

The Well Brand Guide



Tone:

Since every piece of content released by The Well is an extension of our brand, tone matters. Brand communication is not just about what you say, but how you say it. The Well's communications will be consistently shaped by the following four anchors for style and attitude.

+ **Curated:** It's about clear, concise, and purposeful communication.

+ **Mission-Focused:** It's about showing lives and communities transformed by God's work in our neighborhoods and networks.

+ **Motivational:** It's about inspiring people to participate in the work of missional living together and church planting.

+ **Compelling:** It's about creating a message that is interesting, convincing, and uniquely The Well Church.

Logo Guidelines:

The Well Church logo is one of the most recognized visual pieces of our brand. As such, we protect it at all costs.

Primary Horizontal Logo

Use The Well Church logo with the full name to establish the logo as being connected to the words “the Well Church,” as a brand.



Stacked Logo

This new stacked logo option works well in settings where not much horizontal space is available, but still allows for the name and the logo mark to be seen together.



Logo Mark

Use the well logo mark where audiences likely know The Well Church brand very well (e.g. internally), and therefore are less likely to need to see the name The Well Church to connect the two.



White background (No Colors)

Use the Well Church logo in all black.



Black background (No Colors)

Use the Well Church logo in all white.



Logo Guidelines:

Typography helps communicate both the joy and seriousness of our church's identity. To keep that balance, THE WELL and all Scripture should always use the church's primary font. Ministries may use a secondary **accent font for words like Kids, but designs should never use more than two fonts** so the overall identity of The Well remains clear and consistent.



Visual Identity: Misuse

In the application of our visual brand, please do not do any of the following.



Stretch, rotate, or skew the logo



THE WELL
CHURCH



Add drop shadows, gradients, bevel, emboss, or other special effects on the logo or any font



THE WELL
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Use non-designated colors on the logo



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Contain the logo in a shape



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Color



Barley
#bd9555
C26 Y39 M77 K7
PMS 7562 C



Spring Spruce
#435953
C73 M49 Y60 K32
PMS 5477 C



Honeydew
#708479
C58 M37 Y51 K9
PMS 5625 C



Weathered
#f0ead6
C5 Y5 M16 K0
PMS 7500 C



Aspen
#586148
C62 Y45 M73 K30
PMS 378 C



River Bed
#263842
C83 M65 Y54 K49
PMS 7546 C



Foam
#a9bbbe
C34 Y18 M21 K0
PMS 5513 C



River Brown
#9f654f
C31 M63 Y70 K15
PMS 4635 C



Cool Gray
#606161
C61 M52 Y53 K24
PMS Cool Gray 10c



Dark Aqua
#008691
C85 Y31 M40 K4
PMS 3145 C



Rosy
#cb2127
C0 Y99 M89 K0
PMS 1795 C



Wheat
#f3c555
C0 Y2 M78 K0
PMS 1225 C



Burnt Orange
#db8b28
C13 Y51 M99 K1
PMS 7413 C



White
#ffffff
C0 M0 Y0 K0
PMS White



Black
#000000
C60 M40 Y40 K100
PMS Black

Montserrat

Montserrat is the primary text used in both digital and print materials. This can be used for content, headers, titles, and more.

Montserrat Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Montserrat SemiBold / Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Typography

In addition to Montserrat, two other fonts may be used in branded materials.

Antonio Regular

We use Antonio Regular as an alternative display font or decorative font for attention-grabbing purposes.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Professor Playlist Script

We use Professor as an accent script font, which is used to highlight or emphasize specific elements within a design or text. It is used for visual interest for things such as subheadings, pull quotes, or individual words or phrases. This is not to be used in locations of primary text on a page.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Typography use

Montserrat semi-bold

Jesus is

alive *He is
advancing*

Playlist Script

Montserrat

We are his witnesses

Content Style Guide

ABBREVIATIONS

Degrees

BA, BS, MA, MDiv, DMin, ThM, PhD

Months

Do not abbreviate months.

