



Brand Guidelines

Introduction

Brand Overview..... 04

Voice & Style..... 05

Logo

Combination Mark..... 07

Logo Mark..... 08

Clear Space..... 09

Logo Variations..... 10

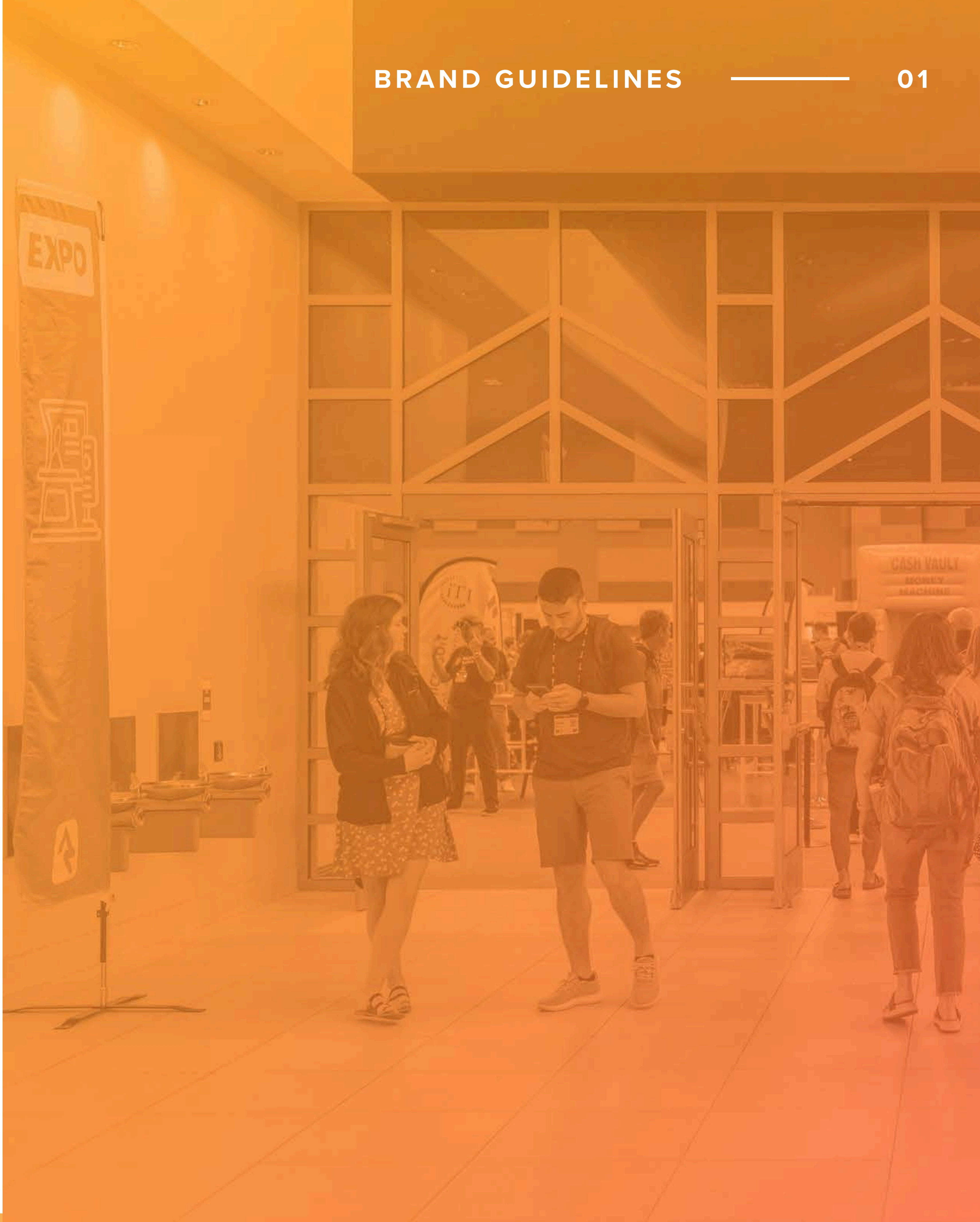
Logo Don'ts..... 11

Colors

Color Palette..... 13

Gradients..... 14

Grayscale Palette..... 15



Typography

Proxima Nova

17

Brand Elements

Social Media

19

Background Images

20

Circuit Pattern

21

Photo Filter

22

Acrylic Elements

23

Tabler Icons

24

Chip

25

Brand In Action

Examples

27

Introduction

Brand Overview

This branding guide ensures Rock maintains a consistent and recognizable brand presence across all platforms, from digital to print. It should inform how we design and create for Rock.

TO
GOD
BE THE
GLORY

Core Values

Accessibility

We believe every church should have equal access to premiere tools that connect people and change lives.

Craftsmanship

We strive tro create products that are exceptional in their design and will consistently refine them over time.

Community

We value community above self and have no agenda except that which elevates the global Church.

Innovation

We pursue new technology and best practices with a passion because the church deserves excellence.

Mission

The ultimate purpose of Rock will always be to serve the Church and bring glory to God. Our branding should always reflect and align with this mission.

Voice & Style

At Rock, our tone and voice reflect our commitment to providing powerful, flexible software for churches, while maintaining a warm, approachable, and encouraging presence. We want our users to feel supported, empowered, and part of a community that values innovation and growth in the church.



Friendly

We speak like a trusted friend, not a distant expert. Whether we’re talking to a beginner or a skilled administrator, our language is welcoming and approachable.

Clear & Concise

Our goal is to make complex concepts simple to understand. It’s important to understand the specific audience and tailor as needed.

Supportive

We aim to inspire confidence. We guide individuals through challenges with patience and encouragement, ensuring they feel supported every step of the way.

Empowering

We celebrate the community’s role in the mission of their church. Our messaging emphasizes their ability to accomplish great things with the right tools.

Tone

Educational But Lighthearted

When explaining complex features, we maintain a light, conversational tone that makes learning enjoyable.

Encouraging

We encourage individuals to try new things and explore the full capabilities of our software, offering positive reinforcement.

Professional But Approachable

While we are experts in our field, we never talk down to individuals who use Rock. We balance professionalism with an open, human touch.

Logo

Combination Mark

The **Combination Mark** is considered the “full” or “primary” logo, as it fully encapsulates the brand’s image and identity. It embodies the essence and soul of Rock’s branding. Adhering to the logo standards is crucial to maintaining the brand’s effectiveness and mission.



Logo Mark

The **Logo Mark** is the central icon and symbol that portrays the identity of the brand. It can be used in place of the combination mark wherever preferred but especially when the identification of Rock is not of central importance.

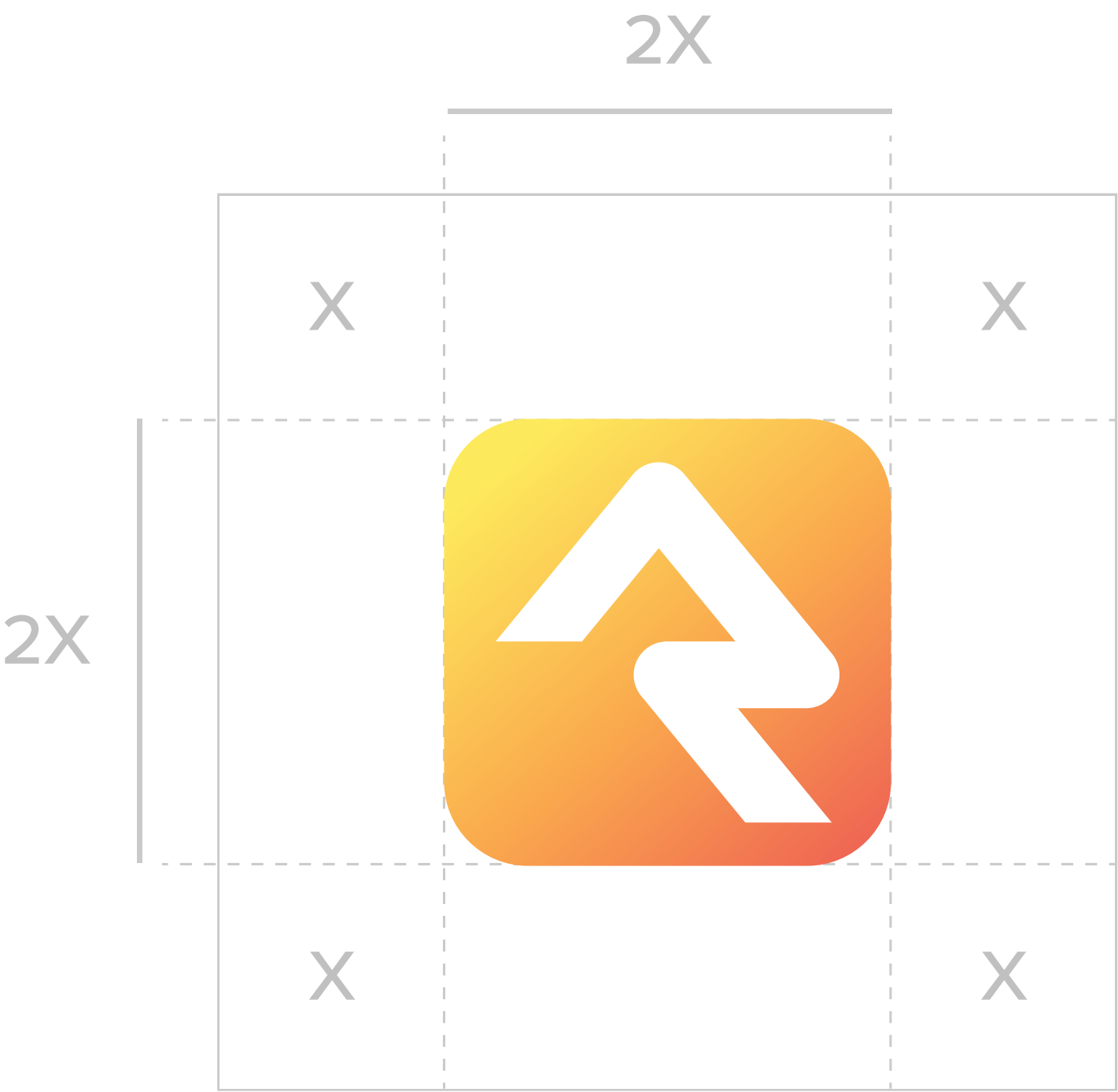


Clear Space

It’s essential to ensure that the logo has sufficient space around it to allow it to “breathe,” enhancing both its impact and legibility. This clear space helps distinguish the logo from surrounding elements like headlines, text, imagery, and the edges of printed materials, ensuring a clean, professional presentation.



The minimum amount of clear space is denoted below in the combination mark’s “R” lettering and half the width of the logo mark.



Logo Variations

Two logo variations are provided: one featuring a dark combination mark and another with a gradient fill. These variations should be used sparingly and not consistently as the primary logo.



⚠ Important Information On Usage

This variation has a base color of Obsidian and is set to 80% opacity. It's blending mode is also set to "Luminosity".

This variation can also be used as a watermark with lower opacity levels as well as the omission of the blending mode.



⚠ Important Information On Usage

This variation should be used on white or almost white colored backgrounds in order to ensure proper contrast.

Logo Don'ts

Proper use of the logo is crucial, as it represents the core image of the brand. Below are examples of improper logo usage; however, these examples are not exhaustive.



Don't change the color of the logo



Don't rotate the logo



Don't stretch the logo



Don't change the typeface



Don't crop the logo



Don't place on background with poor contrast or high detail/complexity

Colors

Color Palette

Rock’s branding features four primary colors and two core shades. Each primary color includes a range of tones that can be applied selectively across various design elements to add depth and versatility.

<div><div>Spark</div><div>#FAAA4D</div><div>R: 250 G: 170 B: 77</div><div>C: 0% M: 38% Y: 79% K: 0%</div></div> <div><div>#FCCA90</div><div>#FBB96D</div><div>#FAAA4D</div><div>#F99B2D</div><div>#F88D10</div><div>#E77F07</div><div>#D07206</div><div>#B86506</div></div>	<div><div>Lava</div><div>#FF8C3D</div><div>R: 255 G: 140 B: 61</div><div>C: 0% M: 55% Y: 83% K: 0%</div></div> <div><div>#FFB480</div><div>#FF9F5D</div><div>#FF8C3D</div><div>#FF791D</div><div>#FF6801</div><div>#E65D00</div><div>#CA5200</div><div>#B74A00</div></div>	<div><div>Magma</div><div>#EF6653</div><div>R: 239 G: 102 B: 83</div><div>C: 2% M: 75% Y: 69% K: 0%</div></div> <div><div>#F59D90</div><div>#F28070</div><div>#EF6653</div><div>#F84027</div><div>#E9341C</div><div>#D62B15</div><div>#C12713</div><div>#AB210F</div></div>	<div><div>Glacier Ice</div><div>#72DEFF</div><div>R: 114 G: 222 B: 255</div><div>C: 45% M: 0% Y: 1% K: 0%</div></div> <div><div>#D4F5FF</div><div>#A6EAFF</div><div>#72DEFF</div><div>#3ED0FC</div><div>#14BFF3</div><div>#009BCA</div><div>#0980A4</div><div>#00627F</div></div>	<div><div>Ash</div><div>#EFEFEF</div><div>R: 239 G: 239 B: 239</div><div>C: 5% M: 3% Y: 3% K: 0%</div></div>	<div><div>Obsidian</div><div>#2B2B2B</div><div>R: 43 G: 43 B: 43</div><div>C: 70% M: 64% Y: 63% K: 65%</div></div>
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Gradients

Rock's branding includes two closely related gradients. The full gradient is primarily used in the logo mark and can be applied across various applications. However, in instances where legibility issues arise, particularly with white text, the main gradient is recommended for optimal clarity and should be used in such cases.

Full Gradient

⚠ Important Information On Usage

Use of this gradient should be limited, particularly when paired with white text, as it may cause legibility issues.

#FDEA5C | 0%

#FAAA4D | 50%

#EF6653 | 100%

Main Gradient

#FBC453 | 0%

#F7964F | 50%

#EF6653 | 100%

Grayscale Palette

Rock’s branding includes two sets of shades ranging from white to black. The first set offers a broader range and is ideal for use in graphics, while the second set is tailored specifically for websites and apps.

