

OLIVE BAPTIST CHURCH | PENSACOLA, FL

BRAND STYLE GUIDE

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STRATEGY

Olive Baptist Church is built on values and brand promises that keep us together and on message.

STYLE GUIDE

Here you will find a basic guide to protect our identity and message as a church.

01. VALUES

Values drive everything we do at Olive, from the ministries and programs we create to the selection of music for each Sunday. It is the values of Olive that keep us aligned with the original vision: to develop fully devoted followers of Jesus Christ.

WE SEEK TO KNOW GOD

To know Christ better by providing times of genuine worship that bring seekers and believers to personally encounter God.

WE CONNECT PEOPLE WITH THE MESSAGE OF CHRIST

To make Christ known by leading every believer to become personally involved in reaching their lost world. We accomplish this by building relationships with people who do not know Christ. People are encouraged to be personally involved in missions opportunities that reach around the world.

WE EQUIP PEOPLE TO WALK WITH CHRIST

To know Christ better by growing mature disciples who are becoming involved in maturing opportunities which help them to develop spiritual disciplines, deepen their understanding of biblical principles, acquire life skills and encounter Christ's healing love.

WE SHARE GOD'S LOVE BY SERVING OTHERS

To make Christ known by helping believers discover and develop their spiritual gifts and talents and use them in meaningful service to and through the body of Christ.

02. BRAND

The Olive brand is much more than a logo or colors. It is a visual and aural representation of Olive. As our ministry grows and changes, our brand decisions are constantly evolving and shifting to reflect this community and culture.

Olive is defined by several things. We are a family church. We are a large church with small points of connection. We are a multi-cultural and multi-generational community of believers with a variety of opportunities to belong and grow. The purpose of our brand strategy is to capture and communicate these unique aspects that make us who we are.

03. LOGO

The logo is a recognizable visual representation of Olive. It puts a face to our branding and message.

This style guide introduces the approved logo versions and standards for use. Always use the logos in accordance with these guidelines to communicate consistently across different media.



LOGO VARIATIONS & USAGE



Primary

The primary logo is the version that will be used the most often and the one that comes to mind when people think of the Olive brand.



Horizontal

The horizontal logo is to be used when the primary logo doesn't fit well or look good in the space you're working with.



Icon

The icon is an appropriate replacement for the primary logo when church name is included clearly on the material.

The Olive logo should be used in full color whenever possible. Use the white version on dark backgrounds. The dark blue and black versions should only be used if printing in one color.



WARRINGTON VARIATIONS

There's a slightly different version for our Warrington Campus. On social media, we use a light blue border around the icon (left) for the profile picture. For the Warrington specific logo (right), horizontal version is used.



LOGO MISUSE

Think of Olive's logo and identity as an image. It is not artwork to be manipulated or displayed in an unusual manner.

Examples of what NOT to do with our logo and identity:



Do not use a gradient on the logo.



Do not tilt or rotate the logo.



Do not change the color of the logo.



Do not use two different color for the logo.



Do not stretch the logo.



Do not change the font for the logo.



Do not combine or overlay other logos, badges, or icons over any part with the Olive logo.



Do not outline the logo.

LOGO COLOR USAGE

When placing the Olive logo over a color or photo, the most important factor is CONTRAST. The logo must be able to stand off of the color or image in a striking and clean manner. Never change the color of the Olive logo to anything other than the what is listed in this style guide.

NEW LOGO CREATION

Branding and identity creation is a specialized and technical process that requires great care, knowledge, and expertise. For that reason, creation of logos without the input or guidance of the Communications Department is strictly prohibited. We're always happy to sit down and talk through new and upcoming projects. If you have a new ministry that you feel may need a logo or identity, schedule a creative meeting with the Communications Department to discuss options.

TREAT THE ELEMENTS WITH CARE

The logo, logotype, or icon should never appear connected to any other symbol or icon.

The logo should never be contained in a circle or other shape.

The logo should never be modified in any way.

Do not change the colors of the logo, logotype, or icon.

Do not stretch the logo.

Do not put a border or stroke around the logo.

04. COLORS

The primary brand colors for Olive are dark blue, charcoal, grey, light blue, and light green.

