



HIGH TECH
ministries

Brand Guide

Last updated May 2024

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Overview

The High Tech Ministries rebrand is inspired by our mission. As the hosts of the largest invite-only networking event in the Southeast, it is important to us that our brand represents who we are. The inspiration for the logo is two-fold:

One interpretation of the logo mark is inspired by Jesus' Parable of the Mustard Seed.* The mustard seed is but a small seed, but grows into one of the largest plants in the garden - even faith as small as a mustard seed can blossom and grow. The logo mark intertwining circles and dots can symbolize mustard seeds and a mustard flower.

Another interpretation of the logo mark is inspired by the Prayer Breakfast, the coming together of tables & individuals to network. As our tables intersect, so do our lives, and we inspire & connect with one another through High Tech Ministries' programming.

This guide offers an in-depth exploration of each brand element, along with do's and don'ts for leveraging the brand in sales and marketing materials. It concludes with several asset examples using the new branding.

Questions on proper brand usage?

Reach out to us before proceeding. Contact
Jennifer Carson, jennifer@hightechministries.org

* Matthew (13:31-32), Mark (4:30-32), and Luke (13:18-19)



Logo & Mark



Logo

Primary Logo



HTM Logo



Stacked Logo



Logomark



Our logo is a visual representation of the new High Tech Ministries brand.

We have four main variations of the logo:

Primary: The primary logo should be used in internal communications, communications with existing clients, and marketing materials.

Stacked: The stacked logo should be used in instances where the logo is being placed in a space that is tall and skinny, or square, such as a banner ad or social media profile picture.

HTM: This shortened version of the name can be used in conjunction with the program straplines; see page 7 for more examples.

Logomark: In instances where the primary or stacked logo are not usable, such as the website favicon, the logomark can be used.





Clear Space



To maintain the integrity of our brand and logo, it's important to allow the logo breathing room. The minimum amount of space between the High Tech Ministries logo and another object should be the width of the 'flower' in the logo.



Program Logos

Strapline HTM + Program



Grace at Work



Blitz Through the Bible



High Tech Prayer Breakfast

Secondary Prayer Breakfast



Our program logos are a visual representation of the programs under the High Tech Ministries (HTM) umbrella.

Strapline: The strapline logos should be used in any relevant marketing materials that might be related to these programs.

Secondary High Tech Prayer Breakfast:
This logo should be used sparingly so as not to overtake the High Tech Ministries logo in brand recognition.



What Not to Do



- A** Do not add drop shadow or other effects to the logo.



- C** Do not stretch or squish the logo.



- E** Do not manually add the tagline or strapline to the logo.



- G** Do not place the logo on a background that makes it hard to see.



- B** Do not color logo outside of regulated color options.



- D** Do not change proportions of the logo elements.



- F** Do not change the fonts of the logo.



- H** Do not rotate the logo.

To create a strong and consistent brand, our most representative element must always be treated properly. Our logo should never be tampered with including but not limited to the ways listed below.

- A Do not add drop shadow or other effects to the logo.
- B Do not color logo outside of regulated color options.
- C Do not stretch or squish the logo.
- D Do not change proportions of the logo elements.
- E Do not manually add the tagline or strapline to the logo.
- F Do not change the fonts of the logo.
- G Do not place the logo on a background that makes it hard to see.
- H Do not rotate the logo.



Color Palette



Colors & Gradient

Turquoise C73 M15 Y29 K0 R54 G165 B178 HEX #34A6B3	Chartreuse C40 M0 Y92 K0 R163 G207 B71 HEX #A5CF48	Dark Blue C94 M66 Y51 K43 R10 G59 B74 HEX #0C3B4A
Teal C89 M37 Y45 K28 R0 G102 B107 HEX #00656C	Green C73 M17 Y91 K43 R43 G105 B51 HEX #2C6832	Navy C87 M82 Y56 K75 R13 G13 B31 HEX #0D0D20

The larger the color in the palette, the more frequently that color should be used in brand materials.

In lieu of an extended color palette, a gradient has been added to add dimension to the palette.

Gradients should be applied in a linear gradient effect, either vertically or horizontally, using multiple brand colors - from chartreuse to turquoise to dark blue, as shown here.



Typography



Typography

Primary Typeface

Aa

Inter



Thin ExtraLight Light Regular
Medium SemiBold Bold
ExtraBold Black

System Typeface

Aa

Arial

Regular **Bold** **Black**

Inter should be the only font family used in our brand any time it is available. If Inter is not available, Arial can be used as a substitute. When using a program that requires the use of a system font like Word & PowerPoint, use Arial.



