

Pushpay

Simple Brand Guide

Volume 1.0

Primary Logo

HORIZONTAL



VERTICAL



INFO

The Pushpay logo is the face of the brand. It is the one element that is used on all communication pieces and should always be implemented in a consistent manner.

The primary logo consists of two elements: The word mark and the symbol. These can be configured in two ways for acceptable primary use—Horizontal with the symbol appearing on the left of the word mark and vertical with the symbol appearing above the word mark.



Secondary Logo

HORIZONTAL



VERTICAL



INFO

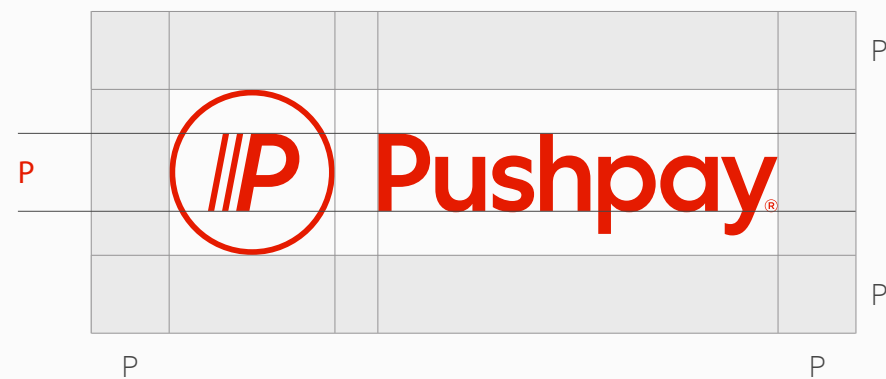
In certain instances a solid, filled in symbol may be desired to offer a bolder punch to a layout. In these scenarios the secondary Pushpay logo may be used.

Like the primary logo, there are two lock-up orientations for this mark.



Clearspace & Minimum Size

HORIZONTAL



DIGITAL

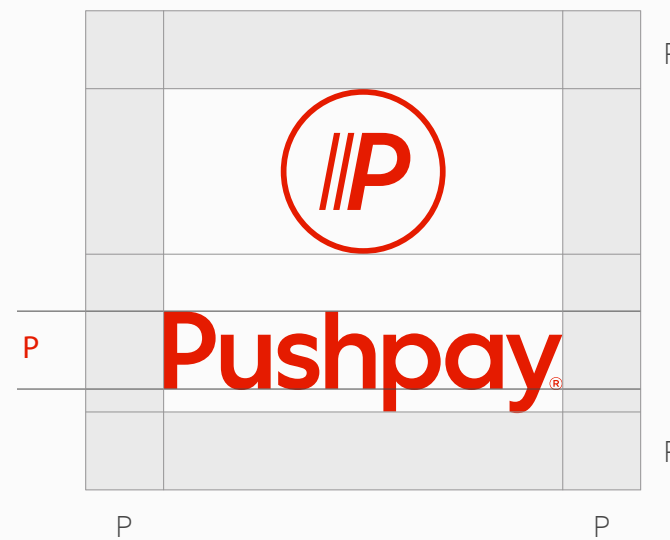
16 pixels tall

PRINT

.22 inches tall



VERTICAL



DIGITAL

32 pixels tall

PRINT

.4324 inches tall



INFO

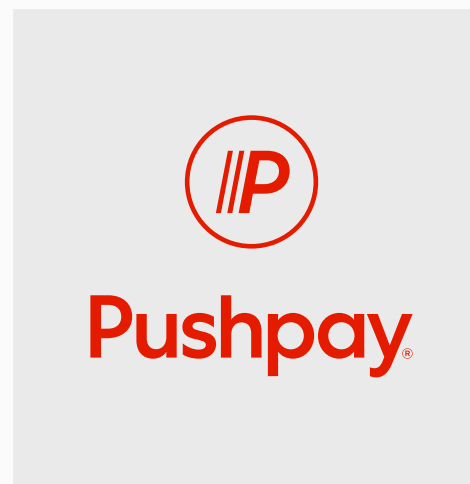
To protect the clarity and visual integrity of the Pushpay logo, an appropriate amount of clearspace around the mark, as well as a minimum size should always be maintained.