General Palette

<div>Level 1</div> <div>#FFFFFF</div>	<div>Level 2</div> <div>#EFEFEF</div>	<div>Level 3</div> <div>#CCCCCC</div>	<div>Level 4</div> <div>#A3A3A3</div>	<div>Level 5</div> <div>#696969</div>	<div>Level 6</div> <div>#2B2B2B</div>	<div>Level 7</div> <div>#000000</div>
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Expanded Palette

<div>Tone 1</div> <div>#FFFFFF</div>	<div>Tone 2</div> <div>#F9F9F9</div>	<div>Tone 3</div> <div>#EFEFEF</div>	<div>Tone 4</div> <div>#CCCCCC</div>	<div>Tone 5</div> <div>#A3A3A3</div>	<div>Tone 6</div> <div>#696969</div>	<div>Tone 7</div> <div>#454545</div>	<div>Tone 8</div> <div>#2B2B2B</div>	<div>Tone 9</div> <div>#000000</div>
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Typography

Proxima Nova

Proxima Nova is the primary font for Rock’s brand materials and applications. To ensure maximum consistency, the primary font weights should be prioritized. If additional flexibility is needed for specific contexts, secondary weights can be used as necessary. Italicized versions of each weight are also permissible.

Primary Weights

+ Italics

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Secondary Weights

+ Italics

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Black

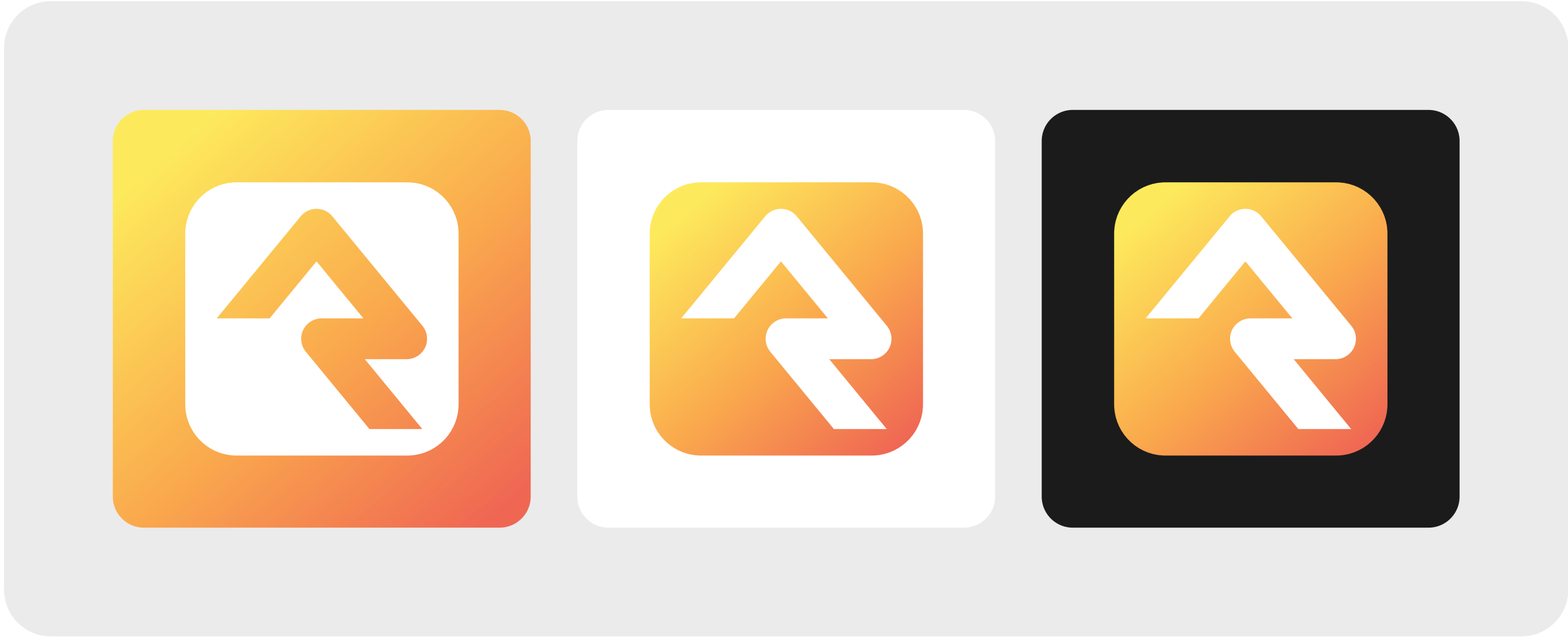
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brand Elements

Social Media

Multiple options for profile pictures and banners have been tailored for platforms like Facebook and X but additional banners can be created to suit evolving needs.

Profile Pictures



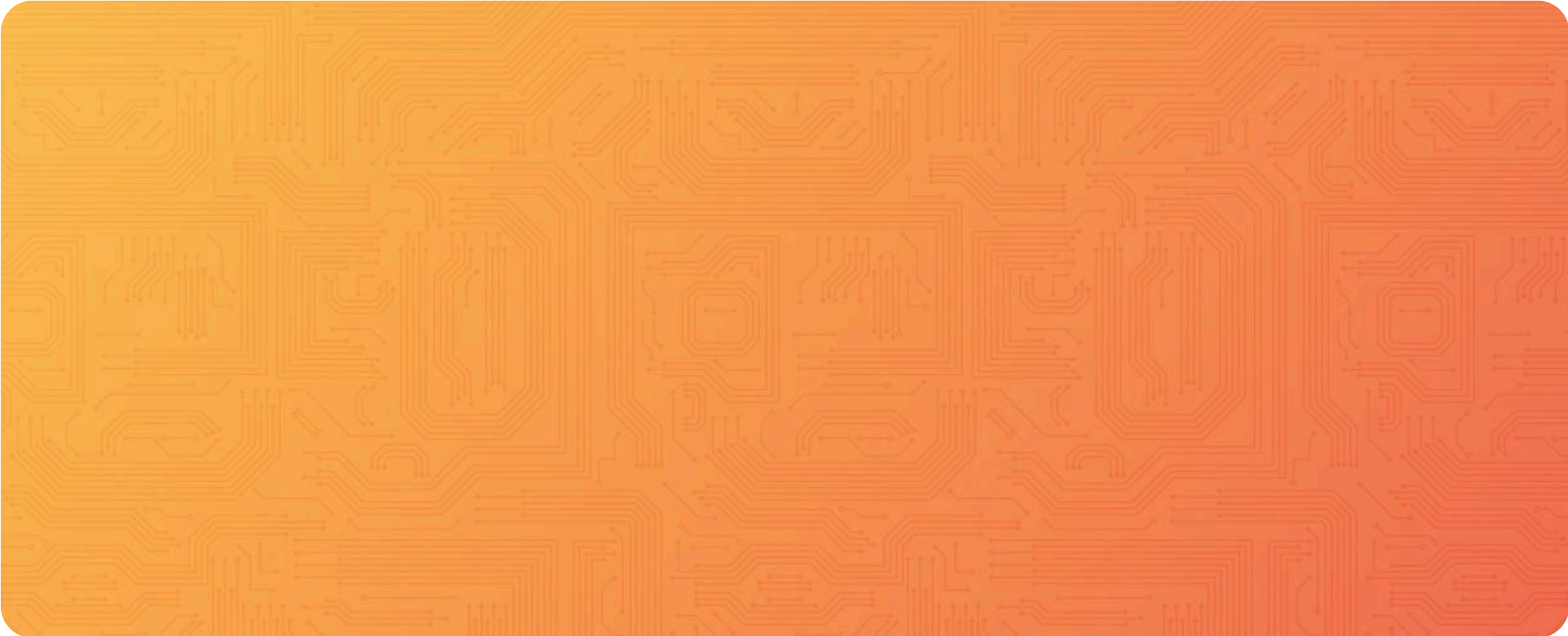
Banner #1



Banner #2



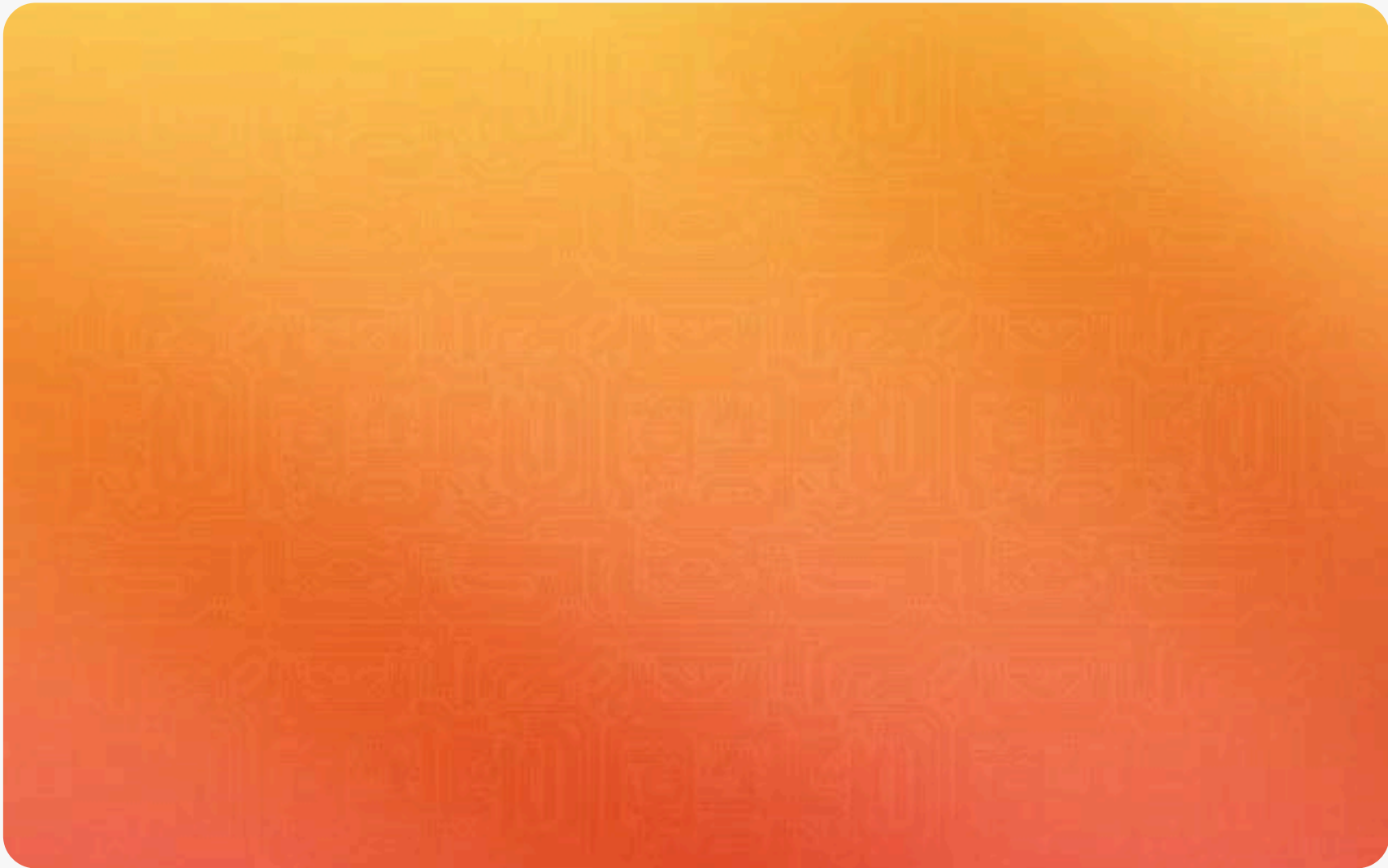
Banner #3



Background Images

A variety of background images are available for use in new graphics, social media posts, website assets, and other relevant applications. These may be altered or used as a foundation for new backgrounds.

