



HONEY CREEK

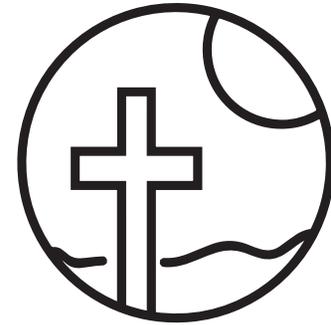
Brand Style Guide 2015

Mission

Officially known as The Episcopal Diocese of Georgia Retreat Center. Honey Creek is a sacred place for people of all faith to find peace, solace, comfort and spiritual growth. From retreats to youth ministry and diocesan events, it's our home and place of solace for many.

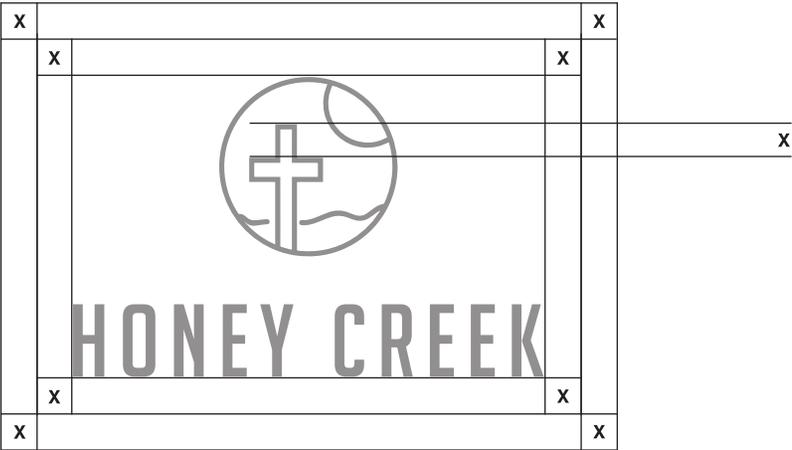
Honey Creek is holy ground for the Diocese of Georgia. Our purpose? While functioning as the parish hall for the diocese, we serve as a spiritual home for ministries, groups, families, and congregations seeking to disconnect from the distractions of daily life and work.

More than stunning views, it's sanctuary, this place, and a holy space for time apart from the day-to-day challenges we all face to encounter God in a meaningful way. The value of space long saturated in prayer adds to the scenic beauty by offer transcendence, something beyond what we see and hear and smell, and we know that something more to be the presence of the Holy Spirit.



HONEY CREEK

Logo Usage



It is important to maintain a minimum clear space around the logo in all uses. This ensures for readability and brand consistency. Use the x-height of the top of the cross to determine the clear space that is required around the logo. A **minimum** of one unit of clear space is required as a safe zone, but ideally two units of clear space are preferred where possible.

PRIMARY LOGO



SECONDARY LOGO



SECONDARY LOGO



When to use which logo



HONEY CREEK

PRIMARY LOGO

This is the primary logo and it is always preferential that this logo be used if the design allows for it. This logo works best on light colored backgrounds and should not be paired with dark backgrounds that cause the wings and exterior stroke to not stand out.



HONEY CREEK

SECONDARY LOGO

A one-color version of the logo is available in: black, white, Fly Corps Cream, Fly Corps Red, and Fly Corps Blue. The one-color logo is ideal for one-color print jobs, usages with dark backgrounds, and image overlays. The opacity can be reduced up to 50% for image overlays.



SECONDARY LOGO - CIRCLE

For use in where main logo is not present. The words 'Honey Creek' should appear nearby in terms of body copy or graphical representations so as to give this version context. It should appear on the same page as the main logo with words above.

Logo Do's and Don'ts



DO

Use the primary logo whenever possible, paired with a light background for strong contrast.



DON'T

Reduce the size of the logo to less than two inches. Below this size, the logo is not easily read.



DO

Use the secondary logo in black or white to overlay images. Make sure the logo is easily readable.



DON'T

Change the colors of the logo. Only the white color or black color may be used.



DO

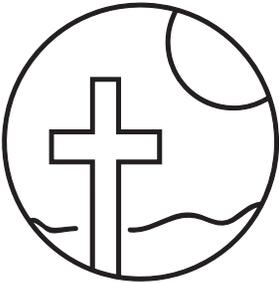
Use the HC color palette only to change the background color of the secondary logo. Colors can be found on page 6 of this booklet.



