



NEW HOPE A.M.E. CHURCH

BRAND STYLE GUIDE

Led by the Cross



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CREATIVE DIRECTION

Designed with Purpose. Rooted in Legacy.

The visual identity for New Hope was intentionally designed to honor the church's history while creating a timeless brand that will endure for generations. Every design decision was guided by meaning, ensuring the identity reflects the strength, faith, and legacy of those who built New Hope.

DESIGN PRINCIPLES

- Clean, minimal, and timeless
- Inspired by history, not trends
- Rooted in symbolism and purpose
- Designed to reflect both strength and grace
- Built to support a legacy greater than the logo itself
- Versatile across print, digital, signage, and environmental applications
- Scalable from a standalone icon to a complete brand identity
- Crafted to honor the past while inspiring the future

A meaningful identity doesn't simply represent an organization. It becomes a symbol people recognize, trust, and rally behind for generations.

DESIGN PRINCIPLES

Every Design Decision Was Guided by Purpose

FAITH

Expressed through timeless design, balance, and quiet strength.

HOPE

Reflected in optimism, renewal, and enduring purpose.

FOUNDATION

Built on stability, structure, and lasting significance.

LEGACY

Honoring the past while inspiring future generations.

COMMUNITY

Designed to evoke connection, belonging, and shared purpose.

TIMELESSNESS

Simple, authentic, and created to endure beyond trends.

Every design decision was guided by meaning, ensuring the identity reflects the spirit, history, and enduring legacy of New Hope.

NEW HOPE A.M.E. BRAND FOUNDATION



New Hope A.M.E. Church is a historic faith community shaped by generations of worship, resilience, service, and spiritual leadership.

The identity honors that foundation while creating a contemporary and welcoming presence for future generations.

Our brand is:

Faith-centered | Historic | Welcoming
Dignified | Hopeful | Resilient | Forward-looking



NEW HOPE A.M.E LOGO SYSTEM

Primary Brand Mark (Circular Logo)



Full Color



Black



White

The circular logo is the preferred expression of the New Hope identity.

Use it for:

- Official church communications
- Printed programs
- Signage
- Social profiles
- Events
- Sponsorships
- Merchandise

NEW HOPE A.M.E LOGO SYSTEM

Alternate Brand Mark (Wordmark NO Circle)



Full Color



Black



White

Use the horizontal mark when the circular version does not fit comfortably.

Use it for:

- Website navigation
- Email signatures
- Narrow signage
- Digital advertising
- Embroidery
- Presentation footers

NEW HOPE A.M.E LOGO USAGE

Primary Brand Mark (Circular Logo)



DO NOT

- Stretch or rotate the logo
- Change its colors
- Rearrange its elements
- Add effects
- Crop the logo
- Place it on a busy background
- Recreate the wordmark

CLEAR SPACE

Maintain a protected area around the logo equal to the height of the lowercase "n" in "new."



CORRECT USE



CORRECT USE



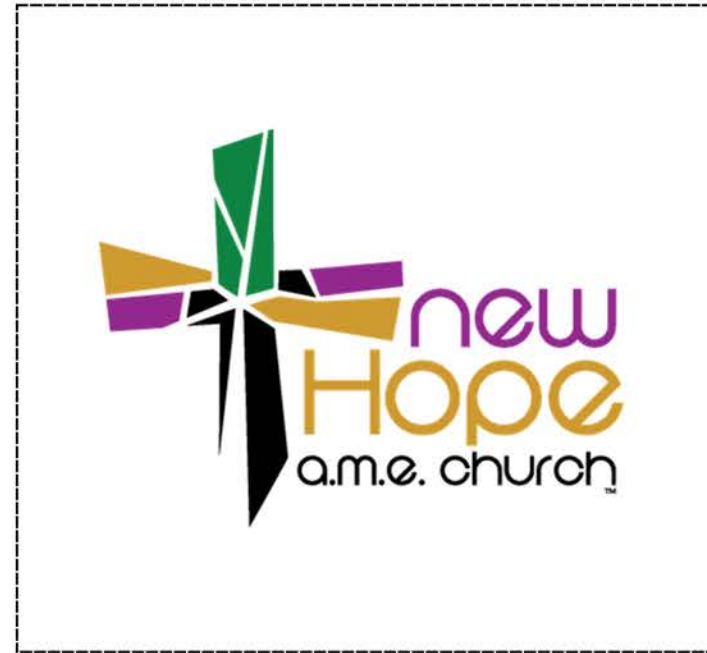
INCORRECT USE



INCORRECT USE

NEW HOPE A.M.E LOGO USAGE

Alternate Brand Mark (Wordmark NO Circle)

