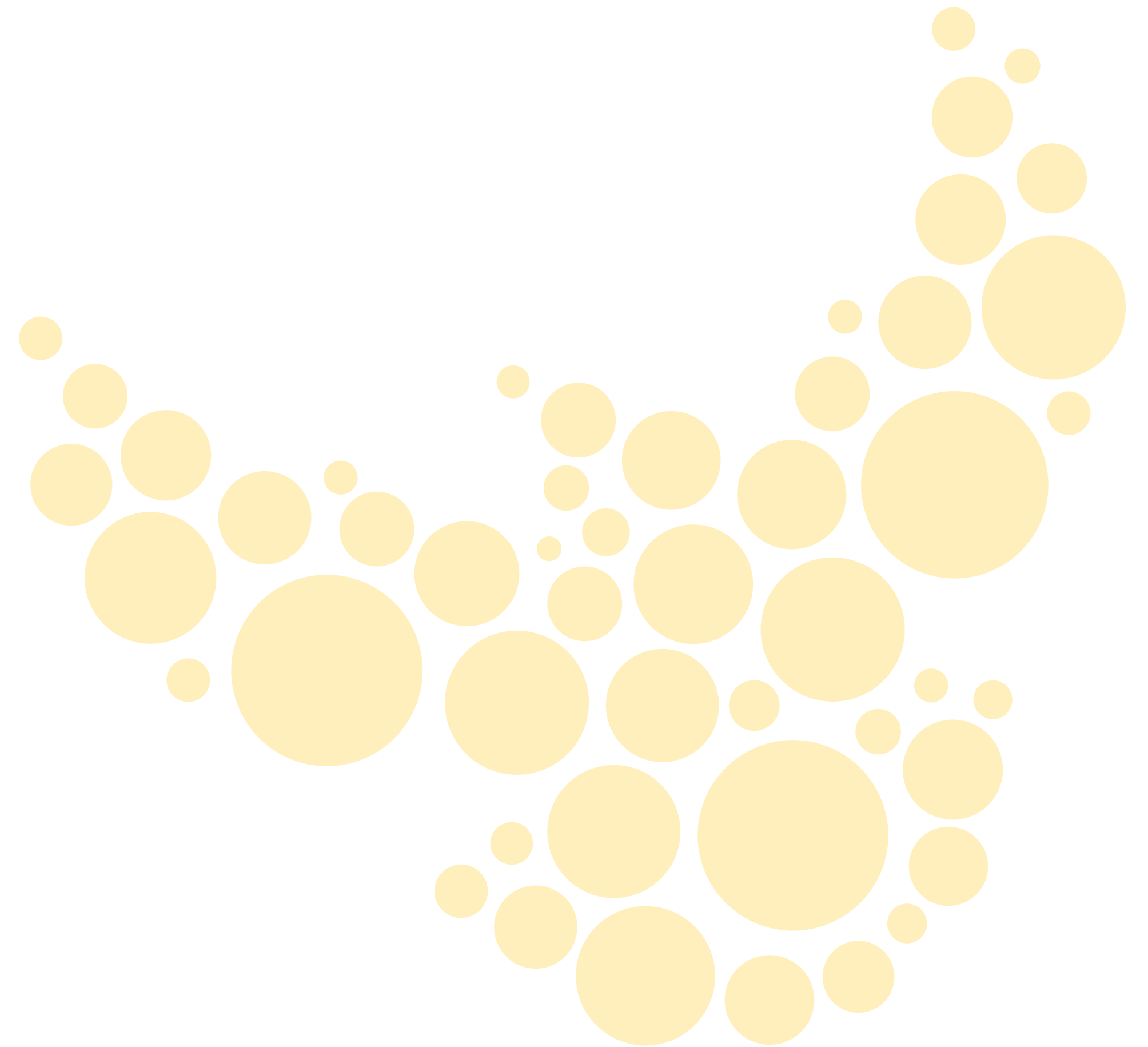

BRAND GUIDE



Everything we present to the world should tie back to our brand. From the words we write, to the colours we use, and the photos we share. We put together **The Mustard Seed Brand Guide** to help everyone who creates for the brand to be fully immersed in who we are, what we stand for and what sets us apart. The more aligned our team is, the more efficient we are and the larger impact we will have.

OUR BRAND
GOES FAR
BEYOND
OUR LOGO.

The brand platform is our foundation. It gives shape to the brand and direction to those who work with it. When we create content for *The Mustard Seed*, we always ask ourselves: Does this align with our purpose? Does this reflect our values? Is this authentic?

BRAND VOICE:

A brand voice embodies the personality of the brand and should be used in all communications.

The Mustard Seed is
loving, compassionate,
welcoming, positive
and caring.

BRAND ESSENCE:

A distillation that represents the ultimate benefit of the brand.

The Mustard Seed
nurtures hope into
new beginnings.

POSITIONING:

The brand positioning statement provides detail around the benefits we offer.

The Mustard Seed is making a real impact on homelessness and poverty by caring for the whole person, restoring their mind, body, spirit and hope.

BRAND MANIFESTO:

A brand manifesto a public declaration of intent, and the beliefs, values and actions that will deliver that intention.

You don't have to start with much to get started—and you don't have to have it all figured out to move forward.

We believe the power, strength and hope demonstrated through Christ's love can help end poverty and homelessness. Our faith tells us that a single seed of hope can be nurtured and cultivated into something strong and healthy.

Every day, we work with people who may appear to have very little. People who have fallen into poverty, homelessness and – perhaps worst of all – despair. But every day, through compassion and service, we help them find the light that will guide them down a better path.

We genuinely love our guests and we know that our purpose is to help them restore their mind, body and spirit. We build relationships and provide a safe and supportive place for them to begin to heal. By directing our energy and resources where they are needed the most, we're helping more people in need achieve real, lasting change.

An endless amount of hope can grow from just one seed. With faith, all things are possible.

THIS IS WHERE
OUR BRAND
REALLY GROWS.

Through our visual expressions, our intention is to inspire and connect with residents, staff, and the community. Our brand feels welcoming, is well-crafted and professional. From our colours to our graphics and photos, we will design a visual experience that's true to who we are and what we offer.

LOGO:



This is our logo. It is the most immediate representation of our organization. It is a valuable corporate asset that must be used consistently in the proper, approved forms. The logo has multiple versions to offer flexibility in all types of applications.

VERTICAL LOGO:

The logo has two stacked variations - vertical and horizontal (see following page). Use your discretion as to what logo fits the space better.

It is recommended to use the full colour logo on white in most instances. When the background is a flood of colour, then use the reversed logo version. The reversed logo can be placed on top of any of the eight brand colours.

When limited to black and white reproductions, use the grayscale logo, or the solid black or white logos.

