



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.

We are **PSR—UNAFRAID SINCE 1866**



UNAFRAID SINCE 1866

Brandmark

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



Brandmark



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

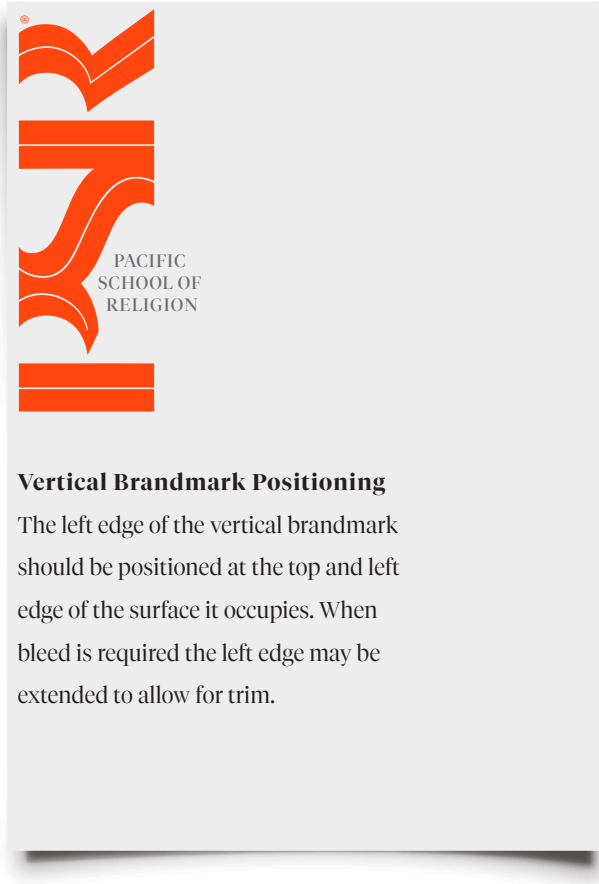


Vertical Brandmark

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.

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

Vertical Brandmark Centered

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



**POSITIONED AGAINST
TOP AND LEFT EDGE**



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

UNAFRAID SINCE 1866

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



WITHOUT NAME



Tagline Brandmark Lockup

The tagline and brandmark lockups should not be altered.

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 brandmark



Don't recolor the tagline



Don't crop the brandmark



Don't change the tagline



Don't move the elements of the logo



Don't substitute the brandmark with text

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

Tagline and Brandmark Vertical Configuration



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.

Brand
Colors

PRIMARY COLORS

PMS 172 Our main color invokes a sense of urgency.	PMS 268 Our secondary color represents the richness of our heritage.	PMS Cool Grey 10 This color us used for our name in the various landmark configurations
--	--	---

C0 M80 Y95 K0 #f24f00	C0 —● M80 Y95 K0 #f24f00 C12 —● M100 Y0 K0 #c900a3	C12 —● M100 Y0 K0 #c900a3 C50 —● M100 Y0 K0 #9900ab	C81 M100 Y12 K2 #521c78	C0 M0 Y K90 #333333	C0 M0 Y0 K70 #656565
--	---	--	--	--	---

SECONDARY COLORS

PSR Gradient 1 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.	PSR Gradient 2 PMS246 -PMS2592 This can be used to fill backgrounds. For best results use the “picker” tool in Adobe Illustrator to access the formula.	PMS 426 This color us used in place of black in presentations and digital executions.
--	---	---

2020 is the dawn of a new era; our color palette reflects the colors of this first light.

Brandmark
Colors

PRIMARY
COLOR PMS 172



PRIMARY
GRADIENT 1



BLACK



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

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



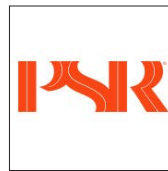
Various Uses

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

PSR logo various uses.

Program Lock-ups



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

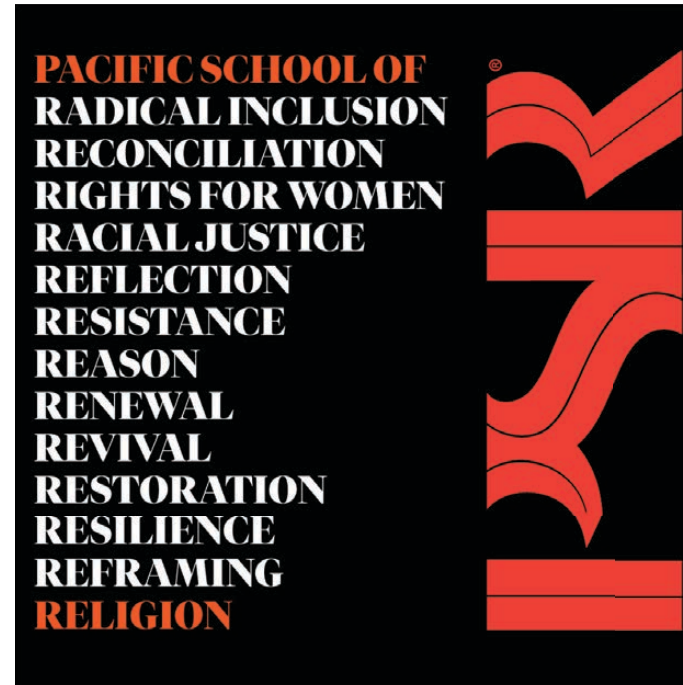
The “R” Campaign lock-up consists of the name, Pacific School of Religion and the twelve “R” words. It can be used in three configurations. While the color combinations are variable depending on the application, the order and content of the “R”s should not be altered.

