



FORMATIONCHURCH

STYLE GUIDE

crafted with love by





LEADING NOCO TO
EXPERIENCE GOD
KNOW JESUS
FIND FREEDOM
DISCOVER PURPOSE
AND MAKE AN IMPACT

APPLICATION IDEAS



FORMATIONCHURCH

SUNDAY, MARCH 8 @ 10 AM ♦ 512 Street Name, Fort Collins

GRAND OPENING
CELEBRATION SERVICE

This billboard design features a warm orange background with a faded image of a smiling woman. The church logo and name are in white at the top. A dark green horizontal bar contains the event details in white text. The event title is prominently displayed in large, bold white letters at the bottom.



FORMATIONCHURCH

PARKING MAIN LOBBY


A white rectangular sign with a top section featuring a topographic line pattern. Below this, the church logo and name are printed in black. A dark green horizontal band at the bottom contains white directional arrows and the words 'PARKING' and 'MAIN LOBBY'.



you belong here.

FORMATION.CHURCH

This billboard design has a dark grey background. The top left corner features a vertical green bar with a topographic line pattern. The church logo and the slogan 'you belong here.' are in white. Below, a faded image of people in a church setting is visible, with the website 'FORMATION.CHURCH' printed in white at the bottom.



This style guide explains how to use your brand elements, and help to ensure a consistent look and feel across all applications. Don't be afraid to enforce these standards.

DO NOT BE AFRAID
TO ENFORCE THESE STANDARDS.

How can you recognize **FORMATION** in the wild of Fort Collins, Colorado and beyond? Follow these guidelines to keep a professional and consistent feel across all applications.