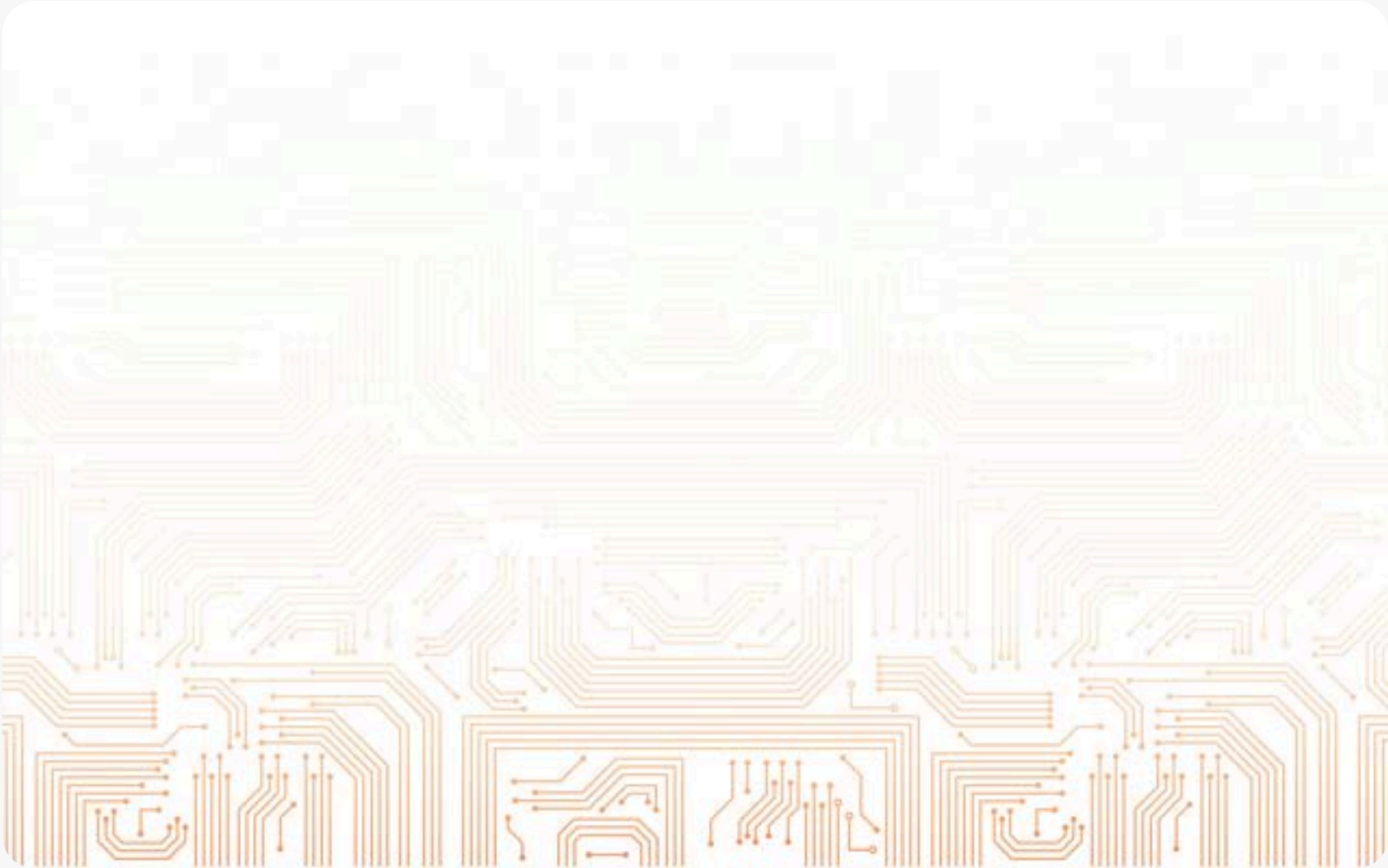
Background #1



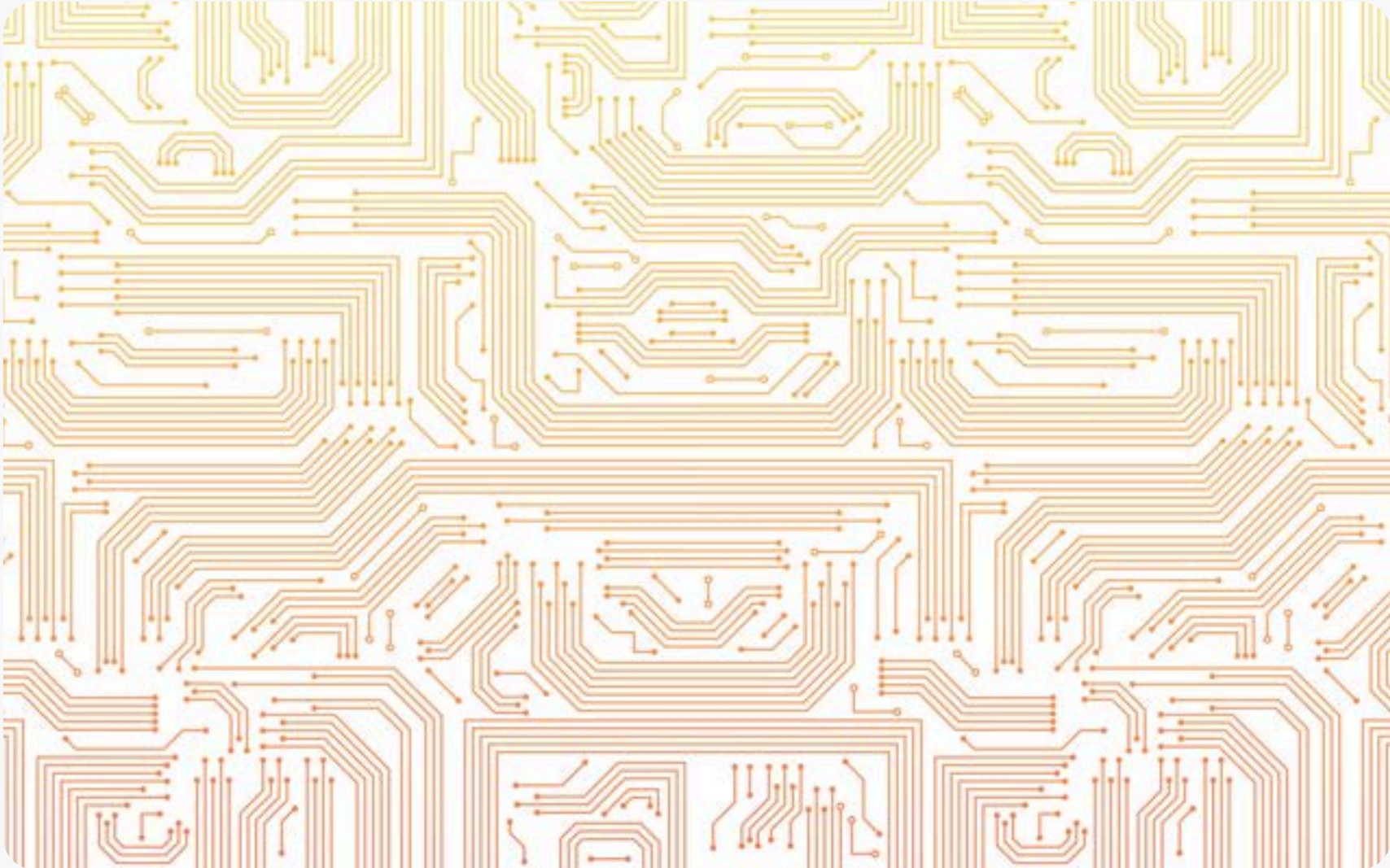
Background #2



Background #3



Background #4



Background #5



Background #6



Circuit Pattern

Rock’s circuit board pattern is a key visual element of the brand, symbolizing the technical and digital aspects of Rock’s mission within the body of Christ. This pattern can be used across backgrounds, graphic elements, banners, and decor to reinforce the brand’s focus and message.

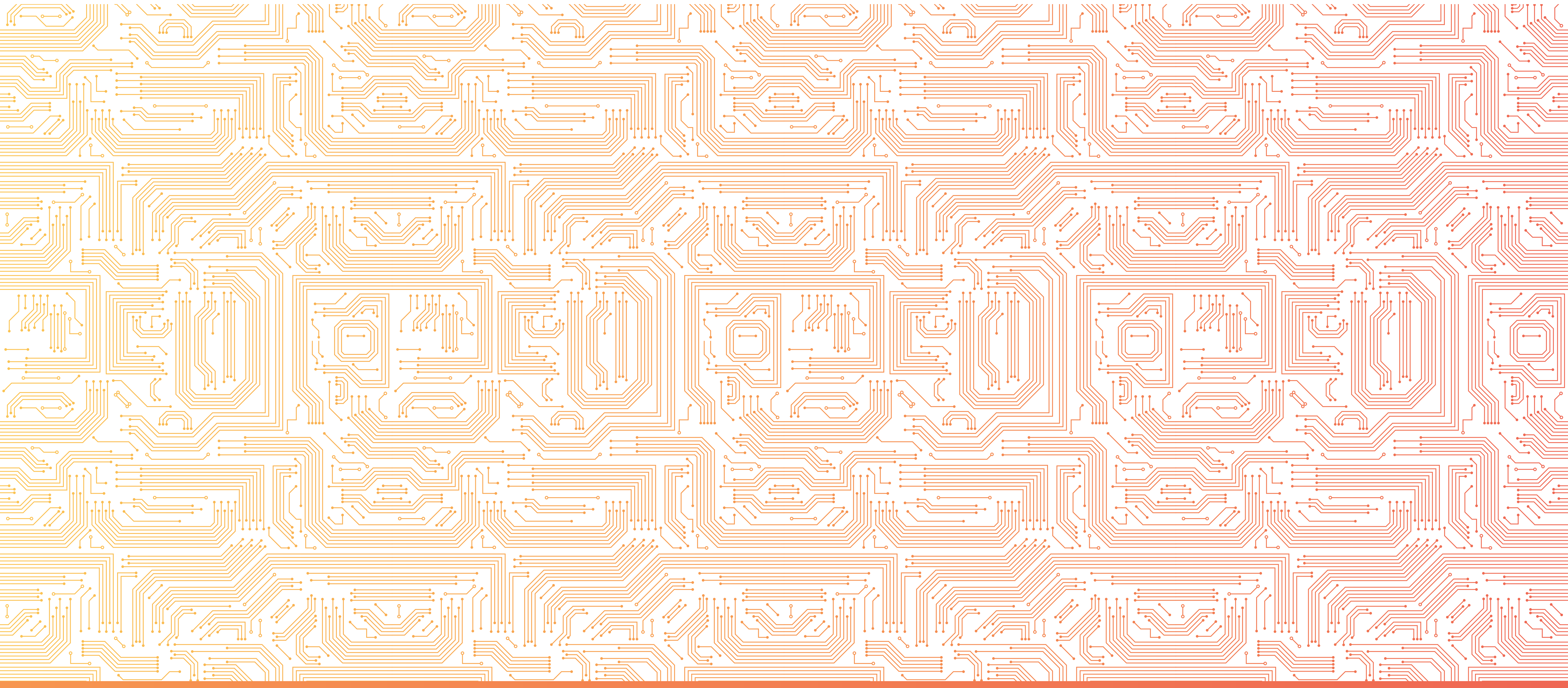
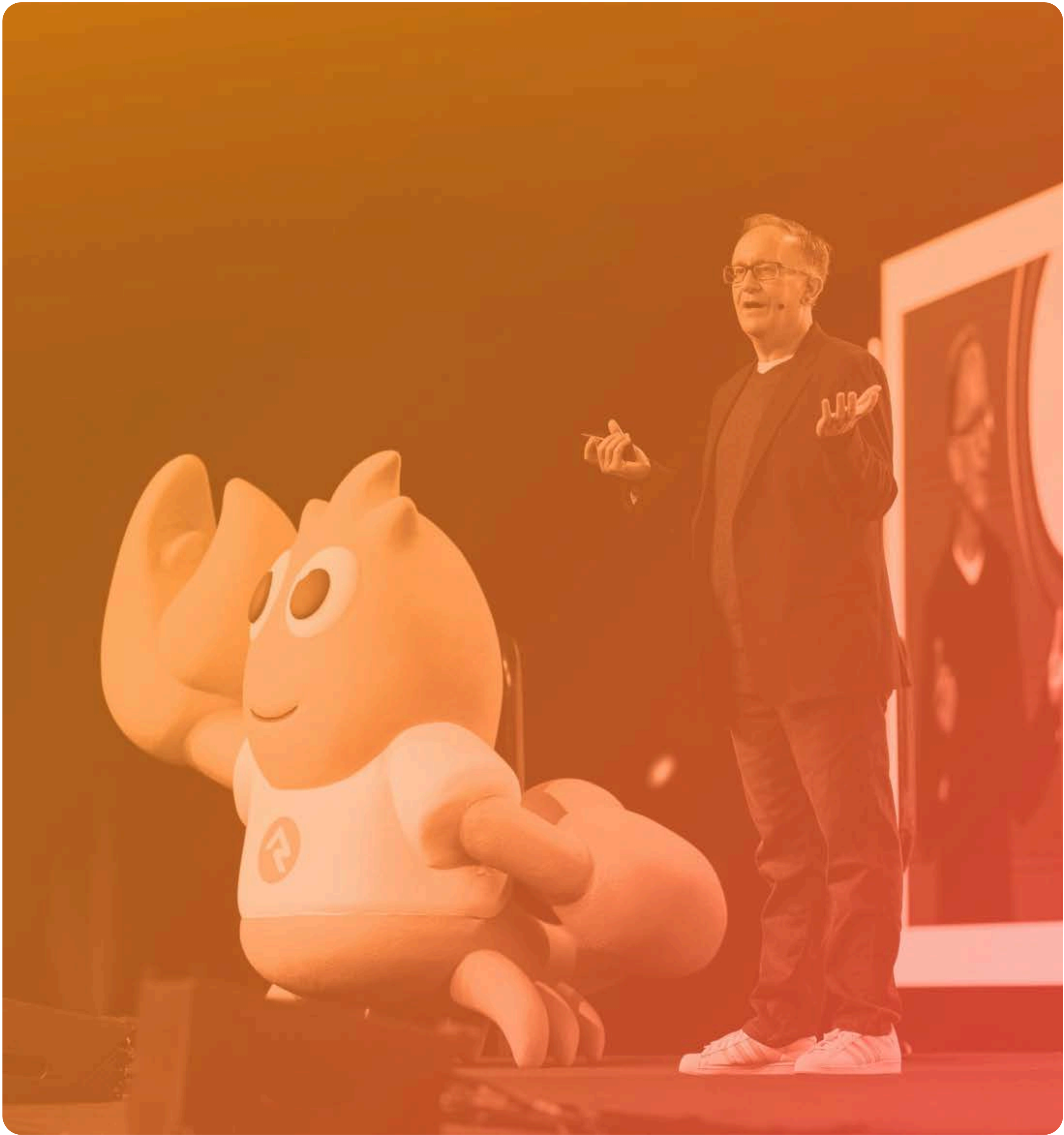
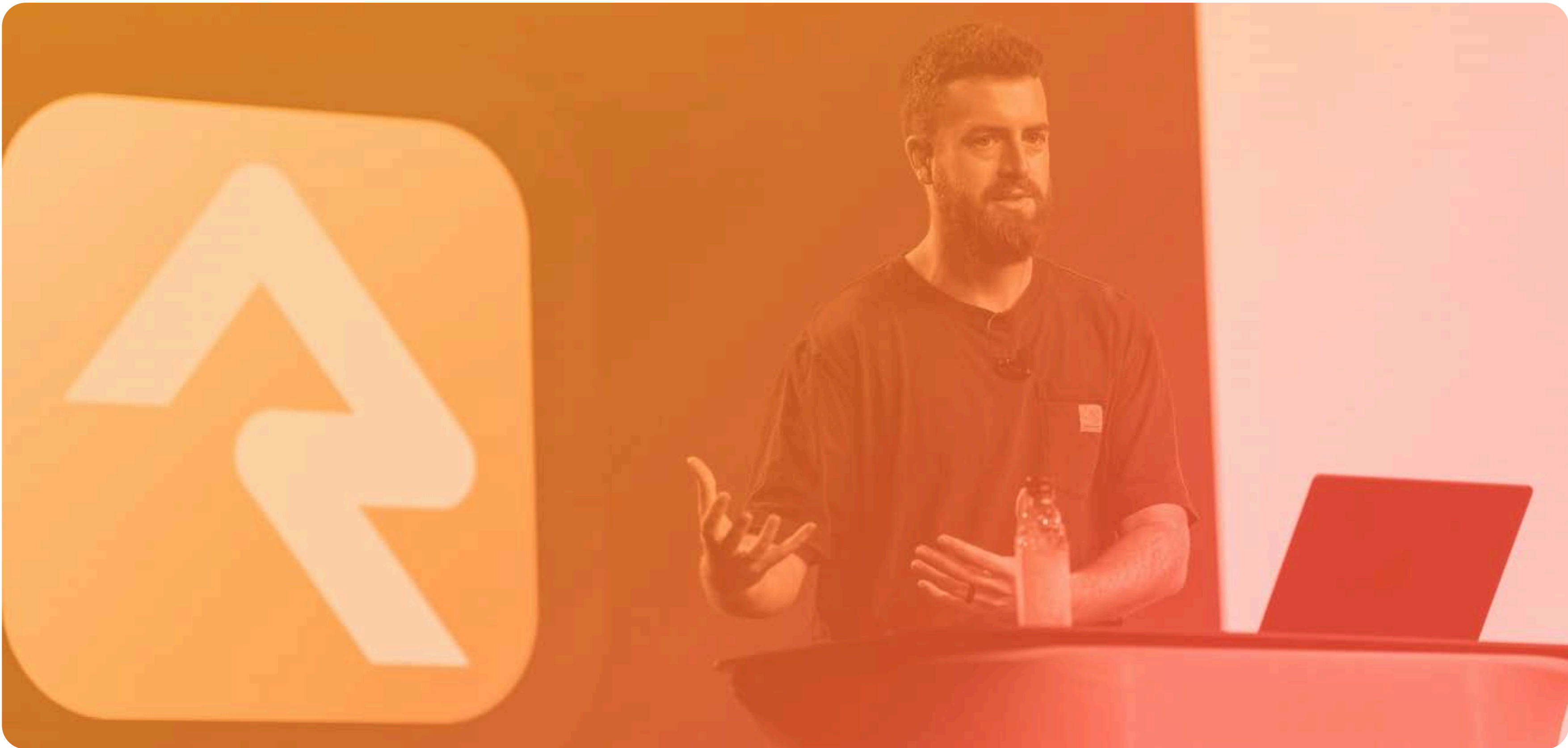


