soul🌱shop

Brand Graphic Standards

Soul Shop Graphic Standards

Primary Logo

USAGE: On all business and Core Soul Shop communication and marketing.

Logo colors may not be altered. Proportions must never be altered either vertically or horizontally.

Primary Logo Horizontal

Soul Shop Grey
Pantone 425C 1-color
C66.64 M52.42 Y49.87 K19.31
R28 G28 B26
1C1C1A
75% Black for graphics-limited software like Microsoft Word

Soul Shop Green
Pantone 376C 1-color
C50 M0 Y100 K0
R122 G183 B50
7AB732

Soul Shop Light Green for reverse
Pantone 375C 1-color
C41 M0 Y90 K0
R146 G193 B69
92C145

soul shop
~ Ministering to Suicidal Desperation ~
Primary

soul shop
~ Ministering to Suicidal Desperation ~
Secondary on Distressed Linen Texture

soul shop
~ Ministering to Suicidal Desperation ~
Primary Reverse

soul shop
~ Ministering to Suicidal Desperation ~
Secondary Reverse

soul shop
~ Ministering to Suicidal Desperation ~
Primary 1-color Pantone 425C or 1-color Black

soul shop
~ Ministering to Suicidal Desperation ~
Secondary Reverse Pantone 425C or 1-color Black

Secondary Logo Vertical

Usage: For vertical formats such as web ads and signage where primary horizontal logo will not a readable option.

NOTE: Logo proportions must never be altered either vertically or horizontally.

soul shop

soul shop

soul shop
~ Ministering to Suicidal Desperation ~

Dimensions & Clear Space Usage:

A guide to maintain proper identity proportions & clear space around the logo

NOTE: Logo proportions must never be altered either vertically or horizontally.

Clear Space (the designated area around the logo) should be maintained at all times. Type and image should not infringe on this space (background images are exempt—see background standards).

Soul Shop Brand Graphic Standards 2024

Logo Readability

BACKGROUND STANDARDS — Logo must maintain clear space and legibility. Rules apply with reversed logos as well.

soul shop
~ Ministering to Suicidal Desperation ~
Yes

soul shop
~ Ministering to Suicidal Desperation ~
Yes

soul shop
~ Ministering to Suicidal Desperation ~
No

soul shop
~ Ministering to Suicidal Desperation ~
No

Typography

ITC Slimbach | Headlines
Headline Weights: Book or Medium. No Bold.

ITC Slimbach Book
ITC Slimbach Medium
~~ITC Slimbach Bold~~

Avenir | Subheads and Body Copy
Subheads Weights: Avenir Black
Body Copy Weights: Book, Roman and Heavy may be used.

Avenir Black
Avenir Book
Avenir Roman
Avenir Heavy

Brand Colors

Logo Colors

	Name	Pantone	CMYK	RGB	HEX
	Soul Shop Grey	425C	C66.64 M52.42 Y49.87 K19.31	R28 G28 B26	1C1C1A
	Soul Shop Green	376C	C50 M0 Y100 K0	R122 G183 B50	7AB732
	Soul Shop Lt Green	375C	C41 M0 Y90 K0	R146 G193 B69	92C145

Core Brand Colors

| 100%	50%	25%	Name	Pantone	CMYK	RGB	HEX
			Leaders	458C	C13.19 M11.64 Y75.31 K0	R216 G197 B87	DBC557
			Black Churches	7678C	C67.31 M77.65 Y0.49 K0.3	R104 G71 B141	68478D
			Youth Leaders	7723C	C65.22 M7.86 Y51.51 K0.11	R75 G164 B132	4B8A484
			Campus Leaders	7689C	C76.23 M23.93 Y3.8 K0	R33 G140 B193	218CC1
			Hisapanic Churches	570C	C49.35 M0 Y25.86 K0	R107 G192 B183	6BC0B7
			Hope With Skin On	7563C	C11.61 M34.1 Y94.96 K0.58	R197 G152 B57	C6993A

Secondary Brand Colors

| 100%	50%	25%	Name	Pantone	CMYK	RGB	HEX
				2718C	C62.54 M36.34 Y0 K0	R88 G135 B218	5887DA
				2199C	C75 M0 Y10 K0	R83 G174 B210	53AED2
				1807C	C24 M91 Y73 K10	R141 G56 B60	8D383C
				2354C	C42.83 M77.35 Y5 K5	R126 G76 B130	7E4C82