BRAND VISUALS



FORMATIONCHURCH

MAIN LOCKUP

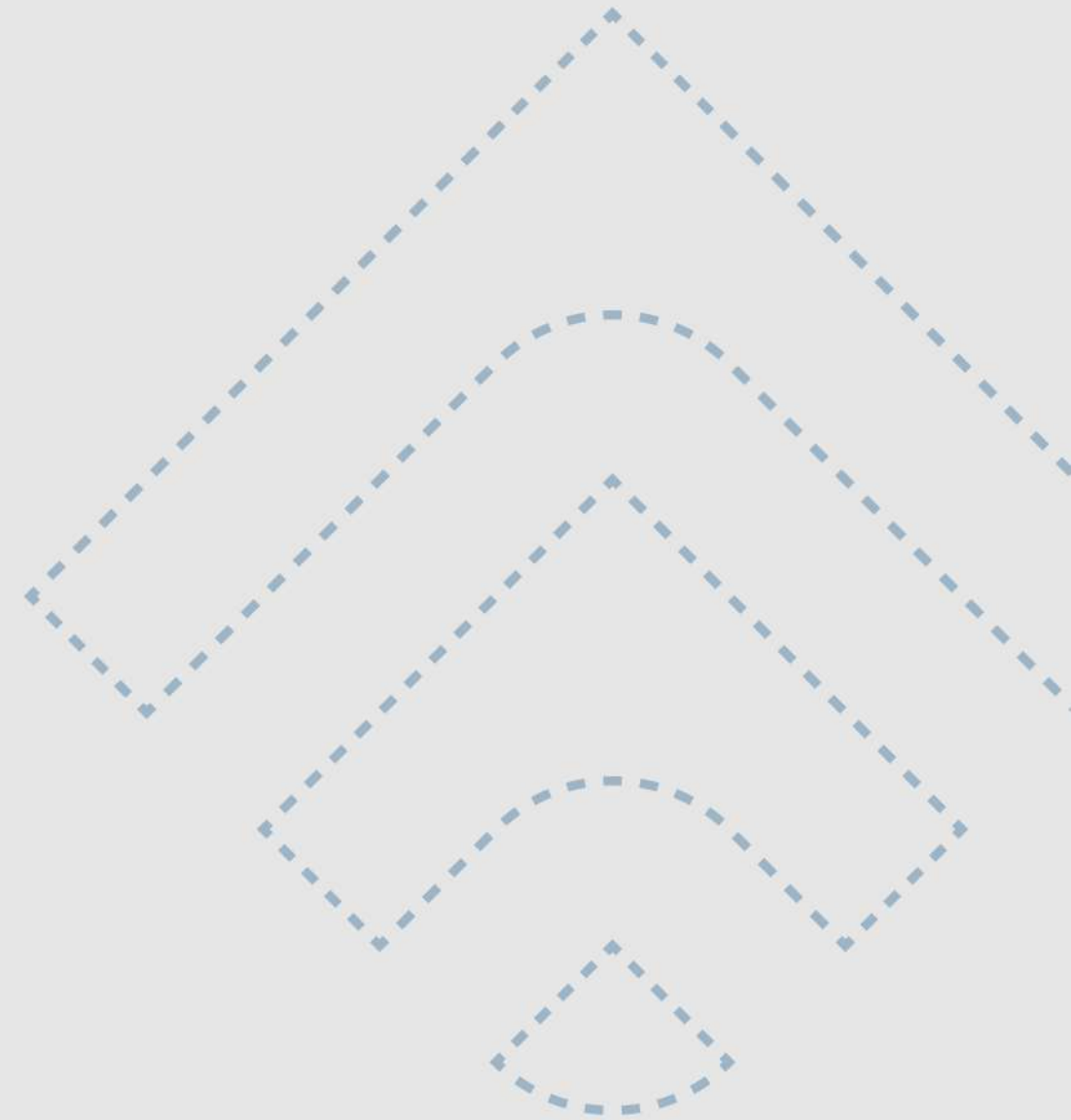
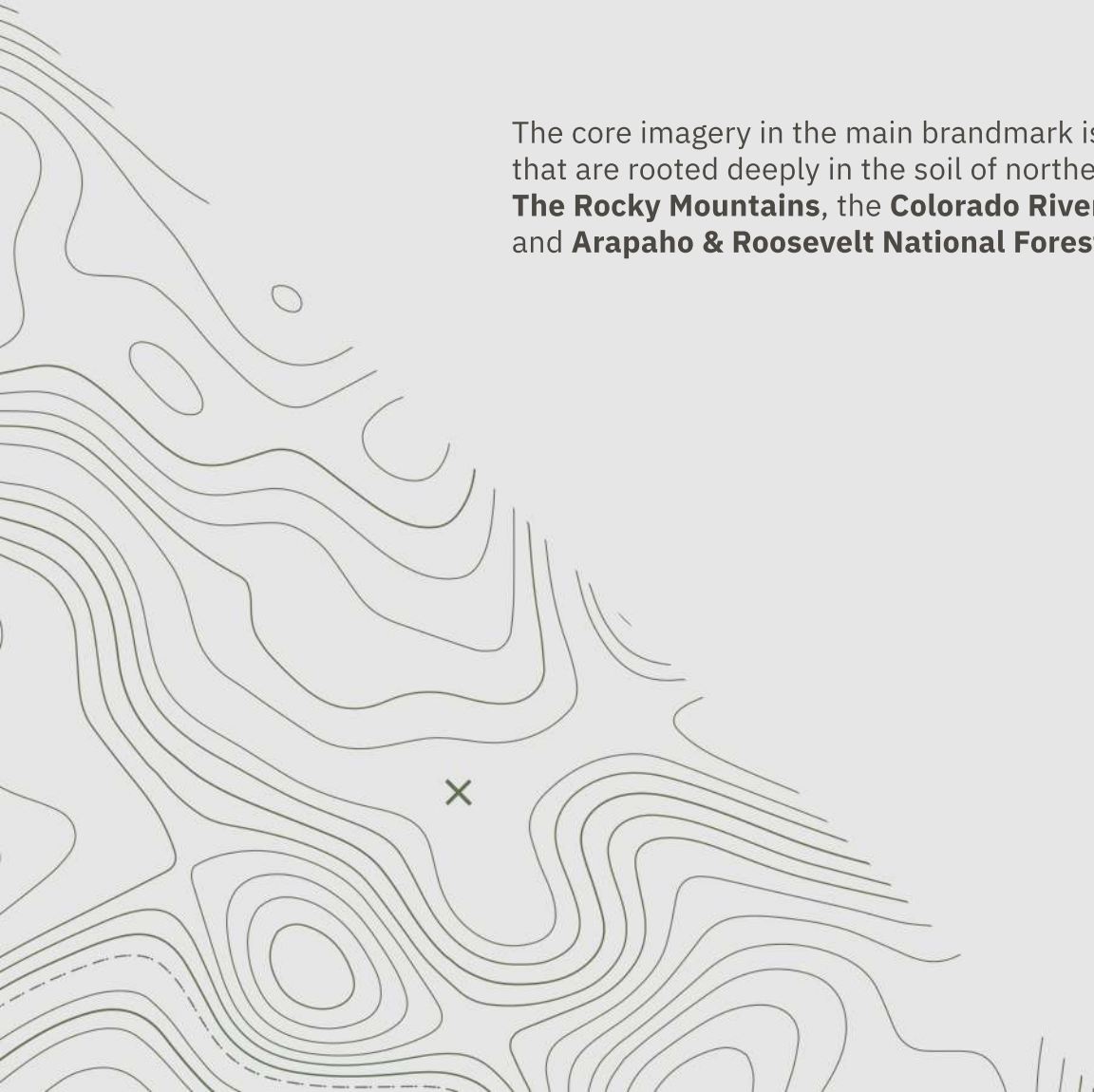


