



SOUTH CAROLINA BAPTIST CONVENTION

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The vision of the South Carolina Baptist Convention is to see a day when every life is saturated and transformed by the hope of the Gospel in South Carolina. One of the ways we can help our audiences achieve this is through good design. Good design draws attention and helps create relevance.

The SCBC is one large entity comprised of various ministries, events, and audiences. Because all of them fall under the larger umbrella of one convention, we should still have a unified and cohesive visual identity. Without maintaining that, we appear disorganized, un-relevant, scattered, and divided. We are a branded house, not a house of brands.

This goal in no way takes away the individual identity of each of our ministries, but instead strengthens both the brand we are building and the confidence our audience has in our professionalism.

Remember why we do it. We are called to excellence and every design we put out is a reflection of our Creator and our Convention. What is your design saying? If it does not meet the qualifications in this guide, do not use it.

**Design matters
because design
speaks. Good design
speaks good. Bad
design speaks bad.
Let's reflect our great
Designer and design
things that speak and
reflect well on both
our Creator and our
Convention.**

**Good design
matters.**

MISSION:
HELPING EACH CHURCH ADVANCE
AS WE ADVANCE
THE GREAT COMMISSION...TOGETHER

VALUES:
The Possibility of **EVERY LIFE**
The Strength of **COLLABORATION**
The Energy of **INNOVATION**
The Lever of **LEADERSHIP**

PRIMARY LANDSCAPE



SOUTH CAROLINA BAPTIST CONVENTION

PRIMARY STACKED



**SOUTH CAROLINA
BAPTIST CONVENTION**

SECONDARY ACRONYM



SCBC

SECONDARY SHORTHAND



SCBAPTIST

PRIMARY ICON

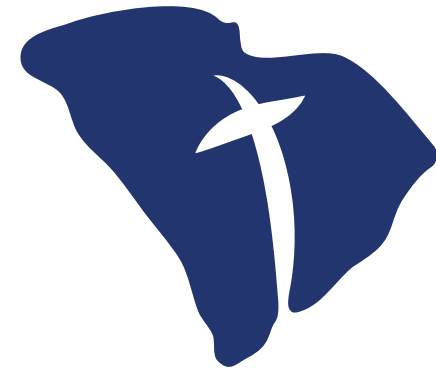


LOGO

A stylized, angle-free silhouette of South Carolina is represented with a flowing cross formed to exit at the coast. The stylized outline of the state is depicted to show that we, as an organization, are fluid, flexible, adaptable, and creative. Even the edges that are straight in reality have been smoothed in the logo to create ease and comfort in appearance. The cross is first and foremost, taking its place in the heart of our state. The base opens up at the coast, signifying that the gospel message does not stop in South Carolina, but spreads out from our borders to the whole world.

LOGO + LOGOTYPE

When possible, the logo ought to be accompanied by the words 'South Carolina Baptist Convention' in the font typeface Futura Now. When used on a light background, the blue version should be used when possible. Against a dark background, the white version should be used. When printing, in black on white, a black version of the logo is preferred over the blue logo as the blue will appear faded.