The exclusion zone is equal to the height of the “P” in the wordmark. It creates a boundary around the logo and at no point should this clearspace be interfered with.

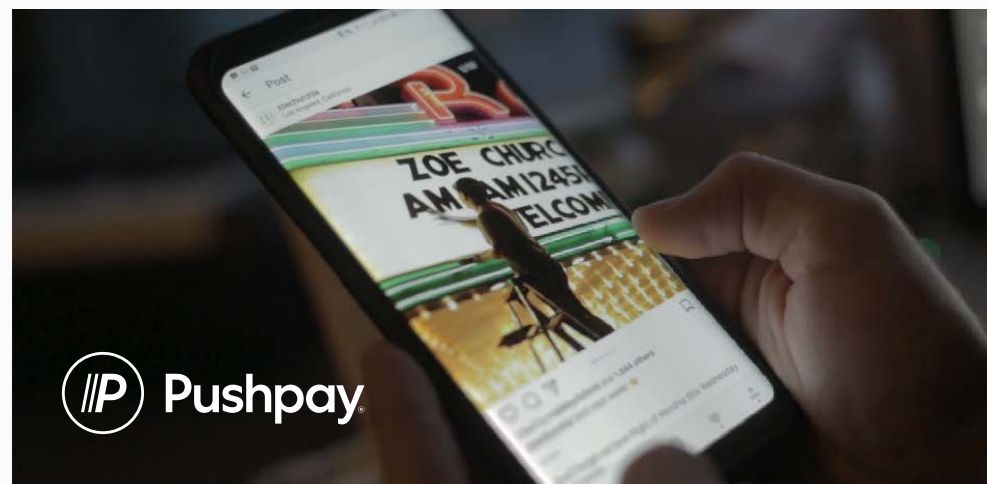
To ensure the legibility of the Pushpay logo variations, they should never appear smaller than their respective minimum size measurements for both print and digital applications.

Colors & Backgrounds

BRAND COLORS



IMAGERY



INFO

Red and dark gray are the preferred brand colors for the Pushpay logo and should be used in most scenarios. In certain situations the logo may also appear in white, reversed out of any brand color. See **Section 2** for the full brand color palette.

When placing the logo over brand colors or imagery, it is essential that there is adequate contrast between the logo and its background. The logo must not be placed over backgrounds that distract from or compete with its legibility. Use the examples provided as a guide for acceptable color and background usage.

Things To Avoid

UNACCEPTABLE USAGE



X Do **not** stretch or skew the logo



X Do **not** create new color options



X Do **not** use without appropriate clearspace



X Do **not** add effects or styles



X Do **not** place logo on insufficient contrast



X Do **not** change the typography in the logo



X Do **not** place logo on complex backgrounds



X Do **not** use the old logo

MAINTAIN CONSISTENCY

The Pushpay logo should always be presented in a clean, simple manner. Note the provided examples illustrating incorrect usage of the logo and applications to avoid.

Primary Colors

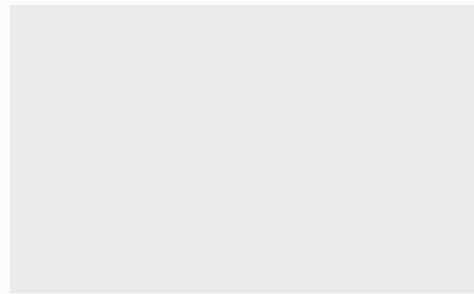
PALETTE



Pushpay Red

RGB 229 27 0
HEX #e51b00

PANTONE 185
CMYK 0 93 97 0



Light Gray

RGB 234 234 234
HEX #eaeaea

PANTONE Cool Gray 1
CMYK 0 0 0 8



Gray

RGB 148 147 148
HEX #949394

PANTONE Cool Gray 7
CMYK 0 0 0 50



Dark Gray

RGB 70 70 70
HEX #464646

PANTONE Black 7
CMYK 0 0 0 88



Dark Red

RGB 58 16 8
HEX #9e1008

PANTONE 7623
CMYK 0 97 87 53

NOTES

To ensure the Pushpay brand identity system works properly, consistent use of color is crucial. Most scenarios will require the exclusive use of the primary color palette. Do not introduce any other colors into communications that focus solely on the Pushpay parent brand.

