“SO, WHETHER YOU EAT OR DRINK, OR WHATEVER YOU DO, DO ALL TO THE GLORY OF GOD.” - 1 CORINTHIANS 10:31

(That includes representing our brand)
This is our brand book. A friendly manual to help us represent North Trenholm Baptist Church. It is a guide; that is all.

Ultimately, our brand is not a logo or colors or fancy wording. It's who we are, how we live, and how others interpret those actions. It is our story, told to the world. A brand is a living thing that must be cared for and tended to.

That's not easy. In fact, it's hard work. But it's good and worthy work. By being true to who we are and what God has called us to do, we reflect God back to the world. That is powerful and profound—and a great honor.

Everyone who is a part of North Trenholm is a brand ambassador for the church and community. Understanding is key. Clarity is essential. This book seeks to help clarify the brand and build understanding.
The Building:
Among other things, this logo is a wink to the unique shape of the church. The Hexagon is the distinct shape of North Trenholm. When people see this shape either in the physical perspective on the street, aerial view from the sky, or the digital view on the web, they should see hope, comfort, life, and peace.

Unity:
The outer ring represents two people facing one another holding hands, and as does the inner ring (think ring around the rosie position). This represents no matter what age you are in life, or what age you are in Christ, North Trenholm is united through it all. Young and old, big and small, unity in Christ is what gives this church it’s shape.

Discipleship and Mission:
This logo also represents the mission and kingdom multiplication. The impact this church will have on the community and beyond. Like radio waves and sonic waves, these rings can be seen as an interpretation of movement outside of North Trenholm, starting at the worship.

Ministries:
Each piece represents the four ministries of North Trenholm. Each one may look different, viewed a different way, and scaled a different size, but each one makes up who North Trenholm is and what we as a body are viewed. Without one, North Trenholm you would be able to tell it’s missing. Each ministry matters, no matter how big or small, and plays a major role in this Kingdom growth.
**Logo Misuse**

- Do not change proportions of the logo elements.

- Do not change the arrangement of the elements in the logo.

- Do not skew or stretch the logo.

- Do not use more than two colors in the logo.

- Do not use non-brand colors on the logo.

- Do not change the arrangement of the elements in the logo.

- Do not apply gradients to the logo.

- Do not apply drop shadows to the logo.
T-SHIRT MOCKUP 1

T-SHIRT MOCKUP 2
CONCEPTUAL MOCKUP

LETTERPRESS

PAINT ON BRICK

WINDOW DECAL

FROSTED GLASS
IN CASE OF COMIC SANS, PERFORM AN EXCORCISM.
GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
WARNING:
USING COLORS OUTSIDE THE BRAND COLORS WILL RESULT IN PANTONE-MONIUM. (AND BAD PUNS).
The North Trenholm Color Palette is purposefully created to draw attention, but not distract.

Featuring a unique base color of navy teal, fused with an accent color of a muted electric green, the palette is designed to compliment, not overwhelm, North Trenholm’s desire to draw attention towards Jesus and His gospel while also displaying the life of the church.
16 | BRAND COLOR PALETTE

- Trenholm Teal
  - Hex Code: #374b4f
  - RGB: R:55 G:75 B:79
  - CMYK: C:77 M:57 Y:55 K:37

- Trenholm Green
  - Hex Code: #a0aa4e
  - RGB: R:160 G:170 B:78
  - CMYK: C:42 M:22 Y:87 K:1

- White
  - Hex Code: #ffffff
  - RGB: R:255 G:255 B:255
  - CMYK: C:0 M:0 Y:0 K:0
“Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age.”

- Jesus