



# GRATEFUL LIVING

## BRANDING GUIDELINES

**CREATION DATE :**  
WEDNESDAY  
17 FEBRUARY, 2021

**GRAPHIC DESIGN:**  
SUSAN MERCHANT

**CLIENT:**  
GRATEFUL LIVING  
NORTH NSW STEWARDSHIP  
DEPARTMENT



# FUNCTIONAL LOGOTYPES

## PRIMARY LOGO

This is to the most commonly utilised of all the logotypes, adopted wherever possible. For all applications that this logo is not suitable, select the most suitable from the following alternatives.

Byline usage not compulsory, recommended if not otherwise stated within a design.



A NNSW STEWARDSHIP INITIATIVE

## HORIZONTAL LOGO

This text only option can be used for applications where a longer horizontal is most suited, such as a header on a printed document or website.



## ICON ONLY

This option is predominately for social media only, used in the context of NNSW Stewardship Grateful Living profiles and pages.



# SECONDARY LOGOTYPES



## DESCRIPTION SECONDARY LOGOTYPES

Secondary logotypes are available for use when the primary functional logotypes are not suitable. Always first look for ways to use primary functional logotypes.

### SECONDARY LOGOTYPE A

As the primary logo is a vertical square design, this secondary logotype reduces the height while still incorporating the icon.



### SECONDARY LOGOTYPE B

This secondary version of the horizontal logo incorporates the icon.



# CORPORATE TYPOGRAPHY

PRIMARY FONT:  
NOTO SANS

## NOTO SANS

---

Noto Sans Bold

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  
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

Noto Sans Light

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  
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

Font Numbers

0 1 2 3 4 5 6 7 8 9 0

Font Figures

! " £ \$ % & / ( ) = ? ` ; : ¡ ¢ [ ] ø π • ± ´

# SECONDARY TYPOGRAPHY & HIERARCHY



## DESCRIPTION OF SECONDARY TYPOGRAPHY & HIERARCHY

The font used within the primary logo is Marschel Pro designed by Zeune Ink Foundry. This is a display font for the logotype only. Instaquote Bloomfields is available for purchase if desired. However, the 8 T's of Grateful Living are provided as images of the text in the branding package. Where Noto Sans is unavailable, Open Sans is a suitable substitute.

H1 Headline

HEADING

**Noto Sans Bold - Uppercase**  
22 pt type / 26 pt leading / 200 tracking

Display

Display

**Instaquote Bloomfields - Title Case**  
28 pt type / 33 pt leading

H2 Sequencer

*Sub Heading*

**Noto Sans Bold Italics - Title Case**  
12 pt type / 14 Leading

Headline Copy text

**Copy Text Heading**

**Noto Sans Bold - Title Case**  
10 pt type / 10 Leading

Copy text

Copy text

**Noto Sans Regular - Sentence Case**  
9.5 pt type / 11.4 pt leading

# CORPORATE COLORS

## PRIMARY COLORS

### CORPORATE COLOR SYSTEM

It is essential that the use of colour be consistent across all applications. The two primary colours for Grateful Living are shades of green. Green is a colour of balance and harmony. It lends us a clearer sense of right from wrong since green incorporates a balance of both the logical and emotional. Green is one of the most-seen colours in nature reflecting life, rest, and peace. It is also a sign of growth, whether that's in a physical object like plants or in our income and wealth.

### COLORS

### COLOR CODES

Color Variation



#### Primary Color A Charcoal Green

Color Codes	
CMYK	: C20 M2 Y18 K75
RGB	: R77 G89 B85
Web	: #4D5955

Color Variation



#### Primary Color B Dark Green

Color Codes	
CMYK	: C22 M0 Y16 K50
RGB	: R115 G136 B131
Web	: #738883

# CORPORATE COLORS

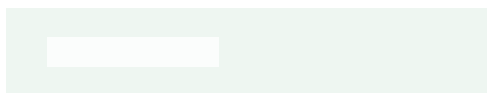
## SECONDARY COLORS



### SECONDARY COLOR SYSTEM

The Grateful Living brand includes a range of varying tones and shades of green, combining to make a monochromatic colour scheme. However, this branding is to work well within the Adventist Identity branding as it will often be used in conjunction with it. The green chosen are specifically left complementary to the Adventist Fire orange as seen below. Adventist Fire usage needs to adhere to Adventist Identity Branding Guidelines. Visit [identity.adventistchurch.com](https://identity.adventistchurch.com)

#### Pale Green



**Color Codes** CMYK : C6 M0 Y6 K0  
RGB : R238 G247 B240  
Web : #EEF7F0

#### Light Green



**Color Codes** CMYK : C16 M1 Y14 K0  
RGB : R212 G231 B220  
Web : #D4E7DC

#### Bright Green



**Color Codes** CMYK : C46 M0 Y39 K0  
RGB : R139 G206 B175  
Web : #8BCEAF

#### Adventist Fire



**Color Codes** CMYK : C0 M60 Y100 K0  
RGB : R255 G130 B0  
Web : #FF8200



# STYLISTED PHOTOGRAPHY

## COLOUR GRADING

Colour grading is adjusting the image in specific ways to create a stylistic effect with the purpose to add atmosphere and emotion. By keeping this consistent for every image used we are able to strength brand recognition. Below is a sample selection of images - selected to illustrate the eight T's of Grateful Living - all with the Lightroom Preset of Desaturated Contrast.





# OTHER VISUAL ELEMENTS



## PATTERN

By having a pattern that is used consistently in colour and scale throughout a variety of mediums, we are able to strength brand recognition. Simple, soft pattern linked to the green colour psychology and logo icon for use as background. Use sparingly to avoid overwhelming a design, reducing the fill to 50% as needed.

**Pattern**  
Full Colour



Color Variation (50%)



# APPLICATION EXAMPLES

**PRINT MEDIA:**  
POSSIBLE CONCEPT FOR POSTER &  
FLYER DESIGNS

## hello GRATEFUL LIVING

A NSW STEWARDSHIP INITIATIVE

GRATEFUL  
LIVING

Seventh-day  
Adventist Church

STEWARDSHIP DEPARTMENT

*Welcome*  
to a whole new level of Christ-centred, abundant living!

Grateful Living is an initiative of the NSW Stewardship Department that aims to celebrate the Biblical fact that faithful stewardship is about more than just money.

Yes, we'll still share about tithe and offerings, because our management of material blessings is often an indicator of how the rest of our commitments to God are going, but we will also be attempting to ensure that we all experience an even broader and more abundant understanding of stewardship.

**Experience the joy of whole-of-life giving so that we can impact the world for the glory of our God**

Our mission is to inspire and equip every member to, "Experience the joy of whole-of-life giving so that we can impact the world for the glory of our God, who loved us so much that he gave."

We believe that God invites us to be faithful managers of everything that He so generously gives to us, and we do this by dedicating every aspect of our lives to His service. An easy way to remember this is by the eight T's of Grateful Living:

*Time*  
dedicating time every day to God and His work  
*Talents*  
using my God-given abilities to serve Him  
*Treasure*  
tithes, offerings, donations and investments  
*Temple*  
caring for my mind & body for God's service

*Testimony*  
faithfully sharing what God has done and is doing in my life  
*Tribe*  
caring for my immediate family, my church family and my global family  
*Territory*  
faithfully caring for my land and the environment  
*Truth*  
faithfully protecting and sharing God's Word

See more at



## SOCIAL MEDIA

The above three designs are examples of how the branding guidelines could be applied to a social media campaign.