Display Typeface

SPECIMEN

WS

CHARACTERS & STYLES

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz—

0123456789&?(){}.,:;“”

Thin

Extra Light

Light

Regular

Medium

Semi Bold

Bold

Extra Bold

Black

INFO

Work Sans is the primary brand typeface for Pushpay and should be used for most headlines and subheads. It should typically appear in title or sentence case and be used at size 18pt or larger.

This type family, designed by Wei Huang, is based loosely on early Grotesques. The font family is available in nine weights, allowing for a range of visual textures. Utilize the lighter weights most of the time, for a more technical look, while reserving the heavier weights to provide added impact to a layout.

This typeface is available on Google Fonts.

Text & Accent Typeface

SPECIMEN

Ss

CHARACTERS & STYLES

Source Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz—

0123456789&?(){}.,:;“”

Extra Light

Light

Regular

Semi Bold

Bold

Black

Extra Light Italic

Light Italic

Regular Italic

Semi Bold Italic

Bold Italic

Black Italic

INFO

Source Sans Pro is the secondary brand typeface and should primarily be used for body copy, accents, and occasionally, sub-headlines.

This sans serif typeface, designed by Paul D. Hunt, was Adobe's first open source family and was created primarily for user interfaces. Its crisp, clean curves and high x-height make it extremely legible at smaller sizes and in longer text passages, while its minimal aesthetic make it a perfect companion to the slightly more expressive, Work Sans.

This typeface is available on Google Fonts.

Typographic Hierarchy

EXAMPLE 01

Join us for this event

COMING SOON TO SEATTLE

Pushpay meetups are exclusive dinner experiences built around facilitating conversations in the local church. Hosted all across America, they're an opportunity for pastors and church staff to come together and learn from an expert in their field. They are a unique networking and learning opportunity.

[Learn More](#)

EXAMPLE 02

[Get a Free Ebook](#)

The Definitive Guide to Marketing for Inbound Churches Ebook

In this ebook, you'll learn about:

- ✓ Understanding your church's community member journey
- ✓ Demystifying SEO and what it means for your church website
- ✓ Rethinking how you use your blog
- ✓ Discovering why email is more powerful than you might think
- ✓ Leveraging marketing best practices like personas and dynamic offers

Inbound marketing isn't rocket science—it's basic sense. And it's your church's best bet for cutting through the clutter to reach your community. Download your free copy of the The Definitive Guide to Inbound Marketing for Churches today.

BREAKDOWN

Each typographic element contributes to the successful rendition of the overall brand style. Establishing the correct hierarchy is the ultimate goal in creating effective communication pieces. Use the provided examples as a guide for working with the brand's typefaces.

Example 01

The headline is set in 60pt Work Sans with 60pt leading and -25 tracking. Typically, the larger the headline the tighter the tracking.

Source Sans Pro is used in Semi Bold, all caps as a sub-head providing a lead-in.

The text is in 15pt Source Sans Light with 21pt leading.