Logo misuse:

- + Do not modify the colours
- + Do not change the graphic ratios
- + Do not place on top of an image where legibility becomes an issue
- + Do not add special effects
- + Do not change the orientation
- + Do not add an outline

Full Colour



Grayscale



Black



White



Reversed Logo On Colour



HORIZONTAL LOGO:

The horizontal logo will most likely work best in instances where height is limited.

It is recommended to use the full colour logo on white in most instances. When the background is a flood of colour, then use the reversed logo version. The reversed logo can be placed on top of any of the eight brand colours.

When limited to black and white reproductions, use the grayscale logo, or the solid black or white logos.

Full Colour



Grayscale



Black



White



Reversed Logo On Colour



Logo misuse:

- + Do not modify the colours
- + Do not change the graphic ratios
- + Do not place on top of an image where legibility becomes an issue
- + Do not add special effects
- + Do not change the orientation
- + Do not add an outline

LOGO:

Clear Space:

To preserve the integrity of the Mustard Seed logo, always maintain a minimum clear space around it. This clear space isolates the logo from competing graphic elements such as other logos, copy or photography. The minimum clear space for the Mustard Seed logo is defined as the height of the large 'S' found in the logo as indicated in the diagram. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

Minimum Size:

The Mustard Seed logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the primary logo is 0.5 inches in width, whereas the secondary logo is 0.875 inches in width.

Vertical Logo



S The clear space minimum is equivalent to the vertical height of the large 'S'.



Horizontal Logo



S The clear space minimum is equivalent to the vertical height of the large 'S'.



COLOUR PALETTE:

The brand colour palette is welcoming, caring and active. The combination of warm and cool colours reflect themes of hope, connection, community and spirit.

In order to avoid a circus look, some colour perimetres have been created to maintain professionalism and integrity.

GOLDEN YELLOW

WARM GRAY

MINT GREEN

JADE GREEN

SKY BLUE

DEEP BLUE

BRIGHT RED

JUICY PURPLE

FRESH LIME

NIGHT BLACK

COLOUR PALETTE:

Refer to CMYK values for any digital printing.

Refer to RGB/HEX values for any digital/online applications.

Use PMS colours values only when offset printing or when colour matching on oversize printing or screen printing.

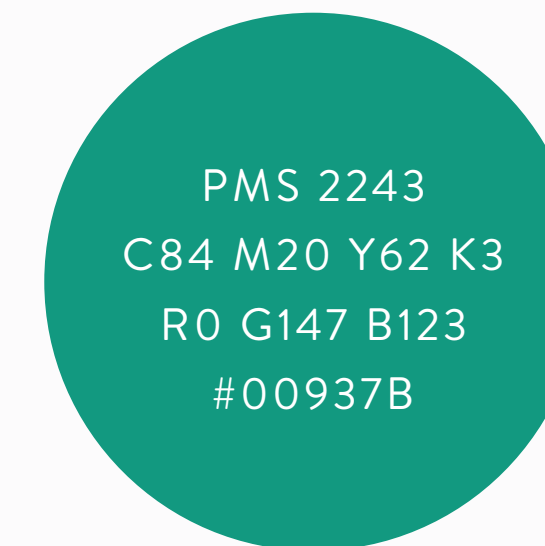
Design Considerations:

- + tint of any colour is allowed
- + choose 2 colours as the dominant colours per execution

Primary Colours



Secondary Colours



Tertiary Colours



TYPOGRAPHY:

To create a consistent and unified look for the Mustard Seed brand, all communications must use the Futura and Georgia font families.

The Futura font family is a sans serif font that is friendly, round and contemporary.

The Georgia font family is a serif font that is inviting, professional and adds a human element. Pairing these opposite fonts together creates a welcoming, trustworthy and caring tone.

+ when Futura is not available, replace the font with Arial. This will apply when working in Microsoft Office programs (Word documents, PowerPoint presentations) or in Mailchimp (emails, newsletters, etc.)

Futura

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTUWXYZ
1234567890\$%&@^*(.,;:!?)

Georgia

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTUWXYZ
1234567890\$%&@^*(.,;:!?)

Futura Book

Futura Book Oblique

Futura Medium — body copy

Futura Medium Oblique

Futura Heavy

Futura Heavy Oblique

Futura Bold — headlines and subheads

Futura Bold Oblique

Futura ExtraBold

Futura ExtraBold Oblique

Georgia Regular — body copy

Georgia Italic

Georgia Bold — headlines and subheads

Georgia Bold Italic

BRAND PHOTOGRAPHY:

Ensuring a consistent style and quality of photography strengthens the brand across all mediums. All imagery should align with the Mustard Seed brand voice (page 4).

- + Use real people, not actors (only use stock photography when completely necessary).
- + Natural and spontaneous – images that are spontaneous will resonate with our audience. Avoid photos that seem posed or unnatural.
- + Think about narratives and context – photos with recognizable environments can tell genuine stories about the Mustard Seed.
- + Scenes should capture the least amount of elements to convey the story.
- + Clutter free – if the space you're shooting seems complex, choose to focus on details of that space. Avoid using photos that are over-complicated or cluttered.
- + Attention to details – keep an eye on what subjects are wearing or holding. Avoid shirts with corporate logos and branded packaging (food or beverage containers).

- + Composition – simple background, close crop and off-centered composition makes a portrait more compelling.
- + Cropping – faces do not always need to be in the frame and cropping into the hands can tell more of the story.
- + Depth of Field – focus on a person and the background or foreground is blurred.

Things to avoid in photography:

- + dark lighting
- + no focal point
- + sad or angry expressions
- + photographs that are of low quality (print ready images should be at 300 dpi at 100% scale)

All image selections are subject to the approval of the Mustard Seed's marketing department.



POSTERS:

Take care of yourself, inside and out.



Strengthen your mind, body and spirit through holistic care at the **Mustard Seed Wellness Centre**. Services include addictions counselling, legal guidance, mental health, chiropractor, medication counselling, occupational therapy and spiritual care.

MAKE AN APPOINTMENT AT:
587.393.4020 or wellness@theseed.ca, 1010 Centre Street, Calgary

TheSeed.ca



Headline is written in a positive, inviting, and engaging tone.