Photo Filter

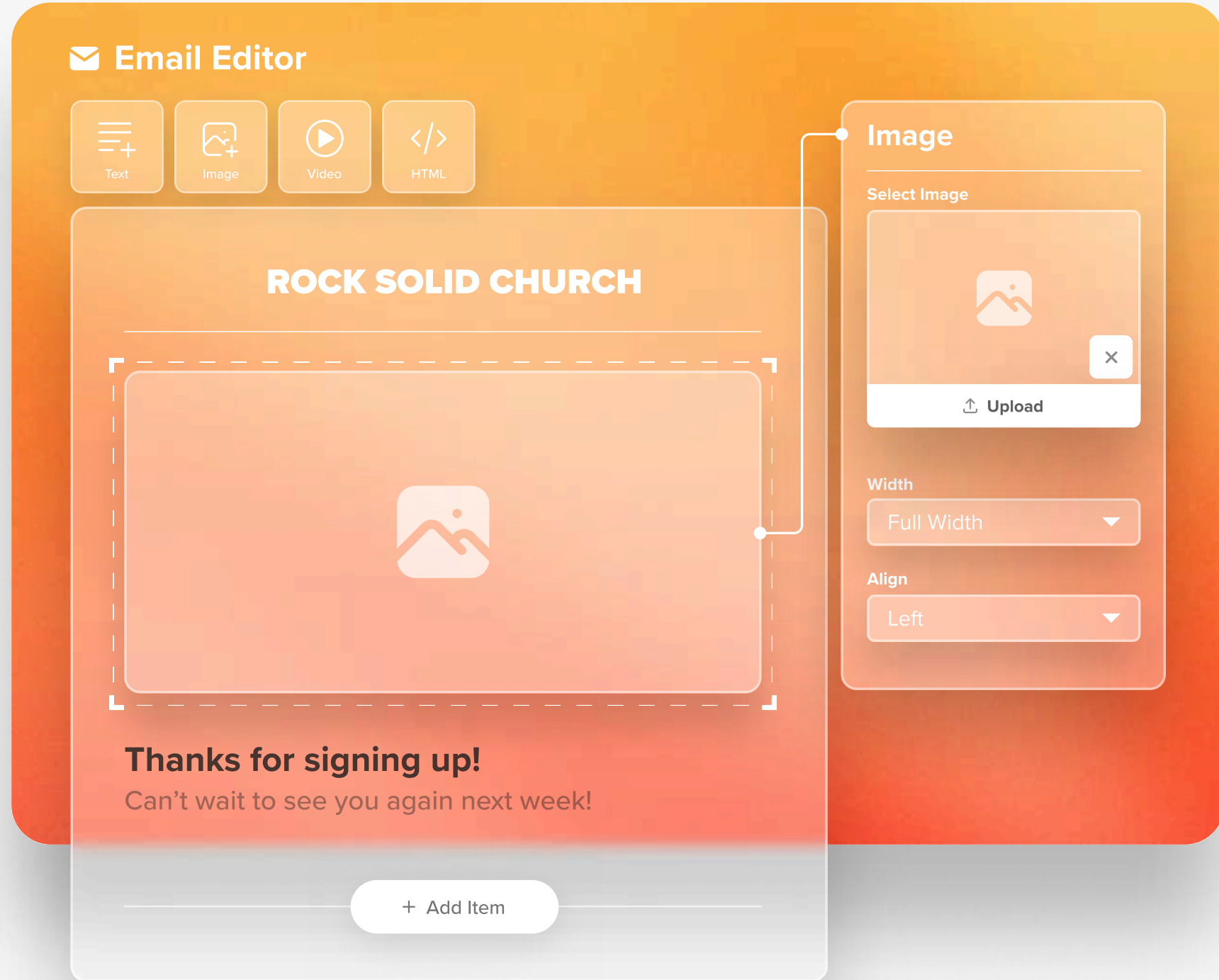
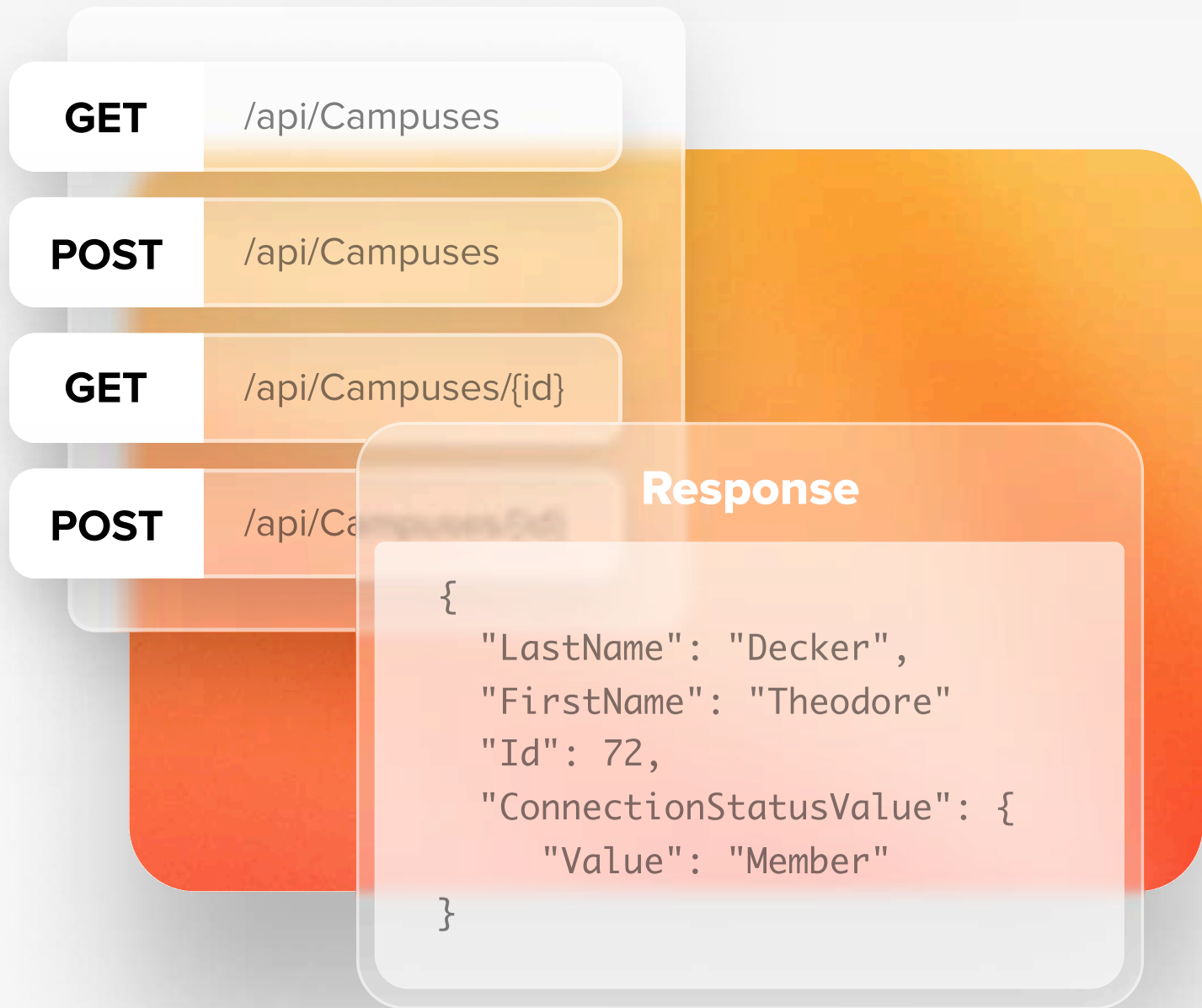
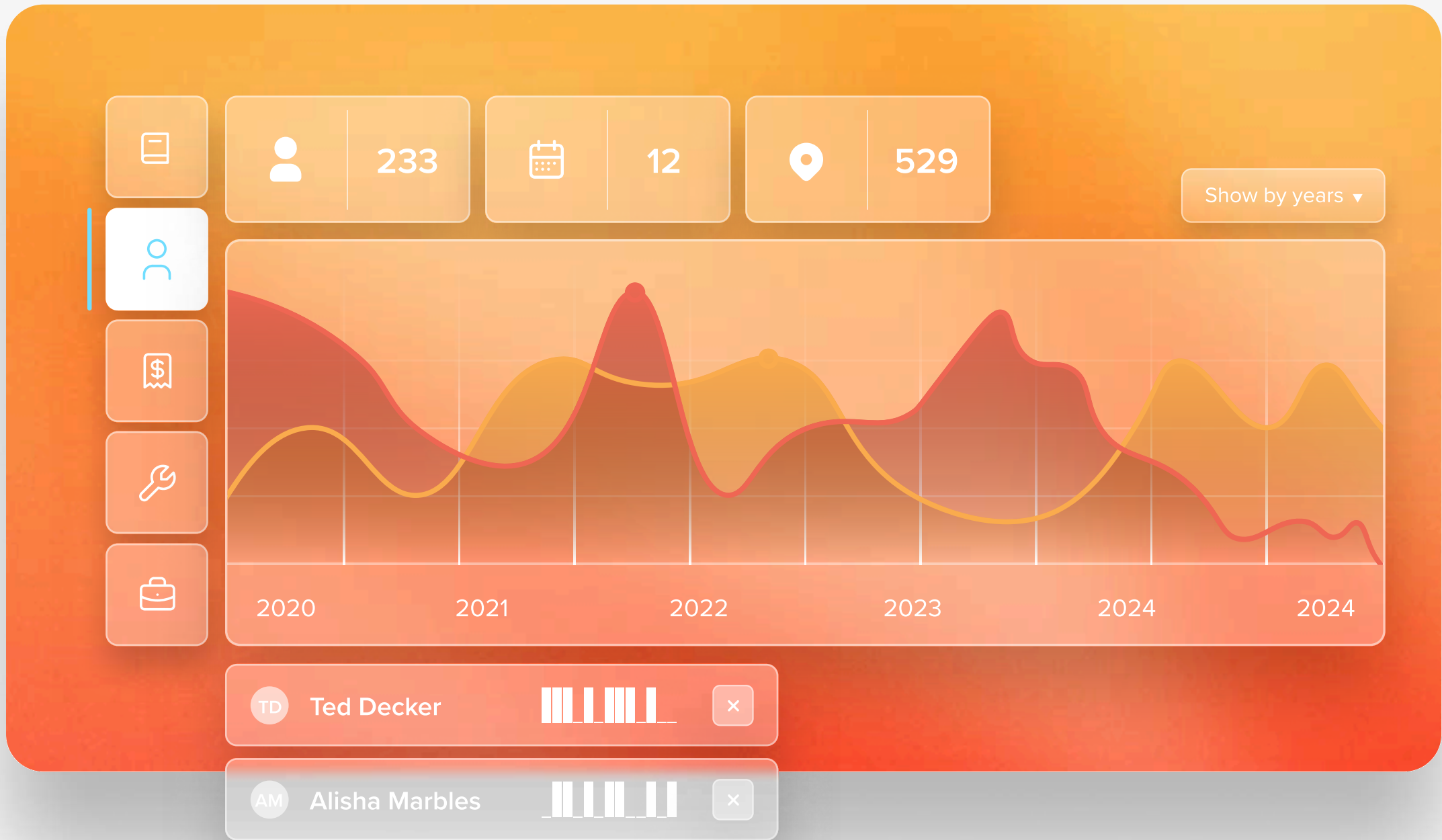
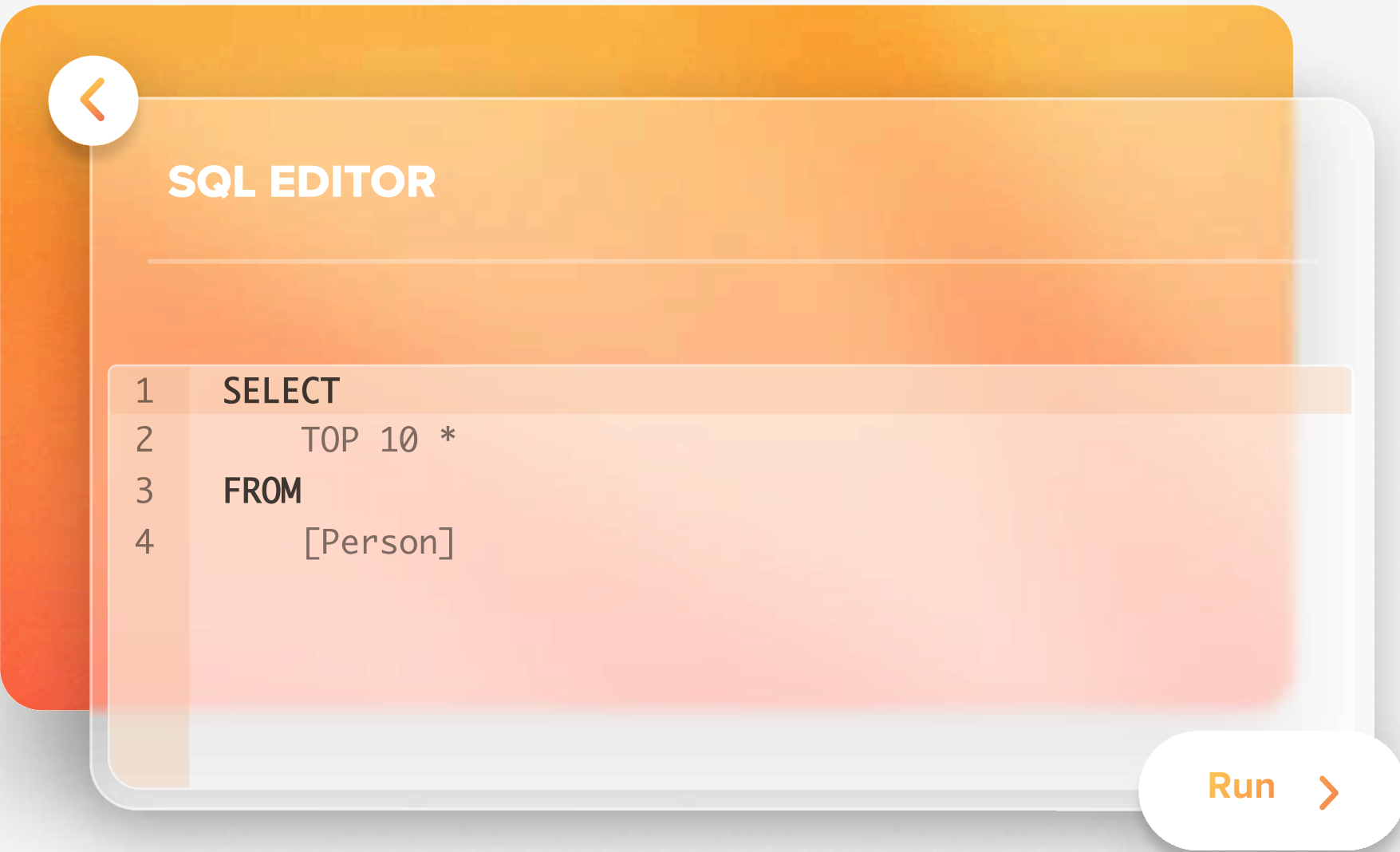
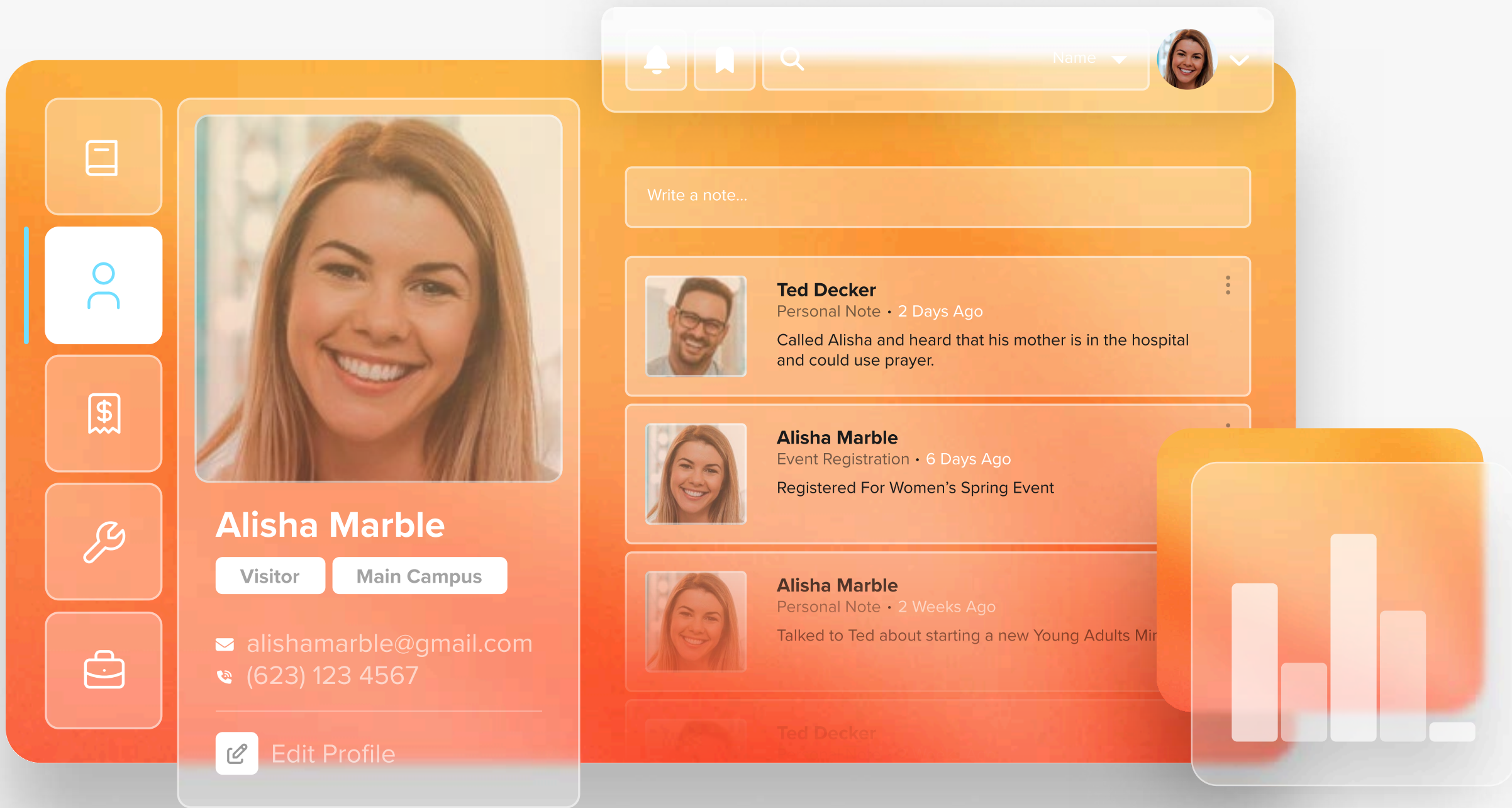
Rock’s branding utilizes a gradient photo filter to create vibrant, branded imagery. A Photoshop template with this effect is available, allowing for adjustments based on the specific needs and variations of each photo.