Example 02

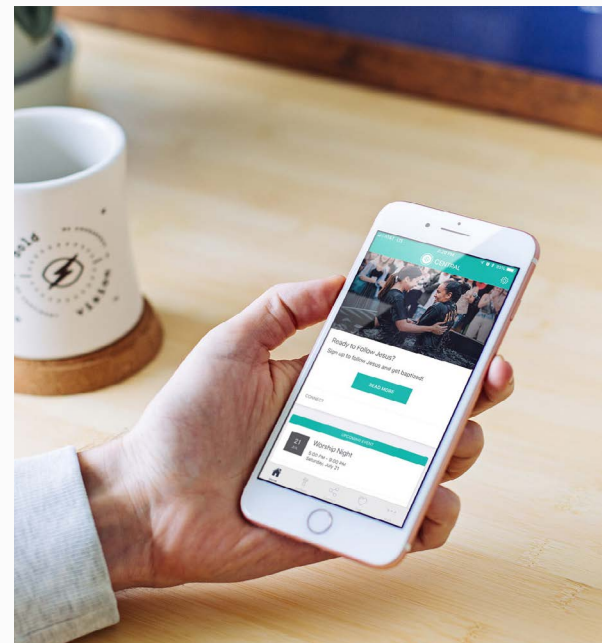
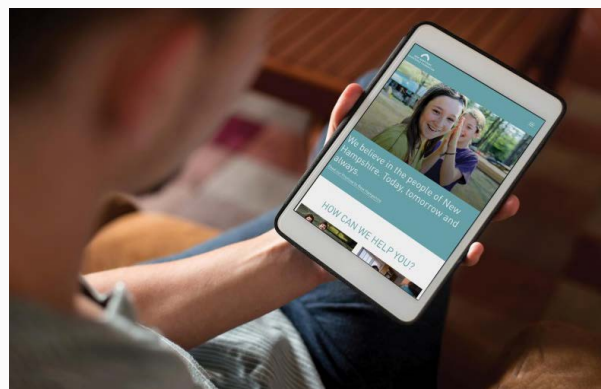
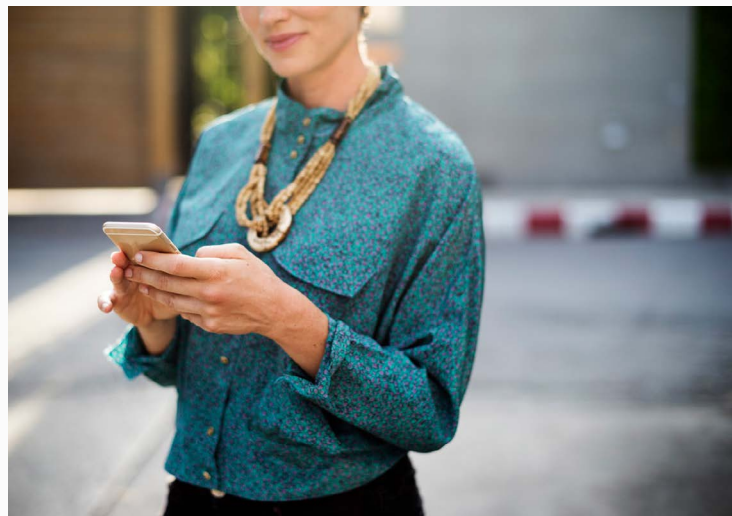
