EROL
DELOS
SANTOS

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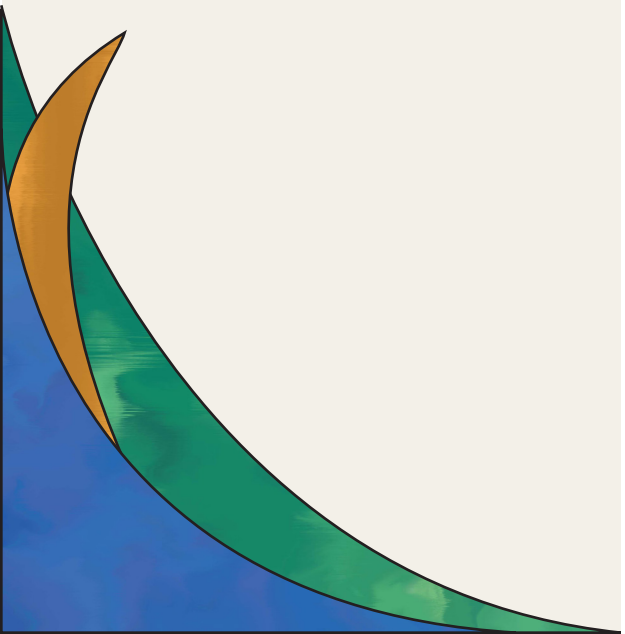
MISSION STATEMENT

Erol Delos Santos is dedicated to creating a safe and welcoming space for people of diverse backgrounds and religions, providing a warm and connected environment for the community members and urban residents of New York City and internationally. His goal is to foster an inclusive atmosphere where humanity can thrive by living fully authentic spiritual lives.



THE LOGO

PRIMARY LOGO

The primary logo for the Erol Delos Santos brand should be used the most for branding purposes if the space permits. The logo is for business cards, website headers, signage, large prints, and various digital platforms.

The logo is a flaming chalice recreated in the form of stained glass. The skewed flame in the chalice communicates to the viewer although it's not in the center, it makes space for other ideas and concepts. It is a symbol of the Unitarian Universalist Tradition as well.

This brand showcases the warmth, the importance of community, and forming spiritual connections in the journey of urban ministry.

Clearspace

To make sure the logo does not get crowded and ensure legibility, leave a consistent amount of clear space around the logo. The logo's safe zone is equivalent to the height of the 'E' on all sides.

CLEARSPACE

THE LOGO

SECONDARY LOGO

The secondary logo is an alternative logo that uses elements from the primary logo in a different composition.

The logo can be for when the primary logo doesn't work in a chosen context. This logo is ideal for social media graphics, email signatures, or on a needed basis for smaller formats.

EROL DELOS SANTOS

CLEARSPACE

THE LOGO

WORDMARK, SUBMARK, & FAVICON

The wordmark is a text-only logo that brings focus to the brand name. It helps establish identification and recognizability. Wordmarks can be for labels, medium-large signage, on top of imagery, etc.

The submark features a smaller version of the flaming chalice and a few pieces of the stained glass background.

It is ideal in smaller condensed areas when the other logo variations don't work or fit. The submark can be for social media profile pics, stickers/stamps, small print pieces, etc.

The favicon is a smaller design that only includes a brand's initials or an illustration which is the upper part of the flaming chalice. It is mainly there to provide a branded final touch to your website. The favicon is for browser tabs, bookmarks drop-down, search bar, etc.

WORDMARK

EROL
DELOS
SANTOS

SUBMARK

FAVICON

THE LOGO

LOGO MISUSE

Do not use the Erol Delos Santos logo in these ways outside of this guide. The logo and logo variations must appear consistently.

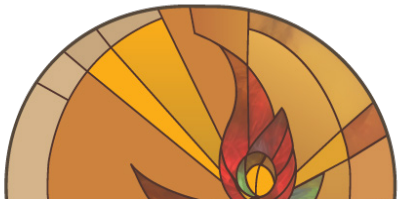
Do not distort, skew, or warp the logo.

Do not rotate the logo.

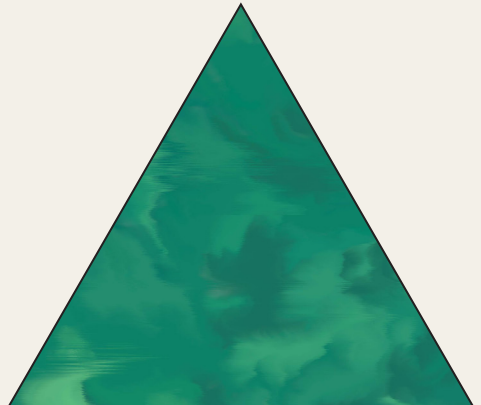
Do not apply a gradient or any other effects to the logo.

