



PACIFIC  
SCHOOL OF  
RELIGION

01.19.2021

Brand Guidelines

*“When you encounter deep resonance between who you are and how you are called to serve, fear fades and freedom follows. And you can’t wait for others to discover this same truth.”*

This is the experience at the heart of our story. It’s as true today as it was at our founding. In the 1860’s we worked alongside Chinese Christians to enfranchise recent immigrants even as the Exclusion Act was fomenting anger. During the suffrage movement, we enrolled women. We ministered to our own Japanese American students while they were imprisoned in internment camps. We marched for civil rights in the 60’s and ordained our first LGBTQ clergy members in the 70’s. We stood with Standing Rock and Black Lives Matter.

It is in our DNA to respect the wisdom of people pushed to the margins of society. Whether they’re disenfranchised by religion or politics or power, we embrace them as members of body of Christ—and stand with them as one. Because awakening a sense of agency in others reminds us of the deep resonance we’ve encountered. It is our hope that the fearlessness and freedom that follow will continue to define our story for generations to come. This is our story. This is who we are.

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We are **PSR—UNAFRAID SINCE 1866**



# PACIFIC SCHOOL OF RELIGION



## Brandmark

Our brandmark  
represents the openness  
and intersectionality  
that make PSR unique.





## PACIFIC SCHOOL OF RELIGION

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Our identity's most prominent identifier is our brandmark. It is comprised of the intersecting letters the Pacific School of Religion's acronym—PSR. There are other variations of the brandmark, but this is the official expression.

## Brandmark Vertical Configuration



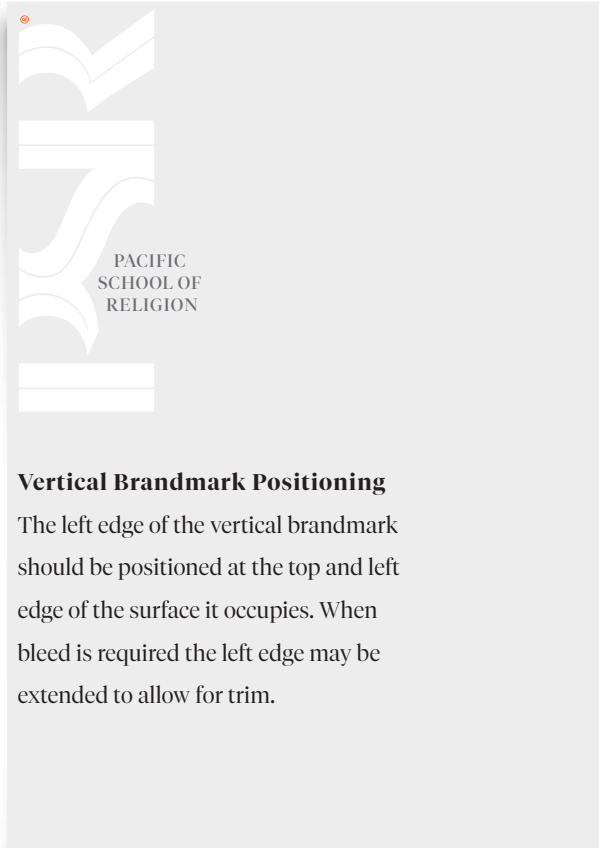
PACIFIC  
SCHOOL OF  
RELIGION

### Vertical Brandmark

This version of the brandmark visually represents our commitment to pushing on the margins. The inset text should not be moved.

POSITIONED AGAINST  
LEFT EDGE

POSITIONED  
AGAINST  
TOP EDGE



### Vertical Brandmark Positioning

The left edge of the vertical brandmark should be positioned at the top and left edge of the surface it occupies. When bleed is required the left edge may be extended to allow for trim.

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PSR has been defined by its respect for the wisdom of marginalized people—and by our legacy of pushing against the limitations imposed by the dominant culture. The vertical version of our logo celebrates those two core values.

Brandmark  
Additional  
Configurations



PACIFIC  
SCHOOL OF  
RELIGION

POSITIONED AGAINST  
TOP AND LEFT EDGE



PACIFIC  
SCHOOL OF  
RELIGION

**Vertical Brandmark Centered**

This additional vertical configuration can be used in narrow executions. Placement should follow vertical placement guidelines from previous page.

**Brandmark Right Aligned**

This version may be used in cases where the name in the official expression is too small to read. Where possible the logo should be placed up against the margins in the upper left corner of the field it occupies.