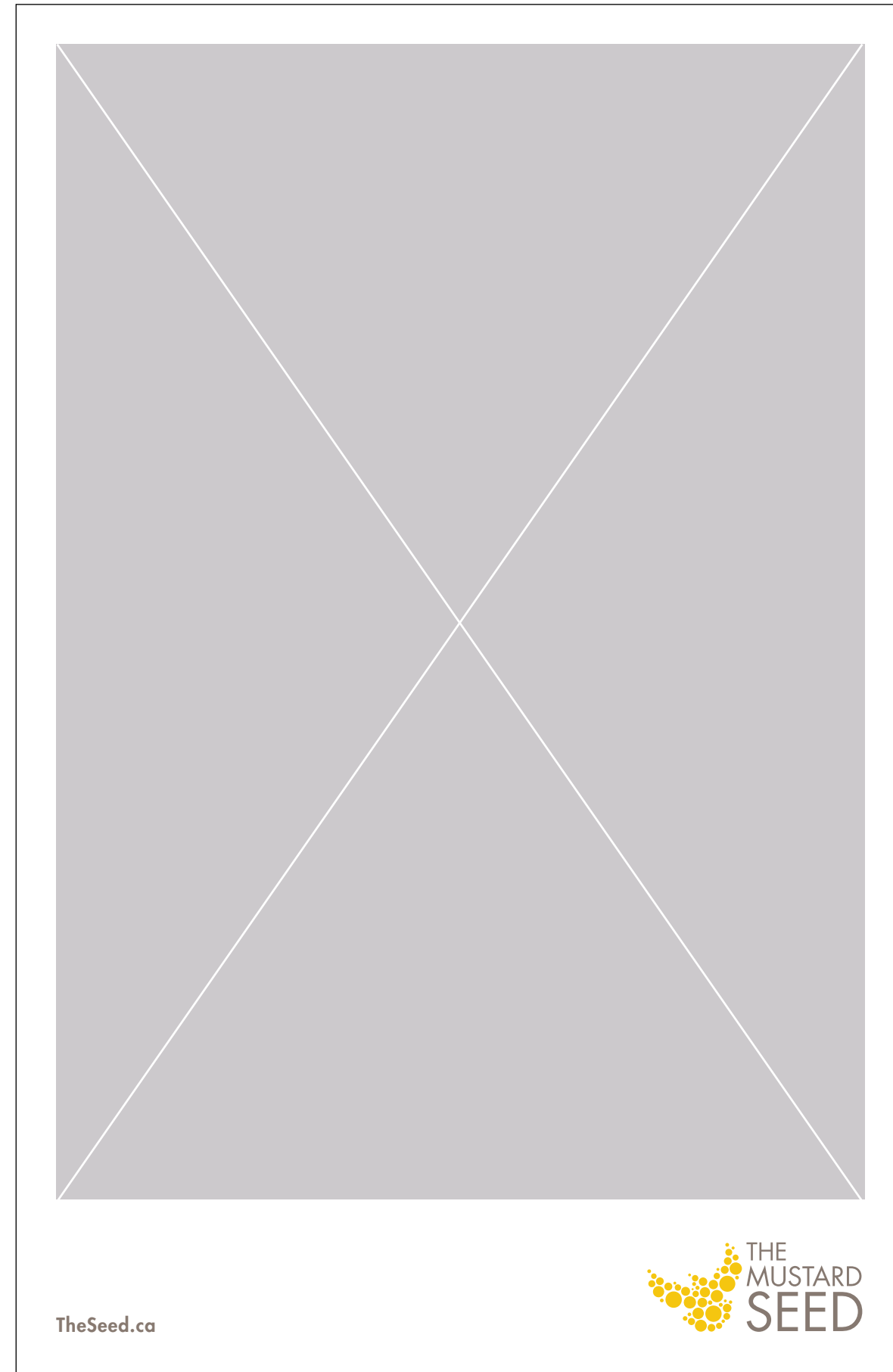
Icon is a simplified representation of an object in a linework style, no fill.

Description of program/service.

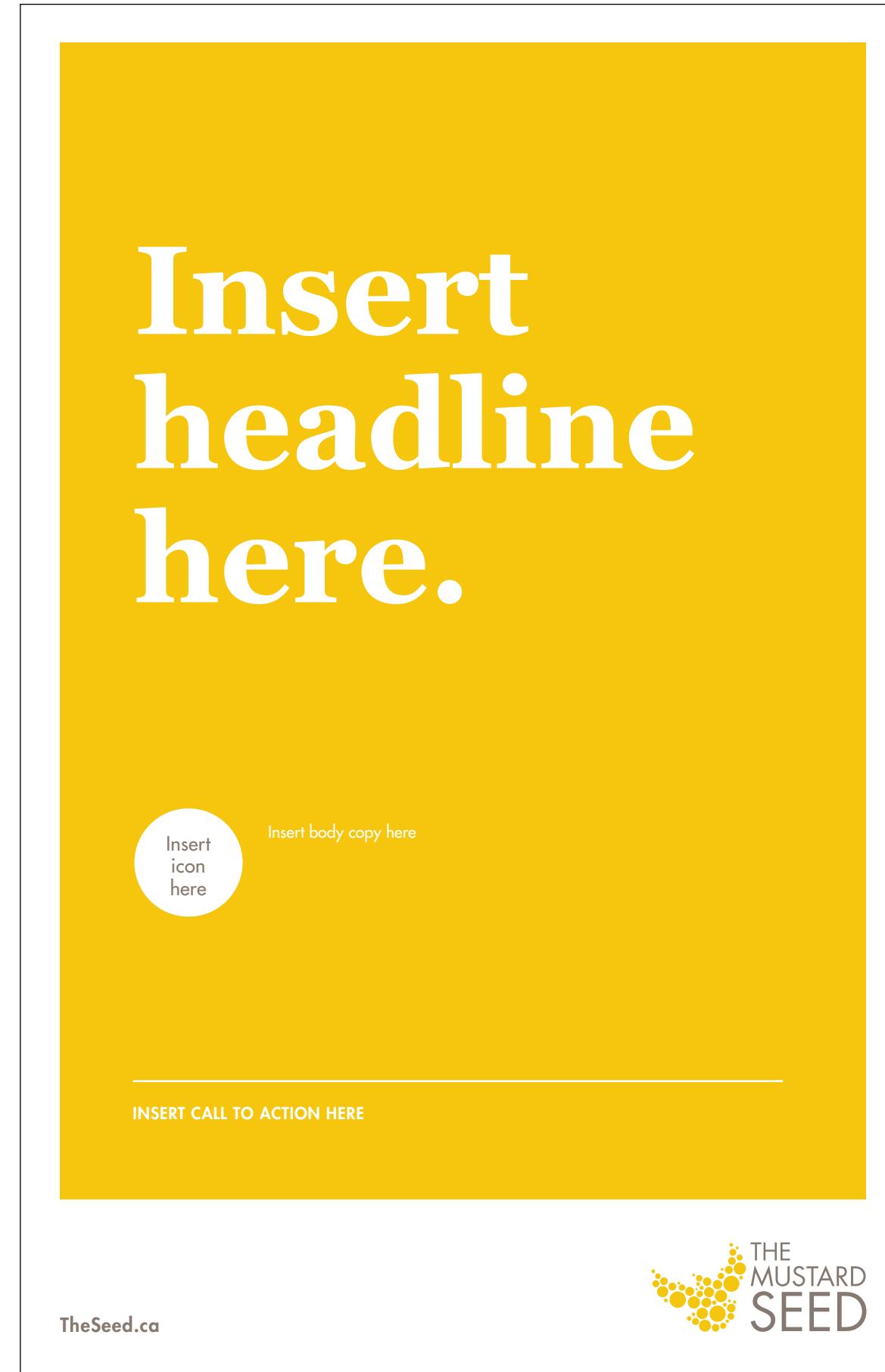
Call to action.