**SOUTH CAROLINA
BAPTIST CONVENTION**

Logo System

PRIMARY +
SECONDARY

LEGACY INDIGO BLUE



BLACK



WHITE



PRIMARY NAVY BLUE



PRIMARY
LANDSCAPE

PRIMARY
STACKED

SECONDARY
ACRONYM

SECONDARY
SHORTHAND

**PRIMARY
NAVY BLUE**

CMYK: 100/92/37/33
PANTONE: NONE
RGB: 25/39/84
HEX: #192754

**UP STATE
BLUE**

CMYK: 85/52/25/5
PANTONE: 2150C
RGB: 48/109/147
HSB: 203/67/58
HEX: #306D93

**OCEAN
BLUE**

CMYK: 56/0/1/0
PANTONE: 2985C
RGB: 84/202/242
HSB: 226/70/33
HEX: #54CAF2

**LEGACY
INDIGO BLUE**

CMYK: 100/80/6/32
PANTONE: 288C
RGB: 0/45/114
HEX: #002D72

**MIDLANDS
TEAL**

CMYK: 72/18/47/1
PANTONE: 2241C
RGB: 69/160/148
HSB: 172/57/63
HEX: #45A094

**LOW COUNTRY
AQUA**

CMYK: 64/0/20/0
PANTONE: 226C
RGB: 66/194/207
HSB: 186/68/81
HEX: #42C2CF

**PRIMARY
GRAY**

CMYK: 64/56/57/33
RGB: 82/83/82
HSB: 120/1/32
HEX: #525352

**UPSTATE
GRAY**

CMYK: 45/37/38/2
RGB: 146/146/145
HSB: 59/0/57
HEX: #929291

**OCEAN
GRAY**

CMYK: 4/2/2/0
RGB: 242/243/244
HSB: 208/0/95
HEX: #F2F3F4

**LEGACY
GRAY**

CMYK: 58/49/49/16
RGB: 109/109/109
HSB: 120/0/42
HEX: #6D6D6D

**MIDLANDS
GRAY**

CMYK: 41/32/33/0
RGB: 158/159/159
HSB: 179/0/62
HEX: #9E9F9F

**LOW COUNTRY
GRAY**

CMYK: 18/14/14/0
RGB: 206/207/207
HSB: 179/0/81
HEX: #CECFCF

PRIMARY FONT FAMILY
FUTURA NOW

Futura Now - Headline

Futura Now - Text/Text Var

Futura Now - Display/Display Var

FUTURA NOW - INLINE

FUTURA NOW - OUTLINE

FUTURA NOW - SHADOW

SECONDARY FONT FAMILY
BETTER TIMES

Better Times

Better Times ALT

PARAGRAPH FONT FAMILY
INTER

Inter Thin

Inter Light

Inter Regular

Inter Medium

Inter Semi-Bold

HEADLINE OR TITLE

Paragraph text - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Highlight!

The Futura family is meant for headlines, titles, and headings.

The Inter family is meant for paragraphs and small details.

Better Times is designed for *one-three word* highlights and action steps.





Gotham Light
Gotham Book
Gotham Bold
Gotham Black
Gotham Ultra





Photography Examples



Group shots show interest and engagement.



Group shots with a single subject in focus show emphasis.



Telephoto lenses allow for intimate shots without invading space.



PRACTICAL TIPS

1. People relate to people. Capture faces, especially smiling faces.
2. Observe the room and know what is around you.
3. Wait for a candid moment. They are always the best.
4. Arrive early so that you can get volunteer/prayer meetings.
5. Grab a few friends and ask if you can get a quick shot.

DO'S AND DONT'S

- ✓ Make sure that your camera batteries are charged.
- ✓ Have your shutter mode set to 'silent'.
- ✓ If you don't have a professional camera, use your smart phone.
- ✓ Clean your lens and look for good lighting.
- ✓ Wear all black/dark colors.
- ✗ Don't use flash during services.
- ✗ No specific shots of offering buckets or note taking.
- ✗ Do not film children unless you have permission.

Section Four

Design Best Practices



Keep thing simple, but still eye-catching.

There's nothing worse than an overwhelming design that is difficult to understand. You don't have to use a ton of elements. The secret to good design is not to stuff as much content into your design as possible. Instead, it's achieving a balance between aesthetic appeal, and getting your message across clearly and effectively.



Reconnect
Retreat



Lake Wateree Recreation Area



Use colors and fonts that are either in the SCBC brand or that compliment them.

Sticking to the SCBC brand helps maintain a cohesive look for all events, programs, ministries, etc within the Convention. Without that cohesion amongst pieces, the overall look of the Convention can come across as sporadic, unprofessional, and all over the place. We achieve this cohesion by choosing fonts and colors from our Creative Style Guide. While other ones may also be used, they have to work well with the established ones.



Consider visual hierarchy.

Visual hierarchy is all about giving visual importance to some elements over others. This applies to text, graphics and even color. When you use visual hierarchy rules, you bring attention to a focal point in the design. This creates a visual balance that then starts a visual flow of information for the viewer.



Embrace white space.