## Tagline and Brandmark Configurations

### Standalone Tagline

The tagline font is uppercase *Tiempos Fine*. The above artwork should not be altered. The tagline may be used as a standalone element, however it is recommended that it be used in proximity to the brandmark or institution's name.

### WITH NAME

PACIFIC SCHOOL  
OF RELIGION

### WITHOUT NAME

### Tagline Brandmark Lockup

The tagline and brandmark lockups should not be altered.

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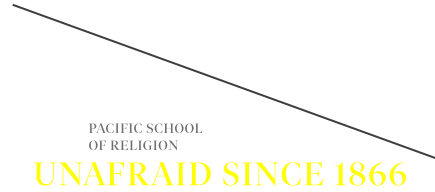
From fighting for disenfranchised Chinese immigrants in the 1860's to ordaining the first LGBTQ clergy in the 1970's, PSR and it's community have been standing up against the powerful and the status quo since our founding. Our tagline celebrates this heritage.



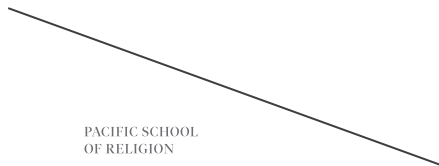
## Missuses



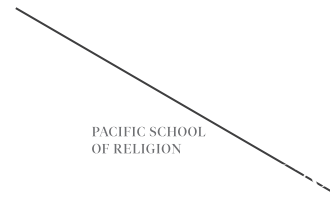
Don't change the color of the landmark



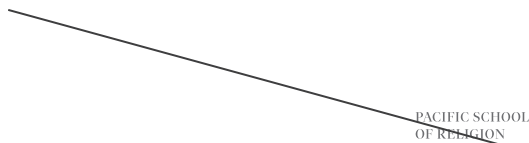
Don't recolor the tagline



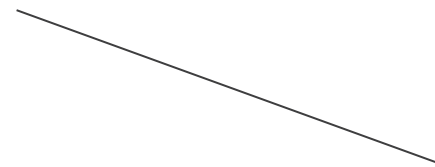
Don't crop the landmark



Don't change the tagline



Don't move the elements of the logo



Don't substitute the landmark with text

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Here are some examples of how *not* to use our landmark.

## Tagline and Brandmark Vertical Configuration



PACIFIC SCHOOL  
OF RELIGION

### Vertical Positioning

This is the preferred arrangement of the vertical brandmark and tagline.



### Tagline Brandmark Usage Example

This example shows how the versatility of the brandmark and tagline and how they may be used together to make a striking statement.

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Brand  
Colors

PRIMARY COLORS

<b>PMS 172</b> Our main color invokes a sense of urgency.	<b>PMS 268</b> Our secondary color represents the richness of our heritage.	<b>PMS Cool Grey 10</b> This color us used for our name in the various landmark configurations
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<b>C0</b> <b>M80</b> <b>Y95</b> <b>K0</b> <b>#f24f00</b>	<b>C0</b> —● <b>M80</b> <b>Y95</b> <b>K0</b> <b>#f24f00</b>  <b>C12</b> —● <b>M100</b> <b>Y0</b> <b>K0</b> <b>#c900a3</b>	<b>C12</b> —● <b>M100</b> <b>Y0</b> <b>K0</b> <b>#c900a3</b>  <b>C50</b> —● <b>M100</b> <b>Y0</b> <b>K0</b> <b>#9900ab</b>	<b>C81</b> <b>M100</b> <b>Y12</b> <b>K2</b> <b>#521c78</b>	<b>C0</b> <b>M0</b> <b>Y</b> <b>K90</b> <b>#333333</b>	<b>C0</b> <b>M0</b> <b>Y0</b> <b>K70</b> <b>#656565</b>
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SECONDARY COLORS

<b>PSR Gradient 1</b> PMS172 -PMS246 This gradation can be used to fill the landmark For best results use the “picker” tool in Adobe Illustrator to access the formula.	<b>PSR Gradient 2</b> PMS246 -PMS2592 This can be used to fill backgrounds. For best results use the “picker” tool in Adobe Illustrator to access the formula.	<b>PMS 426</b> This color us used in place of black in presentations and digital executions.
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2020 is the dawn of a new era; our color palette reflects the colors of this first light.