FORMATIONCHURCH

MAIN LOCKUP (DARK MODE)

THE INSPIRATION

The core imagery in the main brandmark is inspired by the facets of nature that are rooted deeply in the soil of northern Colorado:
The Rocky Mountains, the Colorado River, Pawnee National Grasslands,
and **Arapaho & Roosevelt National Forests.**



THE
DESIGN
GUILD



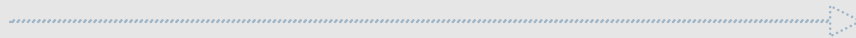
.....

The top, middle, and bottom 'positive space' of the brandmark reaches to the northern mountains of the Colorado Front Range while keeping a strong and bold foundation for the icon.



.....

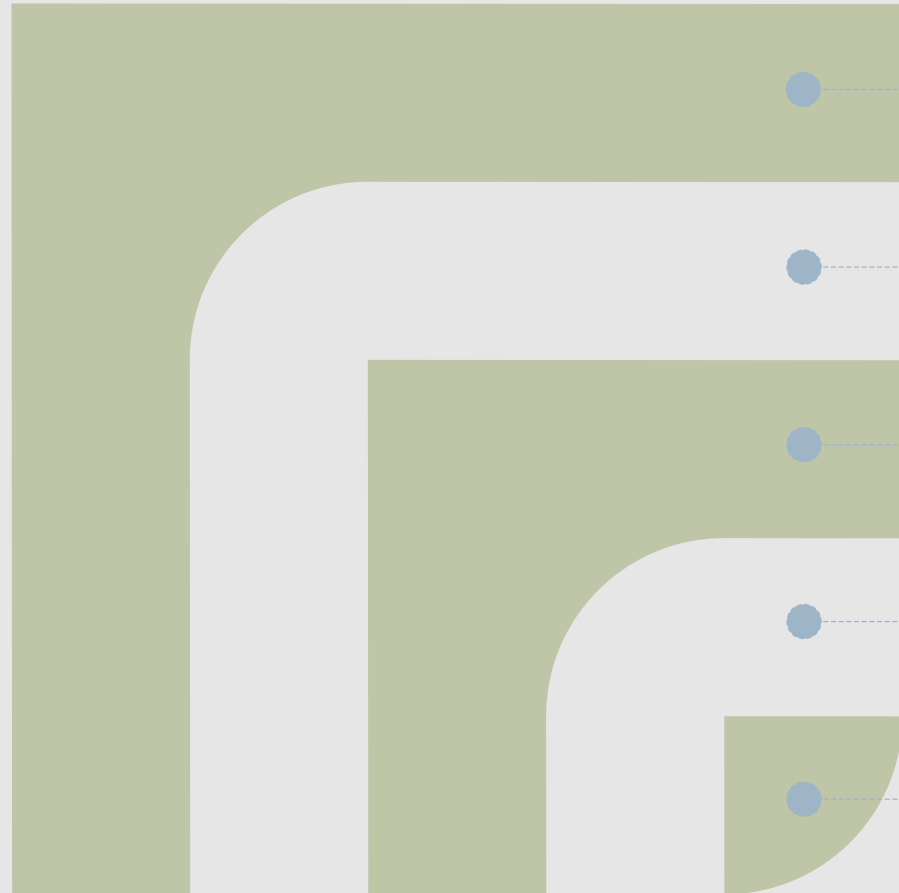
The center 'negative space' of the brandmark demarcs the winding Colorado River while adding a touch of inviting approachability to the look without looking too masculine by incorporating rounded corners.



