



# **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, irrelevant, 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 well. Bad  
design speaks poorly.  
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 things 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**

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# 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.



## Section Five

# Elements of Design



This section is taken from an Adobe XD Ideas article by Justin Morales.

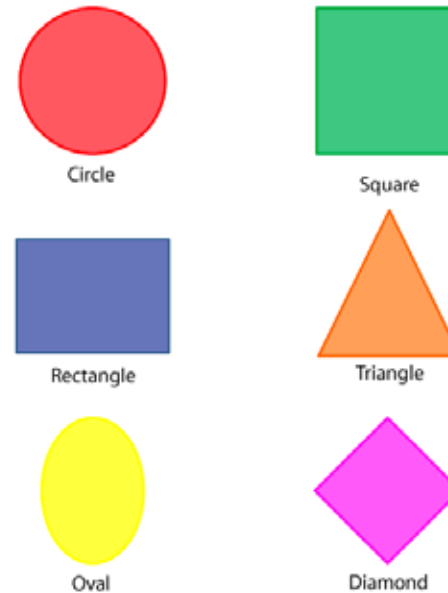
# Lines



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.

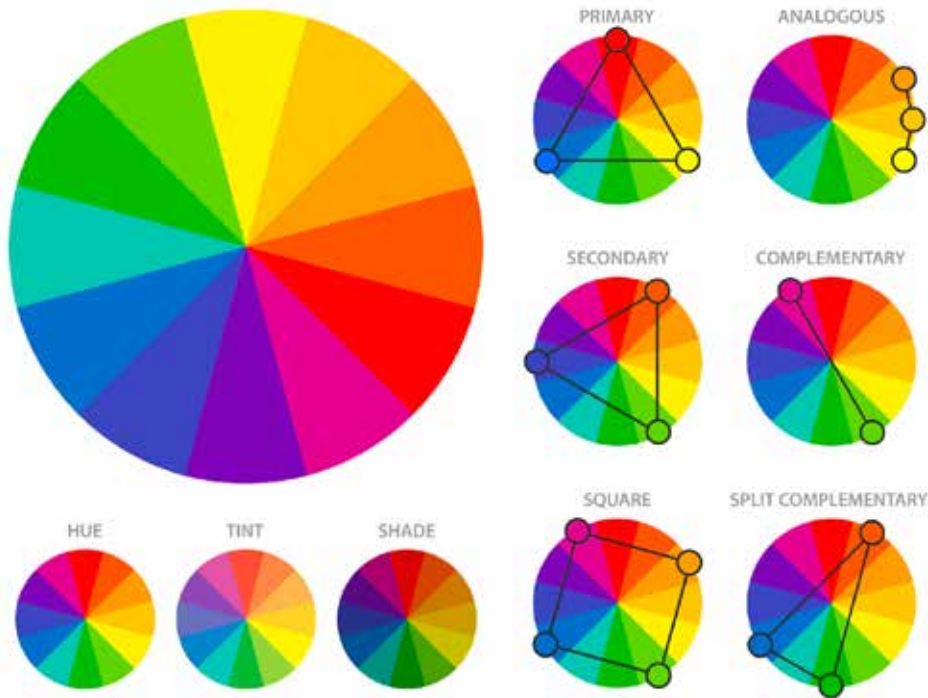
# Shapes



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 its 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.

