

2026 EDITION — IDENTITY SYSTEM

BRANDING GUIDE

PREPARED FOR
STAFF & PARTNERS

VERSION
1.0 · APR 2026



PRIMARY MARK · HORIZONTAL LOCKUP

IN THIS VOLUME

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A living document. This guide codifies how we look, sound, and show up — so that everything we publish feels unmistakably ours.

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01 — OUR IDENTITY

INVITING ALL TO KNOW THE GRACE OF JESUS CHRIST.

— MISSION

Invite all people to know the grace that Jesus offers. That commitment shapes how we come together on Sunday morning, and how we scatter throughout the Lehigh Valley during the week.

— VOICE

Warm. Plainspoken. Unhurried. We write the way we greet people at the door. We keep our copy consistent and professional.

— BRAND FEEL

Traditional in substance, modern in clarity. Navy depth, modern/traditional warm tones, a bold confidence.

02 — THE LOGO

THE MARK

Our identity pairs a hand-drawn cross traditional, steady, quietly ornate with a clean geometric wordmark set in Gotham. Together they carry centuries of tradition into contemporary use.

COMPOSITION

Symbol + Wordmark

WORDMARK

Gotham Bold / Gotham Light

PRIMARY COLOR

GRACE Navy · #144e6f



GRACE
CHURCH
BETHLEHEM

02 — THE CROSS

THE CROSS

When the full lockup is too large, too literal, or already introduced, use the cross mark alone. It stands for GRACE — a quiet signature for favicons, avatars, watermarks, closing frames, and interior applications where space is scarce.

USE WHEN

Avatars · favicons · watermarks · small print

MINIMUM

≥ 24 px digital · 8 mm print

PAIR WITH

Never the wordmark. Use the full lockup instead.



NAVY ON PURE WHITE

#094C75



REVERSE — WHITE ON NAVY

#FFFFFFA

03 — CONSTRUCTION

CLEAR SPACE & SCALE

Give the mark room to breathe. Never let other elements enter its protected zone a margin equal to the height of the cap “G” in “GRACE.”

PROTECTED ZONE · X = CAP HEIGHT OF “G”



MINIMUM SIZES



Print



Digital



Favicon / badge
Use mark only ≥ 24 px

04 — MISUSE

PROPER LOGO USE

Consistency protects recognition. The mark is locked — don't re-draw it, re-weight it, or re-color it. When in doubt, use the files in the asset library.



● Don't rotate or tilt



● Don't distort proportions



● Don't recolor



● Don't place on low contrast



● Don't use on busy imagery



● Don't rearrange elements

05 — COLOR

GRACE NAVY

The heart of the palette. Steady, trusted, unmistakable.
Use it for primary surfaces, headers, and the mark itself.