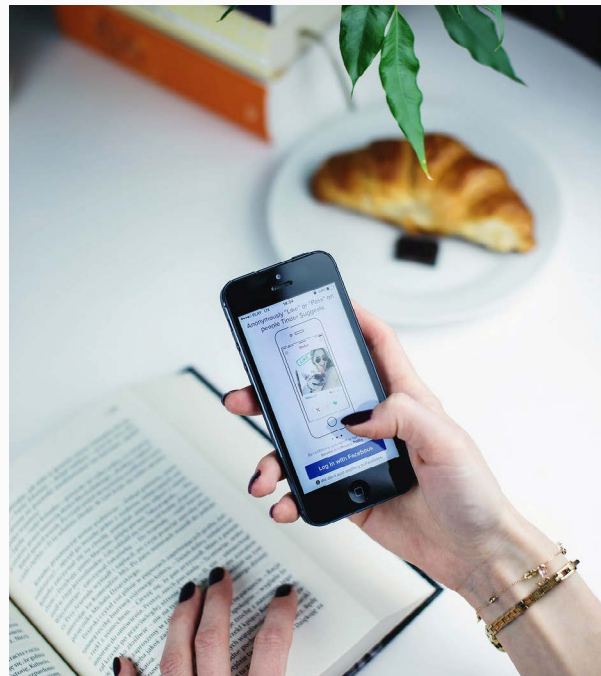
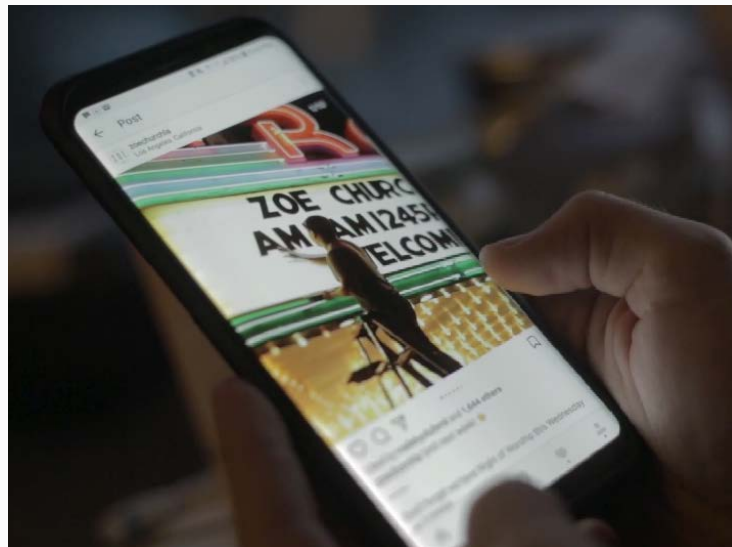
The red, *Italic* lead-in draws the reader in.