Do not change the logo colors or textures.

Do not recreate the icon nor change the typeface.



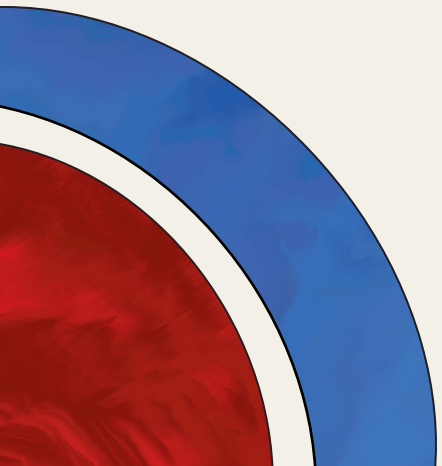
Do not crop the logo or wordmark.



TYPOGRAPHY

TEXT STYLES

The primary typefaces for the Erol Delos Santos brand are Avenir and Helvetica Neue. The section shows the two fonts in various weights and lists their recommended usage. There are different ways to use them, but keep the typography hierarchy in mind.



Aa

AVENIR BLACK

BEST USED FOR:

- **HEADLINES**
- **LARGE TITLES**

Bb

AVENIR MEDIUM

BEST USED FOR:

- SUBHEADINGS
- LOGO TYPEFACE

Cc

HELVETICA NEUE BOLD

BEST USED FOR:

- **SMALL TITLES**
- **SUBHEADINGS**

Dd

HELVETICA NEUE
REGULAR OR LIGHT

BEST USED FOR:

- BODY TEXT
- QUOTED TEXT

Ee

HELVETICA NEUE THIN

BEST USED FOR:

- CAPTIONS
- SECONDARY BODY TEXT

TYPOGRAPHY

ALTERNATIVE TEXT STYLES

When the primary typefaces aren't available for web-based formats, use these web-safe fonts to have typefaces show up correctly on viewers' internet browsers/devices.

The two fonts Montserrat, and Inter, are available for download on Google Fonts for personal and commercial use.