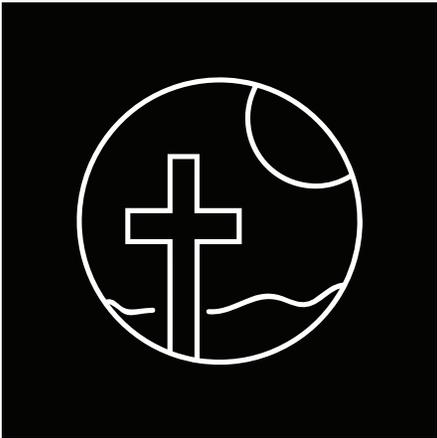
DON'T

Tilt the logo to any degree.

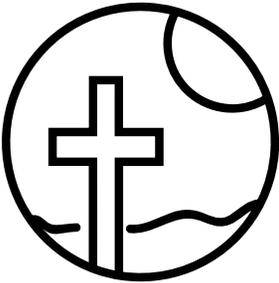
Logo Mark - Circle



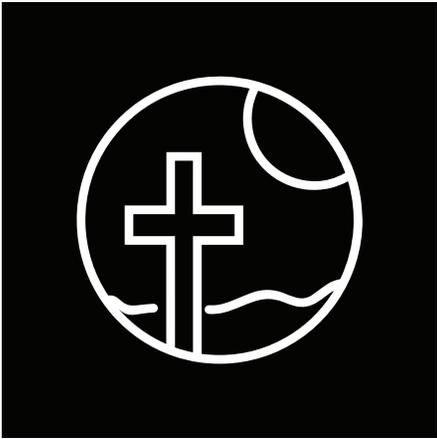
REGULAR WEIGHT
For use in where main logo is not possible.



REGULAR WEIGHT / REVERSED
For use in situations where a dark background is present. The circle can be used by itself or in the black square.



HEAVIER WEIGHT
For use in online applications where logo is reduced to avatar size, 100 px or less. In print, one-half inch (0.5") or less.



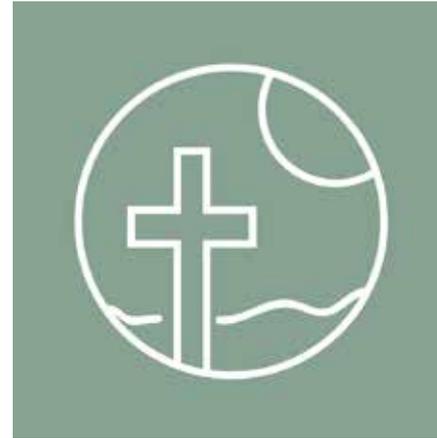
HEAVY WEIGHT / REVERSED
For use in situations where a dark background is present. The circle can be used by itself or in the black square.

Social - Logo



BLUE CIRCLE

This blue version is to be used for social profiles on Facebook and Twitter.



OLIVE CIRCLE

This green version is to be used for social profiles on Facebook and Twitter.



PRIMARY LOGO / BLUE

This blue version is to be used for social profiles on Facebook and Twitter.



PRIMARY LOGO / OLIVE

This green version is to be used for social profiles on Facebook and Twitter.

The Creek

**The
Creek**

OVERVIEW

This phrase can be displayed in any font. It is shown here in Roboto Slab bold, but in lieu of using that font, any font can be used. 'The Creek' is never to appear with the main Honey Creek logo as it is a casual, informal description.

USAGE

The phrase can be used on apparel and merchandise and in all written correspondence. When written the first letters should be capitalized and not lower case.

COLORS

Where possible it is advised to use one of the approved colors from the general palette. Depending on the background the phrase appears, black or white are also acceptable colors.