“White space” is not necessarily white. It’s just space that lacks any text or other elements. This is what allows your design to “breathe”. It helps your eyes and brain not feel overwhelmed at first glance.



who's your **1ONE?**
TOUR

Spartanburg, S.C.
Two Days of Inspiration and Training • May 2 & 3, 2021



Use high resolution images in your designs.

If you have a photo that is low quality or if you export your design too low, it will appear pixelated. Avoid this.





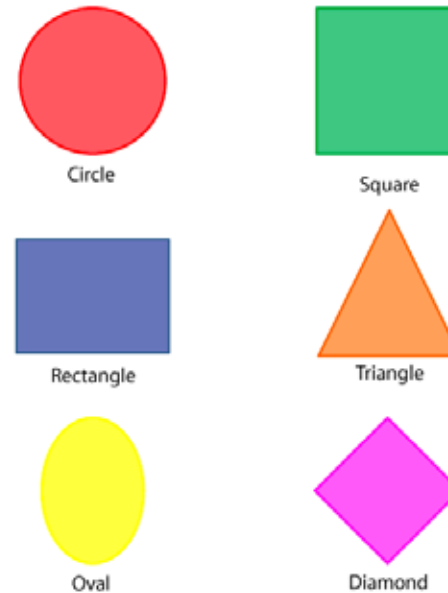
Lines



The first and most basic element of design is the line. In design, a line is any two connected points. These lines can be straight or curved, and may be smooth, rough, continuous, broken, thick, or thin. A line creates division and hierarchy within your design, helping direct the user's eye toward specific information or a specific focal point.

Lines can also create subliminal languages in your design. A diagonal line, for example, suggests movement; a straight line is more orderly and clean.

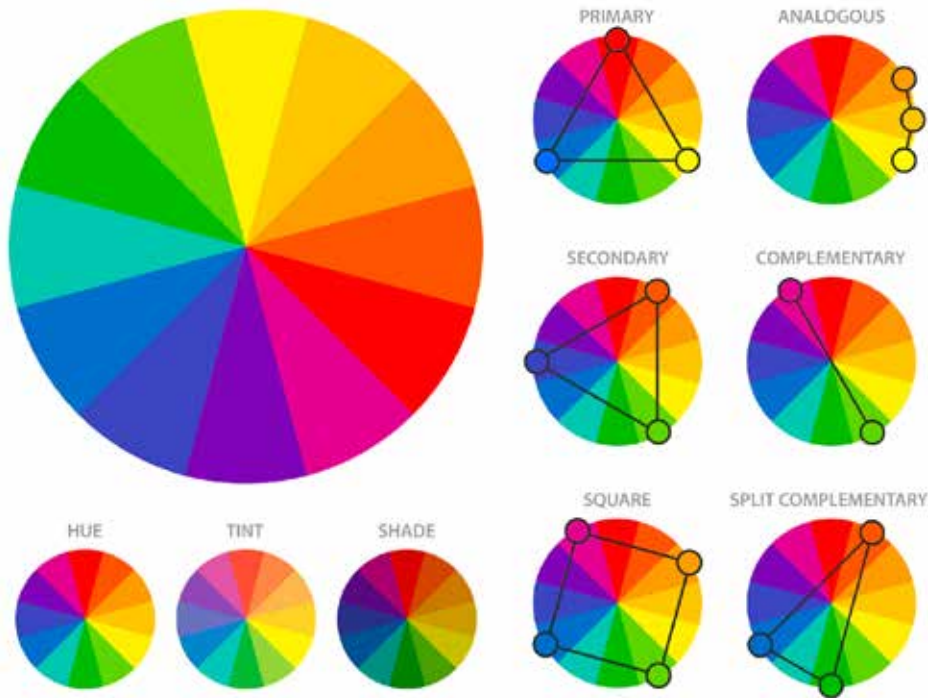
Shapes



The second element of design is shape, when a two-dimensional line encloses an area. A shape can be geometric (like a circle, triangle, or square), or it can be organic (such as leaves, flowers, and animals). Boundaries—including lines and color—ultimately define shapes and can also help emphasize an area of the page.

Colors

COMBINATION OF COLORS



Color is another powerful element of design. It can stand alone, act as a background, or highlight other elements in your design.

Color is also a fantastic tool for creating and establishing a mood for your brand. For example, red typically signifies love, strength, power, and desire; green typically signifies tranquility, and health.