Secondary colors are used for sub-brands and ministries within Olive. Other colors and combinations are sometimes used for one time designs or events. However, no color choice should ever clash or compete with the overall look and feel of Olive.

CMYK 100 84 40 33

RGB 26 50 83

Pantone 540 C

HEX #173A64

0 0 0 80

88 89 91

Pantone 425 C

HEX #545859

0 0 0 20

209 211 212

Pantone 427 C

HEX D0D3D4

53 4 0 0

103 197 240

Pantone 297 C

HEX #71C5E8

40 20 50 0

161 178 143

Pantone 7494 C

HEX #A2B390

93 57 27 6

0 95 134

Pantone 7469 C

HEX 005F86

60 40 65 20

101 115 92

Pantone 4182 C

HEX 6A7866

05. TYPOGRAPHY

Olive has selected the following brand fonts for use on church materials. These fonts, as well as alternative options for when the primary fonts are not available, are listed on the following pages.

GOTHAM LIGHT

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
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

GOTHAM BOOK

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
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

GOTHAM MEDIUM

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
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

GOTHAM 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
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

GOTHAM BLACK

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
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

GOTHAM ULTRA

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
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

SECONDARY FONTS

Instaquote Broadstone

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
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

Instaquote Foxglove

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
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

Instaquote Homeward

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
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

OTHER APPROVED FONTS FAMILIES

The following fonts are approved for use when the standard brand fonts are not available.

- Helvetica
- Helvetica Neue
- Arial
- Instaquote Font Kit

06. OUTSIDE ORGANIZATIONS

Use of other logos, such as the Southern Baptist Convention, Florida Baptist Convention, International Missions Board, North American Missions Board, etc. is permissible as long as those organizations' usage rules are followed and we are given express permission. These logos and all their versions should be requested from the individual organization.

We have a separate Olive logo package and style guide for outside organizations. Please use discretion when giving out the Olive logo. We want to respect our ministry and brand by being aware of how, when, and where our logo is used. When sending the logo package to an outside organization, copy **comms@olivebaptist.org** on the email and let them know that our Communications team will be happy to assist them with any questions they may have about the logo and its uses.

07. DESIGN STANDARDS

Our purpose when it comes to design is simple. We want to free you to do the work of the ministry without the worry of design and promotion. That being said, we recognize there are times when you will need to create your own materials.

When creating materials for your department, please abide by the Olive style guidelines. For design help and/or proofing, contact the Communications Department. We're happy to assist you in any way possible!

08. VOICE

Olive's voice is human. It is familiar, friendly, and straightforward. A good way to think of our voice is to compare what it is to what it isn't.

Olive's voice is:

- Fun but not silly
- Confident but not cocky
- Smart but not stodgy
- Informal but not sloppy
- Helpful but not overbearing
- Compassionate but not careless

09. TONE

Olive's tone is usually informal, but it is always more important to be clear than to be entertaining. When you are writing, consider the reader's state of mind. Are they thankful for a particular worship service or teaching? Do they need prayer for a sick relative? Are they responding to a funny or casual post on social media? The tone of Olive must adapt in for each circumstance. But in any case, it must be clear, understandable, and human.

10. WRITING

When you are writing content for Olive materials (letters, postcards, newsletter articles, emails, etc.) please use these standards to help keep our voice consistent.

Formatting:

- Dates: April 1, 2020 or 4/01/2020
- Times: 6PM or 6p ; 9:30AM or 9:30a
- Phone numbers: 850.123.4567, ext. 222 (always include area code)
- Scripture references: John 3:16

Capitalization:

- DO capitalize locations around the church (Worship Center, Room 4200, Community Room, Passmore Hall)
- DO capitalize “Bible”
- DO NOT capitalize “church” unless used in a proper name

Clarity:

- DO NOT use OBC. Instead, use “Olive” and “at Olive.”
- Use Main Campus or Warrington Campus for any event promotion.
- When quoting scripture, please use the New American Standard Bible.
- Describe terms that new members or visitors may not know
(Located in the Recreation Outreach Center (ROC).)
(Meet in Passmore Hall, located at the southeast corner of the church, near the Main Offices.)

BIG PICTURE

Whatever we do and whatever we communicate should be less about Olive and more about Jesus and the life change that He brings.

OLIVE BAPTIST CHURCH