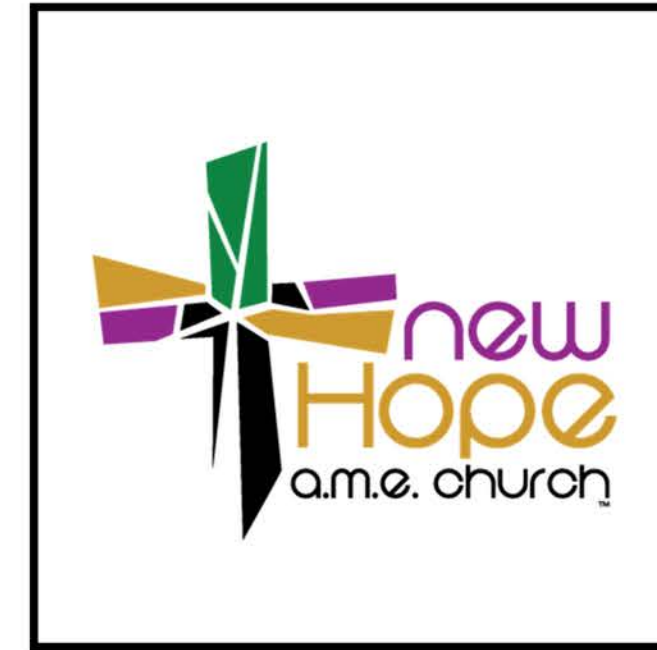


DO NOT

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- Change its colors
- Rearrange its elements
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- Crop the logo
- Place it on a busy background
- Place on a color that competes
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CORRECT USE



CORRECT USE



INCORRECT USE



INCORRECT USE

NEW HOPE A.M.E PROMO LOGO WITH WEBSITE

APPROVED PROMOTIONAL LOGO (Primary circular mark with website)

For media, advertising, promotional print, social media, and other public-facing applications, use the approved Logo with Website file provided in the official brand asset package.

The logo and website address are a complete, predesigned brand lockup. Always scale and place the entire file as one unit.

DO NOT

- Retype or replace the website address
- Move website closer to the logo
- Resize website independently
- Remove website from the supplied lockup
- Add a website address to the standard logo
- Rebuild or modify the lockup
- Stretch, crop, or distort the file



newhopeame.org

COMPLETE, PREASSEMBLED LOCKUP

Scale and position the entire supplied file as one unit.

REQUIRED USE

For media, advertising, promotional print, social media, video graphics, and other public-facing communications, use the approved Logo with Website file provided in the official brand asset package.

IMPORTANT

Do not add or type the website address. It is already part of the approved artwork.

DO NOT RECREATE THE LOCKUP



INCORRECT USE

newhopeame.org

WEBSITE TYPED SEPARATELY
OR REMOVED FROM LOGO

NEW HOPE A.M.E PROMO LOGO WITH WEBSITE

APPROVED ALTERNATE PROMOTIONAL LOGO (Wordmark NO Circle with website)

For media, advertising, promotional print, social media, and other public-facing applications, use the approved Logo with Website file provided in the official brand asset package.

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newhopeame.org

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OR REMOVED FROM LOGO

INCORRECT USE

NEW HOPE A.M.E COLOR PALETTE

- Founders' Purple** Faith, dignity, and legacy.
- Heritage Gold** Hope, light, and promise.
- Everlasting Green** Renewal, restoration, and growth.
- Heritage Black** Strength, resilience, and permanence.
- Heritage White** Faith, grace, purity, and the Resurrection of Jesus Christ

Together, the palette visually reinforces "**New Hope. Their Faith. Our Foundation.**" without feeling forced or overly symbolic.

PRIMARY BRAND COLORS

Purple + Gold + Green



PANTONE® P 88-8 C

HEX #93268F
RGB 147, 38, 143
CMYK 0, 74, 3, 42

PANTONE® 349 C

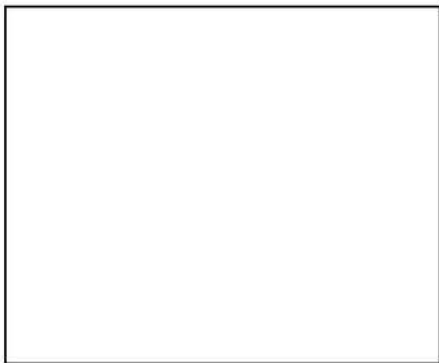
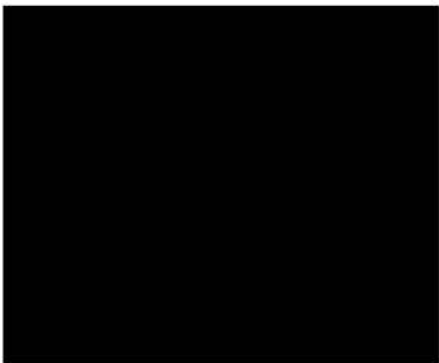
HEX #0B8436
RGB 11, 132, 54
CMYK 92, 0, 59, 48