Names

Names with initials should have periods with a space between each initial (R. C. Sproul).

States

Only abbreviate states in datelines and blog titles, but spell out in the body of the story and author profile bylines.

Time of Day

Use "a.m." and "p.m." with a space after the last number and periods between the letters (8:30 a.m.).

Bible Translations

The ESV is the default Bible translation. When quoting another translation, indicate it in the citation (Phil. 4:13, NASB).

Block Quotes

When using a quotation that is three sentences or more, format as a block quote.

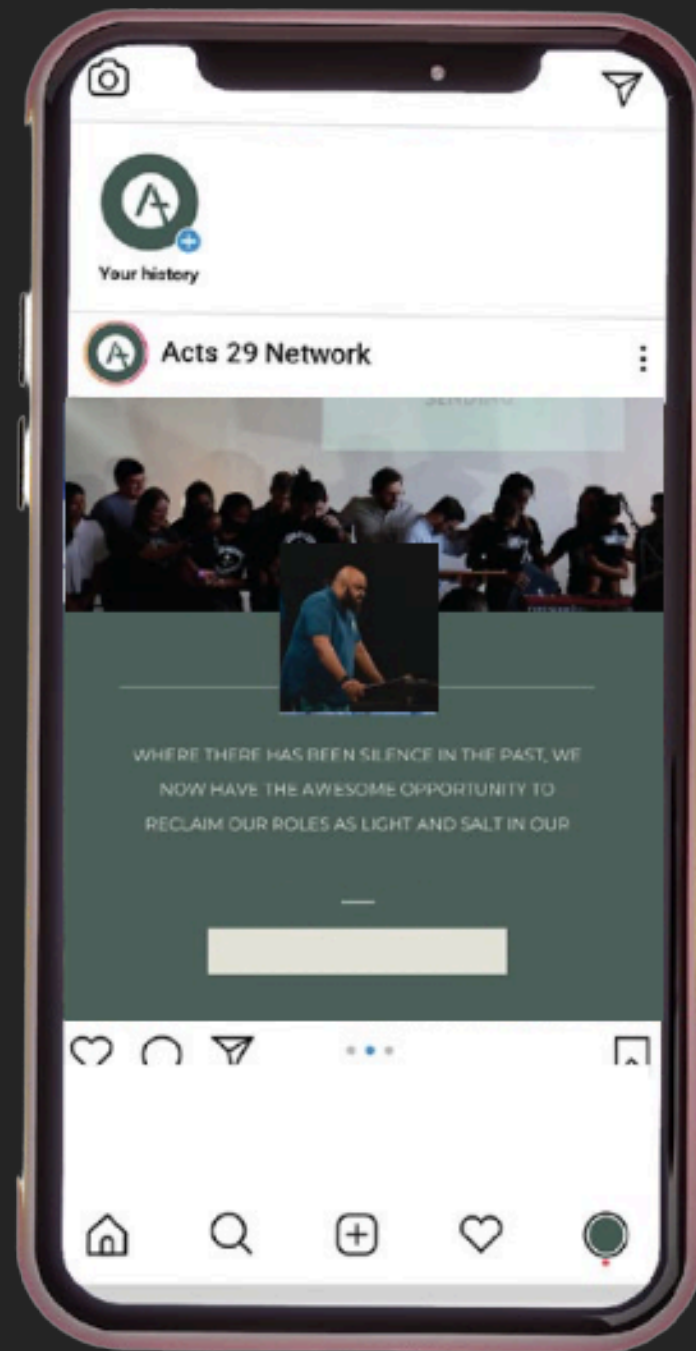
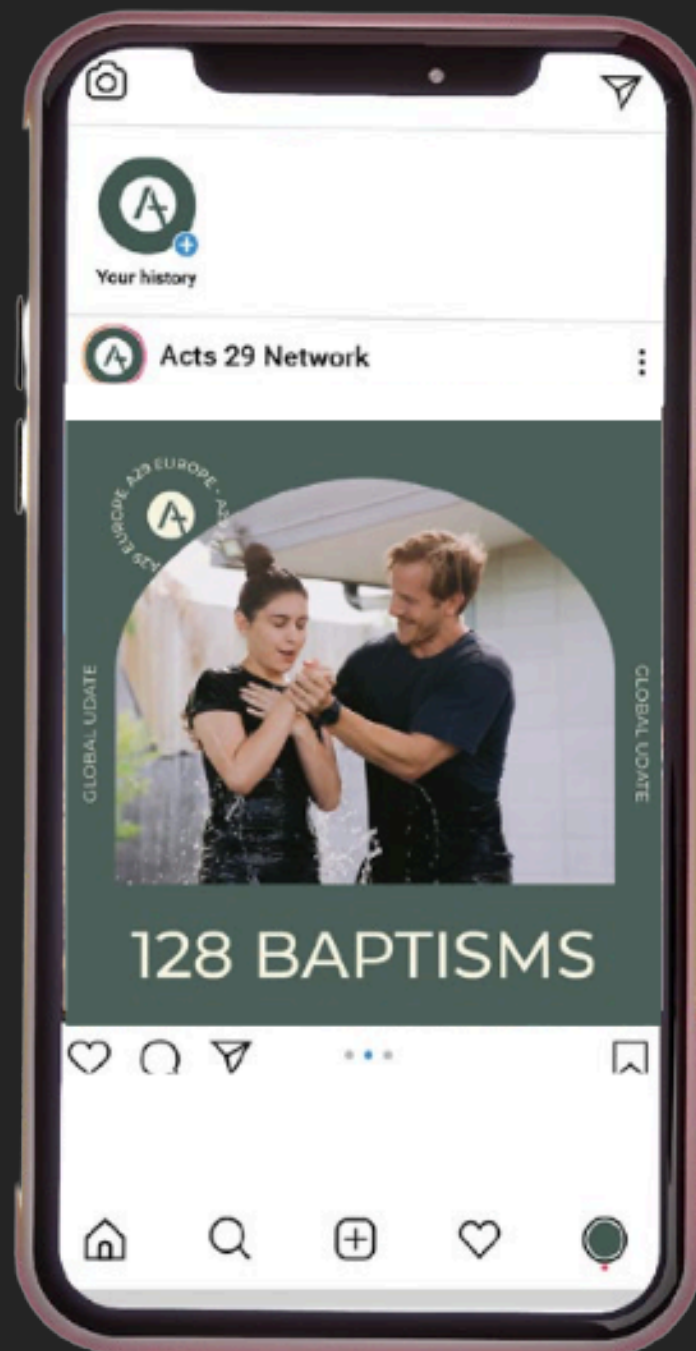
Scripture References

Write out Bible books in the body of a post; only abbreviate books of the Bible in parenthetical references, using these abbreviations:

Gen.	1 Kings	Eccl.	Obad.	Mark	Col.	2.Pet.
EX.	2 Kings	Song	Jonah	Luke	1.Thess	1.John
Lev.	1 Chron.	Isa.	Mic.	John	2.Thess	2.John
Num.	2 Chron.	Jer.	Nah.	Acts	1.Tim.	3.John
Deut.	Ezra	Lam.	Hab.	Rom.	2.Tim.	Rev.
Josh.	Neh.	Ezek.	Zeph.	1.Cor.	Titus	
Judg.	Est.	Dan.	Hag.	2.Cor.	Philem.	
Ruth	Job	Hos.	Zech.	Gal.	Heb.	
1 Sam.	Ps.	Joel.	Mal.	Eph.	James	
2 Sam.	Prov.	Amos	Matt	Phil.	1.Pet	

Social Media

When thinking of social media content, think primarily about inspiration, not information. Don't tell people something we are doing (ie: Good Friday kicks off today!). Instead, **tell them the WHY behind what we do** (ie, Good Friday begins today, where churches will worship together on the GSW campus.)





THE WELL
CHURCH