Typography Styling

EYEBROW - INTER MEDIUM 14PT IN NAVY

H1 is Inter ExtraBold in Turquoise or Dark Blue

H2 are set in Inter Bold in chartreuse

Body copy is set in Inter Regular in navy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit.

h3 are set in Inter Bold in navy

- bullets are also set in Inter Regular in navy
- bullets are also set in Inter Regular in navy
- bullets are also set in Inter Regular in navy

[Learn more](#) by clicking on the hyperlinked text or clicking on a button:

Passive

Hover

Leading for headlines should be 100% of the typeface point size. This keeps text tight, but still with room to breathe. The H1 example here is set at 28pt font with leading of 28pt, 0 kerning. The H2 subheadline is set at 16pt.

Body copy should be set in 10pt font, 0 kerning, with 14pt leading, or leading 140% larger than the font size.



Brand Elements



Photography



The imagery in our brand is meant to be intriguing to the audience, while the use of people brings warmth and authenticity. To reflect our brand, the photos often feature a light and airy feel, and should be relevant to the tech space. The subjects should not be looking directly at the camera, but instead interacting with their environment or each other. The subject should not look worried or afraid, but instead show friendly people who look happy to be networking with their peers. Bonus points if the subject is wearing a brand color.



Ribbon & Watermark



The gradient ribbon can be used in a few ways. It can be placed on top of an image as a way to tie in a brand element to stock photography, or it can twist & wind in between the subject of the image. This could be text, head shots, or other visual elements.

The solid white logomark can be used as another brand element. Place it in the background of a photo or on top of a gradient with an opacity of 35%. This is an easy way to brand an image.



Iconography



Bold, rounded corner, filled icons inside of bold color circles are used to show a visual representation of common tech/ministry elements. Here are examples of the icons created for the website, marketing materials, and other use cases.

Icons are created in white with pops of brand colors to pull the focus of the viewer.



Examples



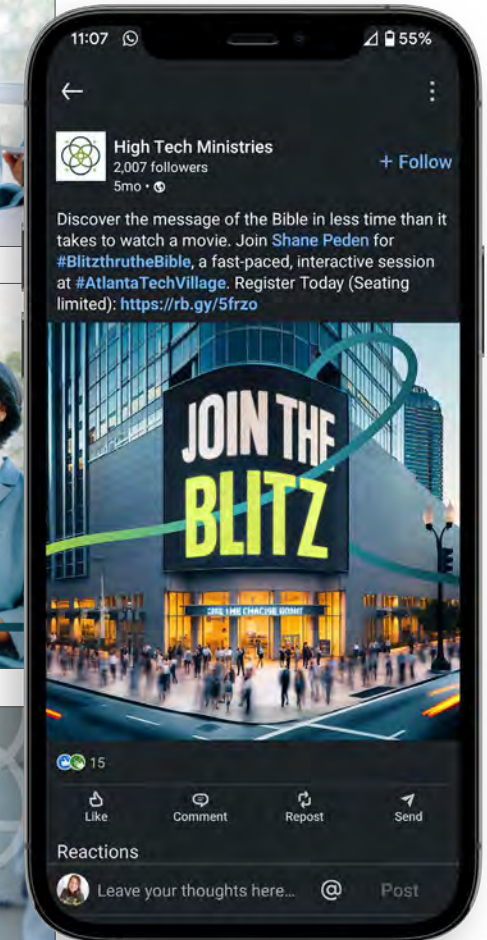
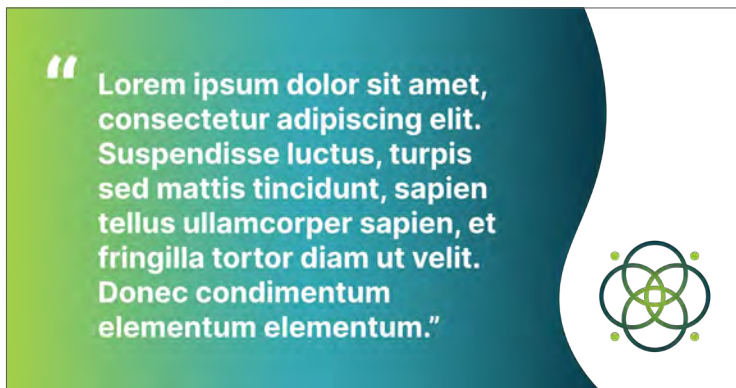
Business Cards