Acrylic Elements

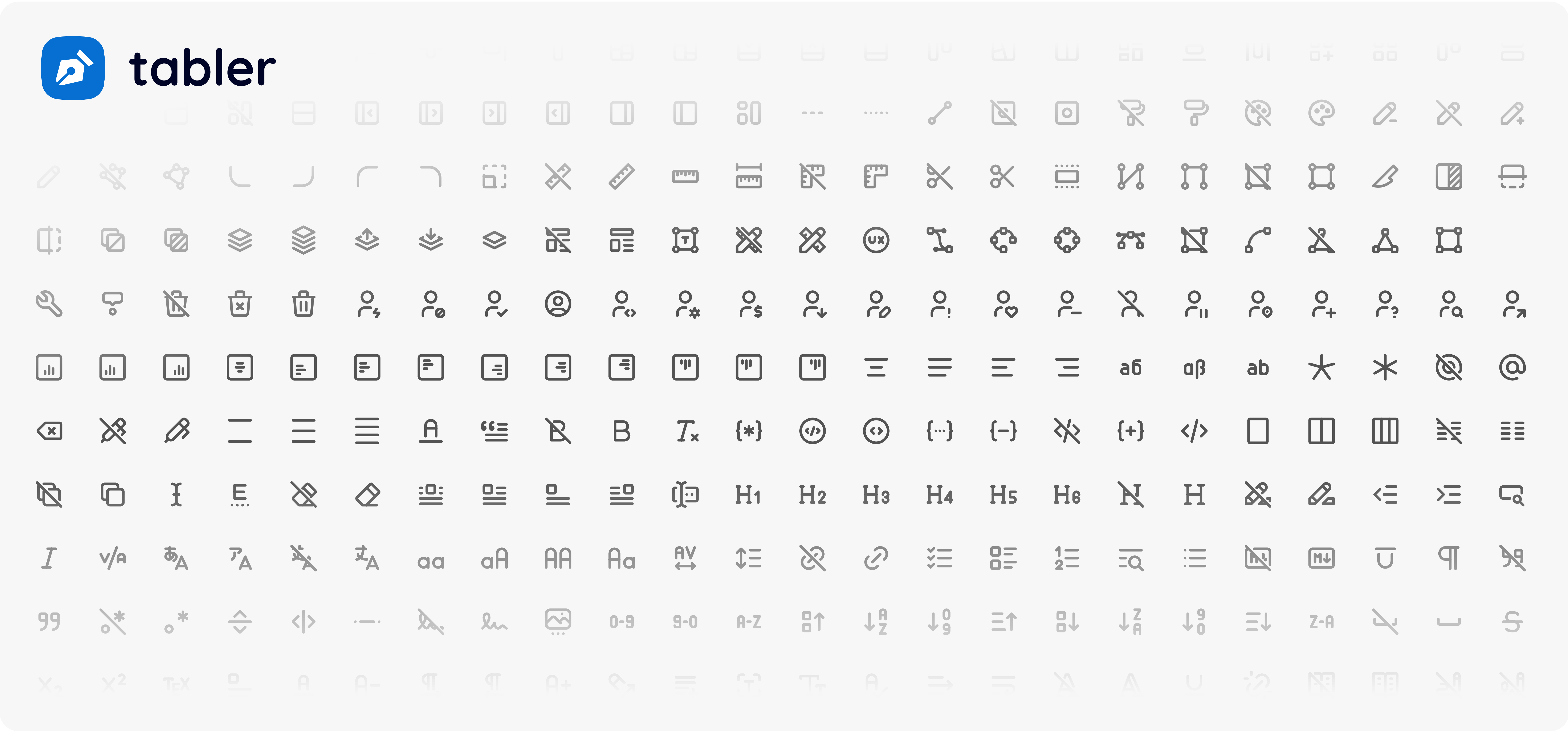
Acrylic-inspired elements are incorporated across various graphics to simulate UI components, digital devices, and other applications. These translucent, material-like effects are achieved by applying the following attributes:

- Fill: White | 30%
- Stroke: White | 50%
- Background Blur
- Drop Shadow



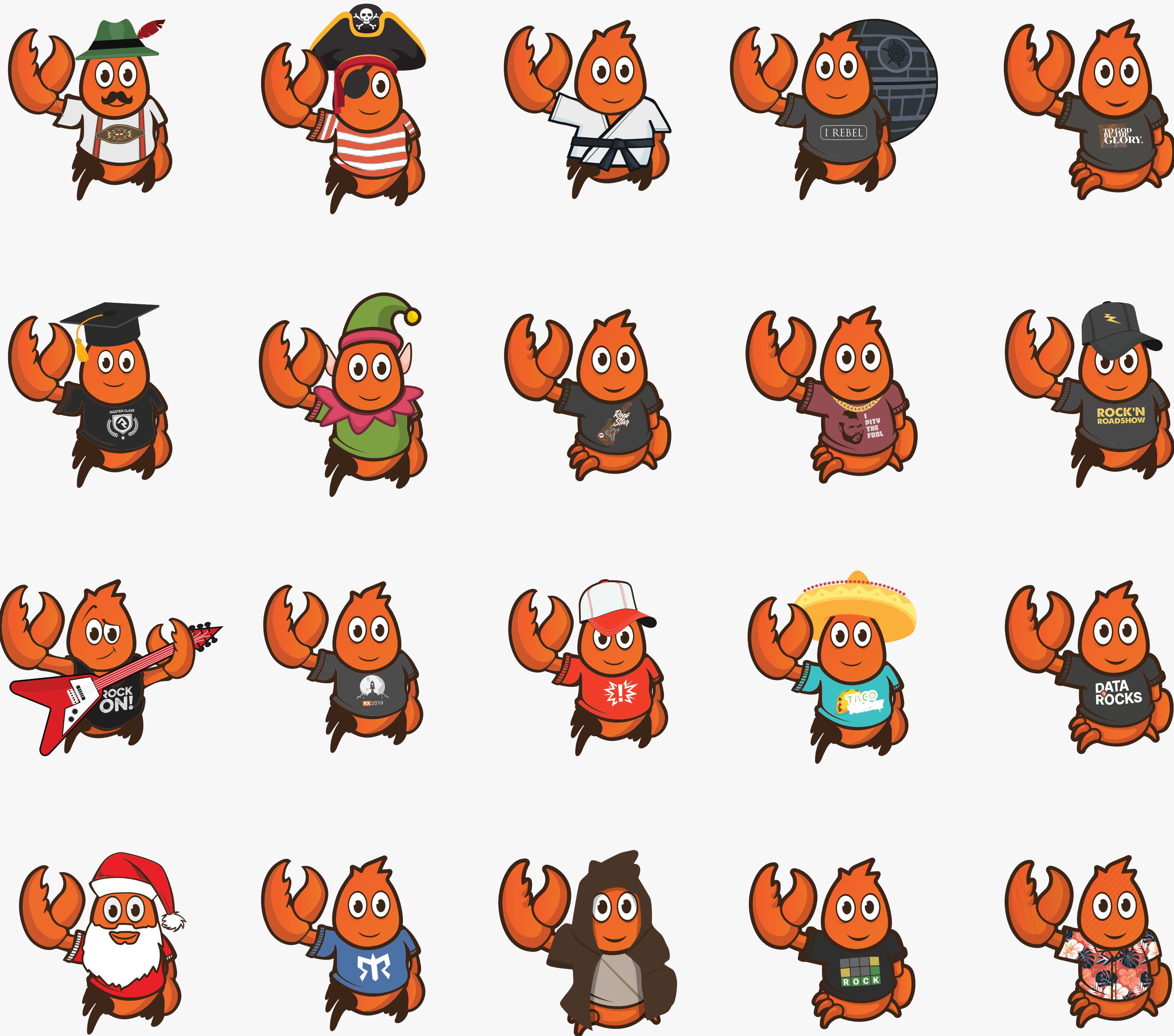
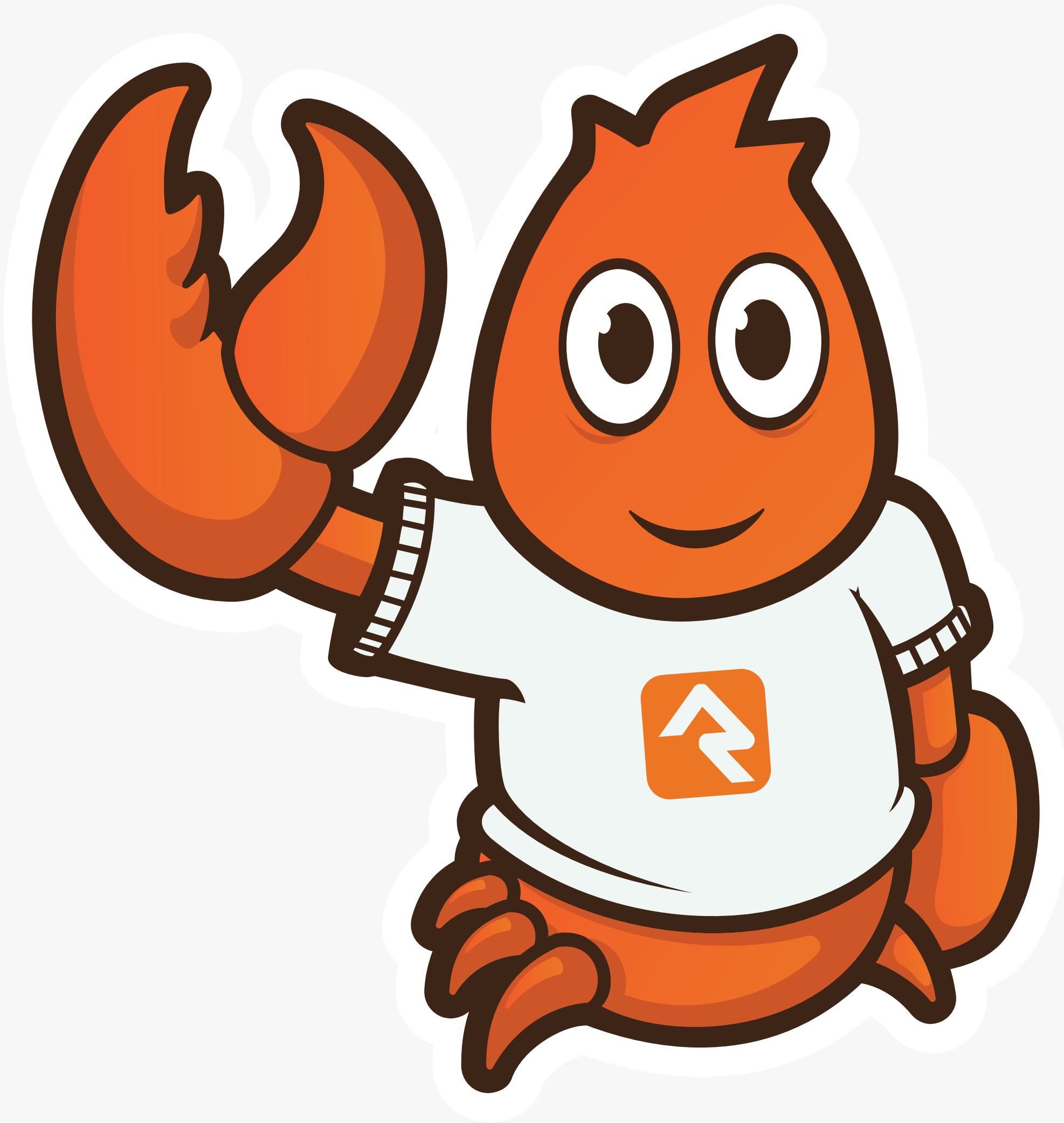
Tabler Icons