“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.



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

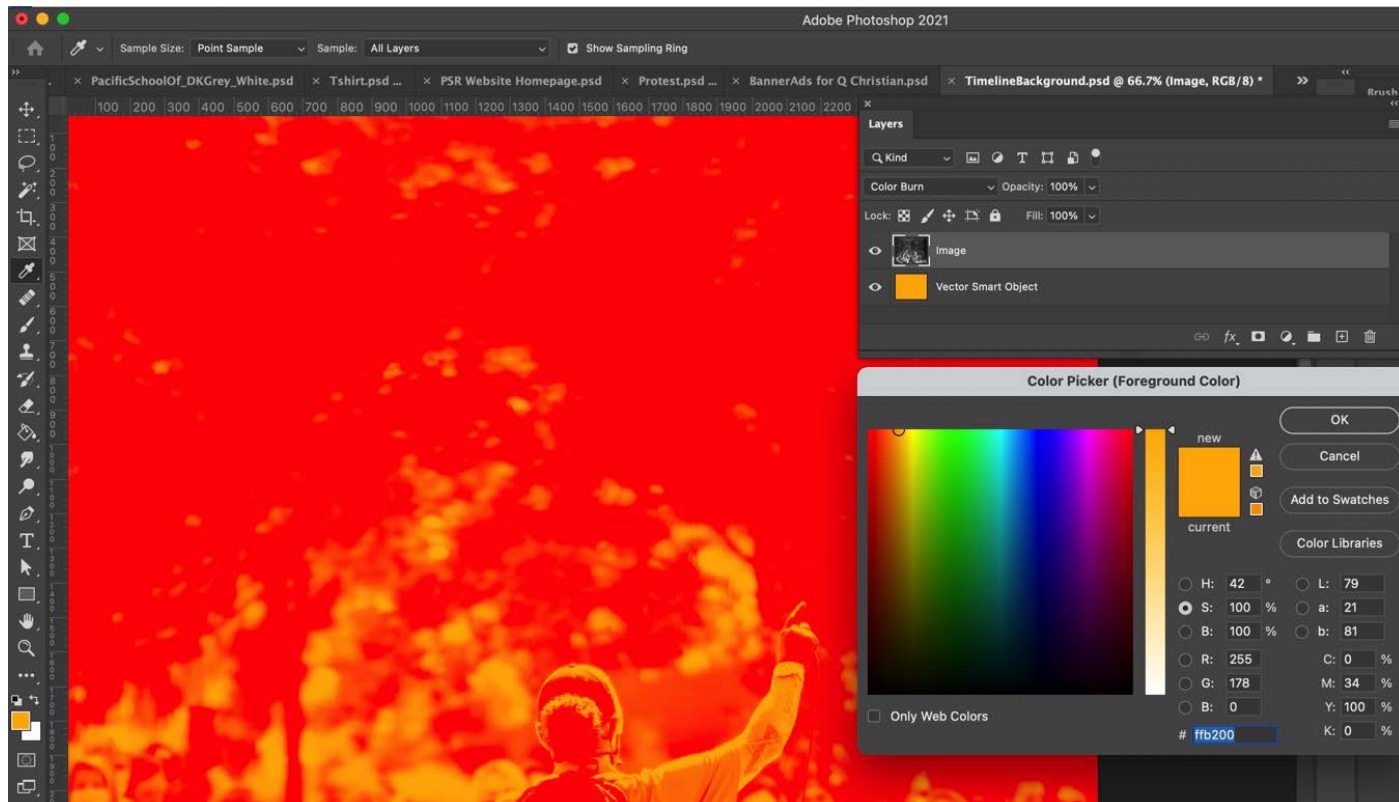
PSR's community is full of rich resources. Our photography style strips away distracting elements like color or texture to focus on the action at the heart of the image.



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.

