

THE STORY

POWERED BY  ZONDERVAN®

BRAND STANDARDS AND GUIDELINES

5.1.11



THE STORY MESSAGING

The Story messaging copy to be used in marketing pieces.

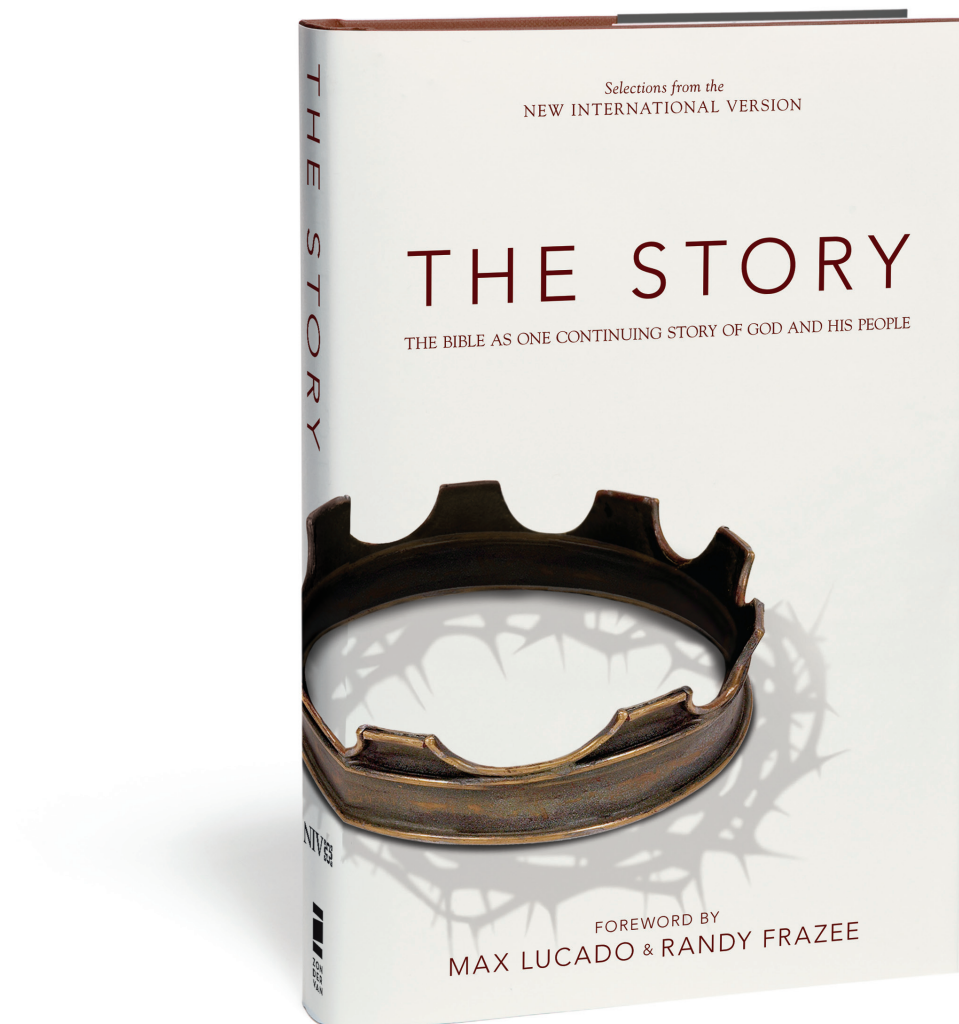
Tagline: Read The Story. Experience The Bible.

Benefit Copy: Turn Everyday People Into Devoted Bible Readers

Basic Headline: The Story is for Everyone.

Basic Description: *The Story* is an exciting new church-wide experience that unites and equips participants as they engage the Bible. Reading like a novel, *The Story* offers a seamless, compelling narrative. Condensed into 31 accessible chapters, *The Story* sweeps readers into an unfolding chronological progression of Bible characters and events.

BOOK COVER
DESIGN



LOGOTYPE

The Story logotype can be displayed with or without the subline. When being used in color applications, the logotype must be displayed in PMS 1817.

THE STORY

READ THE STORY. EXPERIENCE THE BIBLE.

Subline

THE STORY

Without Subline

THE STORY

POWERED BY  ZONDERVAN®

LOGOTYPE
STACKED

For a vertical format, a secondary logotype may be used.

THE
STORY

READ THE STORY.
EXPERIENCE THE BIBLE.

Subline

THE
STORY

Without Subline

THE
STORY

POWERED BY  ZONDERVAN®

LOGOTYPE
REVERSED

When reversed out, *The Story* should be white.

THE STORY

READ THE STORY. EXPERIENCE THE BIBLE.