PANTONE® 7562 C

HEX #CE9930
RGB 206, 153, 48
CMYK 0, 26, 77, 19

SUPPORTING BRAND COLORS

Black + White



PANTONE® Black C

HEX #111111
RGB 17, 17, 17
CMYK 0, 0, 0, 93

PANTONE® White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

NEW HOPE A.M.E. TYPOGRAPHY



LOGO WORDMARK

BD Colonius is part of the approved logo artwork. Do not use it to recreate or alter the wordmark.

FONT | BD COLONIUS

a b c d e	1 2 3 4 5
f g h i j k l	6 7 8 9 0
m n o p q	! ? @ # \$
r s t u v	% & * ()

TYPOGRAPHY HIERARCHY

The typography is intentionally arranged to reinforce the church's story.

- **Hope** is the dominant element, emphasizing the church's message and enduring promise.
- **new**, set in lowercase above Hope, symbolizes that **every new generation is built upon hope**.
- **A.M.E. Church** in a smaller lowercase size provides a subtle supporting signature without competing with the primary message.

Using **lowercase typography** creates a contemporary, approachable identity that feels welcoming and inclusive. It softens the visual tone, improves readability, and allows the cross to remain the strongest focal point while giving the brand a modern, forward-looking presence.

COMMUNICATION TYPEFACE

Century Gothic was selected for its clean, contemporary appearance and excellent legibility. Its geometric letterforms and versatile range of weights provide flexibility across print, digital, signage, and social media while maintaining a consistent brand presence.

Headings Black or Bold

Subheadings Semibold

Body and captions Regular

Space-constrained layouts Condensed

FONT | CENTURY GOTHIC PRO

A B C D E F	a b c d e f	1 2 3 4 5 6
G H I J K L M	g h i j k l m	7 8 9 0 ! @
N O P Q R S T	n o p q r s t	# \$ % + =
U V W X Y Z	u v w x y z	& * ? ; , ' \

FONT | CENTURY GOTHIC PRO BOLD

A B C D E F G	a b c d e f	1 2 3 4 5 6
H I J K L M N	g h i j k l m	7 8 9 0 ! @
O P Q R S T U	n o p q r s t	# \$ % + =
V W X Y Z	u v w x y z	& * ? ; , ' \

NEW HOPE A.M.E LOGO FILE TYPES

Choosing the correct file format helps preserve logo quality, color, and transparency across every application.

EPS (VECTOR-BASED) Best for professional production

EPS is a vector format that can be enlarged without losing quality.

Use for:

- Professional printing
- Signage and banners
- Embroidery
- Apparel
- Promotional products
- Vehicle graphics

EPS files generally require professional design software and should be provided to printers and vendors.

Important: Never enlarge a JPG or PNG beyond its original size. Use an EPS file whenever significant scaling is required.

PNG Best for digital use and transparent backgrounds

PNG files maintain sharp details and support transparent backgrounds.

Use for:

- Websites
- Social media
- Presentations
- Email signatures
- Digital documents
- White or reversed logos

Use a white PNG when placing the logo on a dark or colored background.



JPG Best for basic digital and office applications

JPG files are easy to open and share, but they do not support transparent backgrounds and may lose quality when enlarged.

Use for:

- Word documents
- Email attachments
- Digital previews
- Applications with a solid background

White logos should not be saved or supplied as JPG files. Because JPGs cannot have transparent backgrounds, white artwork will disappear into the default white background. Use a transparent PNG instead.

