What is this document?

The Married People Brand Standards Manual is a guide and a set of tools. It is a way to think about how we look and feel. This document presents a set of guidelines to help us design on-brand, but it isn’t just rules. It is a series of systems that will help all of us at Married People communicate with a common voice to show the world who we are, what we do, and why we matter.

Maintaining and communicating the Married People brand is more than compliance to standards. It is about delivering a brand experience that the audience will grow to trust. All of the components in the following pages build the brand’s strength and reputation through consistent application.
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About the brand
MISSION

Helping churches help marriages.

WHY?
Because when your marriage is better, everything is better.

HOW?
By making marriage:
• real
• fun
• simple

WHAT?
We aim to provide:
• practical resources
• leadership training
• meaningful community

WHO?
We seek to reach:
• married couples
• church leaders who work with married couples

JUST THE FACTS
• Married People supplies marriage ministry resources to more than 300 churches across the country
• These churches span 46 states and 15 countries, representing more than 20 different denominations
• Married People Director Ted Lowe has more than 16 years experience working in marriage ministry
• Married People is a division of The reThink Group, creators of Think Orange, located in Atlanta, GA
ABOUT THE BRAND

LEARN MORE

Website: www.MarriedPeople.org
Blog: www.MarriedPeople.org/blog
Podcast: www.MarriedPeople.com/podcast
Facebook: www.facebook.com/MarriedPeople
Twitter: www.twitter.com/Married_People
Instagram: www.instagram.com/Married_People
Book: www.YourBestUs.com
Email: info@marriedpeople.com
Logo & Sub-brands
Main logo

Married People Logo

The logo is the principal identifier for the brand’s visual identity. This identity must be used consistently by adhering to the standards set in this manual. Applying the logo as indicated helps leverage the value of the identity – the brand’s most important visual reference.

Anatomy

The main logo is composed of a mark and anchor text distributed vertically.

Colors

The main logo can be used with any of the brand colors indicated in this manual.
Alternate uses

Mark

The mark is the visual hero of the logo and one of the main identifiers of the Married People identity. The icon may be used as a visual reference but not as the brand’s main identifier. It should never replace the main logo and should appear alongside other brand visuals and the logo. Some uses include, but are not limited to internal pages of websites and back covers.

Landscape logo

The landscape logo is an alternate version of the main logo. It is intended for application on mediums that favor horizontal spaces.

Colors

The mark and landscape logo can be used with any of the brand colors indicated in this manual in addition to black and white.
Free-space

There must always be an image-free space surrounding the logo. This space is the minimum area around the logo where no other imagery is allowed. This free space was established to ensure prominence to the logo. The free space is determined by the width of the mark.
Restrictions

In order to preserve the logo’s functionality and identity, it may not be altered in any manner other than indicated in this standards manual. No design alterations, no photographic effects, such as filters, textures, or drop shadows, no rotating the logo or skewing the proportions, and no altering the typeface.
Sub-brands

Due to the diverse groups and events that live within the Married People brand, the sub-brand design covers all variations.

The design consists of an anchor text below the brand name in both the main logo setup and landscape logo.

Application and usage

The same rules that apply to the main logo go for the sub-brands in terms of color, free space, restrictions, and usage.
Supporting Elements
Typography

The typography for the Married People identity consists of a pairing of two distinct typefaces that together set the visual tone for the brands’ messaging. A serif font, Chronicle, and a sans-serif, Avenir each take different roles with specific hierarchies.

Uses

Primary typeface: Avenir
Used for titles, subheads, body copy, callouts, and captions.

Secondary typeface: Chronicle
Used for headlines, pullquotes, and body copy.

Webfonts

Chronicle and Avenir are available as webfonts, but in the case an alternate option is needed for digital mediums, a webfont equivalent is available. For Chronicle, the webfont is Lora. For Avenir, the webfont is Muli.
The color palette is approachable, vibrant, and bold. It consists of colors that transition along a warm to cool spectrum creating high contrast.

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<th>CMYK</th>
<th>RGB</th>
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</table>
Photography

**Genuine.** Avoid images that look like stock photography.

**Gritty.** Less polished. More real.

**Emotional.** The subjects elicit some sort of reaction.

**High-quality.** Don’t use images that are blurry or distorted.

**Permissible.** Make sure we aren’t breaking copyright laws.
Sample Applications
SAMPLE APPLICATIONS