Note Card & Envelope



Social Media Graphics



PowerPoint



Agenda

- Welcome
- Speaker 1
- Break
- Speaker 2



LOGO

John Doe
Job Title, Company

Title Here

Subhead for Section

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Title Here

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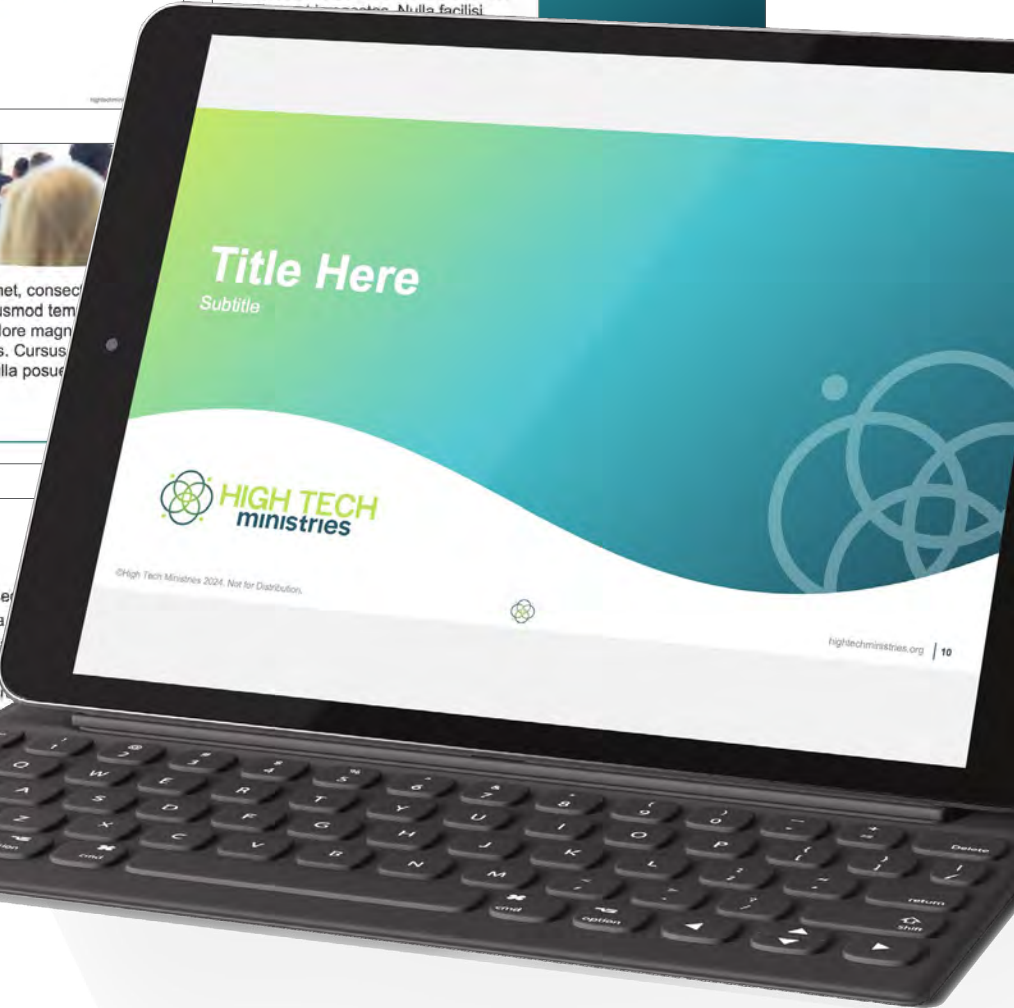
Title Here

Lorem ipsum dolor set amet.

- Anonymous

Title Here

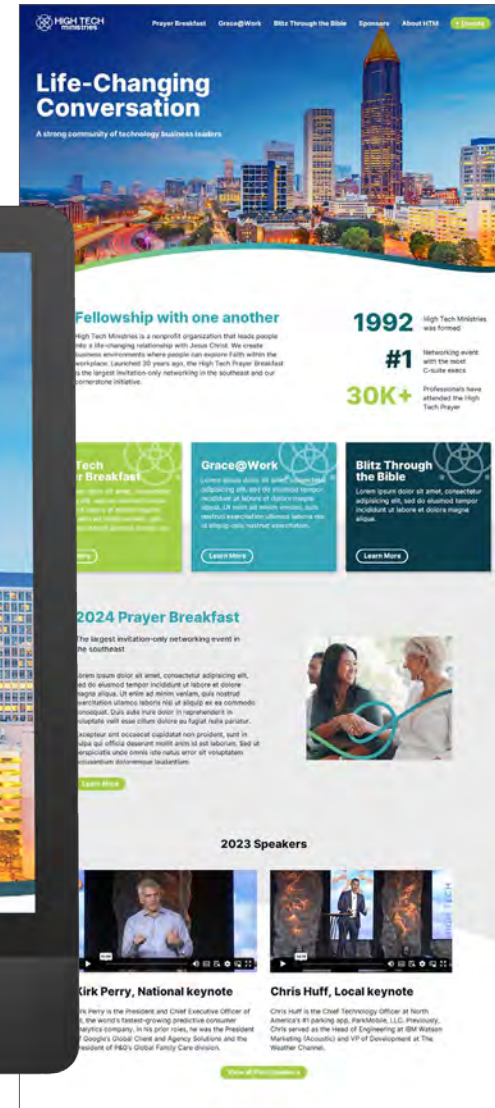
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Dui nunc mattis enim ut tellus. Cursus metus aliquam eleifend mi in nulla posuere.



Pull-Up Banner



Website Homepage



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Questions on proper brand usage?

Contact Jennifer Carson, jennifer@hightechministries.org