Tabler Icons is the official icon set for Rock’s branding, offering a collection of over 5,000 icons. You can access and download these icons from tabler.io/icons or through their official Figma plugin.



Chip

Chip is the official mascot of Rock and is a highly beloved character in the community. He serves as a friendly figure that encapsulates the fun and playful nature of the community that builds and implements Rock. Chip has been imagined in various outfits and costumes, which you'll find in many applications and collateral.



⚠ Important Information On Usage

Chip has been through various changes over the years and it's important to use the most up to date Chip template when designing a new version.

Brand In Action

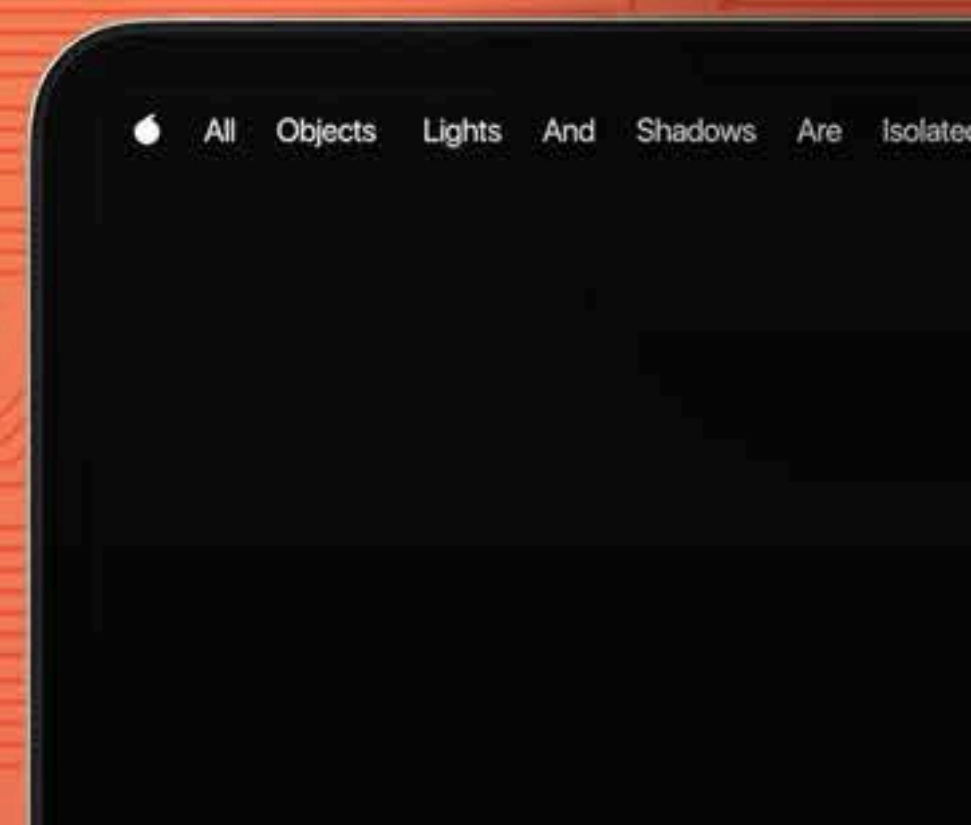
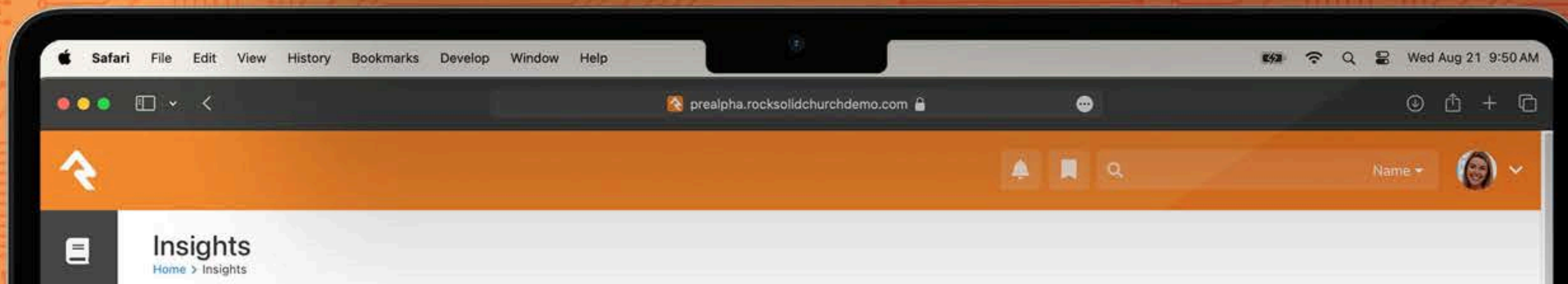
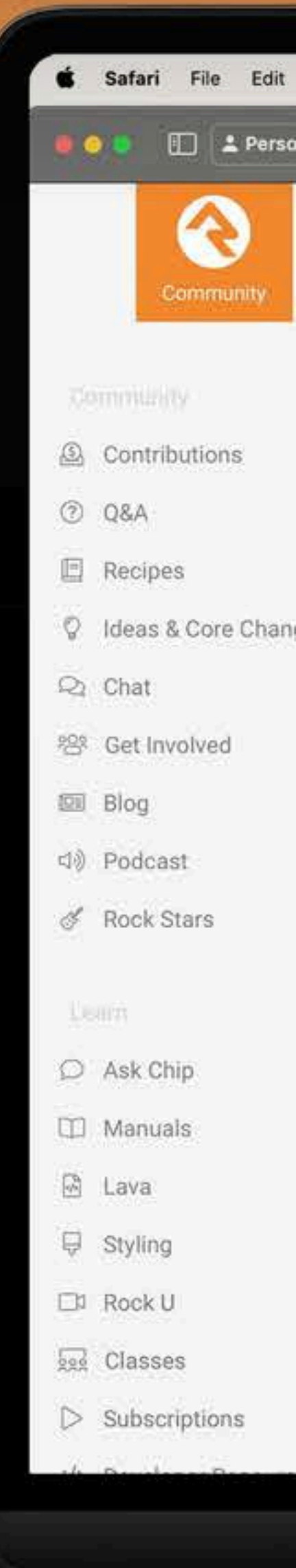
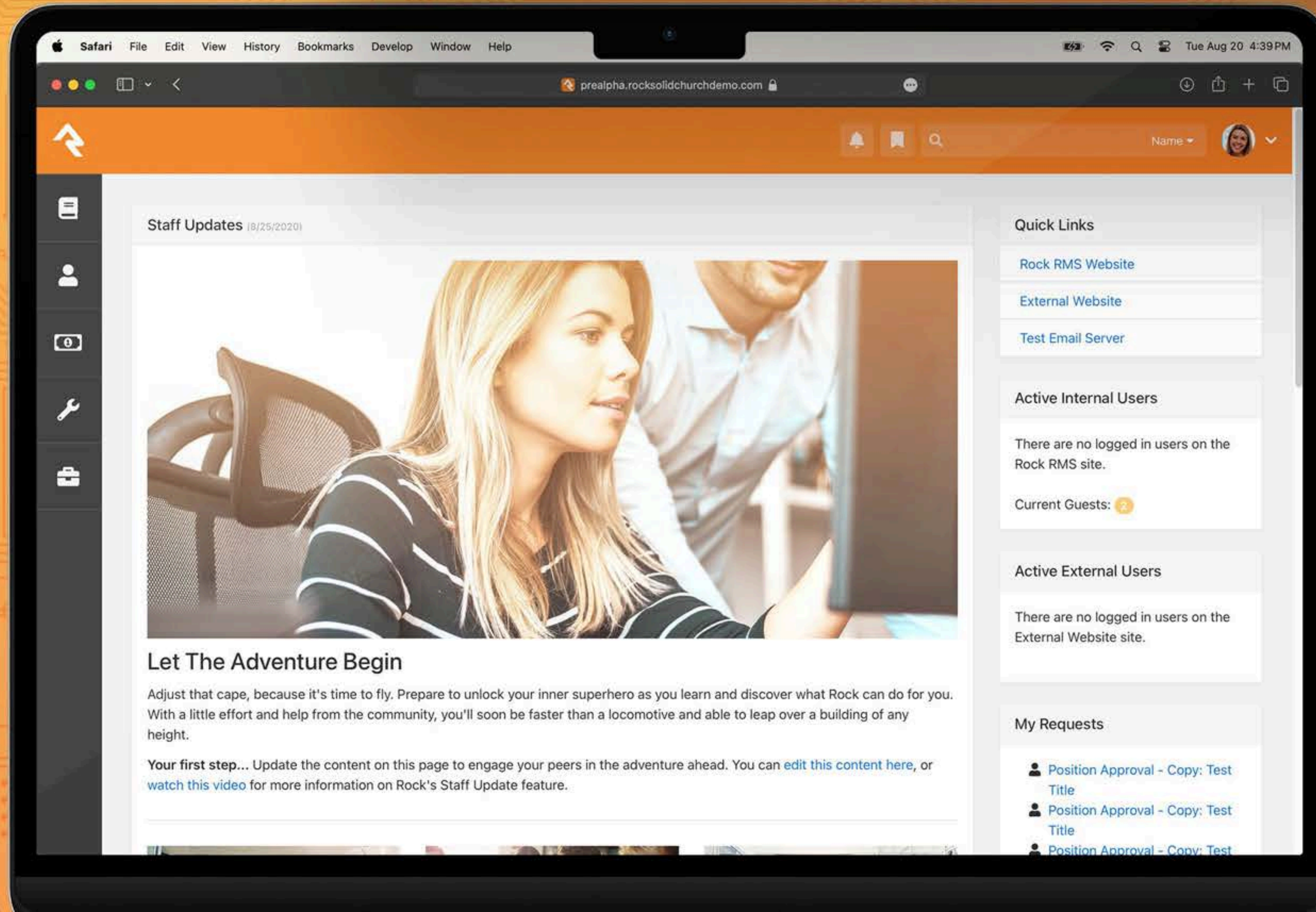
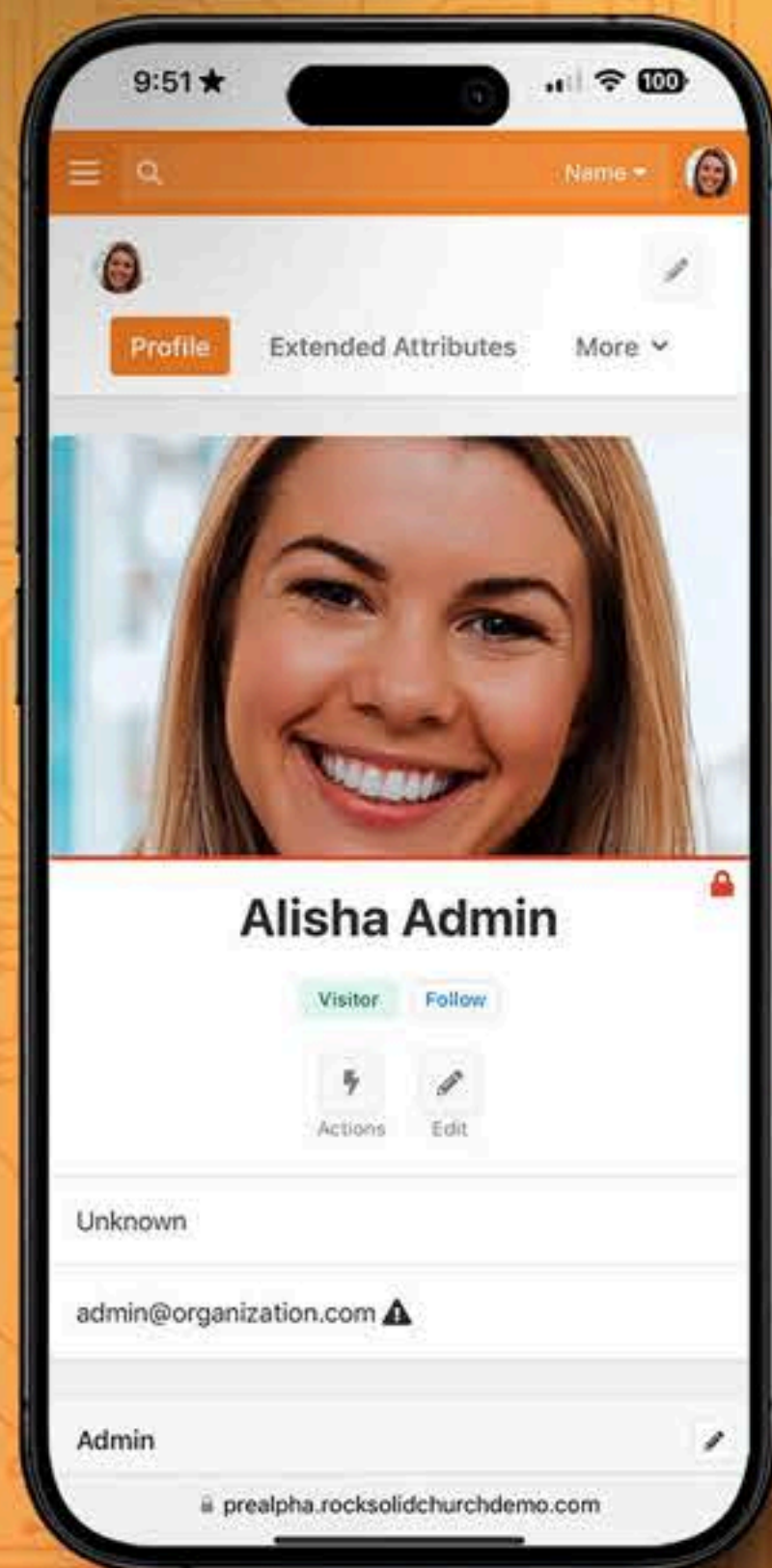
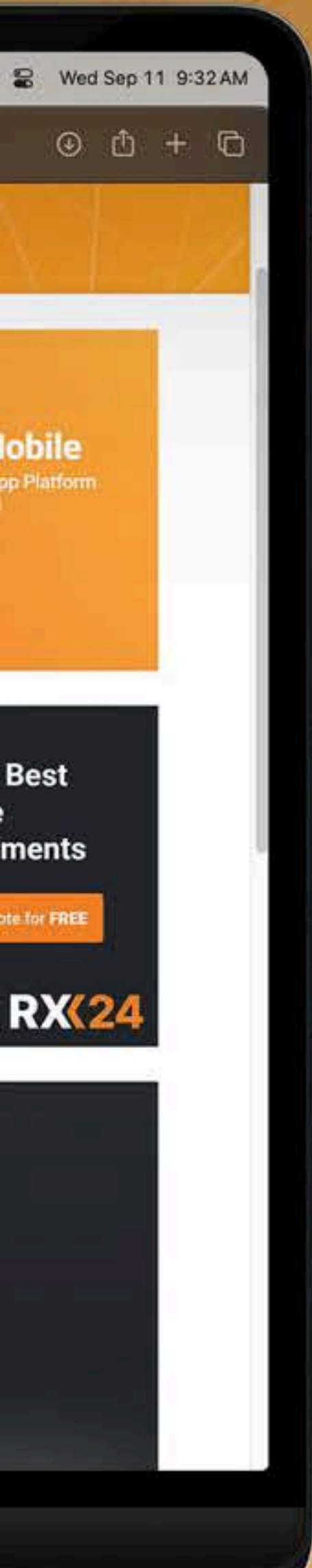