NAME	GRACE Navy
HEX	#144e6f
RGB	20, 78, 111
CMYK	82%, 30%, 0%, 56%
PANTONE	302 C

Deep Navy
Body copy · print & web

#063248

Wall Navy
Tint · accents

#2a6e99

Chapel Grey
Secondary · details

#5d5d5b

Sky
Soft · highlights

#EEF8FF

Stone
Neutral · backgrounds

#edeceb

Pure White
Primary

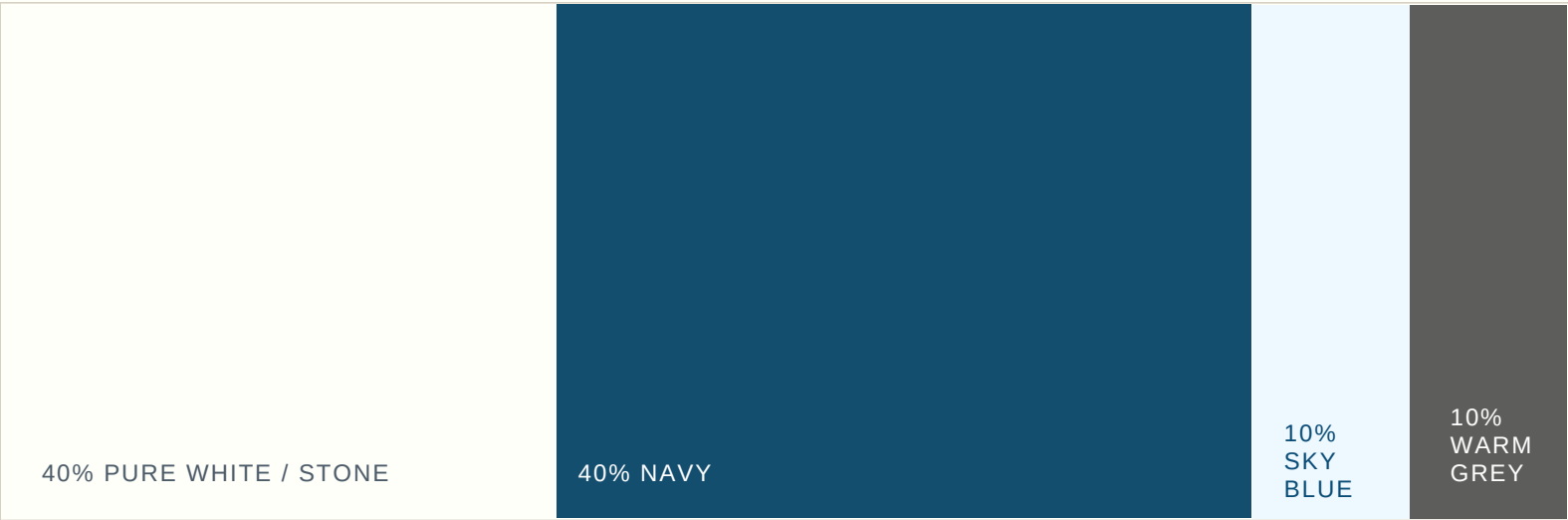
#FFFFFFA

06 — COLOR IN PRACTICE

COLORS & RATIOS

Keep the palette disciplined: navy leads, pure white breathes, warm grey punctuates.

USAGE RATIO — 60 / 30 / 10



- **Pure White / Stone** — the default canvas. Use pure white as the default; stone for content cards and calmer surfaces.
- **GRACE Navy** — headers, headlines, primary buttons, the mark.
- **Deep Navy** — body copy in print documents and long-form web content only.
- **Chapel Grey** — accents only: rules, drop caps, watermarks.

APPROVED PAIRINGS

Navy / Pure White PREFERRED · EDITORIAL	Pure White / Navy DEFAULT · DOCUMENTS
Deep Navy / Sky FORMAL · INVITATIONS	Stone / Navy CALM · BULLETINS

07 — TYPOGRAPHY

GOTHAM

Hoefler&Co.'s Gotham is our typeface family — a geometric sans drawn from the everyday lettering of mid-century New York. It is clear, dignified, and quietly American — the right voice for a historic church in a modern moment.

Gg

THE FAMILY

Gotham Light	300
Gotham Book	400
Gotham Medium	500
Gotham Bold	700
Gotham Black	800

Licensing note — Gotham is a commercial typeface. License via typography.com for desktop, web, and app use. When Gotham isn't available, substitute **Montserrat** (Google Fonts) at comparable weights.

08 — HIERARCHY

TYPOGRAPHY

DISPLAY

Gotham Bold

COME AS YOU ARE.

H1 · HEADING

Gotham Bold

INVITING ALL TO KNOW THE GRACE OF JESUS.

H2 · SUBHEAD

Gotham Medium

SUNDAYS · 8:30 & 11:15 AM MODERN · 9:45 AM CLASSIC

BODY

Gotham Book

GRACE CHURCH BETHLEHEM is a welcoming community inviting all to know the grace of Jesus. Whether it's your first Sunday or your fortieth year, there is a seat and a cup of coffee with your name on it.

EYEBROW / TAG

Gotham Medium

Dr. Marnie Crumpler / Sermon / 042910

CAPTION / META

Gotham · 12 · +0.02em

Dr. Marnie Crumpler / Sermon / 042910

09 — APPLICATION

APPLICATION



DR. MARNIE CRUMPLER

SENIOR PASTOR

(484) 898-8947 | MARNIECRUMPLER@GRACECB.ORG

4301 HECKTOWN RD. BETHLEHEM PA 18020

GRACECB.ORG



Officer Nominations

CLASS OF
2027

SERVE AT GRACE

Name

Email

Phone #



GRACECB.ORG/SERVE

**THANK YOU FOR
KEEPING US
CONSISTENT.**