POSTERS: 11x17 TEMPLATE

Image



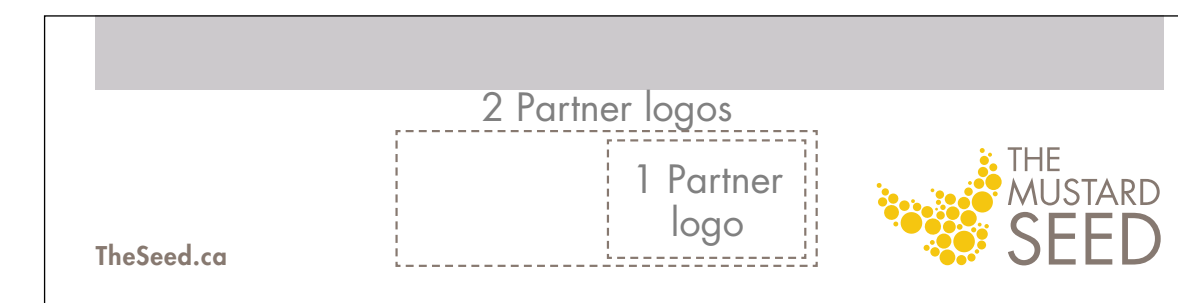
Headline Only



Background colour variations

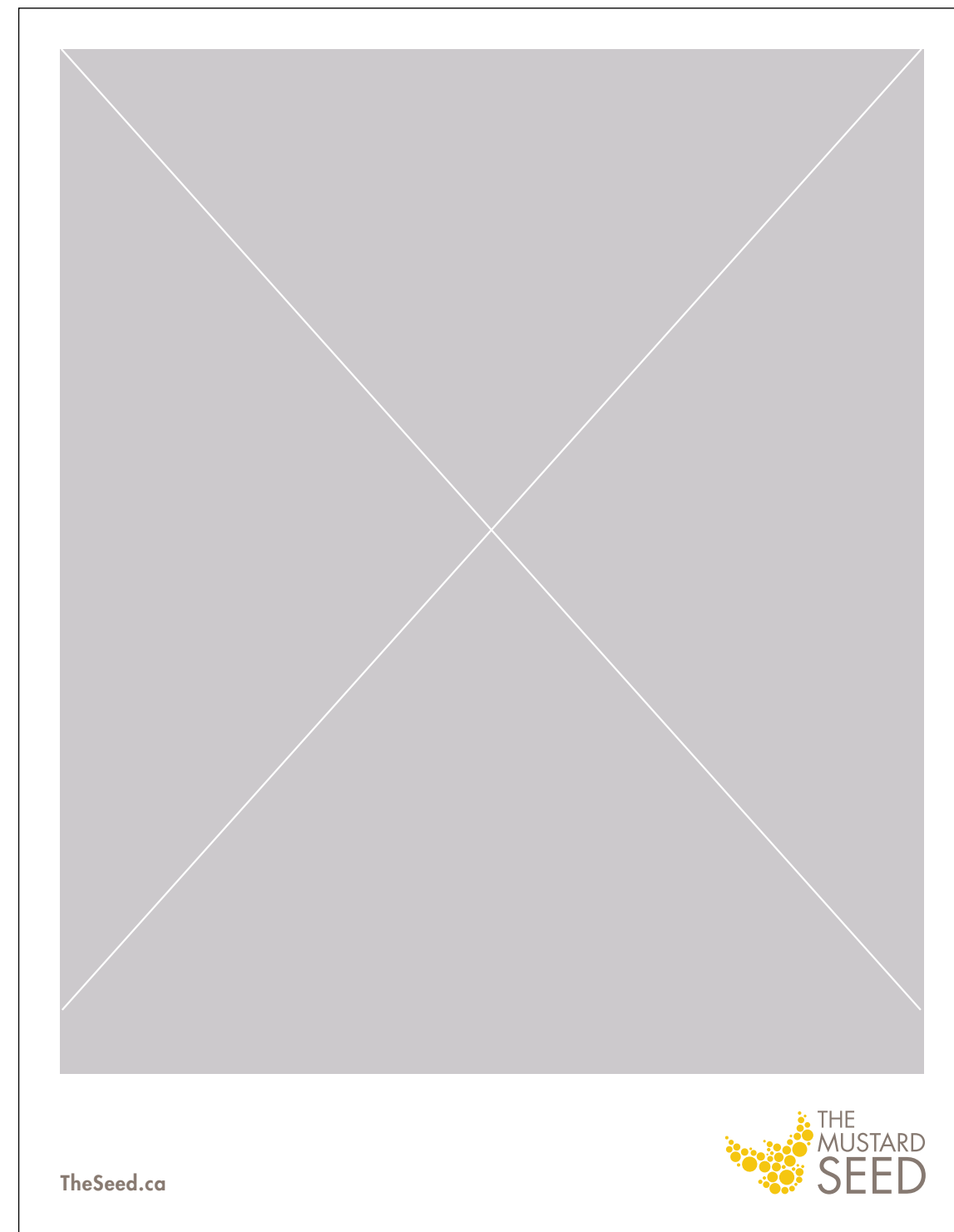


Partner logo footer

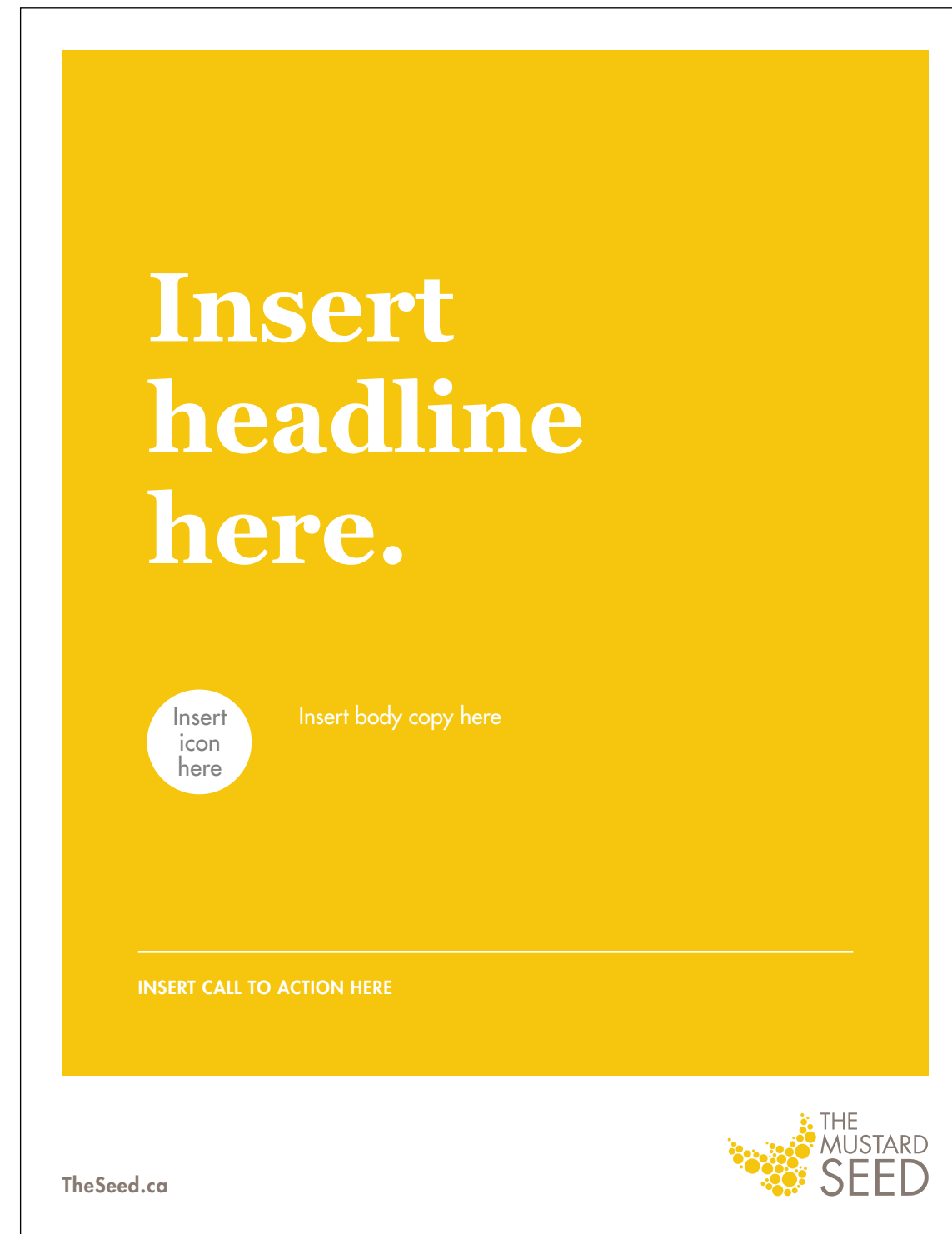


POSTERS: 8.5x11 TEMPLATE

Image



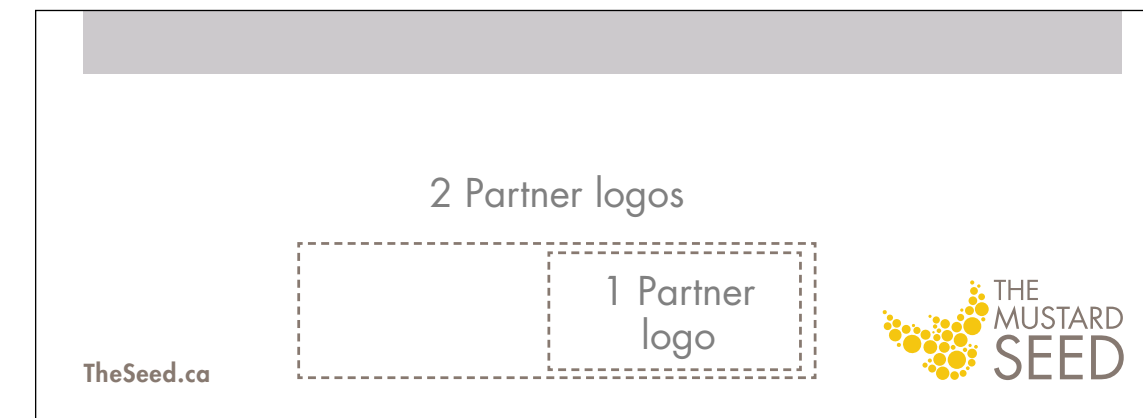
Headline Only



Background colour variations

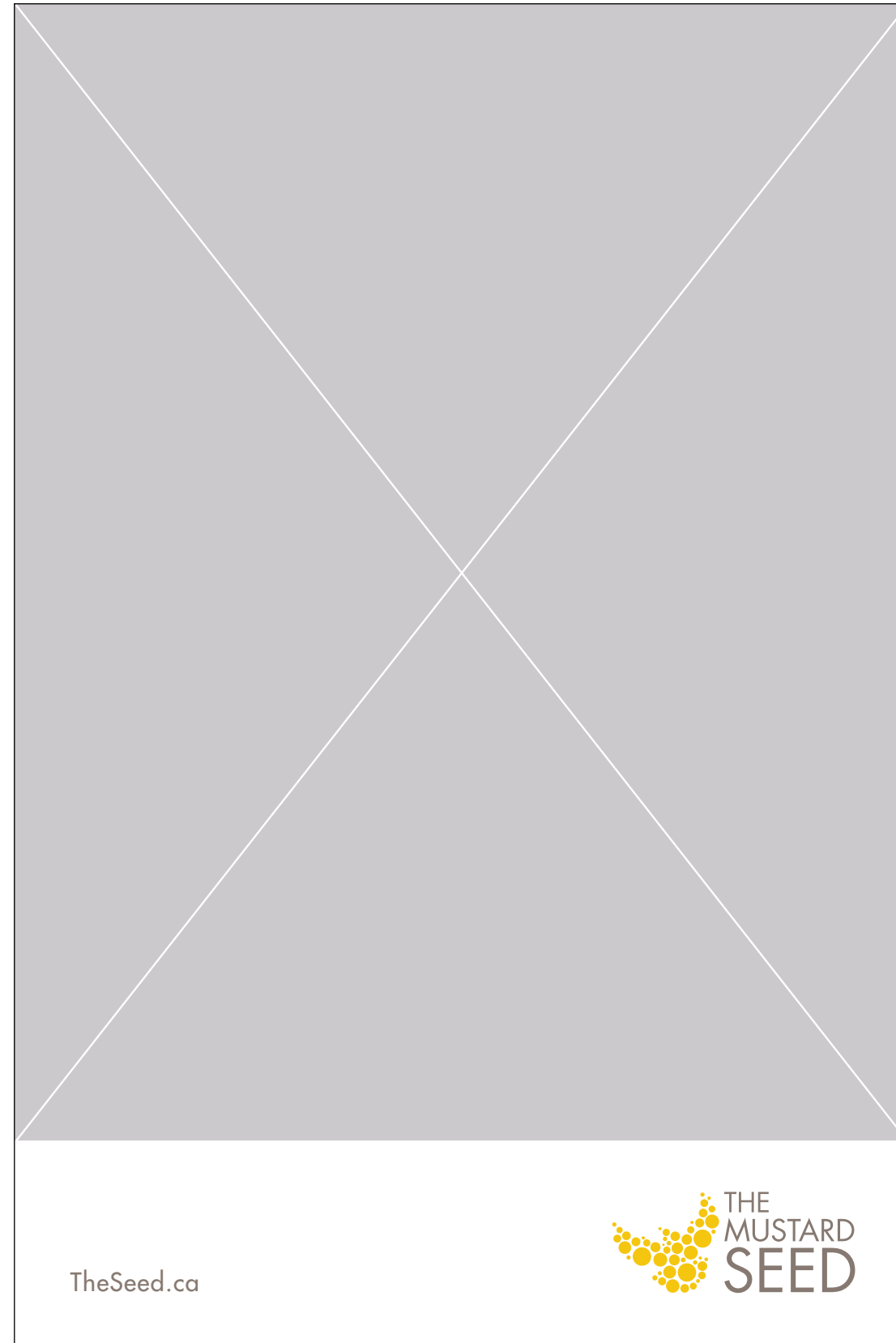


Partner logo footer

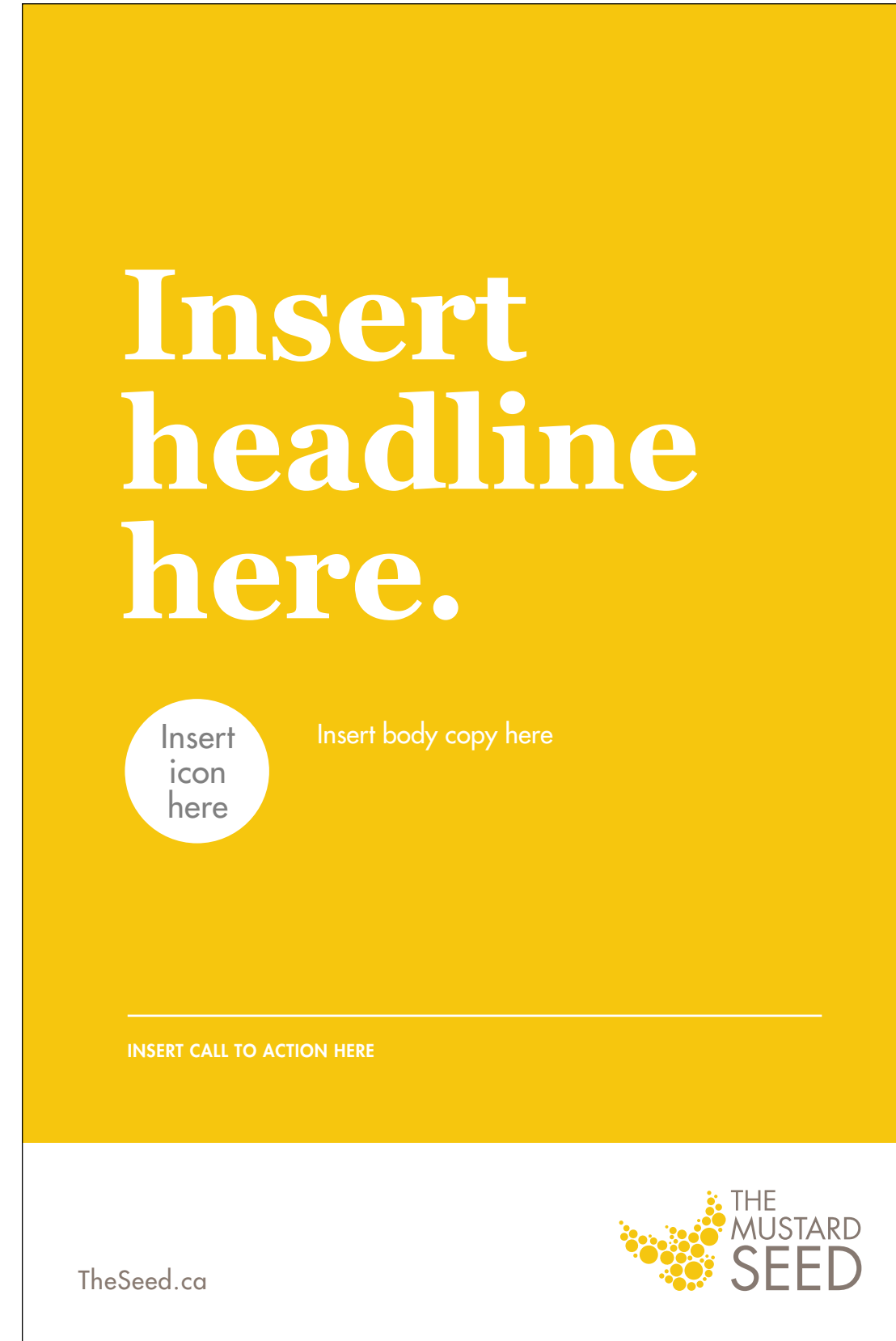


HANDBILL: 4x6 TEMPLATE

Image



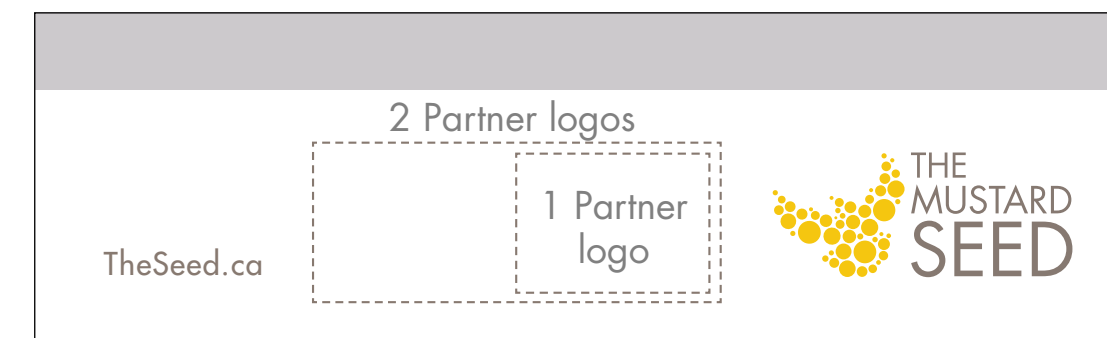
Headline Only



Background colour variations

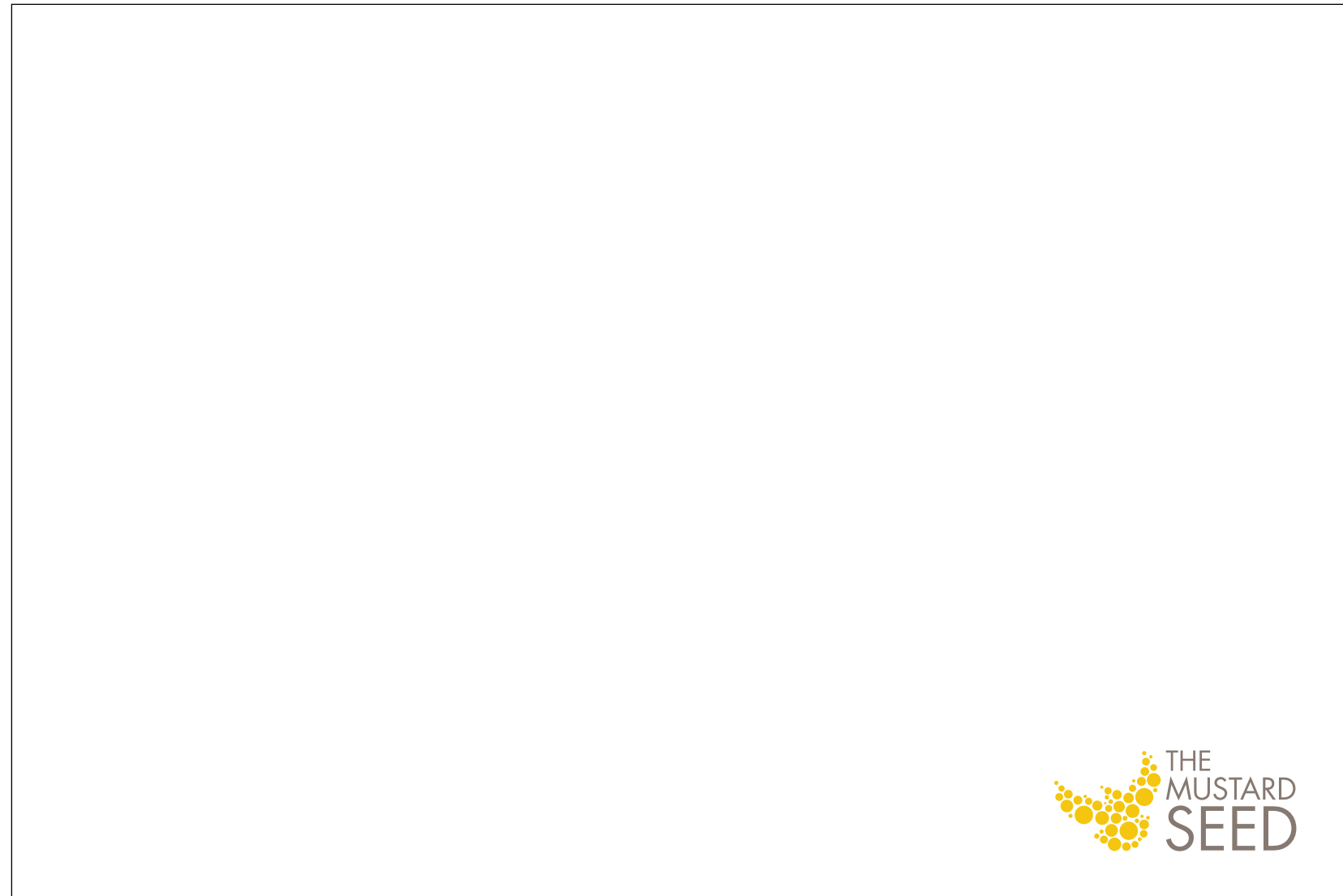


Partner logo footer



HANDBILL: 6x4 TEMPLATE

White background



Image