Typography

Typography is arguably the single most important part of graphic, web, and user interface design. Your text and how it looks isn't just about conveying a message; it can also convey a mood. Are you a serious online newspaper or a playful blog? Typography can set the tone.

Texture

Texture refers to the way a surface feels—or in this case of a digital design, a perception of how it could feel. Texture can create a more dynamic, visually appealing experience while also adding depth to your design.

Space

Space refers to the area above, below, around, or behind an object. It can be positive or negative.

Positive space refers to the subject or areas of interest, such as a person's face or furniture in a room. Negative (or “white”) space, on the other hand, refers to the background area that surrounds the subject or areas of interest.

When used correctly, negative space plays a pivotal role in the success of your design. It has the ability to:

Enhance readability — A larger white space ensures your text doesn't have to compete with other design elements.

Simplify your design — White space breaks your design into chunks so that you do not overwhelm your reader's eye.

Complete an image — Humans naturally see closed shapes. Therefore, when a shape or element is incomplete, the white space can help your reader unconsciously fill the gaps.

Add a sense of luxury — “Less is more” can create a sense of sophistication in your design.



Section Six

Branded House



**SOUTH CAROLINA
BAPTIST CONVENTION**

Currently, the SCBC acts as a “House of Brands” where each ministry and event is given it’s own look with no regard to the rest of the house. We would like to move toward being a “Branded House” instead, where everything under the SCBC umbrella follows the creative style outlines found in this guide in order to create a more unified and cohesive collection.



immersion



NEIGHBORING



IMPACT

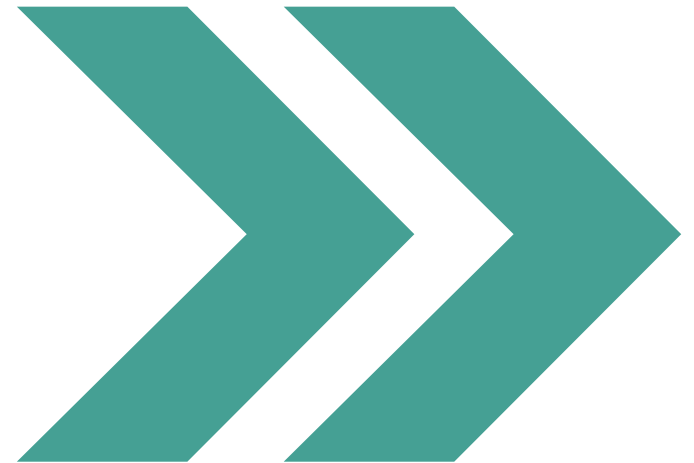


25 graphic design tips for non-designers and beginners

Understanding the 7 Elements of Design

10 Basic Elements of Design

6 Elements of Design



Checklist

Every design will need:

- ☐ Icon Element as a vector (see description below)
- ☐ Horizontal Orientation layout (16x9 proportions)
- ☐ Vertical Orientation layout (9x16 proportions)
- ☐ Square Orientation layout (16x16 proportions)

What is a vector file?

Vector files use mathematical equations, lines, and curves with fixed points on a grid to produce an image. There are no pixels in a vector file. A vector file's mathematical formulas capture shape, border, and fill color to build an image. Because the mathematical formula recalibrates to any size, you can scale a vector image up or down without impacting its quality. An easy way of thinking about this is that vector files may be edited, while raster files are the opposite. They are flat images that can not be changed.

WHAT ARE SOME BEST PRACTICES FOR DESIGN?

All designs must follow one of the three design best practices below:

- ☐ Use both SCBC approved fonts and approved SCBC colors together.
- ☐ Use SCBC approved fonts and non-SCBC colors together.
- ☐ Use non-SCBC approved fonts and approved SCBC colors together.

WHAT ARE SOME BEST PRACTICES WHEN USING IMAGES?

- ☐ When possible, SCBC images should be used.
- ☐ Images should be royalty-free (free to use), clear, crisp, and not pixelated or unintentionally blurred.
- ☐ If the image is not royalty-free, permission to use is required from the source. If assistance is needed contact the Creative Director.

