Brand Guide

2023

ONE SPIRIT
ENGINEERING

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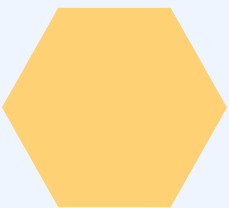
STATEMENT OF PURPOSE

A brand guide helps an organization distinguish its print publications and electronic media from those of other institutions by conveying a look that is easily recognizable, particularly among sets of materials destined for the same audience. When such graphic elements as symbols, typefaces and colors are coordinated in a consistent manner, they establish a unified, "family" of visuals which enhances an organization's ability to communicate effectively with the public.

This Brand Guide has been developed as a manual for employees, volunteers and partners of One Spirit Engineering based in St. Louis, MO. It includes recommended typefaces and colors and approved versions of the OSE logo, as well as standards for representing the brand . If you have any questions about information in this manual or usage of the OSE logo and associated brand elements, please contact Addie Cook at Life at Belay at addie@lifeonbelay.org.

MISSION, PURPOSE, VISION

Mission   To bring intelligent design and creative solutions to humanity for the glory of God

Purpose   When we are empowered to use our creative ability to equip those in need, we serve Christ Himself

Vision   We will follow the Holy Spirit to empower struggling communities to engineer solutions to their greatest needs.

TARGET AUDIENCE

We have uniquely distinct target audiences. The first is our program audience: This connects thinkers, builders and engineers with communities in chronic poverty. The thinkers are people with a desire to give back and an ability to create meaningful technology. Those in poverty are people who live in under-resourced communities that have to live with a daily experience of crisis. That crisis can look like lack of stable housing or food scarcity. It can look like violence, abuse, addiction, crime or neglect.

The secondary audience is our donors. These are people who are passionate about bettering local communities *and* large scale societies. They have the financial capacity to give and the emotional capacity to understand and align with our values and mission.

TONE/VOICE

With innovative ideas and technologies, One Spirit Engineering brings engineering students and developing nations together to help them move from a place of survival to a place of thriving. We are bold about our Christian faith and joyfully ask the Holy Spirit to inspire our work.

Due to OSE's service-oriented nature, our voice is distinctly enthusiastic and adventurous. We are professional, yet accessible, in the way we talk about our mission and our desire to dignify the human person. Those we work with are mostly intelligent young people (university students and teenagers), so our approach is smart—but not without a touch of playful curiosity.

We prefer a sense of warm trustworthiness over brash humor in order to honor our donors from professional engineering and educational institutions. More than anything, we want to invite others into our unique mission by celebrating their aptitudes and equipping them with resources to live up to their God-given potential in life.

BRAND STORY

Imagine you want to learn about a new subject; Dive into a topic, hobby or career that you know nothing about. What resources are available to you? Youtube tutorials? Free library books? Local classes? Mentorships? DIY kits? The possibilities are seemingly endless.

Those who live in developing nations may not have reliable water and food sources, or a sense of safety, let alone the mental space to create new inventions.

One Spirit Engineering exists to connect and empower under-resourced communities to engage with the transformative power of creative building. We pioneer technology and easy-to-use instructions so that local resources can be utilized to begin a generation of innovation, commerce and possibility.

ELEVATOR PITCH

One Spirit Engineering builds a bridge between our modern resources and populations in crisis. We are inspired by the Holy Spirit to create innovative technology using locally found resources, and optimize them for a large impact. These projects help those in need gain stability for food, education, commerce and creativity.
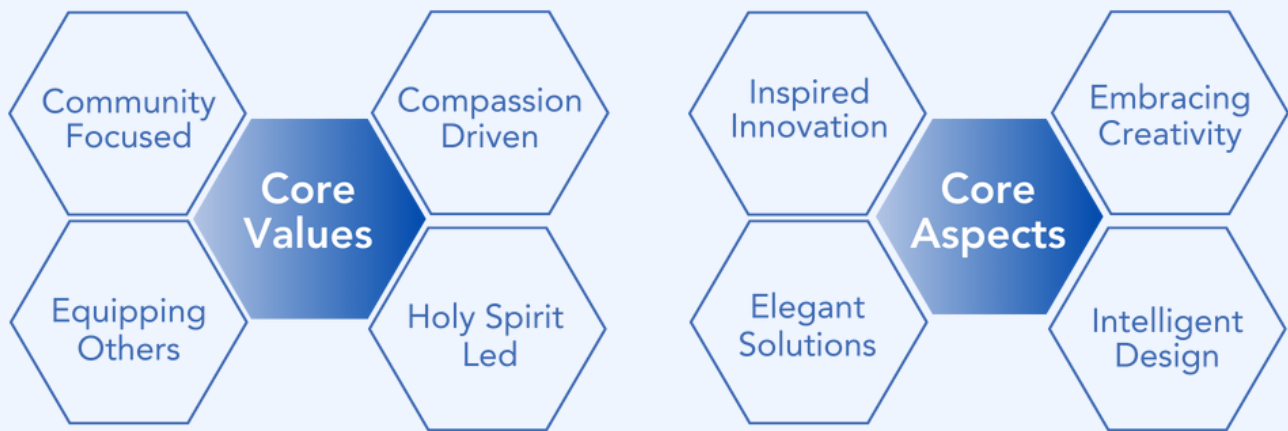
"Creativity shouldn't be
a luxury that some
people can't afford"