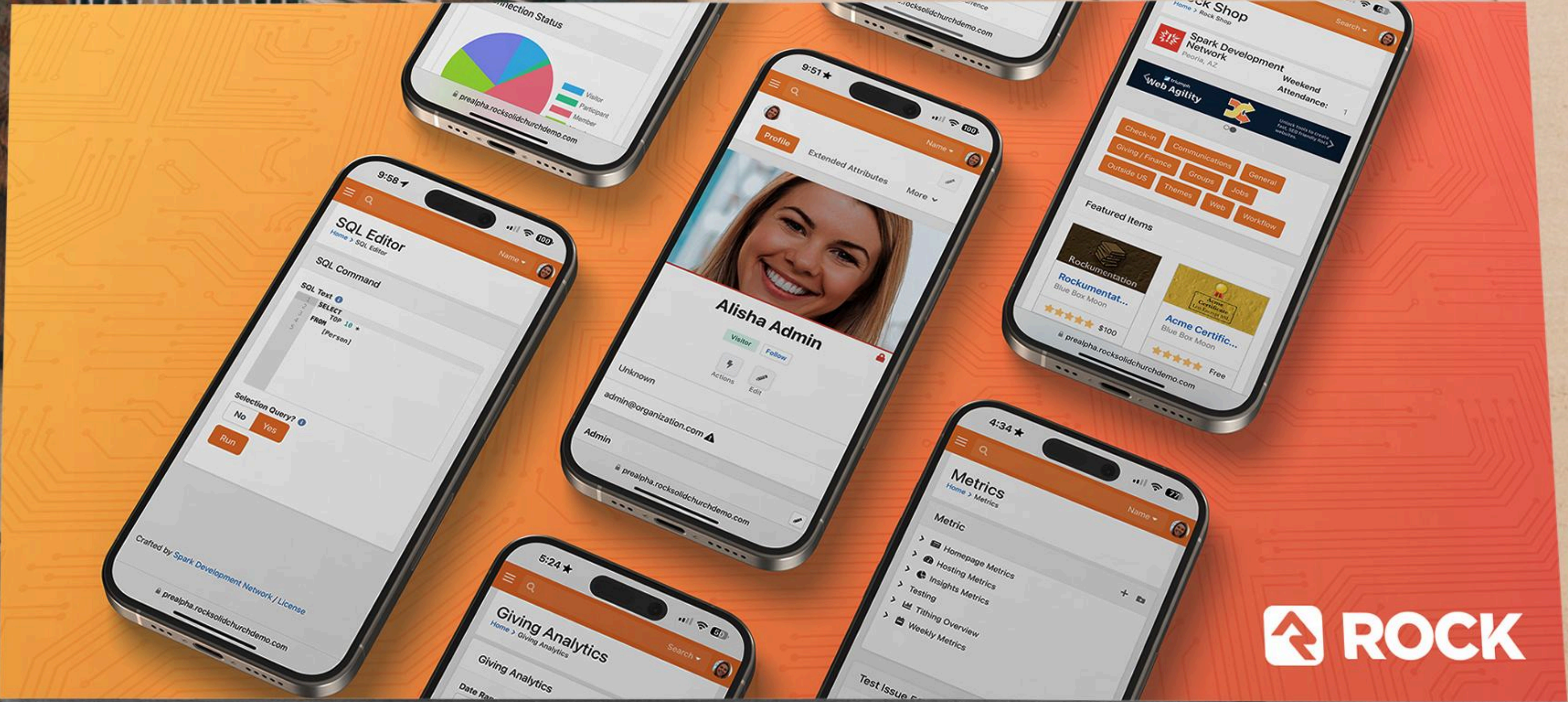
Brand In Action

ALL NEW ROCK CLASS.

BRAND GUIDELINES

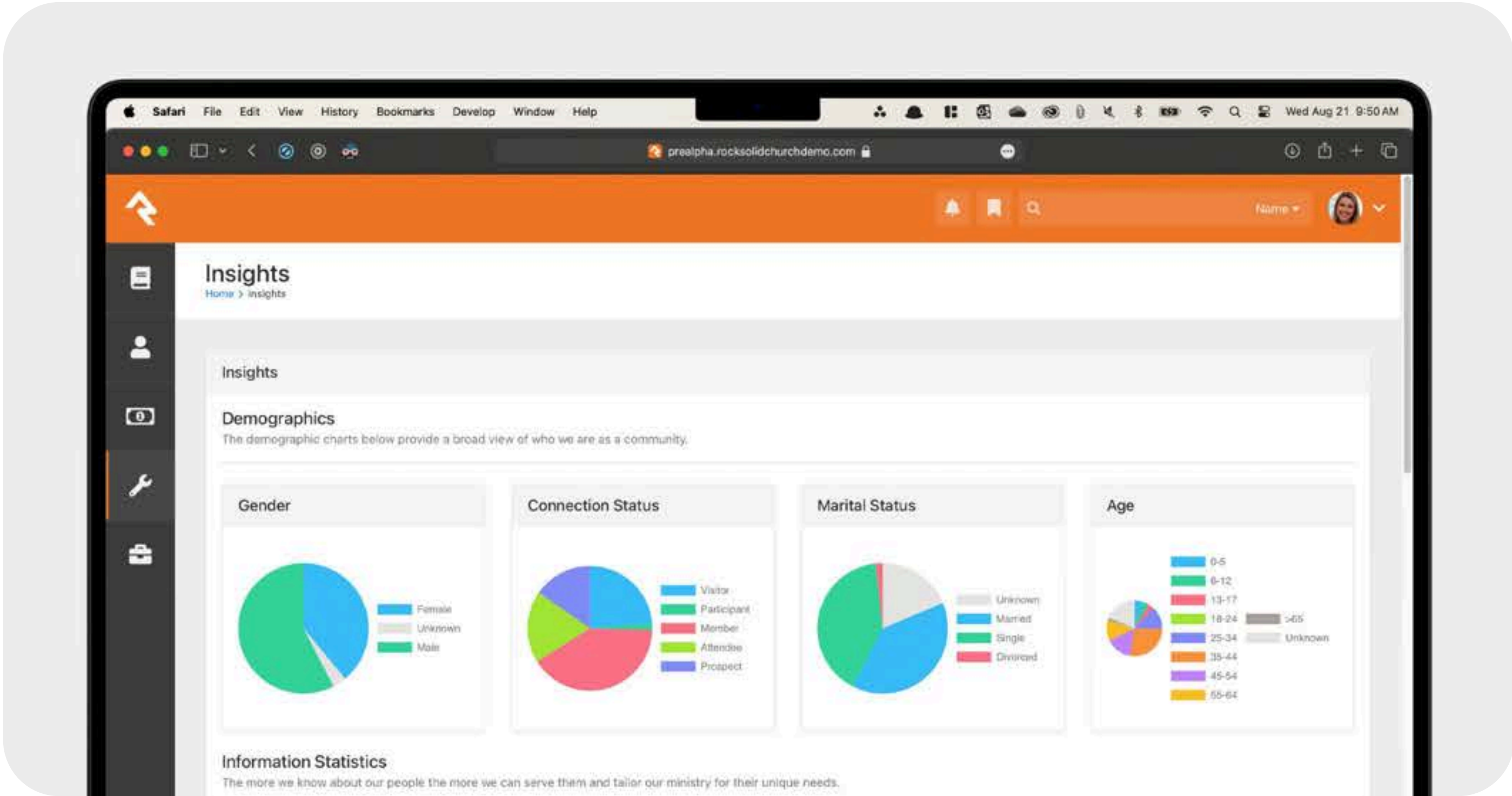
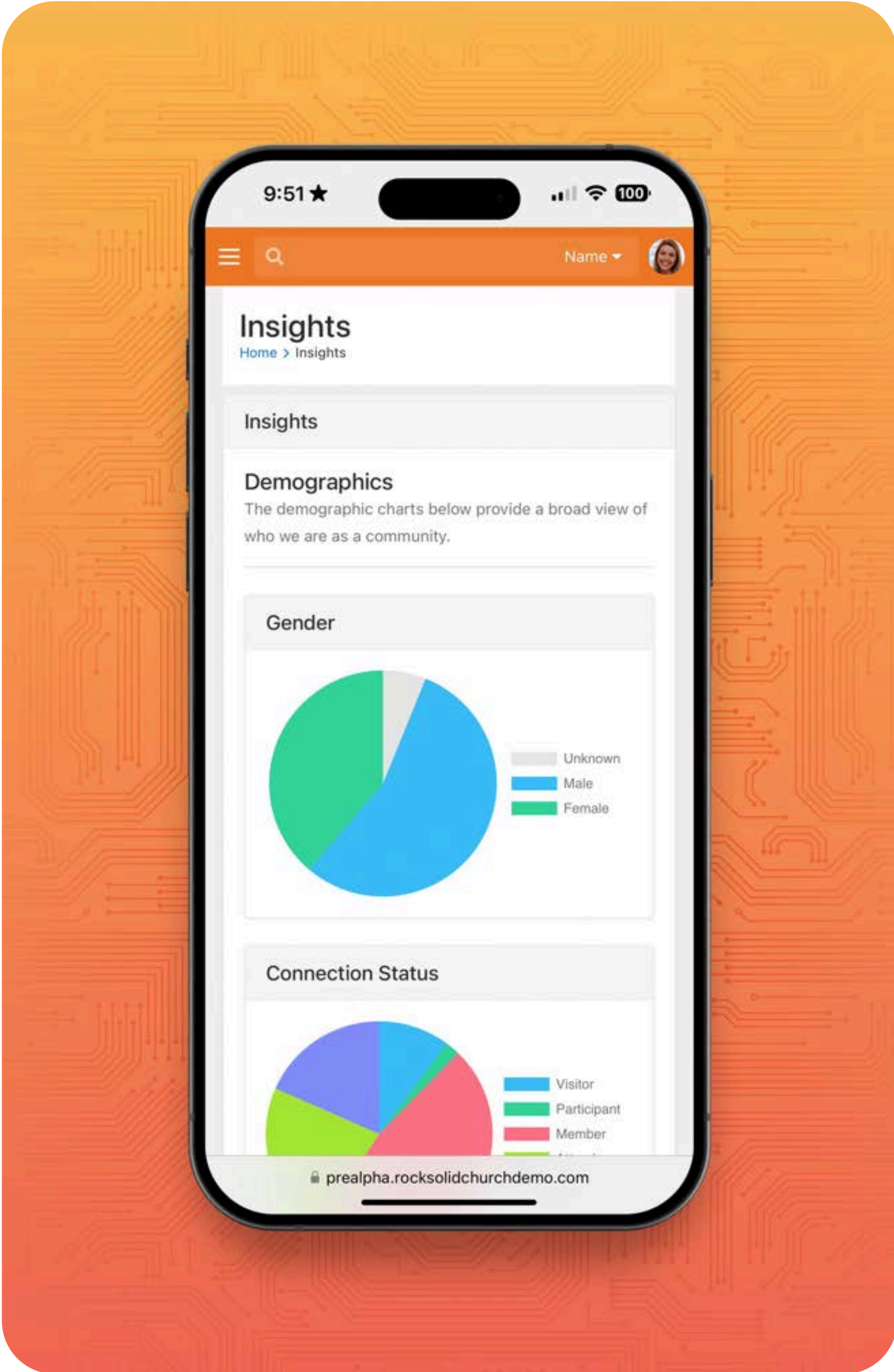
29