Aa

MONTSERRAT BOLD

BEST USED FOR:
- **HEADLINES**
- **LARGE TITLES**

Bb

MONTSERRAT MEDIUM

BEST USED FOR:
- SUBHEADINGS
- LOGO TYPEFACE

Cc

INTER BOLD

BEST USED FOR:
- **SMALL TITLES**
- **SUBHEADINGS**

Dd

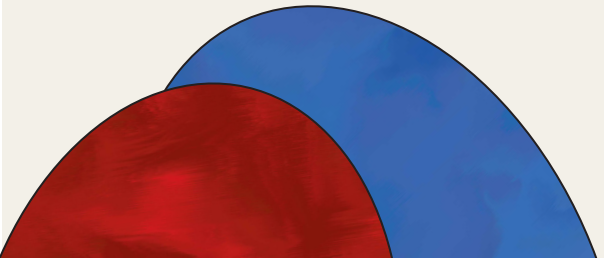
INTER REGULAR OR EXTRALIGHT

BEST USED FOR:
- BODY TEXT
- QUOTED TEXT

Ee

INTER THIN

BEST USED FOR:
- CAPTIONS
- SECONDARY BODY TEXT



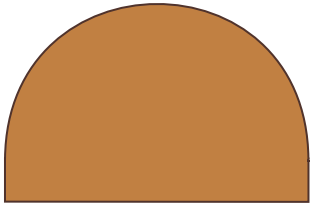
COLOR PALETTE

PRIMARY & ACCENT COLORS

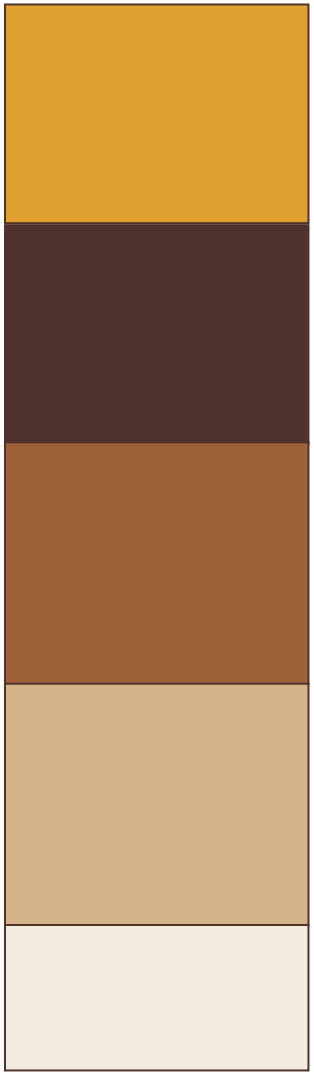
The color palette is a mix of warm colors, browns, and yellows. Keeping a consistent palette helps with recognition from consumers. Primary colors are the main colors used to identify a brand and are found within the logo.

Accent Colors complement or contrast the primary colors. They create more emphasis in contrast with the primary colors. These colors are to be used sparingly.

PRIMARY COLORS



HEX: #C18043
RGB: 193, 128, 67
CMYK: 0, 42, 74, 26
PMS: 25-13 U



HEX: #E0A230
RGB: 224, 162, 48
CMYK: 0, 32, 89, 12
PMS: 14-15 U

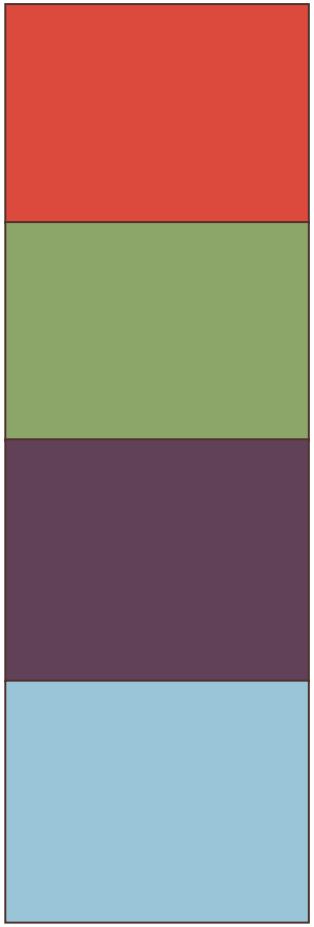
HEX: #51342D
RGB: 81, 52, 45
CMYK: 42, 65, 64, 60
PMS: 43-16 U

HEX: #9F6138
RGB: 159, 97, 56
CMYK: 0, 49, 70, 42
PMS: 32-13 U

HEX: #D4B489
RGB: 212, 180, 137
CMYK: 0, 17, 39, 19
PMS: 19-1 U

HEX: #F2ECDE
RGB: 242, 236, 222
CMYK: 4, 5, 12, 0

ACCENT COLORS



HEX: #DC4C3F
RGB: 220, 76, 63
CMYK: 0, 83, 76, 9
PMS: 48-14 U

HEX: #8CA669
RGB: 140, 166, 105
CMYK: 29, 0, 60, 29
PMS: 159-5 U

HEX: #604358
RGB: 96, 67, 88
CMYK: 48, 67, 32, 42
PMS: 86-14 U

HEX: #9BC5D9
RGB: 155, 197, 217
CMYK: 27, 0, 0, 16
PMS: 117-10 U

COLOR PALETTE

SECONDARY COLORS

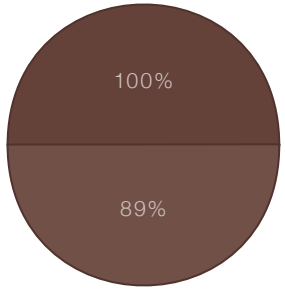
The secondary color palette is a range of colors that complement the primary color palette. These provide much-needed flexibility and variety for the brand design needs.