Subline

THE STORY

Without Subline

THE STORY

POWERED BY  ZONDERVAN®

LOGOTYPE
VISUAL
CLEARANCE

To maintain the visual prominence of the logotype in graphic layouts, an area of clearance must always be preserved around the logotype, this diagram shows the minimum clearance that should be maintained.



LOGOTYPE
DON'TS

- ⊘ Do not use unspecified colors

THE STORY

- ⊘ Do not change element proportions

THE STORY

- ⊘ Do not stretch vertically or horizontally

THE STORY
THE STORY

- ⊘ Do not change fonts

THE STORY

- ⊘ Do not use on low contrasting backgrounds

THE STORY

- ⊘ Do not use on distracting backgrounds

THE STORY

TYPEFACES

Proper type usage helps to create a hierarchy of information for *The Story* materials. The juxtaposition of serif and sans-serif typefaces visually illustrates the connection between the classic material of *The Story* and its modern and easy to ready format.

HEADLINE COPY TYPEFACE

Avenir 35 Light is the proper text for headlines and headings. It should be used in all caps with tracking set at 75.

AVENIR 35 LIGHT

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

BODY COPY AND SUBHEAD TYPEFACE

Goudy is appropriate for body copy and subheadings. The typeface may be set in all caps with tracking set at 75 for subheading usage.

GOUDY OLD STYLE

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

PRIMARY GRAPHIC ELEMENT

The primary graphic element for *The Story* materials is the crown. The crown speaks to Jesus being the King of Kings while the shadow illustrates the crown of thorns he had to take on to conquer death.



STYLE



- Large amounts of negative space are used around graphics and type. This creates visual drama and a feeling of “bigness,” drawing the viewer’s attention to the graphics and logotype.
- The clean backdrop creates an inviting and peaceful feel while visually illustrating what Christ did for us on the cross in wiping our slate clean.
- Crown must be cropped on the left side as shown.

GRAPHIC ELEMENT DON'TS

This page illustrates common mistakes that should always be avoided when using graphic elements.

❌ Do not change colors



❌ Do not alter proportions



❌ Do not place on low contrasting backgrounds



❌ Do not place on distracting backgrounds



COLOR PALETTES

The primary color palette utilizes warm colors to create an inviting atmosphere while the secondary colors' cooler tones add a modern feel.

PRIMARY PALETTE



PMS 1817
CMYK
0-90-100-66



PMS 476
CMYK
57-80-100-45



PMS 730
CMYK
0-38-78-29



PMS 7407
CMYK
0-22-85-11



PMS 468
CMYK
6-9-23-0



CMYK
0-2-6-0



PMS 5405
CMYK
58-17-0-46



PMS 428
CMYK
2-0-0-18

SECONDARY COLORS



PMS 1807
CMYK
0-100-96-28



PMS 307
CMYK
100-16-0 27

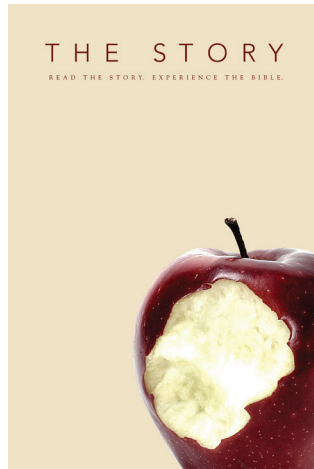


PMS 143
CMYK
0-35-85-0

CHAPTER ICONS

In addition to the crown, there are graphic elements that may be used in *The Story* materials. Each element corresponds with a chapter and in some cases more than one.