TED DECKER
Office Manager
17220 N Boswell Blvd Ste 223E
Sun City, AZ 85373
United States

07 SEPTEMBER 2024

Lorem ipsum odor amet, consectetur adipiscing elit. Consequat molestie eu tristique neque class gravida ipsum. Malesuada eleifend mi finibus posuere; luctus a. Platea finibus placerat ipsum condimentum curae varius. Lobortis sollicitudin fringilla eleifend convallis penatibus quis torquent vulputate? Ac etiam hendrerit pretium faucibus. Faucibus posuere dis amet venenatis felis integer arcu. Posuere scelerisque mi pharetra nibh, commodo libero.

Maecenas potenti erat maecenas adipiscing tempus, aenean tempus magna vulputate curae per natoque. Turpis mus malesuada purus a dictumst quisque ullamcorper. Et ullamcorper dignissim litora euismod aliquet ut. Urna congue scelerisque, ornare elementum tristique faucibus. Tristique fermentum justo senectus quam pharetra lobortis nibh; ac diam neque maximus interdum sollicitudin; bibendum praesent.

Sincerely,

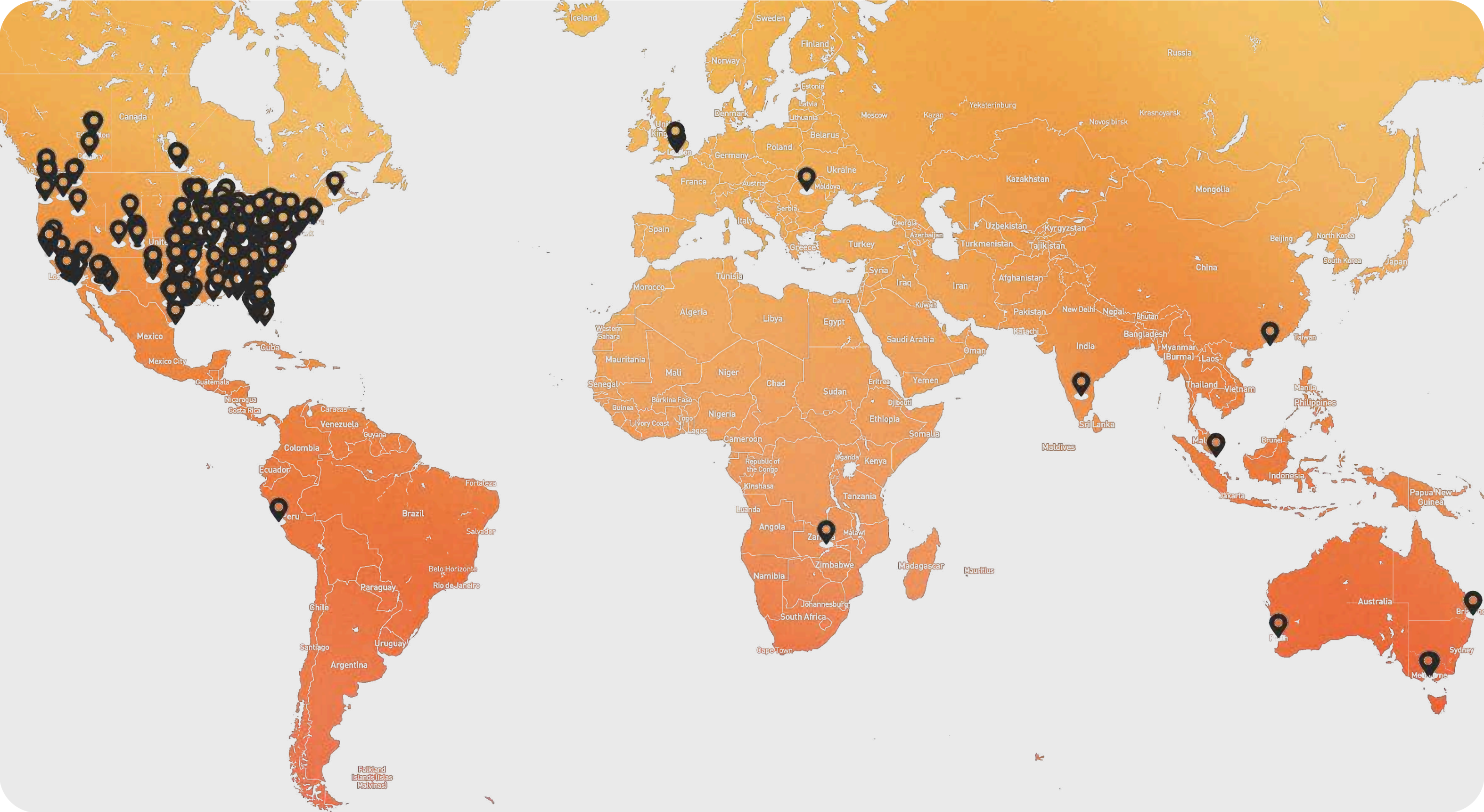
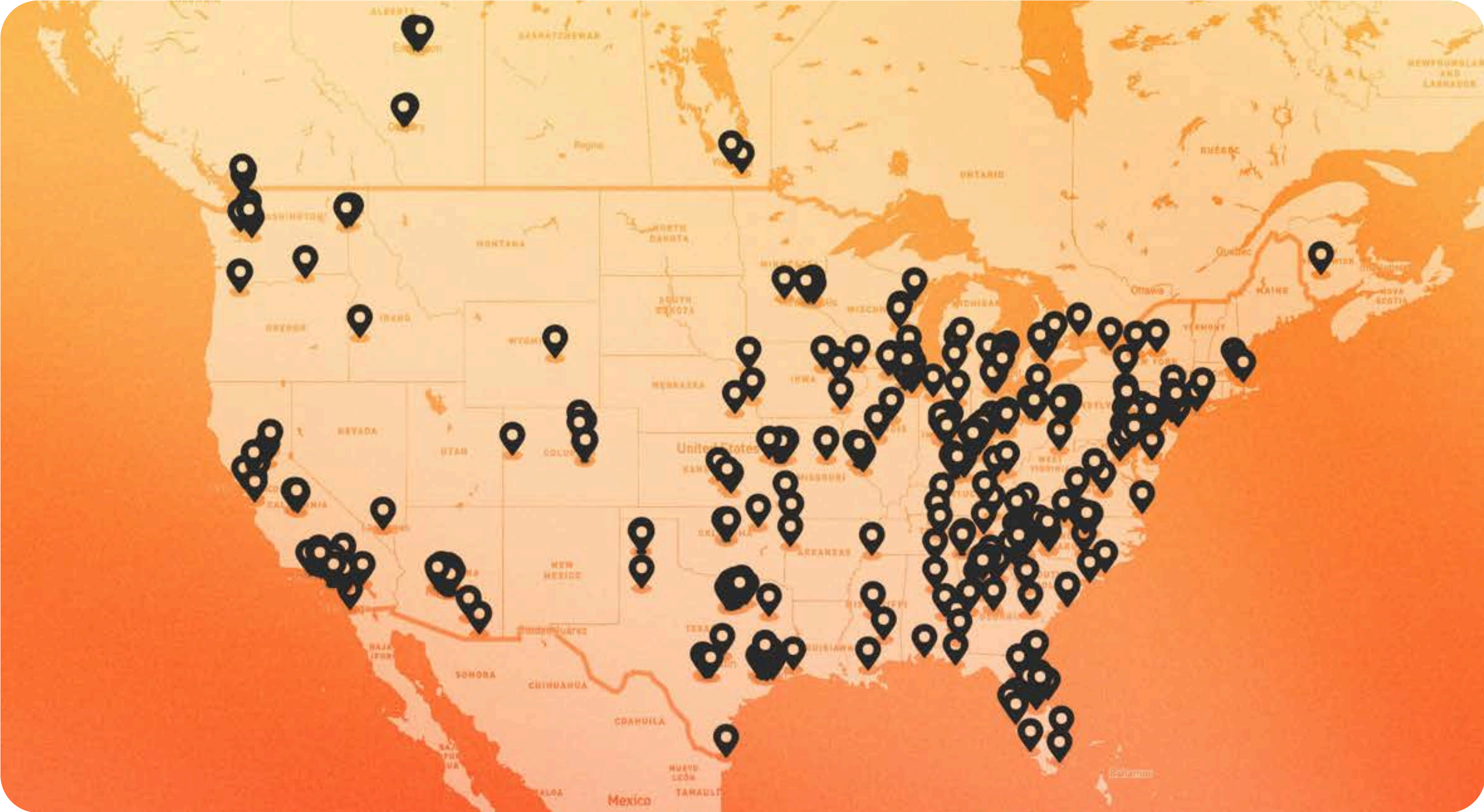
Ted Decker

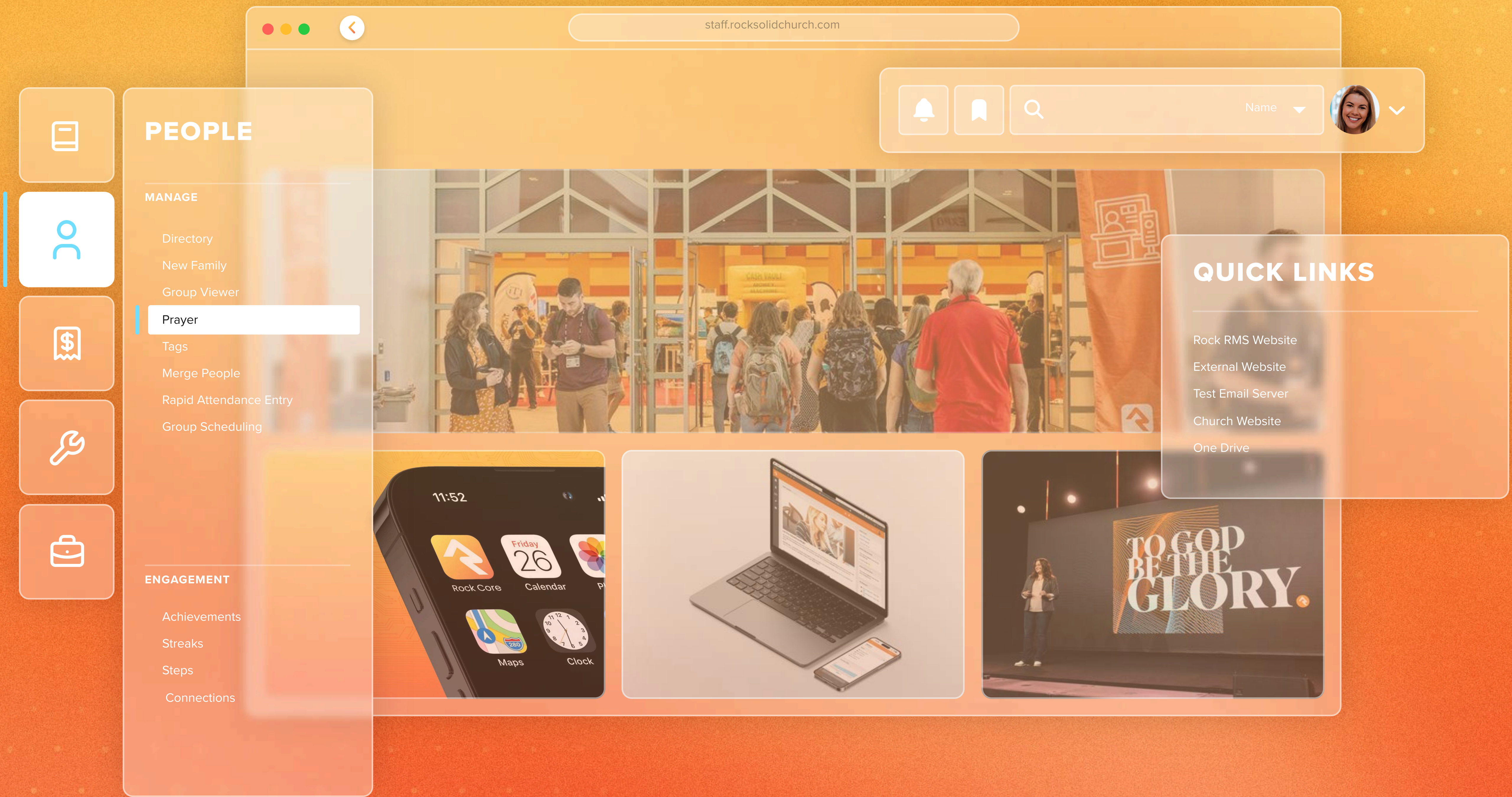
Ted Decker
Office Manager



623.123.4567 | CONTACT@ROCKRMS.COM | ROCKRMS.COM

623.123.4567 | TED@ROCKRMS.COM | ROCKRMS.COM





DIGITAL INNOVATION PLATFORM **FOR CHURCHES**



Please feel free to reach out if you have any further questions or concerns.

info@sparkdevnetwork.org

