to help us or hinder us. When others see our invitations, resources, signage or online- the brand can help their response to be “I want to know more!”

The way we accomplish that, together, is that we keep everything we do aligned with one guiding brand. We gain credibility through consistency.

This guide was created so that we are helping one another by making our brand look and feel the same, no matter where it is used.

Thank you for being part of building the strength of Stonecroft’s brand by making sure your group, outreach, or zone uses the brand well.

If we can be of help to you as you use the brand guide, please reach out to our team at communications@stonecroft.org.

Blessings on all you do,
Suzy Shepherd

New Resources for You

We are introducing a brand new way to help you in the effort to design on-brand invitations, name tags, and more. **You are now able to select which print piece you need, edit the information to the details of your outreach or meeting, and print them.** When you choose to use these, you won’t have to wonder if you’re on brand. You won’t have to scramble to design something new each time. And, it will make our brand stronger because, from coast to coast, our invitations will look the same.

The following pages outline detailed brand information if you prefer to create on your own. Our hope is that you’ll grow to love using

You can customize and download your own here: [CLICK HERE](http://www.stonecroft.org/branding-guidelines) or go to www.stonecroft.org/branding-guidelines

Our Name

The name Stonecroft has a rich history for us. We had been in existence for many years before moving to a home for our organization. This property was named Stonecroft and it was a warm and welcome home for women who were committed to share God's good news of Jesus. While the original Stonecroft property has since been sold, the name endures and connects us to the heart of our purpose.

"Stonecroft" pieces together two words- stone + croft.

Stone- For us, **our Stone is Jesus, the foundation of all we are and do.**

"The stone that the builders rejected has now become the cornerstone." Psalm 118:22

Croft- A croft is an enclosed field, adjacent to a house.

*"But I say, wake up and look around. **The fields are already ripe for harvest.***

The harvesters are paid good wages, and the fruit they harvest is people brought to eternal life.

John 4:35b-38

What joy awaits both the planter and the harvester alike!

Together, planting and harvesting as one body.

Brand Guidelines

LOGO USAGE

Correct Usage

Consistency builds trust by creating a strong brand. Consistent usage of the logo is just one aspect of building a strong representation of who we are as a ministry and an organization. The materials you create play a vital role in helping grow and expand our brand.

1. Keep the logo clear and easily identified

Use the appropriate background for the logo and keep it clear of obstructing elements. As a safety, keep the logo a minimum of a fourth of an inch away from all other content when working with a half letter page size or smaller. If larger than a half letter, give a half an inch of clearance. White space is good!

2. Use the right variation for your background

The color version should appear on a white or light neutral background for greatest impact. For darker backgrounds, use the reverse (white) version. Please use the PNG files provided for any background color other than white.

3. Choose the right fonts for your materials

There are many fonts to choose from, but in order to establish consistency, please use our brand fonts, or a standard classic font like Georgia or Helvetica. (More info in the Typography section)

4. Match the overall theme of your piece to the color pallet of the logo/brand

If using a color logo, choose colors that complement the logo, not clash with it. Otherwise use a black and/or white logo.

Incorrect Usage

We want our identity to represent us with a clean, bold statement. Here are some examples of incorrect logo modifications and applications.

1. **Do not make another logo.**
2. **Do not modify the logo in any way:** adding elements, effects, type to, or taking away elements from the logo.
3. **Do not use the logotype (words) without the logomark (cross).** You may use the logomark without the logotype.
4. **Do not rotate the logo or any part of the logo.**
5. **Do not distort the proportions (height or width).** Particular attention should be made when placing the logo in an application (such as Microsoft Word or PowerPoint) where the image proportions are changed simply by dragging the corners of the picture window box. This changes the aspect ratio of the logo and should be avoided. Most applications will lock the aspect ratio by holding down the "Shift" key while scaling.
6. **Stoncroft Logo without the tagline may be reproduced is no smaller than 3/4 inch wide by proportional height.**
7. **Do not place the color logo over a busy photograph or textured background.** This is only appropriate in some cases should be approved by the designer.
8. **Do not use the JPG logo on any background other than solid white.**

DESIGN ESSENTIALS

Legibility & Readability

Legibility highly depends on the font used. Serif and sans serif are two basic categories of fonts. A serif is the small detail at the end of some of the strokes that form a letter. (Use the font Georgia for this.) A typeface without serifs is called a sans serif. (Use Helvetica for this.) For print, serif type is best for large bodies of running copy. The serifs help easily distinguish the letterforms for smooth, continuous reading. 10-11 pt size (12-14 for 60+) is best for reading and is ideal for printed copy. Stay away from decorative or complex type for running copy.