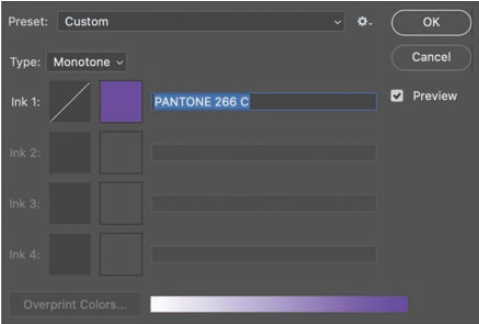
Create a Yellow Layer and Apply a Color Burn

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

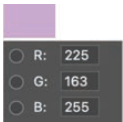
Photography,
Creating
additional
Duotones

Duotone

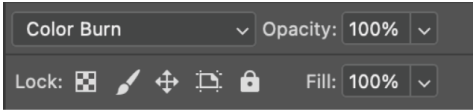
Place an image in photoshop
Change the color mode to black and white
Next change the color mode to duotone.
Create a monotone with one of the monotone colors below.



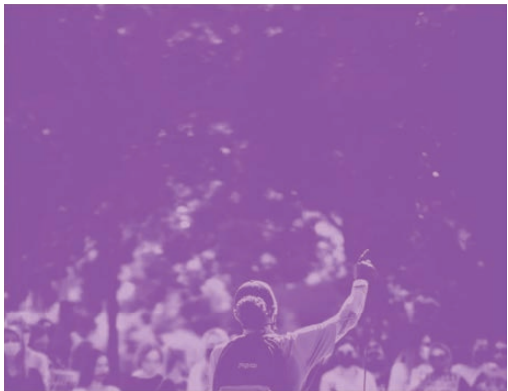
Convert the image to rgb
Create a new layer under the image
Flood that layer with the corresponding background color



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



PSR
PACIFIC SCHOOL
OF RELIGION
UNAFAID SINCE 1866

*Our wish in the coming year is that you encounter deep resonance between who you are and how you are moved to serve.
Our hope is that fear fades and freedom follows as you bring the spirit of light, openness, and inclusion to the world in 2021.*

**We wish you
peace, love, and joy
as we celebrate this
154th Christmas
as a PSR family.**

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

You are part of a legacy—One built on generations of people redefining the role of religion in agency, inclusion, and justice. Though we're living in challenging times, we look forward with hope. Hope our story will bring renewal to a world that is desperate for change and a church in need of reimagining.

*We look forward to living into this legacy with you—and to the coming year as we celebrate our story together.
Thank you for joining us.*

PSR
PACIFIC SCHOOL
OF RELIGION
UNAFAID SINCE 1866

PSR
PACIFIC SCHOOL
OF RELIGION

Be Out Front
Learn to Lead LGBTQ+ Organizations With PSR's Certificate of Sexuality & Religion

Take on the Challenges of a New Era

The Certificate of Sexuality & Religion is Designed to Move You Forward

UNAFAID SINCE 1866

A Progressive Christian Community in Berkeley

A Strong Commitment to Diversity

In Education that's Affordable

Certificate of Sexuality & Religion Courses

Explore our Other Programs

PSR
PACIFIC SCHOOL
OF RELIGION

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.

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

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.