NEW HOPE A.M.E FAVICON AND APPAREL USE

FAVICON

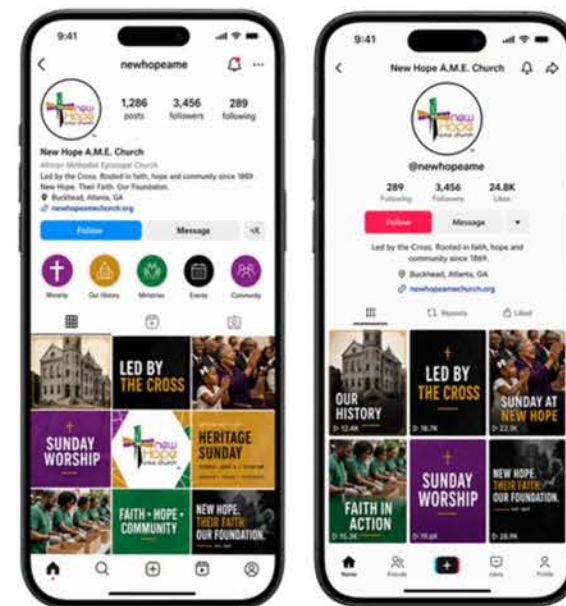
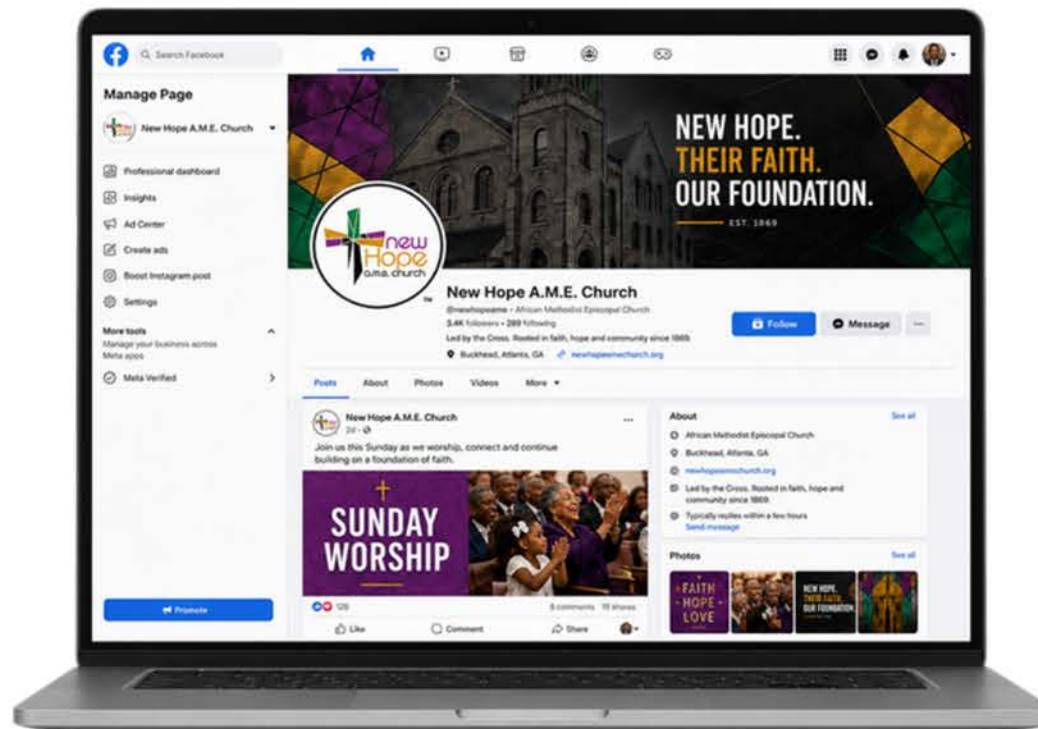
The Primary Brand Mark is recommended for favicons and social media profile icons because its circular format fits naturally within small digital spaces. At reduced sizes, confirm that the mark remains clear and recognizable.

APPAREL

Both brand marks may be used on approved apparel.

- **Primary Brand Mark:** Can be used on caps, left-chest placement, sleeves, and other compact applications.
- **Alternate Brand Mark:** Best for polos, jackets, and wider placement areas where the horizontal format has room to remain legible.

Use full-color artwork on white or light garments and the approved white or black version on darker garments. Always test embroidery before production to confirm that small lettering and details reproduce clearly.