Sans serif type does well as headers and subheaders set at a larger font size than the running copy to differentiate content. Sans serif is easily read at larger sizes.

For digital material, we recommend a font size of 14-16 pt, which is why a sans serif may work well for web rather than a serif. Increase your font size by a point or two when using reverse text (white/light colored text over a dark background). Eyes have a harder time reading reverse text in print, so making it larger will help.

Depending on the x-height of a font, the minimum size for readable content is 9 pt. If you find yourself wanting to make your text smaller than 9 pt because it won't fit, you should eliminate some of your text or increase the area available for your content.

- Do NOT write in all caps, only use bold, italic, or underline for emphasis

Leave White Space

Designers use white space to eliminate the feeling of clutter. It gives order and a clear direction of where the eyes should go, as well as an opportunity for the eyes to rest. Please don't attempt to fill your design with images. When you leave the white space, it helps the piece feel more professional and is more easily read. Just like whitespace, margins are important! Margins are essential for all materials, but especially for printed materials. Elements too close to the edge of your item may be clipped due to the variations in printing processes. Printers require at least 1/8 inch safe zone, but your margins should be even larger.

- Leave 1/4 inch MINIMUM margin for materials smaller than half letter (8.5 x 5.5) page size
- Leave 1/2 inch MINIMUM margin for materials half letter page size and larger

SOCIAL MEDIA GUIDELINES

Stonecroft encourages our leaders to use social media to engage your local communities in the events and activities you are planning.

The following guidelines provide some helpful guidelines related to engaging in social media: Stonecroft encourages you to write knowledgeably, accurately, and use appropriate professionalism. Your internet interaction can result in members of the public forming opinions about Stonecroft and the overall Christian community.

1. Privacy

Honor the privacy rights of others by seeking their permission before writing about or displaying happenings that might be considered to be a breach of their privacy and confidentiality. Stonecroft provides photo release documents for your events/activities.

2. Neutrality

Do not post political comments or make statements about controversial issues that could lead viewers to think these are the views of Stonecroft Ministries. These could unnecessarily offend someone who does not yet know Christ, thereby affecting Stonecroft's and your witness.

3. Offensiveness

Focus on what is good. Do not use statements, photographs, video, or audio that could be viewed as malicious, obscene, threatening, or intimidating, or might constitute harassment or bullying.

4. Liability

Recognize that you may be legally liable for anything you write or present online. If you have any questions about how to use social media to effectively communicate what is happening in your community through Stonecroft, please feel free to contact us at communications@stonecroft.org and we will be glad to assist you.

COPYRIGHT DO'S AND DON'TS

Do's

- Quote from a Stonecroft publication or resource. We own this material so it's not necessary to request permission to use it but please cite the source.
- Quote Scripture. Include Scripture reference, name of the translation (unless it's NLT), and the exact wording from the translation. Most Bible publishers offer free republishing of a limited amount of verses from major translations. The specifics of these are listed on the publisher's website (Tyndale, Zondervan, etc.)
- It's OK to publish, without permission, any material included in the public domain. What's the public domain?
See this article for a helpful explanation: copyrightlaws.com/what-is-the-public-domain/
- Always get permission to quote from any other published works.

Don'ts

- Don't use a famous quote from a public figure without permission unless the quote is in the public domain.
- Don't use quotes from any published work without written permission from the publisher or author. It's illegal.
- Citing a source isn't the same thing as getting permission.

Branding

PRIMARY LOGO



SECONDARY LOGO



Typography

PRIMARY

Archer Book

Archer Light
Italic

Archer Book Italic

Archer Bold

BODY COPY

Montserrat Regular

Montserrat Italic

Montserrat Medium

Montserrat Bold

TITLES

Authentic

Note about fonts: The templates we provide already have these fonts.

You are welcome to use standard fonts Helvetica, Georgia, or Times New Roman for blocks of content.

You are also able to download our brand fonts for free:

Montserrat at <https://fonts.google.com/specimen/Montserrat>,

Archer at <https://font.download/font/archer-2> and

Authentic at <https://www.dafont.com/authentic.font>.