HEX: #BF713E
RGB: 191, 113, 62
CMYK: 0, 52, 75, 26
PMS: 31-12 U

HEX: #CD833E
RGB: 205, 131, 62
CMYK: 0, 45, 79, 20
PMS: 25-6 U

HEX: #C88C53
RGB: 200, 140, 83
CMYK: 0, 37, 66, 23
PMS: 25-12 U

HEX: #D49153
RGB: 212, 145, 83
CMYK: 0, 39, 69, 17
PMS: 25-5 U



HEX: #64433B
RGB: 100, 67, 59
CMYK: 37, 58, 57, 40
PMS: 43-14 U

HEX: #DAAF6A
RGB: 218, 175, 106
CMYK: 0, 22, 60, 16
PMS: 15-5 U

HEX: #E2A44F
RGB: 226, 164, 79
CMYK: 0, 32, 75, 11
PMS: 17-14 U

HEX: #FBAD18
RGB: 251, 173, 24
CMYK: 0, 36, 100, 0
PMS: 14-8 U

HEX: #CA942F
RGB: 202, 148, 47
CMYK: 0, 31, 87, 23
PMS: 15-7 U

HEX: #E5AE51
RGB: 229, 174, 81
CMYK: 0, 27, 75, 10
PMS: 14-14 U

HEX: #D19949
RGB: 209, 153, 73
CMYK: 0, 32, 75, 19
PMS: 18-6 U

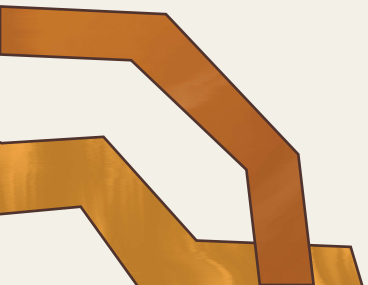
HEX: #D9B081
RGB: 217, 176, 129
CMYK: 0, 22, 45, 16
PMS: 21-9 U

HEX: #C7A87E
RGB: 199, 168, 126
CMYK: 0, 18, 41, 25
PMS: 19-11 U

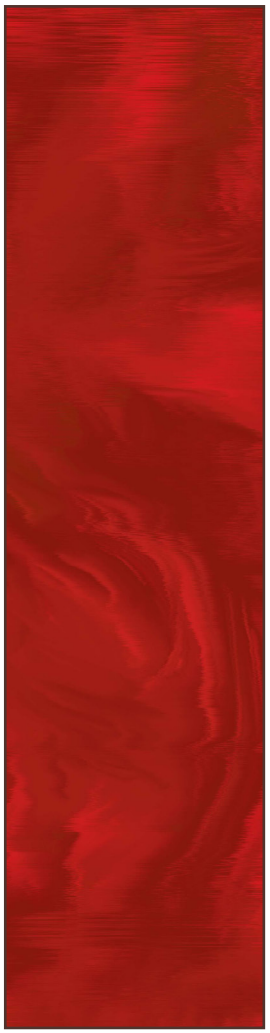
COLOR PALETTE

ELEMENTS & TEXTURES

The painted glass elements/textures can add interest, consistency, and versatility throughout the brand identity. The elements can be for stationery, packaging, digital media, etc.

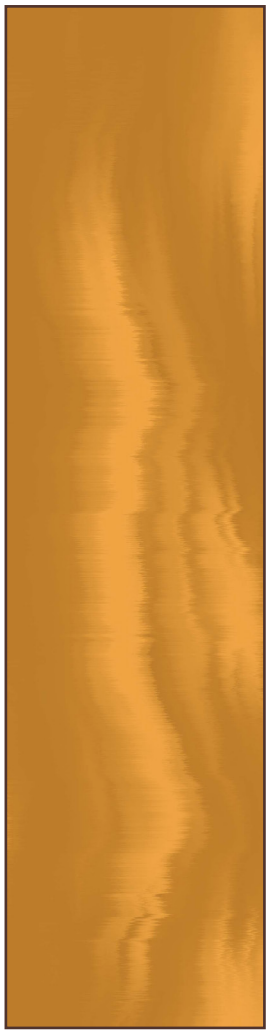


90'S CHESIRE



AGEAN ADMIRAL

CARAMEL OPAL

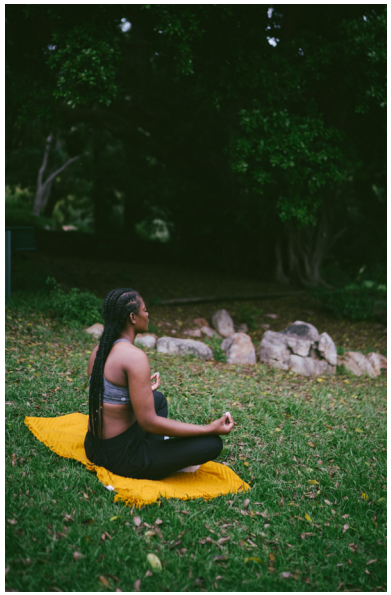


SESAME

TURQUIOSE PLUME

BRAND IMAGERY

PHOTOGRAPHY

Keep in tune with a kind, communicative, and inviting feeling for the brand. Imagery that shows genuine interactions between others and their surroundings, especially in diverse communities, is ideal.

Pick imagery with warm tones to help establish a connection with the viewer.