Background colour variations



The horizontal version of the handbill should only be used if the image/graphic does not crop well into the vertical space - see previous page. If it is a full-flood image, the Mustard Seed logo in the bottom right corner must have enough contrast against the background to be legible.

Partner logo footer



BILLBOARDS:

Design Considerations:

- + Keep the design to two brand colours plus white
- + Use the reversed horizontal logo version
- + Keep the headline word count to a maximum of 8 words. Adjust type size to have maximum impact without crowding the other elements
- + Use the default url to avoid too many characters



ONLINE DISPLAY ADS

When creating online display ads, keep the animation simple and messaging concise. Choose a headline only design treatment or add in a photograph if applicable. Any of the brand colours can be applied as the background colour. Just ensure that the CTA button has contrast and stands out.

Big Box (300x250)



Leaderboard (728x90)



SOCIAL MEDIA IMAGES:

These are examples of generic Mustard Seed branded social posts.

Follow the design considerations to maintain a consistent and thoughtful grid.



Design Considerations:

- + alternate between photo vs type only posts to mix up the flow of content and add interest
- + alternate with brand colours on each post to create interest and rhythm in the feed
- + always place the Mustard Seed logo at the same size in any corner of the image
- + play with scale of type
- + add a headline or message on top of a photo to give context
- + ensure photo resolution is appropriate for the platform - no blurry or grainy pictures
- + when creating a reel, use black type with a white background fill
- + ensure the fonts used on stories and reels are as close to our brand fonts as possible

WEBSITE ICONS

This is the library of icons to only use on the website. The style is very whimsical with connected loops and rounded edges. The offset yellow shadow adds a glow to the icon.

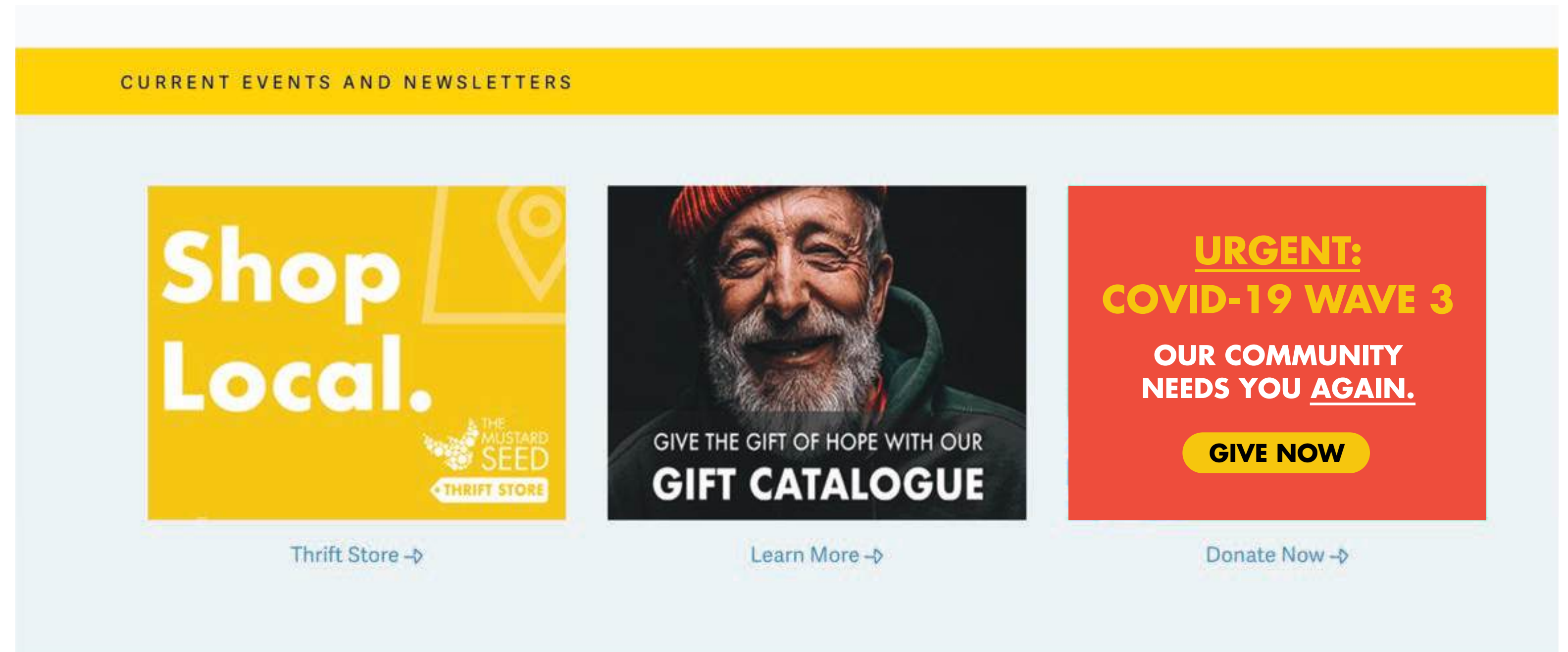
Design Considerations:

- + Only use on a white background
- + Maintain the yellow and black colours only
- + Do not place on top of an image where legibility becomes an issue
- + Do not add special effects



WEBSITE WIDGETS

On the homepage below the main banner, there are thumbnail images that link to a specific landing page. When creating these images, use the Mustard Seed brand colours and fonts. The background can be an image with text on top but just guarantee there is enough contrast and legibility. Avoid introducing any new decorative elements or illustrative styles.

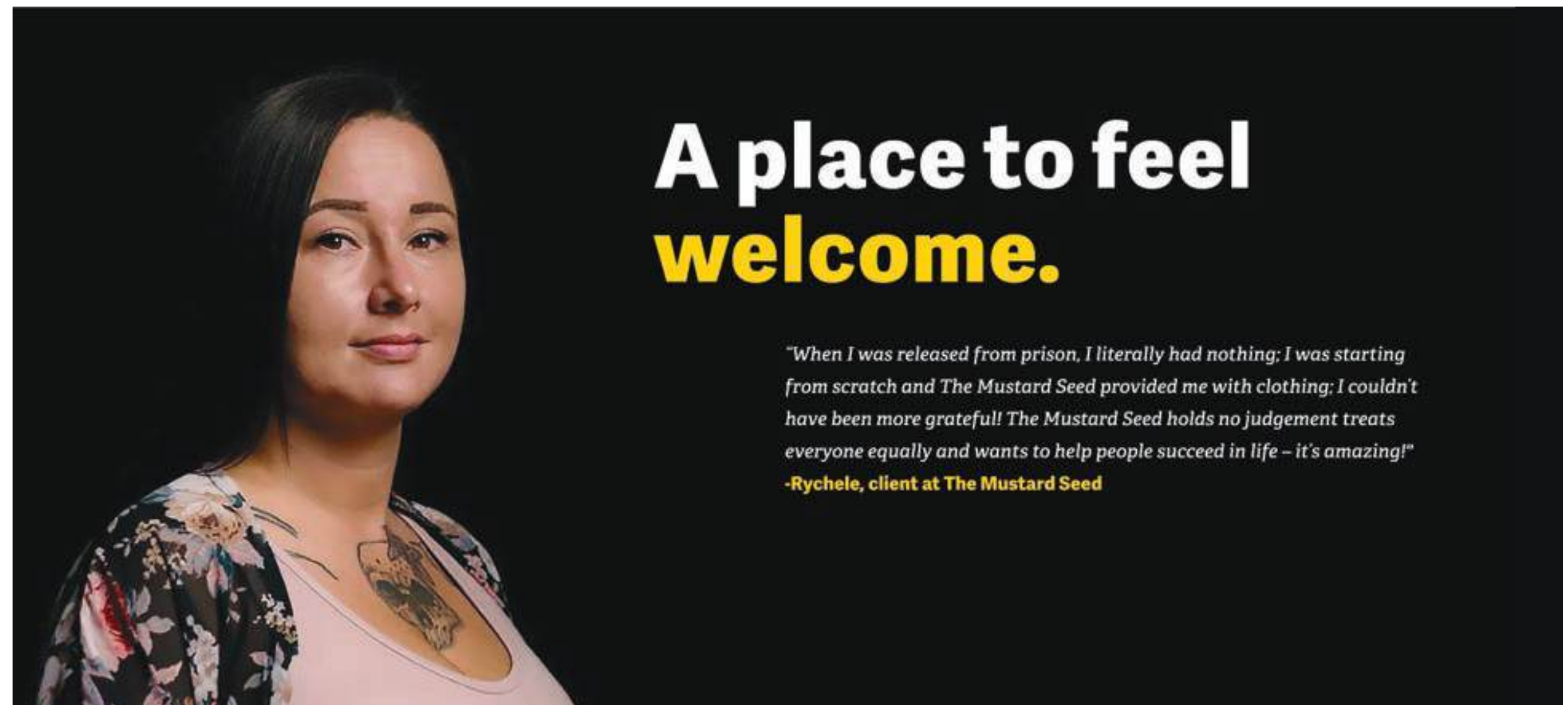


WEBSITE PHOTOGRAPHY:

The website banner images introduce a different curated photography style. These photos were taken by a professional photographer and should not be adjusted.

Design Considerations:

- + Emotive portrait style photography
- + Select expressions that feel natural to the person
- + Use a dark backdrop of dark gray or blue
- + Make sure there is space around the individual so it can work responsively on web



PROMOTIONAL ITEMS:

Select Mustard Seed brand colours for merchandise items when available. Use the best logo version that will guarantee contrast and legibility.



SIGNAGE:

Building signage should be large in scale and legible from a distance. Use UPPERCASE LETTERS in the brand font Futura on a white background.

Building signage may consist of the Mustard Seed logo, the dove icon, address, or building name.



TENTS & BANNERS:

Select Mustard Seed brand colours banners as the background for large display signs and banners. Use the best logo version that will guarantee contrast and legibility.



VEHICLE WRAPS:

Maintain simplicity on vehicles. Place the logo on both front doors and the headline below. The URL can also be applied to the back windshield.



THANK YOU
FOR ELEVATING
OUR BRAND.

If you have any questions, please contact:

ROSANNE GOETZ | Chief Communications Officer
RosanneGoetz@theseed.ca