Typography - Web

Norican Cursive

As a decorative font, this is for specific situations such as subheads under main headlines, detail emphasis or by itself large in a graphic treatment to describe or emphasize a page theme (such as a word to describe a feeling in the brochure). You will have to adjust the kerning. As the size increases, the looser it will need to be kerned. (This font differs for print use.)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Roboto Slab

This is the primary typeface and is used for all body copy in both print and online applications. There are several weights available. Bold is used for main title and/or subhead while regular weights are for body text. A condensed version is used only for the footer of the letterhead in both Word and Google Docs versions.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Typography - Print

Nexa Rust Script L

As a decorative font, this is for specific situations such as subheads under main headlines, detail emphasis or by itself large in a graphic treatment to describe or emphasize a page theme (such as a word to describe a feeling in the brochure). You will have to adjust the kerning. As the size increases, the looser it will need to be kerned. (This font has no web equivalent.)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Roboto Slab

This is the primary typeface and is used for all body copy in both print and online applications. There are several weights available. Bold is used for main title and/or subhead while regular weights are for body text.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Photography

OVERVIEW

Images of Honey Creek should support the spirit found there, highlighting daily life in terms of its natural landscape and scenic vistas. People should be featured actively participating in activities when possible. Images can be full bleed or have space around them. No rules, drop shadows or other effects should be used on an image's borders.



Photography Do's and Don'ts



DO
Use as many of Honey Creek's exteriors as possible, especially ones with horizons in them.



DON'T
Add effects to images like drop shadows, rules or beveled edges.



DO
Use images evoking contemplation and reflection, as this creates a deeper connection with Honey Creek.



DON'T
Get too close. Close-ups are good but not when they crop out context of the surrounding Honey Creek space.

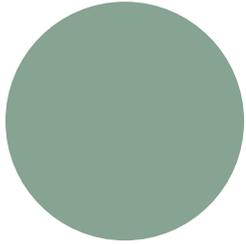


DO
Tint images with overlays of approved colors at 20 - 80% opacity. Overlay with graphics away from main area of image.



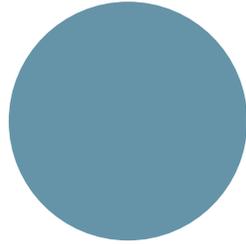
DON'T
Obscure the main part of the subject with text or graphics, as this will create a busy look and confuse the viewer.

Colors



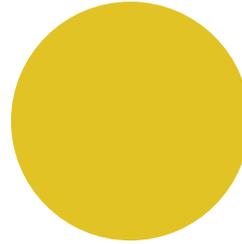
HC OLIVE:

PANTONE: 5565C/624U
HEX: 87a291
RGB: 135/162/145
CMYK: 50/25/45/1



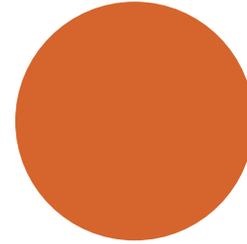
HC BLUE:

PANTONE: 7696C/549U
HEX: 6595a9
RGB: 101/149/169
CMYK: 63/31/26/1



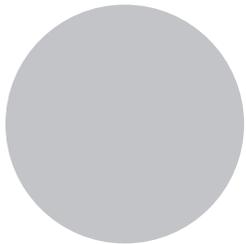
HC YELLOW:

PANTONE: 611C/605U
HEX: e3c32b
RGB: 227/195/43
CMYK: 13/19/98/0



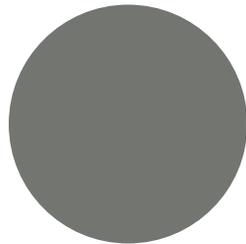
HC ORANGE

PANTONE: 7583C/1525U
HEX: d3662c
RGB: 211/102/44
CMYK: 13/72/97/2



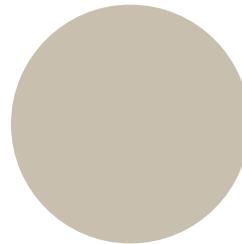
HC LIGHT COLD GREY:

PANTONE: 428C/427U
HEX: c4c5ca
RGB: 196/197/202
CMYK: 23/18/15/0



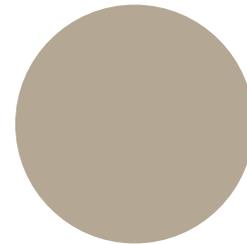
HC DARK COLD GREY:

PANTONE: 424C/445U
HEX: 727572
RGB: 114/117/114
CMYK: 56/46/49/13



HC LIGHT WARM GREY:

PANTONE: 400C/400U
HEX: c9c0af
RGB: 201/192/175
CMYK: 22/20/30/0



HC DARK WARM GREY

PANTONE: 7529C/7536U
HEX: b4a895
RGB: 180/168/149
CMYK: 31/30/41/0