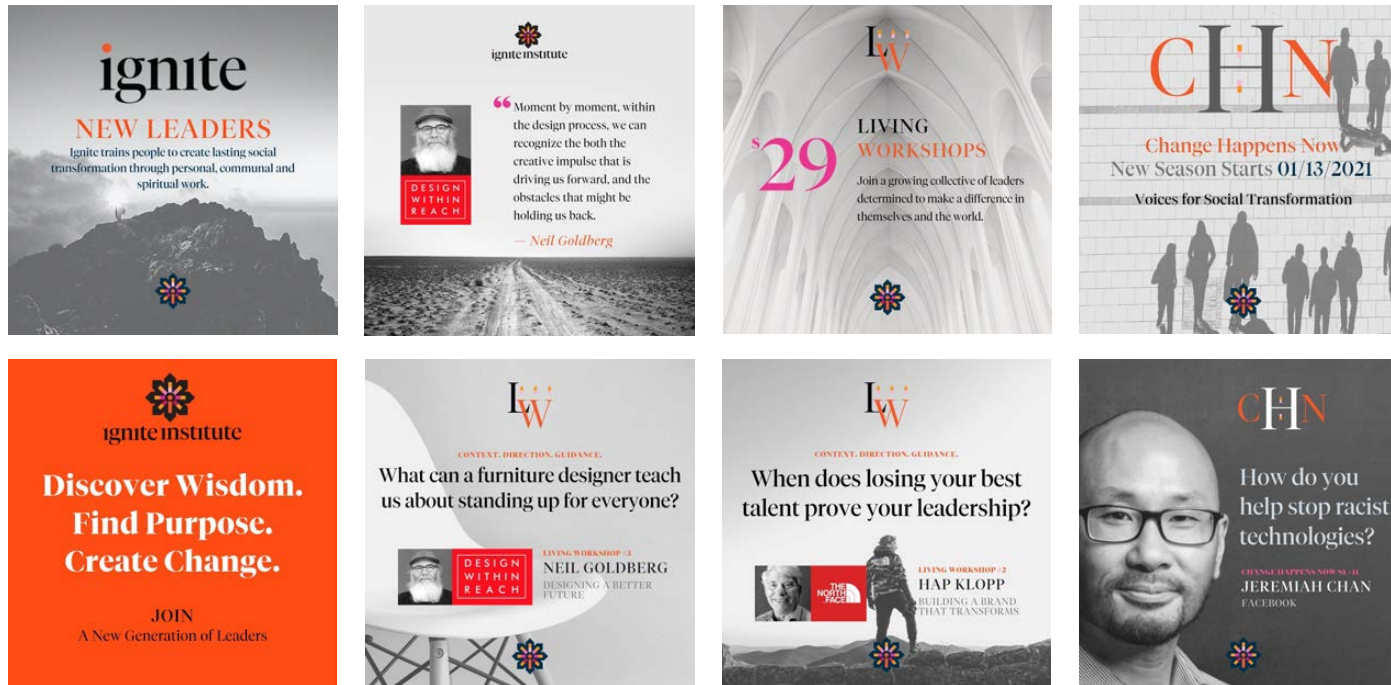
The Ignite Institute logo was designed to be flexible. There are several ways it can be used.

Ignite
Brand
Colors

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

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



PODCAST LIVING WORKSHOPS 1



A new generation of change.
We train leaders to transform society through personal, communal *and* spiritual work.
Come join us.

Discover Wisdom.
Change Happens Now features voices and stories from business professionals, spiritual leaders, inspired artists, and future forward thinkers offering social transformation across various sectors, traditions, and backgrounds.
[Get Inspired](#)

Find Purpose.
In our Living Workshops you'll learn from experienced leaders. They'll provide context, direction, and guidance for those seeking to lead in new ways.
[Get Started](#)

Create Change.
Join a growing collective of leaders determined to make a difference in themselves and their world.
[Get Connected](#)

What can you expect from a Living Workshop?
Our *Living Workshops* are designed with your lifestyle in mind. Each course is created to be simple, easy to use modules. You can go through the entire course in one sitting, or leave and return as your life dictates.

Wisdom born from Experience
Our instructors speak from experience. Each is accomplished in their field, and recognized for their contributions to the greater good.

Diverse Voices
We're dedicated to spotlighting voices that are bringing new ground in inclusion and advocacy.


Be Inspired
Our goal with each workshop is to inspire you to step out of your comfort zone and begin making a difference in your communities.

Living Workshop
\$29
The Introductory Price

- ✓ Learn at your own Pace
- ✓ Modularized classes
- ✓ Credits toward certificates
- ✓ Unlimited access to your purchased course

[Get Started](#)

Social transformation Begins Inside.
Ignite Institute is committed to inspiring a new generation of leaders. Our courses, podcasts and workshops are all designed to find their home in people's lives. This isn't just about taking a class. It's about taking a new path to a new world.




PODCAST LIVING WORKSHOPS 1

CHANGE HAPPENS NOW





Season 2 Begins January 2021

Join Aizaiah Yong for Game Changing Conversations with the voices of Social Transformation



In each episode, guests from our leadership collective share stories, insights, practices, and tools that will prepare and empower aspiring and emerging leaders to enact social change in their personal lives, communities, and in the organizations they serve.

Season One :
The Challenge of Leading in Challenging Times
Change Happens Now is a podcast dedicated to conversations and practices exploring wisdom based leadership. Wisdom based leadership is an approach that seeks to cultivate transformation at the intersections of spirituality, justice, and social innovation.

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, Domane 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.

Ignite
Logo
Versions

BLACK OPTIONS



WHITE OPTIONS





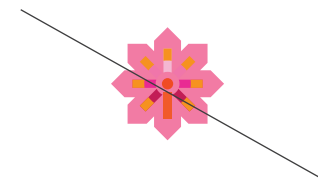
Don't alter the Rotation of the Rosette

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



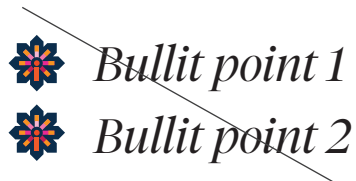
Don't Change the Arrangement

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.