FOUNDER
Steve Long

CORE ASPECTS & VALUES

Our core values and the core aspects of our ministry are ultimately at the center of our OSE brand. Everything we do must flow from these elements and the brand must always point back to them. By keeping these in focus, we can ensure our mission isn't lost in the messaging we use.

Community Focused

Compassion Driven

Core Values

Equipping Others

Holy Spirit Led

Inspired Innovation

Embracing Creativity

Core Aspects

Elegant Solutions

Intelligent Design

OFFICIAL LOGOMARK

The official OSE logo is shown below. This logomark is the identifying symbol for official OSE communications, both internal and external. It can be used both with and without "One Spirit Engineering" below the graphic element. Its form cannot be altered, and it may be reproduced only in the variations shown in this style guide. The logo should never be recreated or typeset. Only official, high quality logo files should be used in communications. To receive copies of logos for approved usage purposes, please contact Addie Cook at addie@lifeonbelay.org.

LOGO MEANING / IMAGERY

The Holy Spirit is the focal point of the One Spirit Engineering logo. The central figure recalls both the Holy Spirit as dove and OSE's drone project which flies materials to people in need. The circular design of the logo represents the earth sheltered under the Spirit's wings, as well as OSE's desire to reach all peoples. Our work strives to equip developing nations and university students with the resources and relationships they need to thrive, so the overall forms of the logo are clean, legible, and aspirational.

ONE SPIRIT
ENGINEERING

LOGO USAGE

COLOR LOGO

This version should be used whenever possible, especially on white backgrounds and where full color or one color spot printing is being utilized. The blue is hex #3a67b1 or PMS spot color 7455C.

BLACK LOGO

When printing is done in black, this logo should be used, rather than the color version printed in grayscale. The black version will appear more crisp when printing is done in black ink.

REVERSED LOGO

When the logo is placed directly on a darker color, it should be reversed so that the entire logo is white on the background.

COLOR LOGO ON OVERLAY

When the logo is placed directly on a very busy background, the use of a white or black opaque overlay can be necessary before adding the logo. This can allow the visual elements of the logo to maintain their integrity even on top of another image. (The overlay shown is pure white at 90% opacity.)

LOGO SPACING & SIZING

In order to maintain the visual integrity of the OSE logomarks, the following sizing and spacing should be kept in mind when utilizing the logo on any piece.

COMBINING ELEMENTS

When using the official logomark with a wordmark element, it is important to ensure proper proportions are maintained between the elements. A general rule of thumb is that the logomark should be two times the height of the wordmark element. The wordmark should also be centered on the graphic element, such that the graphic element should be 25% higher and 25% lower than the words.

VERTICAL COMBINATION

When using the official logomark along with a wordmark element in a vertical format, the graphic element should be about 5/9 the width of the wordmark (22% on either side). In these instances, the words of the wordmark should also be centered for visual consistency.

CLEAR SPACE

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here. Use the letter "N" in One from the wordmarks in the proportions utlized above as a measuring tool to help maintain the appropriate clearance. Whenever possible, no design element or typography should fall within this area. When the logo is used near the edge of a print piece, photo or video, this same spacing should be used.
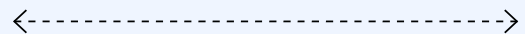
MINIMUM SIZE

The smallest the logomark (when used without a wordmark) should ever be is a half inch or 48 pixels wide. The half inch is measured from end to end of the entire logo.
If utilizing the wordmark in conjunction with the logo, the wordmark component should not be less than two inches or 192 px wide.