Brandmark  
Colors

PRIMARY  
COLOR PMS 172

PACIFIC SCHOOL  
OF RELIGION

BLACK



PRIMARY  
GRADIENT 1



WHITE ON  
PRIMARY  
GRADIENT 1



## Typography

### Brand Typography

#### DISPLAY HEADLINE

**ASTRA INCLINANT, SED.**

TIEMPOS FINE LIGHT, ALL CAPS, 20PT ON 24PT LEADING

#### HEADLINE

**Astra inclinant, sed obligant.**

TIEMPOS FINE LIGHT, 20PT ON 24PT LEADING

#### SUBHEADS

**Astra inclinant, sed non obligant.**

TIEMPOS FINE BOLD 10PT ON 14PT LEADING

#### BODY COPY

Id admodum reformidans eos, delenit percipitur ea per, ius latine fastidii ea. Sint suavitate eu mei, mucius gloriatur et has. Dictas occurreret at per, summo mediocrem ius ea, in sea ullum mazim tistique. Vel id error saepe definitiones, veniam ullamcorper has cu. Cum illum iracundia cut.

TIEMPOS FINE LIGHT 9PT ON 14PT LEADING

*Id admodum reformidans eos, delenit percipitur ea per, ius latine fastidii ea. Sint suavitate eu mei, mucius gloriatur et has. Dictas occurreret at per, summo mediocrem ius ea, in sea ullum mazim tistique. Vel id error saepe definitiones, veniam ullamcorper has cu. Cum illum iracundia cut.*

TIEMPOS FINE LIGHT ITALIC 9PT ON 14PT LEADING

**Tiempos can be downloaded and licensed here:**

[https://klim.co.nz/retail-fonts/tiempos-fine/carries a sense of urgency.](https://klim.co.nz/retail-fonts/tiempos-fine/carries-a-sense-of-urgency)

### Alternative Typography

#### HTML DISPLAY HEADLINES

**ASTRA INCLINANT.**

TIMES NEW ROMAN BOLD, ALL CAPS, 20PT ON 24PT LEADING

#### HTML HEADLINES

**Astra inclinant.**

TIMES NEW ROMAN REGULAR, 22PT ON 25PT LEADING

#### HTML SUBHEADS

**Astra inclinant, sed non obligant.**

TIMES NEW ROMAN BOLD 12 PT ON 14PT LEADING

#### HTML EMAIL

Id admodum reformidans eos, delenit percipitur ea per, ius latine fastidii ea. Sint suavitate eu mei, mucius gloriatur et has. Dictas occurreret at.

TIMES NEW ROMAN REGULAR 10PT ON 15PT LEADING

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Tiempos is our font. It is a modern serif family for editorial typography. Tiempos takes the functionality of Plantin and Times, gently updating it for contemporary use. It's robust and clear, perfect for economic and legible typesetting. It has a classic appeal, but made for modern executions.

PSR Brand  
Example  
Stationary



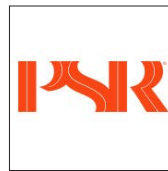
## Various Uses

### SOCIAL ICONS

Three color variations are provided for social media usage. The white logo on the gradient background is the preferred option.



**PREFERRED  
OPTION**



Each option is offered in three sizes  
They Can be downloaded Here:

Facebook size 180 x 180 px

Instagram size 1000 x 1000 px

LinkedIn size 400 x 400 px

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PSR logo various uses.

