



The Riverside Church
Brand Collection

THE RIVERSIDE CHURCH

DESIGN AND BRAND GUIDELINES

PROVIDED BY FIGMINTS



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The Riverside Church
Organization Brand
Guidelines

Version: v2 // 2016

THE RIVERSIDE CHURCH

DESIGN AND BRAND GUIDELINES

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SECTION 0 INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **The Riverside Church's** identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our organization.

These guidelines reflect **The Riverside Church's** commitment to quality, consistency and style.

The **The Riverside Church** brand, including the logo, name, colors and identifying elements, are valuable assets to our organization.

Each of us is responsible for protecting the organization's interests by preventing unauthorized or incorrect use of the **The Riverside Church** name and marks.



SECTION 1 ORGANIZATION LOGO

The Logo Introduction
The Logo Application
The Logo Elements
Clearspace and computation
Incorrect Logo Applications

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a

combination of the the symbol itself and our organization name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The Riverside Church Masterbrand comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.

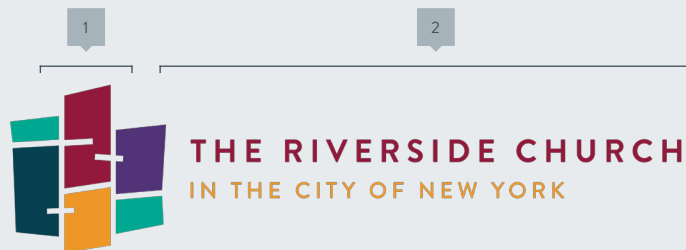
It has a particular relationship with The Riverside Church name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Brandon Grotesque and has also been chosen to compliment

and balance perfectly with the logo symbol.

The organization logo is presented through the use of color as well as shape and form. The three organization colors are Shiraz, Green Vogue and Narvik Cream. It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless.

The colors have been selected according to international standards as shown below and are easily implemented.

THE LOGOTYPE



1) The general Logo

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

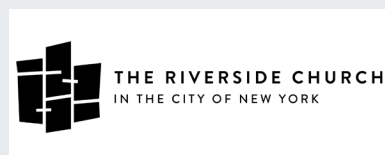
1) The Logo Symbol

Consists of a powerful element evoking the culture of The Riverside Church.

2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style. The font that is used here is Brandon Grotesque Bold.

LOGO DARK VERSION



3

LOGO LIGHT VERSION



4

3) The Logo Dark Version

Will be used when the background color is light colored.

4) The Logo Light Version

Will be used when the background color is dark colored.

Recommended formats are:

.eps | .ai | .png | .jpg

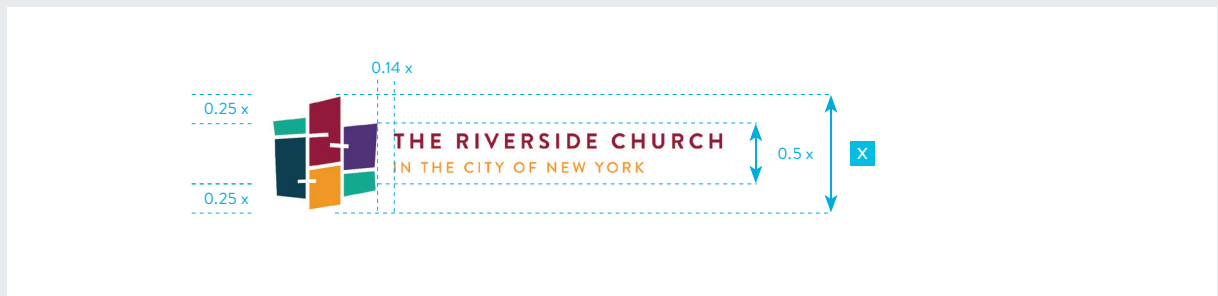
Attention:

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with The Riverside Church Trademark Licensing if you have any questions or need further help.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep organization marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the organization mark. This exclusion zone indicates the closest any other graphic element or

message can be positioned in relation to the mark. of the the symbol itself and our organization name – they have a fixed relationship that should never be changed in any way.



