

The
New York
PROJECT



Brand Guidelines

02 Contents

03 Introduction

04 Brand
Elements

12 Brand
Application

03

We are in the second chapter of the New York Project story.

And with that comes the second chapter of our brand. Building on recognizable elements that were established in Phase 1, we have introduced new elements to our brand. Combining the established with the new helps us to recognize what we have achieved, while pressing forwards into Phase 2 of the New York Project.

Phase 1
2016-2019

Phase 2
2020-2022

Phase 3
2023-2026



04

Brand Elements

05

Brand Elements

Our Logo

This is our logo. It is available in three colors: blue, black or white.

We primarily use the blue version where possible. We use the white version on dark or photographic backgrounds and we only use black when printing greyscale.

The
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Brand Elements

Clear Space

One of the ways that we communicate our brand clearly is by leaving clear space between the logo and other logos or text.

The clear space must be equal to or more than the relative height of the P in 'PROJECT'.



Brand Elements

Logo Don'ts

Consistency is really important in obtaining brand recognition so it's important not to change the logo in any way.

1. Don't change the proportions
2. Don't remove words
3. Don't outline
4. Don't move, crop, squash or rotate
5. Don't change the color
6. Don't add any effects

1. The
New York
PROJECT

2. **New York**
PROJECT

3. The
New York
PROJECT

4. The
New York
PROJECT

5. The
New York
PROJECT

6. The
New York
PROJECT

Brand Elements

Partner Logos

The New York Project is a joint strategy of Redeemer City to City and Redeemer Churches & Ministries, so the three logos will often be viewed alongside each other.

When aligning them, ensure that you follow the guide on this page, adhering to the relative size of, and clear space around each logo.



Headline Goes Here



Headline Goes Here



09

Brand Elements

Color Palette

We are evolving our existing brand so have combined recognizable colors from our brand with new colors. Our primary colors for this season are Pink, White, Rust and Blue.

Pink

CMYK: 0/28/26/1
RGB: 234/190/176
HEX: #EABE80

White

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

Rust

CMYK: 0/78/85/12
RGB: 192/81/49
HEX: #C05131

Blue

CMYK: 100/60/20/0
RGB: 0/102/166
HEX: #00669B

Grey

CMYK: 60/51/51/20
RGB: 102/102/102
HEX: #666666

Black

CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000

Green

CMYK: 28/2/18/0
RGB: 185/220/210
HEX: #B9DCD2

Yellow

CMYK: 5/10/87/0
RGB: 245/217/62
HEX: #F5D93E

Brand Elements

Our Fonts

The brand fonts have been refreshed for Phase 2. We still use Gotham as our logo font and we now use Arek Latin for headline, introductory and decorative style copy. We use Libre Franklin for the sub-headings and body copy.

Take a look at the next page to see examples of our font families in use.

Aa

Arek Latin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 123456789!@\$%^&*()

Aa

Libre Franklin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 123456789!@\$%^&*()

Brand Elements

Typography Hierarchy

Here is a helpful guide to show how and when we use our chosen font families.

Logo
Gotham

Header
Arek Latin
Regular

Body Copy
Libre Franklin
Regular

Sub Header
Libre Franklin
Bold

Notes
Libre Franklin
Regular

The New York PROJECT

We believe the local church, fuelled by the Holy Spirit, transforms lives and cities.

Our Strategy

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Logo
Gotham

Headline Numbers
Arek Latin
Outlined - Regular

Header
Arek Latin
Regular

Body Copy
Libre Franklin
Regular

Headline Numbers
Arek Latin
Outlined - Regular

Header
Arek Latin
Regular

The New York PROJECT

02

God is Doing Amazing Things in New York.

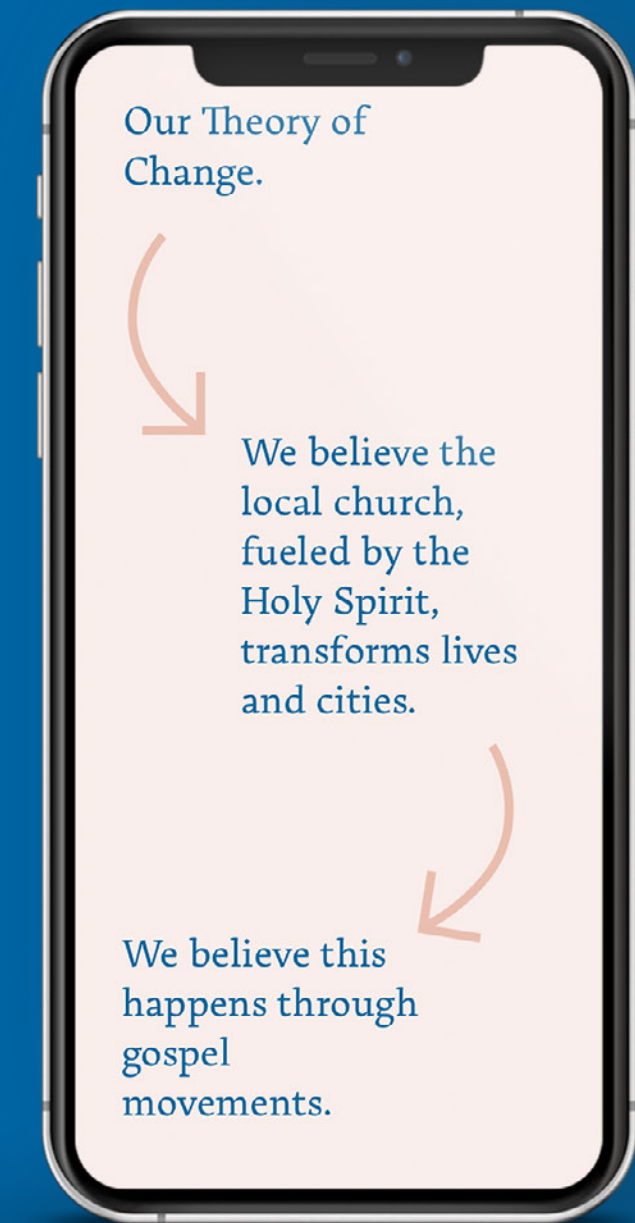
Midtown Manhattan and evening gala at Carnegie Hall

2020

Upper East Side building identified and in contract discussion

12

Brand Application



The
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Join us for an intimate retreat
at the Yellowstone club with
Dr. Tim Keller

You're Invited

We're pursuing rooted ministry homes for the city.

Real estate in New York is both scarce and expensive, putting a strain on church presence and growth. Our real estate strategy seeks to alleviate this and provide vital long-term stability to the gospel movement through permanent spaces for worship, community, and training, seven days a week. Bore ex et hictasne

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Join Us for Momentum Weekend

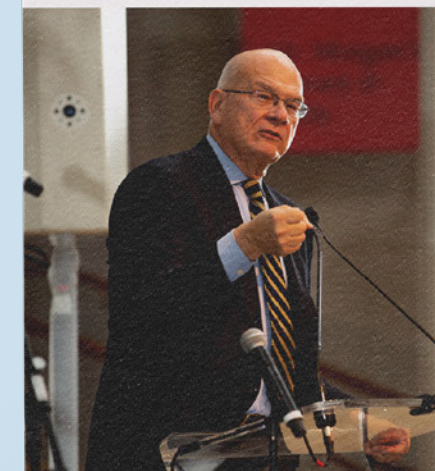


10.07.20

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Contact

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