## Program Lock-ups

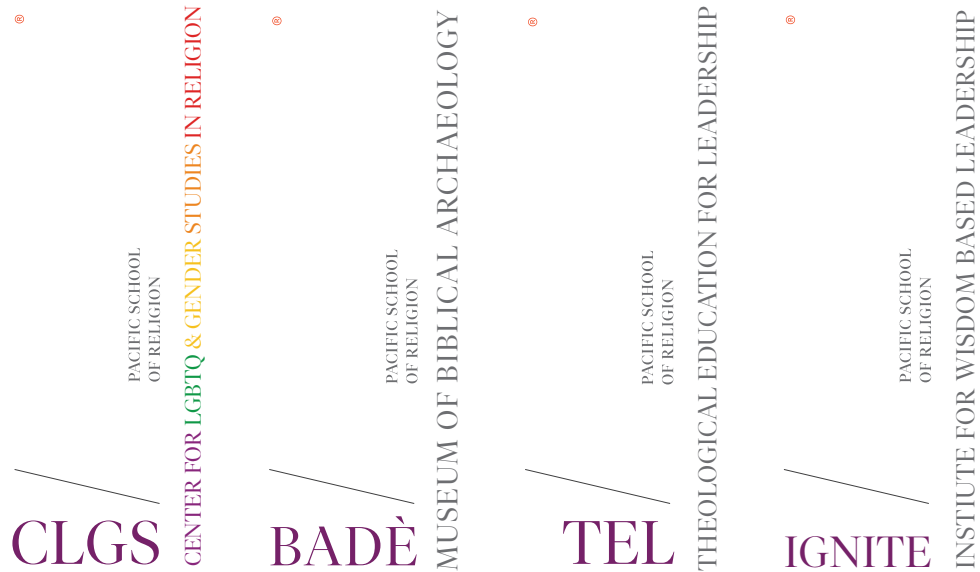


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These lockups are designed to allow the PSR brand and story to inform all the programs of the institution. Use these variations when the programs are representing PSR in an official capacity. Heritage logos may continue to be used for specific uses, T-shirts, alumni communications etc.



Program Lock-ups



Official program logo lock-ups vertical

**PACIFIC SCHOOL OF  
RADICAL INCLUSION  
RECONCILIATION  
RIGHTS FOR WOMEN  
RACIAL JUSTICE  
REFLECTION  
RESISTANCE  
REASON  
RENEWAL  
REVIVAL  
RESTORATION  
RESILIENCE  
REFRAMING  
RELIGION**

For many, the “R” in PSR’s name conjures up negative connotations.

“Religion” is seen as a divisive political and social construct more often used to divide than unite. Rather than drawing people together into communities of faith, the tumult of 2020 finds nearly one in five Americans identifying as “spiritual, not religious.” This is a number that couldn’t have been imagined 60...40...or even 20 years ago. Pew research counts the church’s negative treatment of LGBTQ people, and overt focus on political issues among the top reasons people are leaving.

At PSR we see 2021 and beyond as an opportunity. A chance to redefine what the word “Religion” means for a new era. The “R” campaign is the visual expression of what’s possible. It is an invitation to rethink the value of belief in terms of agency, activism, and aspiration. Far from the drudgery of orthodoxy—religion can be a force for social change, inclusion, and a revival of the human spirit. This campaign begs you to answer the question—what’s your “R”, and what does it mean to you?

“R” Campaign  
Usage



**“R” Campaign lock-up**  
**Red and White on Black**  
This is the recommended version. PMS 172  
and White.



**“R” Campaign lock-up Grey and**  
**Red on White**  
Grey #656565 and PMS 172



**“R” Campaign lock-up**  
**Dark Grey and White on Brand Image**  
Grey #333333 and White

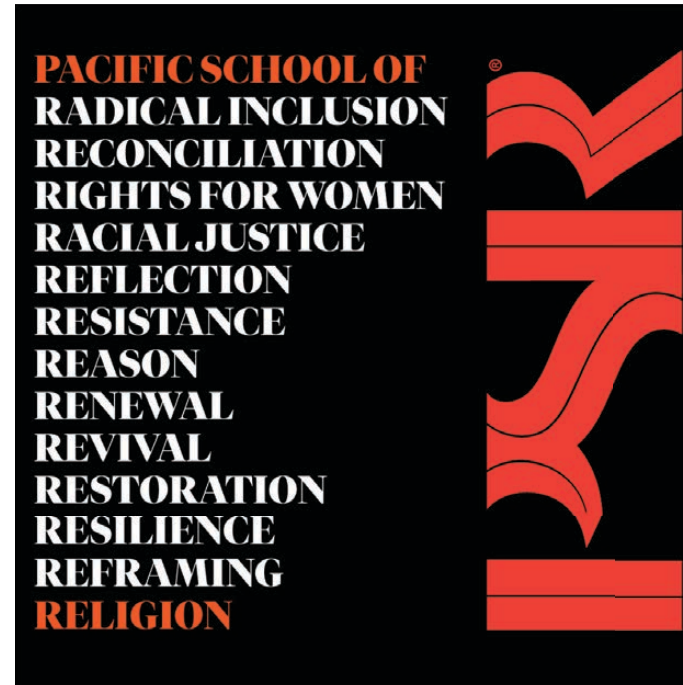
The “R” Campaign lock-up consists of the name, Pacific School of Religion and the twelve “R” words. It can be used in three configurations. While the color combinations are variable depending on the application, the order and content of the “R”s should not be altered.

## "R" Campaign Examples



### Apparel

Always choose the appropriate "R" Campaign lock-up for the background.



### Facebook Ad

In this case the PSR Brandmark may be used without the Identifier, because Pacific School of Religion is in the "R" Campaign lock-up. Only one instance of "Pacific School of Religion is required.