2" or 192 px

0.5" or 48 px

IMPROPER LOGO USAGE

Here are a few examples of practices to avoid when utilizing the OSE logo.

STRETCHED OR CONDENSED

LOGO IN A DIFFERENT COLOR

TOO SMALL

SKEWED OR DISTORTED

OVERLAPPING

SHADOWS OR VISUAL EFFECTS

LOGO IN WHITE BOX

DISTRACTING BACKGROUND

"The Holy Spirit is our source of inspiration. Always has been and always will be"

FOUNDER
Steve Long

COLORS

When talking about colors in design, there are some standard terms that are helpful to define. Please use this guide to make sure the colors used are consistent with the OSE brand. The medium blue color should be used whenever possible as the primary branding color. The light neutral, dark blue, and light blue should be used for large graphic elements or photo overlays, as they are easy on the eyes. The orange and yellow should be used sparingly as accent colors in the brand (for elements such as header text or patterns). Various tints of these colors can be used to complement the designs as needed (examples of 70% and 30% shown.)

PMS

PMS stands for "Pantone Matching System." This is how professional printers communicate color so that one printer can print a brochure and another a banner and both use the same maroon. Whenever there is room in the budget, your brand pieces will look best printed in their individual PMS colors.

CMYK

CMYK is an acronym for the 4 standard inks that a printing press uses: Cyan, Magenta, Yellow, and Black. CMYK or 4-color (process) printing is the most common form of printing. It allows for full-color printing of photos and pieces with a wide range of colors. The CMYK color mixes in this guide have been chosen to best approximate your PMS colors. The matches will not be perfect and could vary from printer to printer, so keep this in mind.

RGB

RGB creates color on your computer screen and electronic media via the colors red, green, and blue. RGB values will come in handy when you want to recreate your colors for on-screen presentations, & documents.

HEX

HEX, or hexadecimal, is the fancy way web designers represent RGB values on the web or within design software. It is comprised of six characters (numbers and letters) and sometimes preceded by a pound sign (#).

MEDIUM BLUE	NAVY	YELLOW	LIGHT NEUTRAL	DARK BLUE	LIGHT BLUE
PMS 7455 C	PMS 1645 C	PMS 134 C	PMS 663 C	PMS 7687 C	PMS 658 C
C: 85 M: 69 Y: 0 K: 0	C: 0 M: 73 Y: 82 K: 0	C: 1 M: 17 Y: 67 K: 0	C: 0 M: 0 Y: 4 K: 4	C: 73 M: 51 Y: 0 K: 49	C: 29 M: 13 Y: 0 K: 0
R: 58 G: 103 B: 177	R: 32 G: 54 B: 110	R: 255 G: 209 B: 117	R: 246 G: 245 B: 237	R: 35 G: 64 B: 131	R: 180 G: 197 B: 228
#3a67b1	#20366e	#ffd175	#f6f5ed	#234083	#b4c5e4

TYPOGRAPHY & FONT USAGE

When designing printed publications and online resources for OSE, common fonts should be used whenever possible to keep continuity in the brand. For printed materials, the following fonts should be used primarily. (Note: Any variation in the font families, such as medium, book, italic, or bold italic, can be used.)

PRIMARY FONTS *(available for free through Google Fonts)*

Libre Franklin Black
Lato Regular

HEIRARCHY OF FONTS

When using the combination of fonts, as outlined above, it is important to utilize a clear heirarchy. Whenever possible, Libre Franklin should be utilized for "highlighted" or "featured" text on a piece. Lato should be used for the majority of the copy and bolding, all caps, and font size should be used to clearly indicate headers and subtext. An example is illustrated below.

LATO
Used with proper heirarchy of bolding, all caps, font size, etc.

LIBRE FRANKLIN
For featured text on the piece.