The brandmark is built with two direct representations in mind: Formation Church's mission to form disciples of Jesus for the renewal of Northern Colorado while encouraging an "upwards" momentum and energy towards the Father that depicts growth and regeneration in Christ.

THE NATURE

The brandmark is intentionally drawn with exactly 5 elements: directly correlating to Formation Church's vision to help the Fort Collins area of Northern Colorado to:



EXPERIENCE GOD
WEEKEND SERVICES

KNOW JESUS
ALPHA

FIND FREEDOM
GROUPS

DISCOVER PURPOSE
CONNECT CLASS

MAKE AN IMPACT
SERVE TEAMS

LOGO APPLICATIONS

Primary Logo

This is the official corporate logo of Formation Church. Use this version for the majority of Formation Church communications and publications.



Secondary Logo

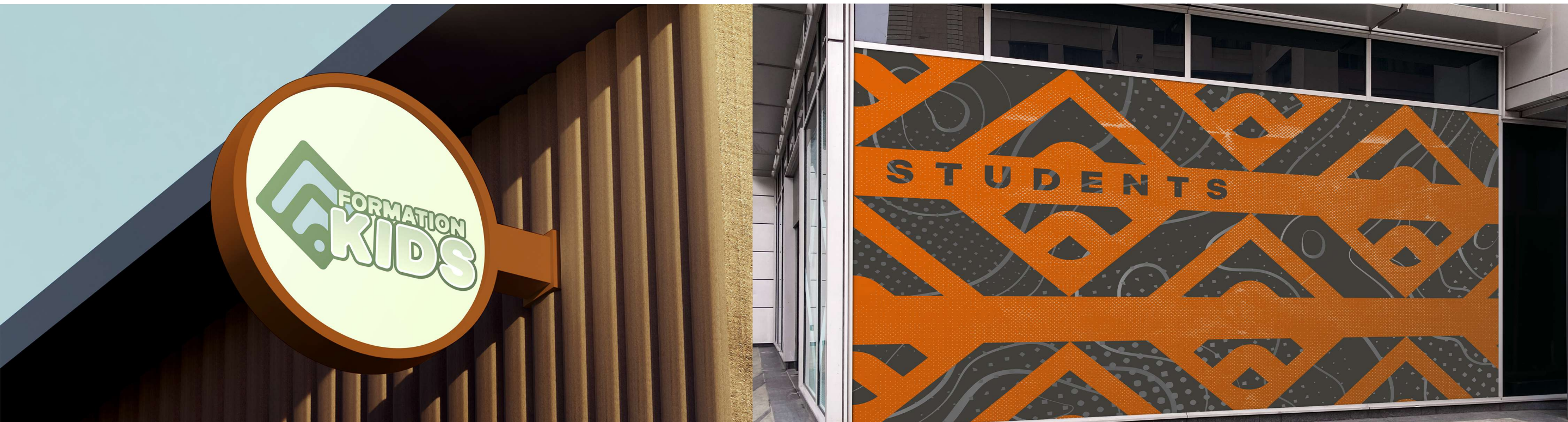
The stacked version of our logo may be used when a design calls for a more narrow or compact profile. All of the logo applications rules on the following pages still apply to this version of the logo.



Logo Icon

The logo icon may be used instead of our full logo in instances where brand familiarity is already established (i.e., on-campus signage, merchandise, etc). It can also be used as a graphic element, as described in the design principles section of this brand guideline.





APPLICATION IDEAS



COLOR PALETTE

Our brand colors are a vibrant reflection of the Formation Church's personality and values. At the heart of it all is Formation Green, a rich and lush tone that grounds us in the natural world and the Colorado landscape that is welcoming, calming, and authentic. This is the color that sets the tone for our community, and it's perfect for establishing a sense of harmony and balance.

The other colors in our palette work together to create a beautiful, nuanced visual identity. Rigden Rainee adds a touch of softness and subtlety, while Parkwood Parchment brings a sense of warmth and coziness. Giddings Gray provides depth and sophistication, and East Dale Desert injects a burst of energy and vibrancy. Finally, Brittany Blue serves as a calming presence that helps to balance out the palette and create a sense of serenity. Together, these colors create a visual identity that feels both earthy and approachable.