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Photography is a critical element of our Identity. Our brand photography is styled to communicate a sense of urgency. While our photos may have a retro quality, the content reflects the openness, diversity and clarity of purpose that are consistent with PSR's values.

## Photography Examples



### Montage

Montages can be created using photos from existing PSR resources.

Montages are a great way to unify disparate photographic sources, while communicating the excitement of our community.



### Archive

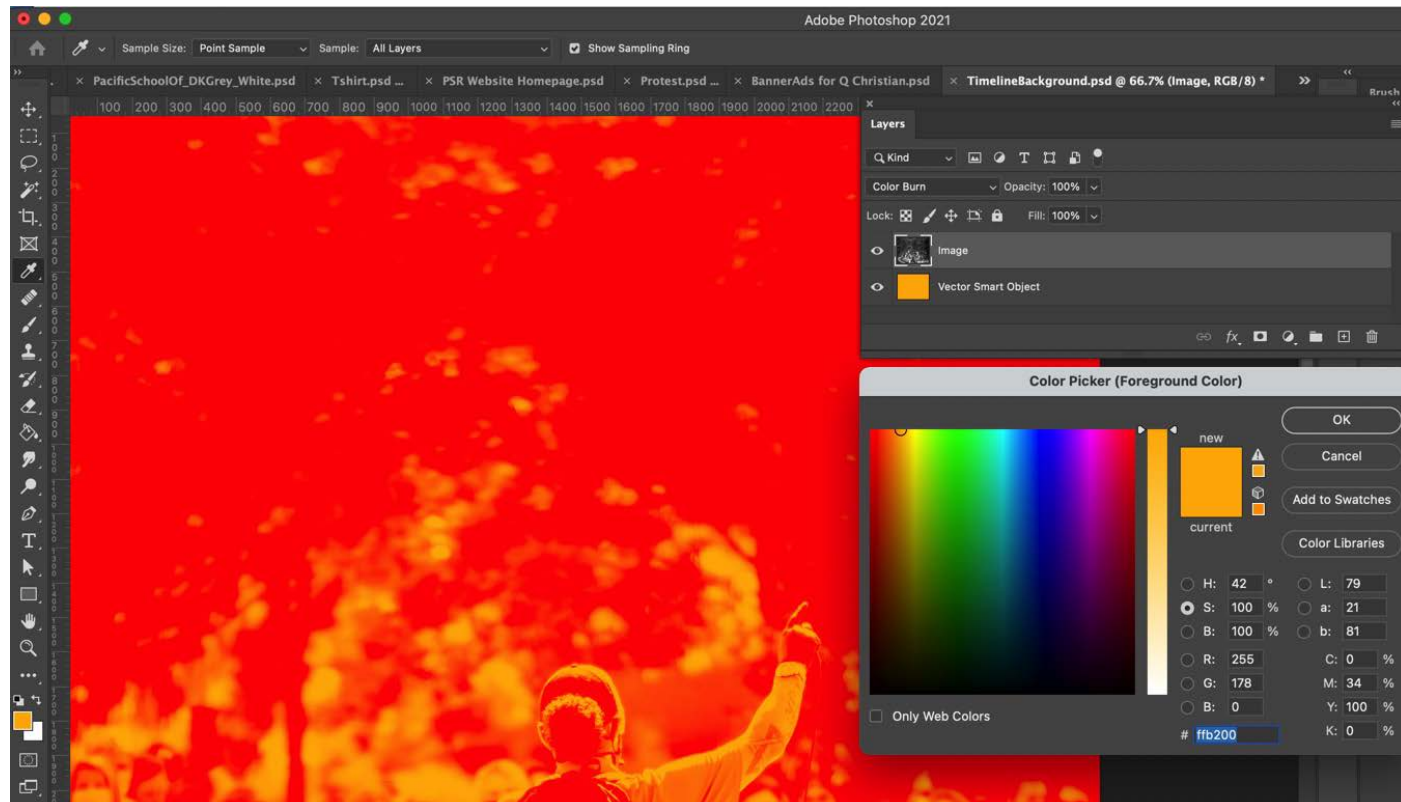
PSR's community is full of rich resources. Our photography style strips away distracting elements like color or texture to focus on the action at the heart of the image.



### Stock

Unsplash.com is a valuable resource for free stock photography. The images are royalty free. But take care to find images that support the PSR brand ethos. Don't overuse stock.

# Photography, Creating the Duotone



## Duotone

PSR's duotones are created using settings in Adobe Photoshop.

## Start with a Black & White Image

You may need to adjust the levels of your B&W image to achieve the contrast in the example.