NEW HOPE A.M.E PHOTOGRAPHY+GRAPHIC STYLE

PHOTOGRAPHY SHOULD FEEL

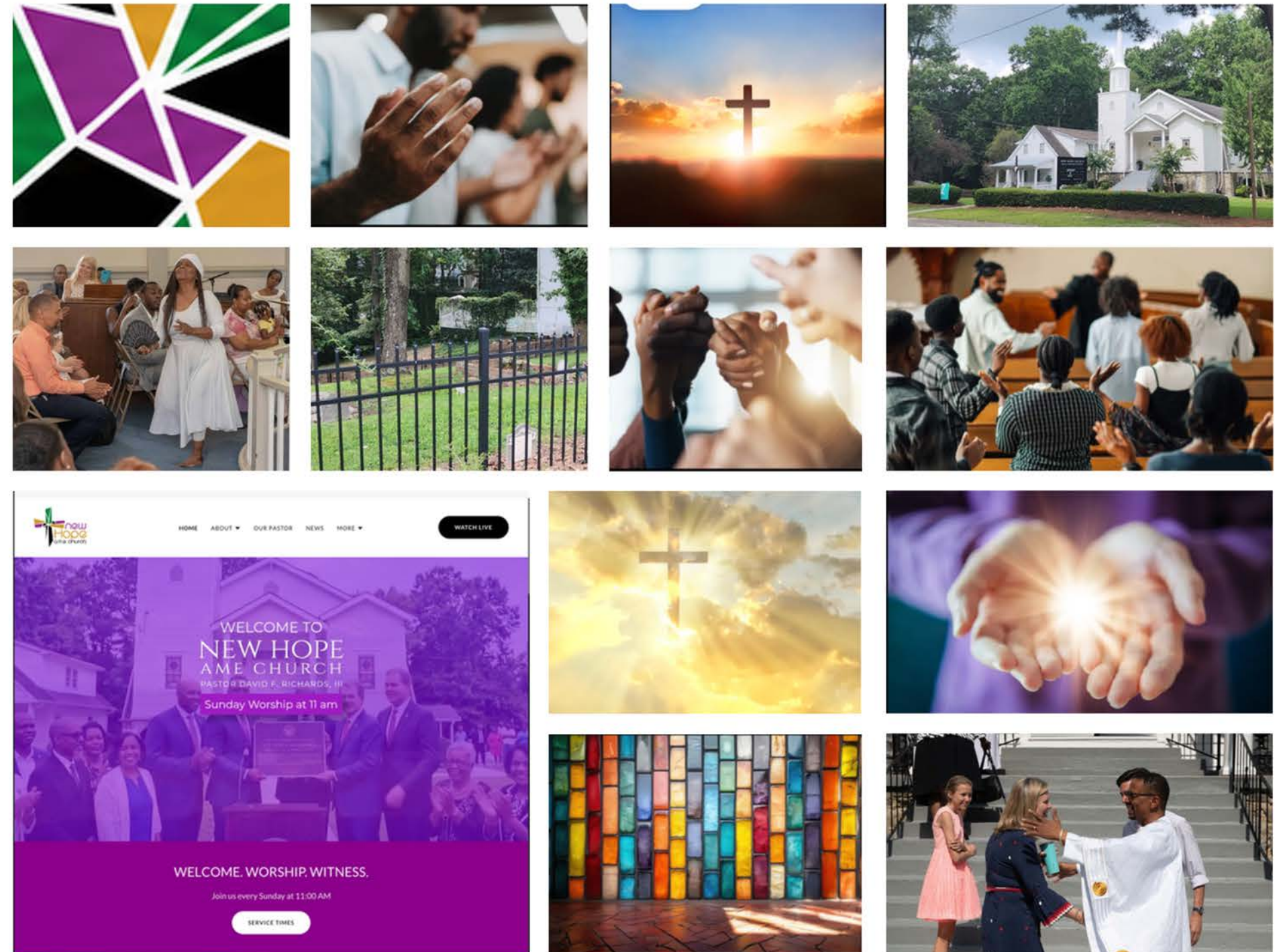
Authentic • Warm • Dignified • Hopeful
Community-centered

Prioritize real moments, natural expressions, historic details, worship, service, and multigenerational connection.

Avoid generic stock images, artificial posing, heavy filters, distracting backgrounds, and low-resolution photography.

GRAPHIC ELEMENTS

Supporting graphics may draw from the geometry of the cross, stained glass, circles, architectural lines, and the approved color palette.



NEW HOPE A.M.E VOICE AND BRAND STEWARDSHIP

LAYOUT

- White, gold, black, or deep purple background
- White text
- Gold heading
- Campaign line displayed prominently at the bottom
- Small white logo in one corner on solid colors

OUR VOICE

New Hope communicates with warmth, faith, dignity, hope, and clarity.

We are:

- Welcoming, not exclusive
- Faithful, not overly formal
- Historic, not outdated
- Inspiring, not promotional
- Community-centered, not institutional

BEFORE PUBLISHING, CONFIRM

- The correct logo version is used
- Colors match the approved palette
- Clear space is maintained
- Text is legible
- Photography represents the community authentically
- The message sounds like New Hope
- Final artwork has been reviewed

CLOSING STATEMENT

New Hope. Their Faith. Our Foundation.