WorkSans Medium, size 24pt gives the headline a bold presence. The tracking is set to -5, as the type size is quite smaller than the headline in example 01.

The text is set in 10pt Source Sans Regular, with Semi Bold used for the opening statement. Source Sans includes a variety of glyphs such as the check marks. Utilize these in a layout to achieve a unique look.

Product In Use

EXAMPLES



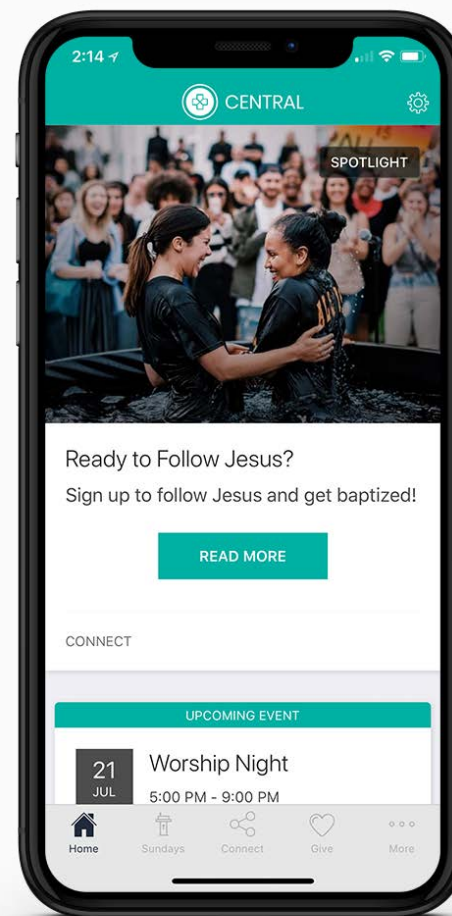
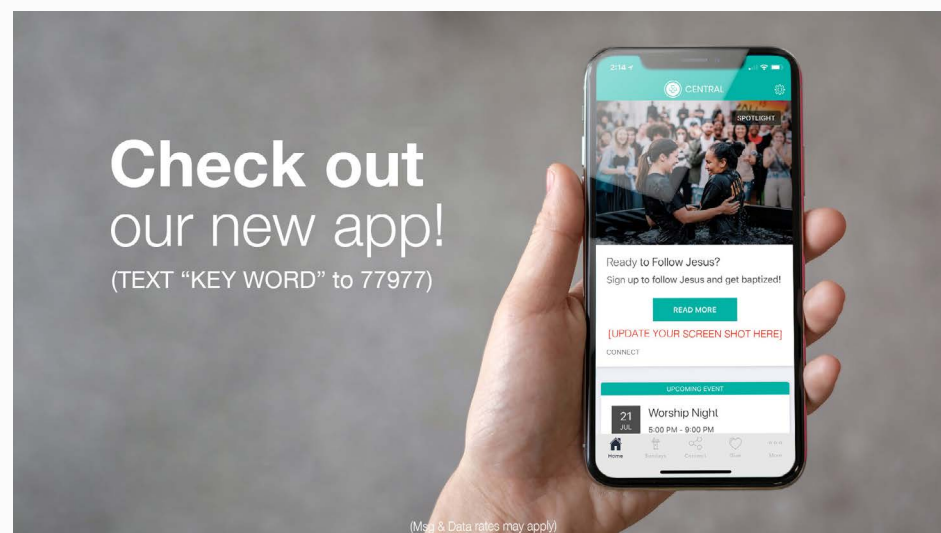
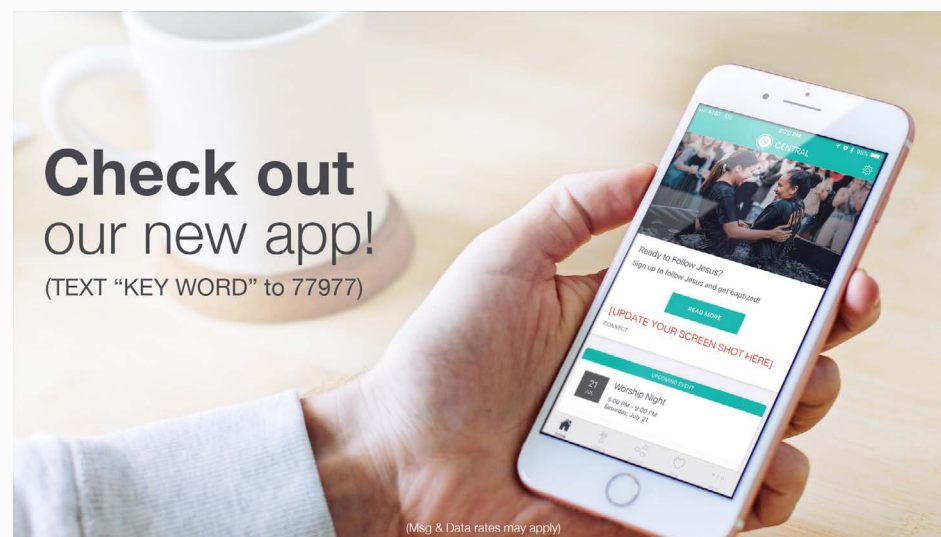
DESCRIPTION

In some scenarios it is most appropriate to give viewers a glimpse into how Pushpay is used in real life scenarios. When selecting photography be sure to use photos that feel natural. When adding screen art to the photo always take into consideration the ambient environment so the final output has a cohesive and authentic feel.

View our existing product in use specific imagery in the folder you downloaded.

Application Specific

EXAMPLES



DESCRIPTION

In some scenarios imagery should act as merely a vehicle to deliver specific product information. To achieve this, show the Pushpay product on a device, positioned over white or a field of color.

Access application specific screenshots and Apple products for mock-up in the folder you downloaded.



USA

18300 Redmond Way
Suite 300
Redmond, WA 98052
+1 425 939 8514

New Zealand

Level 6, 167 Victoria St. W.
Auckland 1010
+64 9 377 7720

Australia

PO Box 3380
Dural
NSW 2158
+61 1300 731 613

[Pushpay.com](https://pushpay.com)