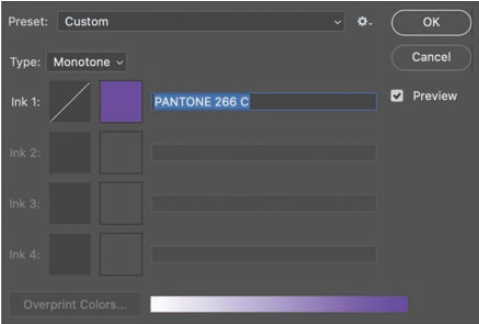
## Create a Yellow Layer and Apply a Color Burn

The yellow layer, #ffb200 should be the bottom layer. On your image apply "Color Burn" in layer style menu.

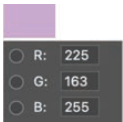
Photography,  
Creating  
additional  
Duotones

Duotone

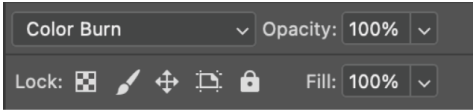
Place an image in photoshop  
Change the color mode to black and white  
Next change the color mode to duotone.  
Create a monotone with one of the monotone colors below.



Convert the image to rgb  
Create a new layer under the image  
Flood that layer with the corresponding background color



Apply the “Color Burn” layer style to the image layer



The resulting image will look like this.



The following are the combinations to create the duotone.





## Brand Gallery



### Apparel and Design Items

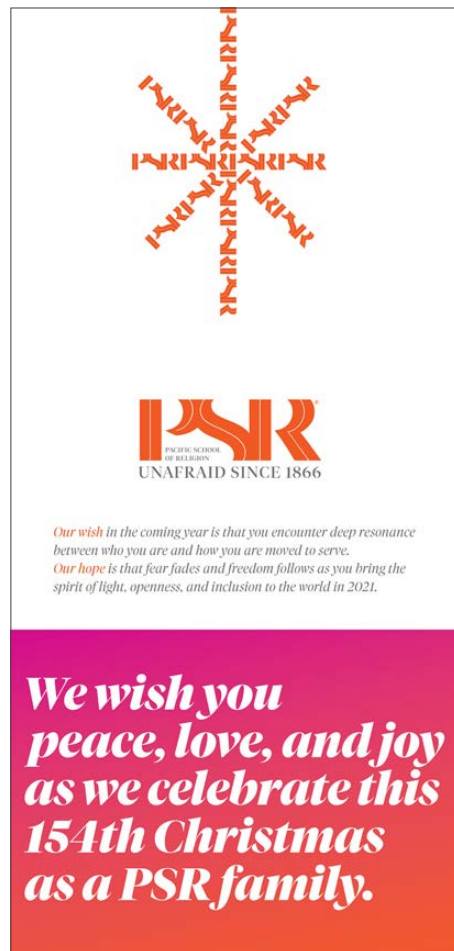
Note the various creative options for expressing PSR on branded goods. Care should be taken to ensure that the best lock-up option is chosen for each piece. Where possible the brandmark should be displayed prominently and the identifier copy, “Pacific School of Religion” should appear somewhere on the piece like the back of a hat.

### Brand and Image Combinations

The brand and the branded imagery can be used to create dramatic statements. The variations above show how brandmark lock-ups can be combined with imagery to tell the PSR story.

The “R” Campaign lock-up consists of the name, Pacific School of Religion and the twelve “R” words. It can be used in three configurations. While the color combinations are variable depending on the application, the order and content of the “R”s should not be altered.

PSR Brand  
Examples  
Various



Our brand identity is flexible. What holds it together is the use of bold typography and our color palette.

## Photography Styles



Black and white photography is key to focusing the attention or when trying to bring consistency to photos from different sources.



Photos without backgrounds allow us to celebrate the character of our stakeholders. This style is especially useful when paired with our unique typographic style.

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Focus is the principal behind Ignite's look and feel. The colors are used to draw attention, and the black and white photography is used to let the important content shine through. The Living Workshop and *Change Happens Now* icons are used to delineate the specific offerings of PSR.



# ignite institute

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Ignite Institute is committed to training a new generation of leaders. We believe it takes personal, communal and spiritual transformation to create lasting change in society. Our landmark is a representation of this belief. The rosette features an “i” in the center; it stands for our name as well as the role of the individual in transformative work. The progress bars represent the work being done and the effort being put forward, and the impact ring represents the reverberations of our work in the broader world. When combined with our workmark they comprise the logo for Ignite Institute.