CLEARSPACE

Full Logo

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

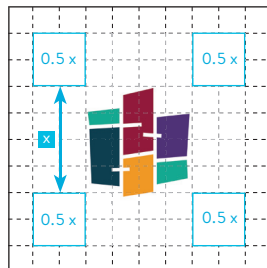
Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

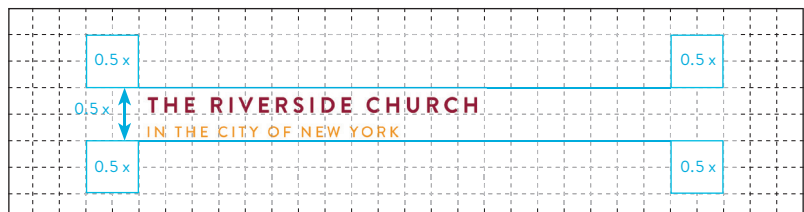


CLEARSPACE

Logo Symbol



Text Logo



LOGO APPLICATIONS



THE RIVERSIDE CHURCH
IN THE CITY OF NEW YORK



THE RIVERSIDE CHURCH
IN THE CITY OF NEW YORK



THE RIVERSIDE CHURCH
IN THE CITY OF NEW YORK



THE RIVERSIDE CHURCH
IN THE CITY OF NEW YORK



THE RIVERSIDE CHURCH
IN THE CITY OF NEW YORK



THE RIVERSIDE CHURCH
IN THE CITY OF NEW YORK

INCORRECT LOGO APPLICATIONS



THE RIVERSIDE CHURCH
IN THE CITY OF
NEW YORK

1



THE RIVERSIDE CHURCH
IN THE CITY OF NEW YORK

2



THE RIVERSIDE CHURCH
IN THE CITY OF NEW YORK

3



THE RIVERSIDE CHURCH
IN THE CITY OF NEW YORK

4



THE RIVERSIDE CHURCH
IN THE CITY OF NEW YORK

5



THE RIVERSIDE CHURCH
IN THE CITY OF NEW YORK

6

DONT'S

- 1) Do not place the logo type on 4 lines
- 2) Do not invert the logo symbol
- 3) Do not alter the logo symbol
- 4) Do not alter the logo type style
- 5) Do not change the size relationship between the logo symbol and logo type.
- 6) Never change the proportions of the logo vertically or horizontally or alter the appearance in any way



SECTION 2 ORGANIZATION TYPOGRAPHY

The Organization Fonts
Primary Font
Secondary Font
Font Hierachy

THE ORGANIZATION FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all The Riverside Church communications. We have selected

Brandon Grotesque and Brandon Text, which helps inject energy and enthusiasm into the entire The Riverside Church communications, as the primary and secondary organization typefaces.

PRIMARY FONT BRANDON GROTESQUE

Brandon Grotesque

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

Regular

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

TYPE EXAMPLES BRANDON GROTESQUE

Figures 0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § \$ % & / () = ? ` ; :
i “ ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω ” / ø π • ± ‘
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç
√ ~ μ ∞ … – ≤ < > ≥ ~ › ‹ ◇

FONT DOWNLOAD LINK

Direct Link : <http://hvdfonts.com/brandontext/>



THE ORGANIZATION FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all The Riverside Church communications. We have selected

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SECONDARY FONT BRANDON TEXT

Brandon Text

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

Regular

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

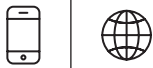
TYPE EXAMPLES BRANDON TEXT

Figures 0 1 2 3 4 5 6 7 8 9 0

Special Characters ! “ § \$ % & / () = ? ` ; :
i “ ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω ” / ø π • ± ‘
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç
√ ~ μ ∞ ... - ≤ < > ≥ ~ > < ◇

FONT DOWNLOAD LINK

Direct Link : <http://hvdfonts.com/brandontext/>



TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for

key information. graphic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for The Riverside Church layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text
The Riverside Church
-
Brandon Text
6 pt Type / 9 pt Leading

Copy Text
The Riverside Church
-
Brandon Text
8 pt Type / 11 pt Leading

Headlines
Copytext
THE RIVERSIDE CHURCH
-
Brandon Grotesque - Capital Letters
10pt Type / 10pt Leading

HEADLINES AND TYPOBREAKS

Sublines
Sections
THE RIVERSIDE CHURCH
-
Brandon Grotesque - Capital Letters
16pt Type / 16pt Leading

Big Headlines
and Title
**HEADLINES
RIVERSIDE**
-
Brandon Grotesque - Capital Letters
34pt Type / 30 pt Leading

Sequencer
and Title for
Marketing

**THE
HEADER**

-
Brandon Grotesque - Capital Letters
48pt Type / 48 pt Leading



SECTION 3 ORGANIZATION COLOR SYSTEM

The Organization Colors
Primary Color System
Secondary Color System

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the The Riverside Church organization identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to

the cohesive and harmonious look of the The Riverside Church brand identity across all relevant media. Check with your designer or printer when using the organization colors that they will be always be consistent.