The result is a collection of tones and voices that feels truly alive and connected to the Fort Collins area that evoke the beauty of nature from the richness of the earth to the warmth of the sun.

FORMATION GREEN

HEX	RGB	CMYK	PANTONE
607153	96 113 83	15 0 27 56	5615 C

HEX	RGB	CMYK	PANTONE
BFC5A7	191 197 167	3 0 15 23	5803 C

RIGDEN RAINEE

PARKWOOD PARCHMENT

HEX	RGB	CMYK	PANTONE
F1EBD3	241 235 211	0 2 12 5	7499 C

GIDDINGS GRAY

HEX	RGB	CMYK	PANTONE
4A4842	74 72 66	0 3 11 71	446 C

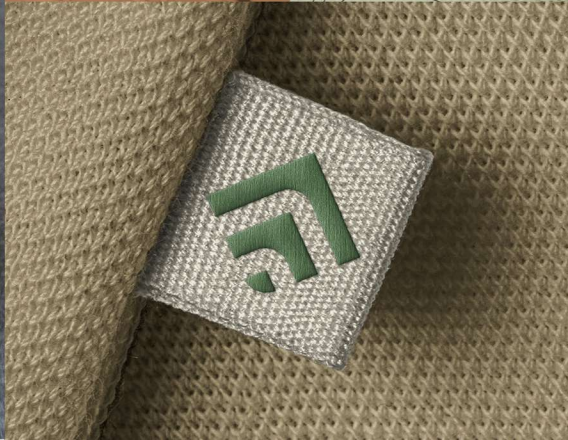
HEX	RGB	CMYK	PANTONE
AD6126	173 97 38	0 44 78 32	7573 C

EAST DALE DESERT

BRITTANY BLUE

HEX	RGB	CMYK	PANTONE
9EB5C7	158 181 199	21 9 0 22	5435 C

APPLICATION IDEAS



TYPE + FONT

Indivisible HEADER TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_+=/

IBM Plex Sans BODY TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_+=/

Header 1. Indivisible Black

Header 2. Indivisible Bold

Header 3. Indivisible Semi Bold

Header 4. Indivisible Medium

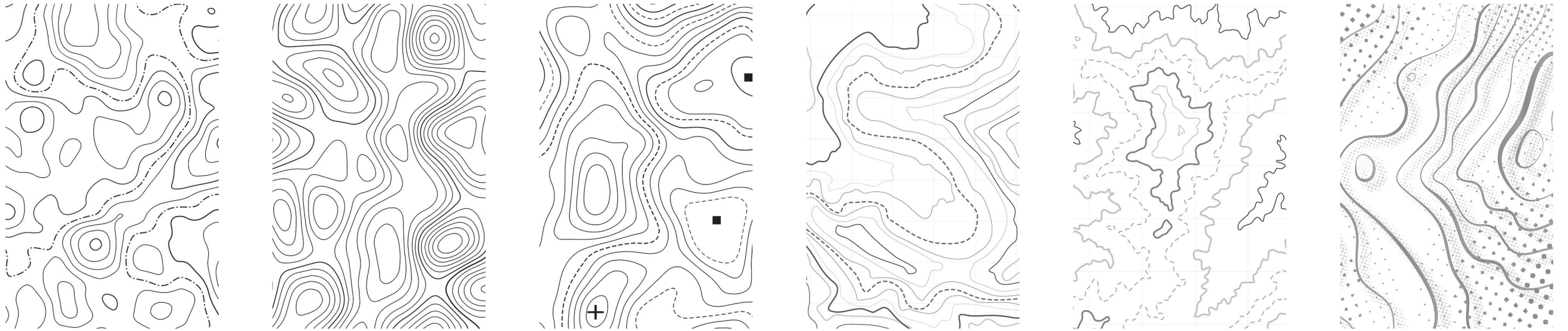
IBM Plex Sans Bold

IBM Plex Sans Medium

IBM Plex Sans Regular

IBM Plex Sans Light

TOPOGRAPHIC ELEMENTS AND TEXTURES



ACCENTS AND WAYFINDING HIGHLIGHTS



TEXTURES + ELEMENTS

CRAFTED WITH LOVE BY



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