1



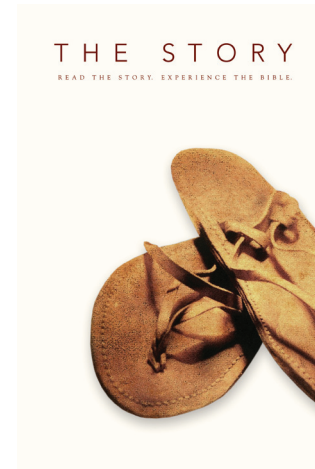
Apple

2



Ram

3



Sandals

4a



Bush

4b



Lamb

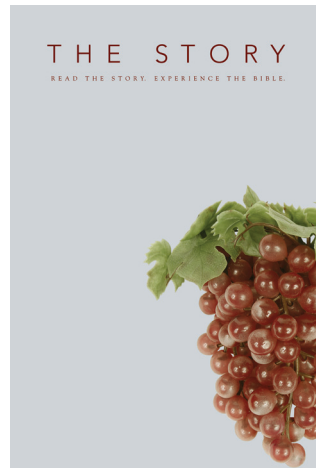
5



Tablets

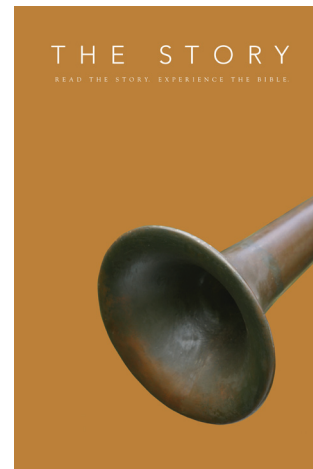
CHAPTER
ICONS

6



Grapes

7



Horn

8



Pillar

9



Women

10



Sword

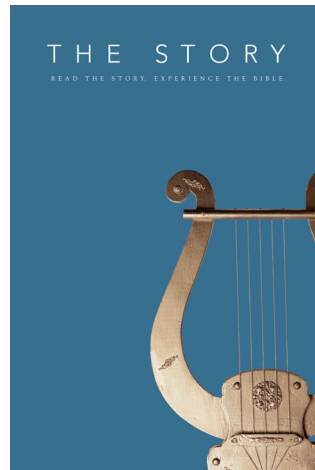
11



Sling Shot

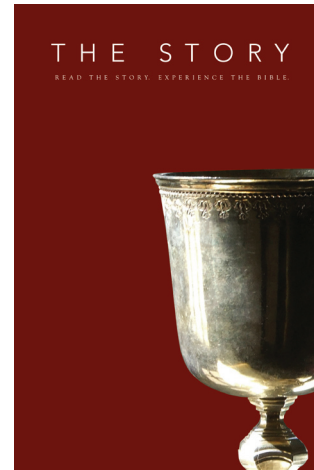
CHAPTER
ICONS

12



Harp

13



Chalice

14



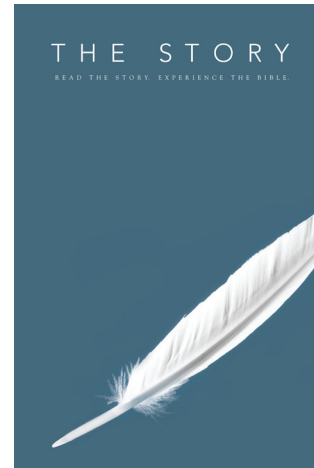
Sword

15



Fire

16



Feather

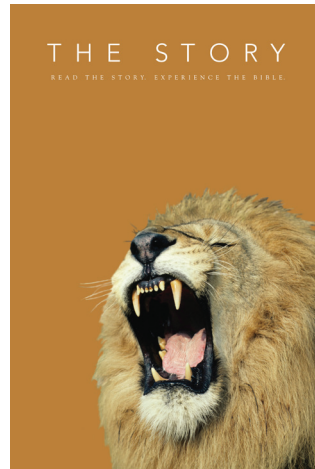
17



Stone Wall

CHAPTER
ICONS

18



Lion

19



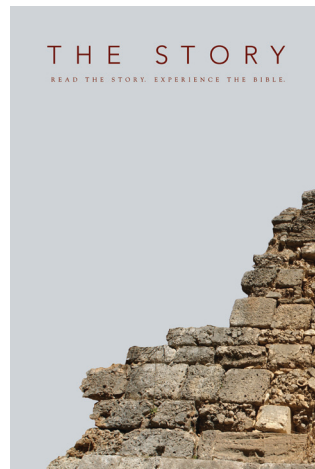
Temple Ruins

20



Women

21



Stone Wall

22



Manger

23



Dove Wings

CHAPTER
ICONS

24



Wheat & Bread

25



Palm

26a



Hammer and Nails

26b



Hand

27



Flower

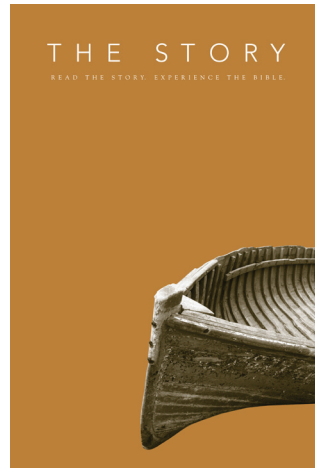
28



Clouds

CHAPTER
ICONS

29



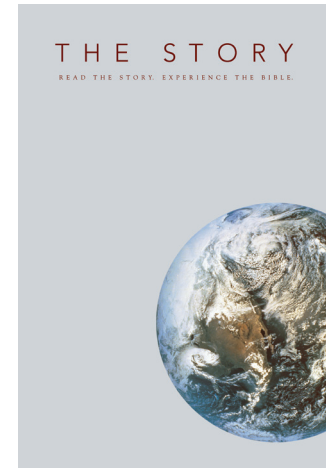
Boat

30



Shackles

31



Earth

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