PRIMARY COLOR SYSTEM

-

Explanation:

The The Riverside Church has three official colors. These colors have become a recognizable identifier for the organization.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the organization.

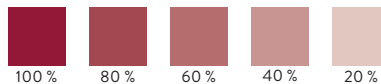


PRIMARY COLOR SHIRAZ

-

COLOR CODES

CMYK : C028 M100 Y070 K025
 Pantone : 202 C
 RGB : (151, 24, 50)
 Web : #971731



100 % 80 % 60 % 40 % 20 %

COLOR TONES

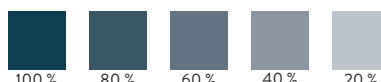


PRIMARY COLOR GREEN VOGUE

-

COLOR CODES

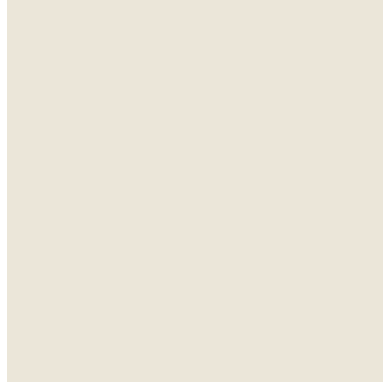
CMYK : 095 M065 Y049 K038
 Pantone : 123-16 C
 RGB : (19,63,80)
 Web : #133F50



100 % 80 % 60 % 40 % 20 %

COLOR TONES

THE PRIMARY COLOR SYSTEM AND COLOR CODES

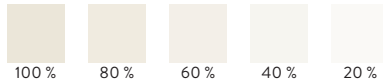


PRIMARY COLOR NARVIK CREAM

-

COLOR CODES

CMYK : C007 M007 Y013 K000
Pantone : 169-1 C
RGB : (240,235,225)
Web : #FOEBE1



COLOR TONES

THE SECONDARY COLOR SYSTEM AND COLOR CODES

SECONDARY COLOR SYSTEM

-

Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for The Riverside Church. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:

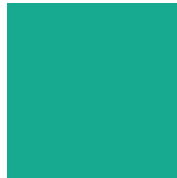
Use them to accent and support the primary color palette.



Tones

COLOR CODES

CMYK : C005 M046 Y097 K00
Pantone : 7563 C
RGB : (236, 152, 11)
Web : #EC980B



Tones

COLOR CODES

CMYK : C079 M009 Y054 K000
Pantone : 7473 C
RGB : (0, 161, 139)
Web : #00A18B



Tones

COLOR CODES

CMYK : C082 M095 Y022 K009
Pantone : 269 C
RGB : (81, 45, 110)
Web : #512D6E



**COLORS ARE
ONE OF THE MOST
IMPORTANT THINGS
TO TRANSFER A
BRAND TO THE
CUSTOMERS.**



SECTION 8 SUMMARY AND CONTACT

Summary
Contact

LOGO USAGE

Your new logo is the most immediate representation of your Organization., your team, and your brand to the rest of the world. It is a crucial, valuable asset that must be used consistently and properly. We hope that you use the branding files and your new design properly to uphold the integrity of your new or refreshed brand.

When used, the logo should not be altered or modified in any way. The following are some examples of situations to avoid:

- Do not skew or distort the logo (including stretching or squeezing proportions).
- Do not change the appropriate logo colors.
- Do not bevel or emboss the logo.
- Do not move the tagline or change the composition of the logo.
- Do not change the logo typeface.
- Do not outline the logo.
- Do not change the logo's orientation.
- Do not crop the logo in any way.
- Do not place the logo on similarly-colored backgrounds.
- Do not put a white box around the logo when placed on a dark or busy background.
- Do not re-configure or change the size or placement of any logo elements.
- Do not re-create or replace logo elements with something else.
- Do not use the logo if smaller than the minimum allowed size.

FILE FORMATS

EPS

We advise that you use the .eps files whenever possible, as they are vector graphics and thus can be scaled to be very large.

PNG

Use the .png files whenever you are using the logo on anything other than a white background, as the .jpg logos already have a white background.

JPG

Only use the .jpg files when absolutely necessary (when the .eps or .png formats are not accepted).

ACCEPTABLE USAGE

We advise that you use the full color logo only on white or very light backgrounds. On colored backgrounds, use a white (or reversed) version of the logo, but make sure there is enough contrast so the the logo is still legible.

Approved digital logo files can be provided by contacting Figmints Delicious Design. Please check out figmints.com to learn more about logo do's and don'ts!



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WWW.TRCNYC.ORG

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