LUNCHEON NETWORKING

For engineers, students and anyone interested

February 10, 2024 • Saturday • 11:30am
827 Kinyon Ct, Kirkwood, MO 63122

Join us for a meet-and-greet to grow in community and learn about One Spirit Engineering's mission to help developing nations thrive

GRAPHIC ELEMENTS & STYLING

Utilizing consistent graphic elements and styling can also increase brand recgonition to the various audiences who will encounter OSE marketing. Below are examples of some graphic elements which should be used.
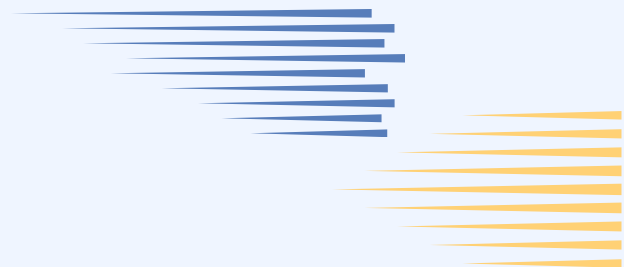
PATTERNS

The below patterns can be added to marketing materials as a graphic element in addition to typography and photos. A selection of pre-made versions using the OSE colors can be found in the shared branding folder on Sharepoint or by emailing Addie Cook at addie@lifeonbelay.org. If placed behind other important elements, such as oversize text or photos, the patterns' opacity must be lowered significantly (to 5-10%). Generally, however, the patterns should fill a shape which does not overlap with these elements.

MAIN PATTERN

SECONDARY PATTERN

COLOR COMBINATION OPTIONS

The colors in each pattern vector file may be altered to match OSE branding guidelines. Below is a list of acceptable color combinations:

• blue-on-blue (any of the three blues on the brand color page)

• no more than one shape with a gradient

• no more than one shape with our yellow

• always use a combination of light and dark shades of blue
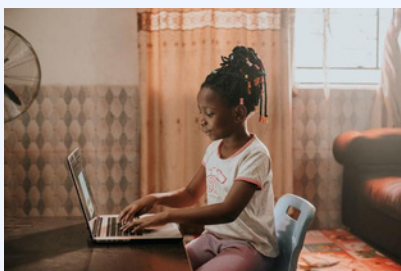
PHOTOGRAPHY USE

Photography is an essential component of any brand image. Therefore, we have provided some examples below of the types of photography that we seek to use when promoting OSE. These types of images most effectively illustrate our core values, while remaining welcoming and engaging.

Here are some good "Rules of Thumb" for ideal photos:

• *Photos that have people pictured together in community, with the end result of OSE's projects depicted.*

• *Simple photos with one person at the focus, either smiling or involved in an activity (ex. flying a drone).*

• *Photos where something is clearly happening (ex. building, interacting with technology, growing food).*

• *Photos where the foreground is in focus and the background is not.*

• *Photos with large groups should be aesthetically pleasing with clear scenery. These should be used most seldom, as they can be too busy to be effective.*

EXAMPLES OF "ON-BRAND" PHOTOS

PHOTOGRAPHY USE *(CONTINUED)*

PHOTO STYLES TO AVOID

While the examples above demonstrate the types of photos that demonstrate our core values, there are some instances when photos would fall outside the brand and should be avoided.

Here are some good "Rules of Thumb" for pictures to be avoided:

• *Poor lighting; while both dark and light pictures can be used, the main focus needs to be clearly lit.*

• *Busy backgrounds or blurry/unfocused images.*

• *Nothing clear happening in the photo (ex. people standing around at a job site).*

• *Selfies (in most instances), especially if they cut off faces or seem unbalanced.*

• *Photos that paint an incorrect or negative image of OSE (ex. only white people helping people of color, or emphasizing conditions of poverty over joyous innovation).*

• *Photos that are too generic or not value-focused (ex. tents in a field).*

• *Photos that focus on university students or corporate environments (while these may depict steps toward OSE's goal, the end result is the building up of communities experiencing struggle).*

EXAMPLES TO AVOID
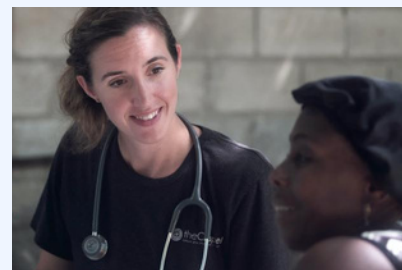
IN CONCLUSION

The purpose of being consistent and intentional in the way we visually represent One Spirit Engineering is ultimately to give glory to God and invite others to come along side us in our mission. We believe that truth, beauty and goodness are essential elements in that invitation. We are thrilled to implement this guide in order to accomplish the work that God has set before us.

Thank you for using this guide to uphold the standards of our brand. If you have any questions or concerns about this document or any material produced by One Spirit Engineering, please contact Addie Cook at addie@lifeonbelay.org.