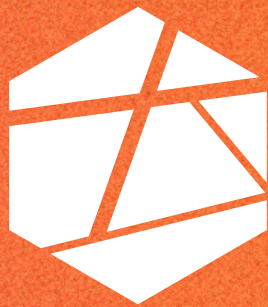




# MOSAIC

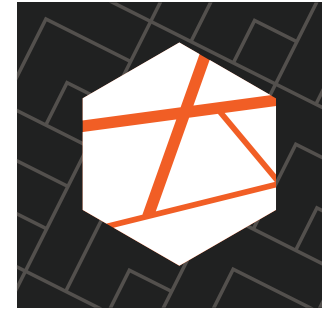
Branding Guide 2023



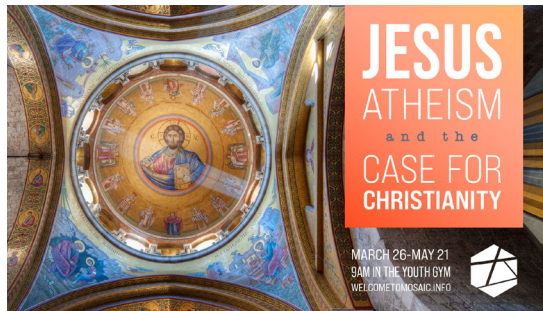


# Logo

The logo is a hexagon with stripes. The stripes represent the cross, while the pieces around the stripes represent broken pieces that are pulled back together into something entirely new and unique. This is the essential message of our church, that we are a broken people made new because Jesus is the center of our lives.



There are three acceptable uses for our logo. The first is plain orange, which is preferable when it can overlay the background without confusion. The second is white, which can overlay a busier, dark background. The third is the white with orange stripes, which can be utilized by a designer's preference.



We also love the mark included in our name, with our tagline.



# Colors



Orange, paired with black or gray is our primary brand palette. In the lobby you will see orange and grayscale imagery. However, this look is limiting and a bit wooden. In order to make artwork more palatable, we are extending the orange to a palette that can vary the oranges as trends change.



consistent orange

2023 variety of orange

I recommend an extended orange palette, so that when creating Mosaic-specific branded items, you can lean into these orange varieties. When appropriate, using a gradient allows us to hit the orange brand while keeping the look interesting and fresh.



# Colors

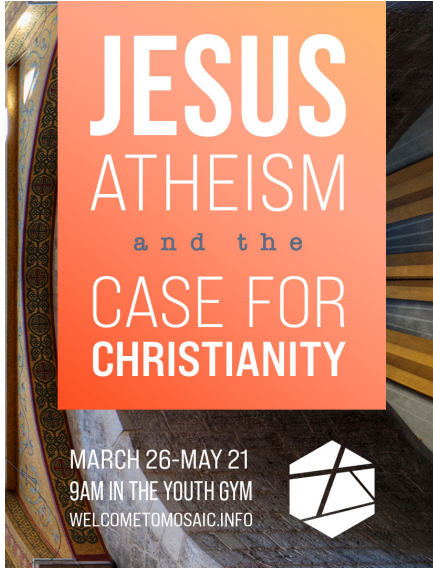


When creating art for smaller ministries and events within Mosaic, I've chosen trendy colors from the blue spectrum for 2023 to accent the orange. The goal is not to overtake the orange palette, but complement it.



Gray in the background will allow the brighter colors to pop. Images and gradients that are toned down can “act as gray,” pulling the brighter colors forward. Adding a little color to gray or using accent colors mixed with black or white can work as background (gradients, patterns, images, etc. also help add interest). It is also acceptable to use an accent color for background if the artwork is in a series that requires distinction for different slides.

# Fonts



# BEBAS

The Bebas family is our branded Title Font, typically in all-caps, while a generic extended sans-serif is used for body copy. Futura works nicely for this purpose.

**BEBAS NUE PRO** • BEBAS NUE PRO • BEBAS NUE PRO

Futura for body copy.

**Futura Light:** This is a good font for most body copy. It may be too light on a busier background. The Futura font family should be available free online in a variety of weights.

**Futura Book:** The Futura font family should be available free online in a variety of weights.

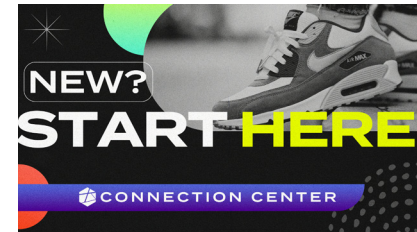
**Futura Medium:** The Futura font family should be available free online in a variety of weights.

**Futura Bold:** The Futura font family should be available free online in a variety of weights.



# Fonts

The brand title font hasn't been 2023 friendly, and our artists tend toward more blocky sans-serif fonts. After discussions with my colleague, we decided to lean into more brutalist styles that lean into the trends of non-conformity. This allows a variety of fonts to play together. When designing for branded items, I do try to lean back into Bebas. Other times, it seems appropriate to go off the rails and select decorative or serif fonts. Basically, it's a controlled chaos. Corporate settings choose fonts and rarely deviate, but they have a wide, even international public reach within which to distinguish themselves. So a smaller ministry that uses other means for cohesiveness doesn't lose much in deviation.



# Sermon Series

Another aspect of church design is the complete departure from brand in order to achieve a pull into the sermons. For this type of artwork, we allow our artists to determine the best ways to illustrate the sermon visually. Our audience is staring at these images throughout the sermons, and so we want the visual ideas to lend themselves to the overall goal of the teachings.