Here's a breakdown of the parts of our logo.



#### Horizontal Version

For vertically challenged environments the horizontal version of the logo is preferred.



#### Rosette Only

It is permitted to use the Rosette as a stand alone element.



#### Ignite Only

It is permitted to use the word "Ignite as a stand alone element.



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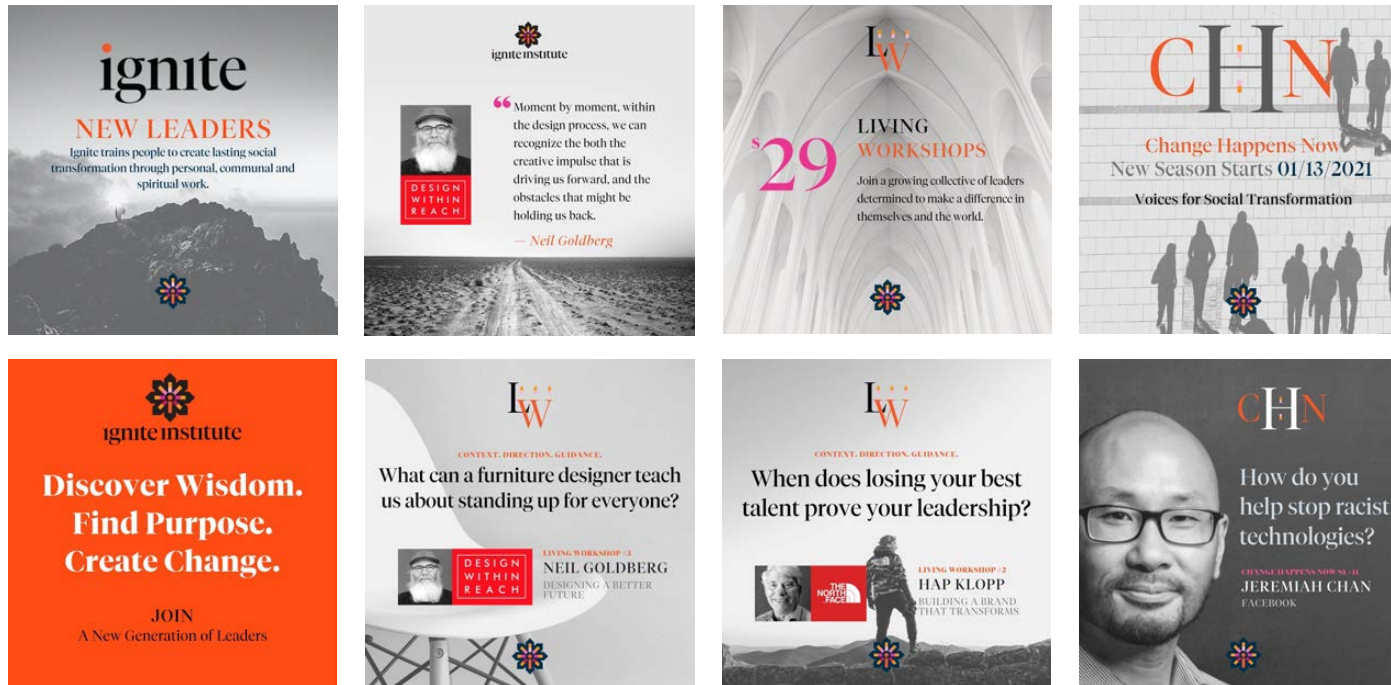
The Ignite Institute logo was designed to be flexible. There are several ways it can be used.

Ignite  
Brand  
Colors

PRIMARY COLOR	<p><b>PMS 172</b></p> <p>Our main color invokes a sense of urgency.</p>	<p><b>PMS2189</b></p> <p>The dark blue is used on the impact wheel within our rosette.</p>	<p><b>PMS 426</b></p> <p>This color us used in place of black in presentations and digital executions.</p>	<p><b>PMS Cool Grey 10</b></p> <p>A lighter grey is provided for environments with less contrast.</p>		
	<p><b>C0</b> <b>M80</b> <b>Y95</b> <b>K0</b> <b>#c900a3</b></p>	<p><b>C100</b> <b>M39</b> <b>Y3</b> <b>K74</b> <b>#0b2f4d</b></p>	<p><b>C0</b> <b>M0</b> <b>Y</b> <b>K90</b> <b>#333333</b></p>	<p><b>C0</b> <b>M0</b> <b>Y0</b> <b>K70</b> <b>#656565</b></p>		
SECONDARY COLORS	<p>These colors are present in the progress wheel in our logo and can be used throughout our design language.</p>	<p><b>C19</b> <b>M100</b> <b>Y53</b> <b>K4</b> <b>c11e56</b></p>	<p><b>C2</b> <b>M93</b> <b>Y</b> <b>K</b> <b>e83393</b></p>	<p><b>C0</b> <b>M50</b> <b>Y99</b> <b>K0</b> <b>#f69320</b></p>	<p><b>C1</b> <b>M68</b> <b>Y3</b> <b>K0</b> <b>#656565</b></p>	<p><b>C1</b> <b>M35</b> <b>Y1</b> <b>K0</b> <b>#f4b7d1</b></p>