Soul Shop Graphic Standards

Illustration Style with Circles

These illustrations are often combined with cricle of varous colors that represent our many outreach programs..
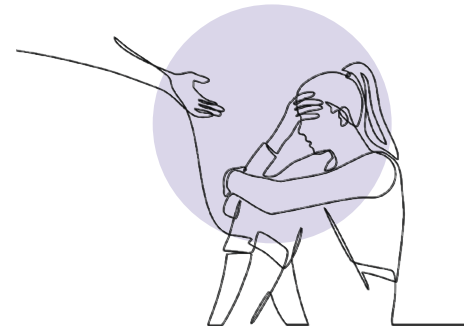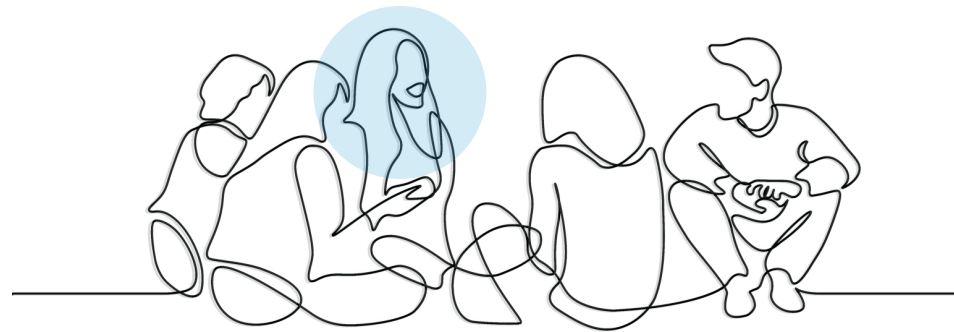
Linen Texture

Our linen texture is used as a background and is often layered with graphic elements and photography.
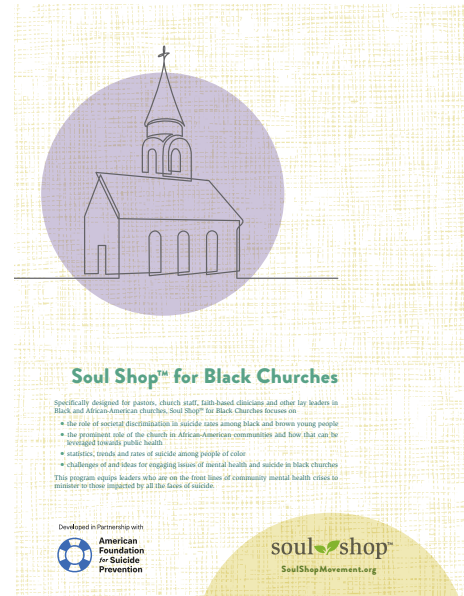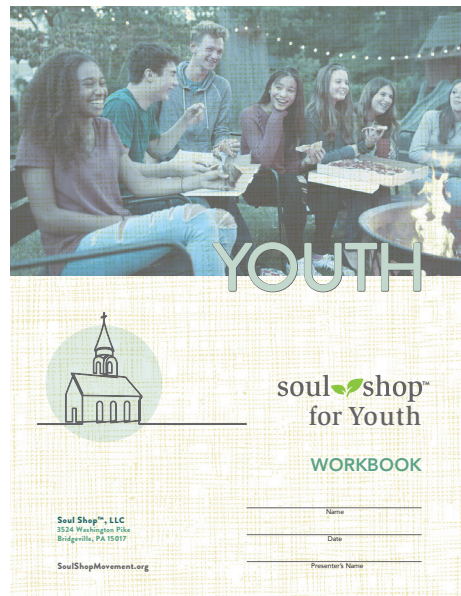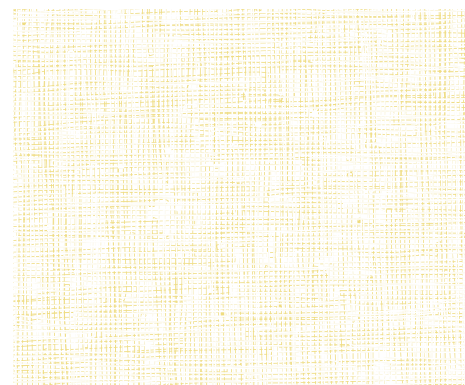
Brand Emotions

REINFORCING:

Engaging | Natural | Authentic | Approachable | Energetic Relational | Open | Group-Oriented | Life-giving | Organic Hopeful | Missional

UNDERMINING:

Closed-off | Stark | Forceful | Stale | Elitist

Photography

REINFORCING:

Natural or Warm Studio Lighting | Sun-Drenched | Relaxed Diffused | Active | Candid (talking, praying, laughing, embracing) | Contextual

UNDERMINING:

Posed | Rigid | Plastic | Stoic | Over-exaggerated | Fake Eye-Contact with Camera | Overcast Satirical | Emotionless | Bleak | Not Contextual | Dramatic