Brand Colors

HEX - web

CMYK - print

RGB - Screen

plum		441d32	C-58 M-86 Y-51 K-58	R-68 G-29 B-50
rose		983e57	C-33 M-86 Y-50 K-16	R-152 G-62 B-87
blush		d6c3bf	C-15 M-22 Y-20 K-0	R-214 G-195 B-191
sun		d19d31	C-19 M-38 Y-97 K-1	R-209 G-157 B-86
slate		686256	C-56 M-51 Y-61 K-25	R-104 G-98 B-86
ocean		265d6f	C-87 M-54 Y-42 K-20	R-38 G-93 B-111

Brand Elements

Circles represent the many diverse Stonecroft communities, where women are connected to one another and to God as they reach others with the love of Jesus. Every woman is welcome here. The use of paint strokes, watercolor texture, delicate patterns, and subtle gold details are also acceptable.



Brand Images



Guidelines for finding images for marketing materials

1. Don't use Google or Facebook Images
2. Find the original source on a stock photo site
3. Assess the quality and dimensions (see General Rules)
4. Purchase and/or license (royalty free) - without attribution is best
5. Download it

Free Websites for images

You may have to sift through a lot of bad photos before finding good ones on free sites. Always look for royalty free without any attribution needs. Never use Google images!

- Pexels: <https://www.pexels.com/>
- Pixabay: <https://pixabay.com/>
- Rawpixel: <https://www.rawpixel.com/free-images/>
- Unsplash: <https://www.unsplash.com/>
- Freely Photos (Christian): <https://freelyphotos.com/>
- Light Stock (faith-based): <https://www.lightstock.com/>

Image Tools

Canva is an awesome tool for making shareable images for social media and other design related projects. They're super easy to use and make it simple to create something that looks great.

- Canva: <https://www.canva.com>

Why using the right image matters

Just like directly taking someone else's writing and publishing it (whether purposeful or not) is illegal and plagiarism, so is going to Google images, downloading an image (they are also low resolution), and adding it on your promotional piece. It is stealing. You are liable. **DO NOT** pull images from the internet unless it is a stock photo site! "U.S. copyright law allows a copyright owner who has timely registered a work with the U.S. copyright office to seek statutory damages of no less than \$750 per infringing work and up to \$150,000 if the infringement is found to be willful."

PHOTO RELEASES

Stonecroft utilizes many forms of media and frequently prefers using photos and visuals to help tell stories of events, gatherings, and changed lives. While we love to receive pictures, we know that it is not always appropriate and we value your discretion on allowing or seeking photos at outreaches/gatherings held.

To comply with social media and print rules, we will only print or place online a photo if we have a signed media release for each person in the picture. Please ensure that releases are signed for each outreach/gathering where photos are taken. Prepare media releases for each gathering or outreach (examples included in this document).

Please email a photo of the signed release to us at communications@stonecroft.org.

GROUP IMAGE AND VOICE RECORDINGS CONSENT

I hereby grant permission to Stonecroft to be photographed or have images or voice recordings made (including but not limited to digital photographs, video, or digital moving images, and/or voice recordings) for Stonecroft's publication or promotional purposes in any medium (including but not limited to print media, social media, television, video, motion picture, and website). I additionally consent to the use of my name and/or interview comments in connection with Stonecroft's publication or promotional purposes in print media, social media, newspaper, television, video, motion picture, and website. No promises beyond the acceptance of an opportunity to promote Stonecroft and its programs have been given to the person signing below.

Location/Event:

INDIVIDUAL IMAGE AND VOICE RECORDINGS CONSENT

I, _____, hereby grant permission to Stonecroft to be photographed or have images or voice recordings made (including but not limited to digital photographs, video, or digital moving images, and/or voice recordings) for Stonecroft's publication or promotional purposes in any medium (including but not limited to print media, social media, television, video, motion picture, and website). I additionally consent to the use of my name and/or interview comments in connection with Stonecroft's publication or promotional purposes in print media, social media, newspaper, television, video, motion picture, and website. No promises beyond the acceptance of an opportunity to promote Stonecroft and its programs have been given to the person signing below.

I agree to the use of digital images or voice recordings as set forth above.

Signature of Participant _____

Printed Name _____

Date _____

CROWD RELEASE

By entering and by your presence here, you consent to be photographed, filmed and/or otherwise recorded.

Your entry constitutes your consent to such photography, filming and/or recording and to any use, in any and all media throughout the universe in perpetuity, of your appearance, voice and name for any purpose whatsoever in connection with the production presently entitled:

_____.

You understand that all photography, filming and/or recording will be done in reliance on this consent given by you by entering this area.

If you do not agree to the foregoing,
please do not enter this area.