Ignite’s palette is designed to be optimistic and dynamic.

## Brand Gallery



### Typographic Style

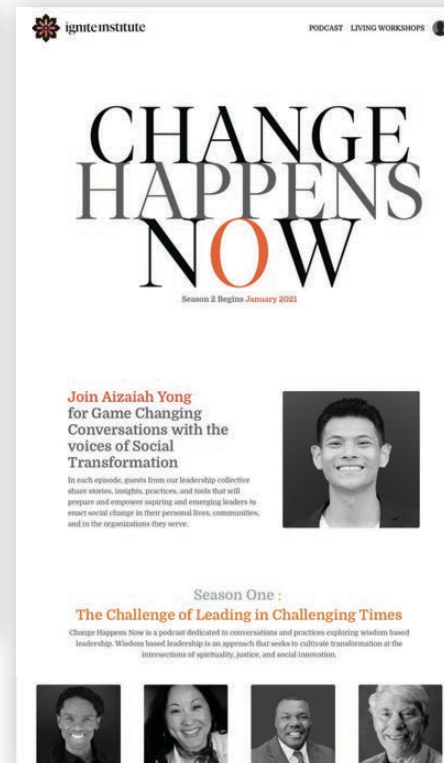
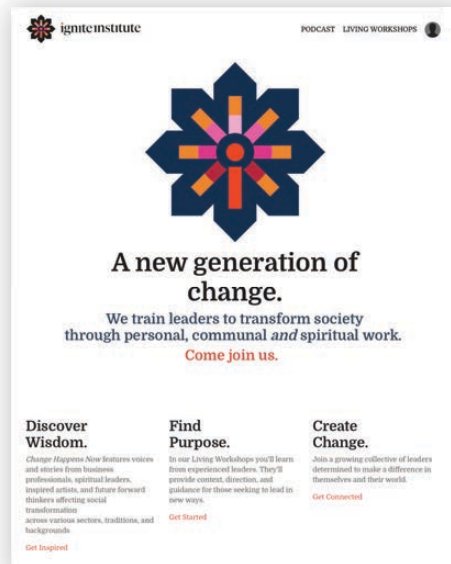
Our typography follows the same fonts and treatments as the PSR brand. The font is Tiempos. When Tiempos is not available, Calson or Times Roman may also be substituted. For best results of platforms with font limitations, try to find alternatives that represent the progressive characteristics of Tiempos.

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Focus is the principal behind Ignite's look and feel. The colors are used to draw attention, and the black and white photography is used to let the important content shine through. The Living Workshop and *Change Happens Now* icons are used to delineate the specific offerings of PSR.



## Brand Gallery Online Examples



**Online Examples** here are a few examples of our look and feel in practice. In this case the site is built on a platform that has its own fonts. Here, Domaine is substituted for Tiempos. Graphic elements like "Change Happens Now" are maintained in Tiempos. The palette is consistent with the Ignite palette. The black and white photography is designed to ensure that photos look consistent, even though they come from different sources.



BLACK OPTIONS



WHITE OPTIONS





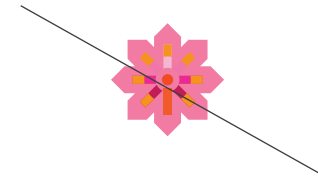
**Don't alter the Rotation of the Rosette**

The rosette is our compass, it should always remain at 90 degrees.



**Don't Change the Arrangement**

Keep the elements in their original positions



**Don't Change the Colors**

Each color is a important to creating a lasting impression of our brand.



**Don't Overuse the Rosette**

The rosette isn't a bullit, it should only be used once on any surface.



**Don't Change the Color**

Our colors are designed to put the emphasis on our content—don't alter them.



**Don't Move Elements**

Every element has a place, don't alter their locations.