

# Welcome to Our Brand New Brand

Scholar Leaders | Rebrand Style Guide | February 18, 2024



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CHRISTIAN INTERNATIONAL  
SCHOLARSHIP FOUNDATION





# *Our* content

STYLE GUIDE

- Who We Are
- Our Voice
- Our Vibe
- Our Values
- Our Type
- Our Colors
- Our Logo
- Brand Application
- Brand Don'ts



# Who We Are

## Our Story

In 1983, inspired by British pastor and author John Stott, three American theologians – Steve Hayner, Mark Labberton, and Tom Cooper – established Scholar Leaders to serve the global church as they raise up local leaders in the Majority World.

## Our Mission

Scholar Leaders exists to encourage and enable Christian theological leaders from the Majority World for the Global Church.

## Our Vision

To cultivate theological leaders from around the globe for lifetimes of impact in the Church and on societies.



# *Our* Voice

We're conversational and pastoral scholar leaders who care about people and real-world impact. You'll pick that up if you listen in.



# Conversational

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But not sloppy.

# Pastoral

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But not preachy.

# Smart

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But not pretentious or inaccessible.



# *Our* Vibe

Reflective of our global  
community of theological  
leaders, our brand features  
ocean colors accented with  
touches of warmth & elegance.

We appreciate subtlety. Our colors are slightly muted, but never timid. They're best displayed on soft textures. We often share our scholars' faces blended with the landscapes of the places they love and serve.



# *Our* Values

Kingdom Focus  
Strategic Orientation  
Partner-Driven Approach  
Trustworthy Community  
Generous Fellowship





# *Our* Type

Top Type:  
**Denso**

**AaBbCcDd**  
**123456**

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A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z

1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( )

Denso is used in all caps for the Scholar Leaders logo type. It is also used for top heading type in web and print – but never in all caps except for the full logo.

AaBbCcDd  
123456

Type Two:  
**Mullish**

Light  
*Light Italic*  
Medium  
**Black**

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( )

Mullish will be used in a variety styles for our tagline, secondary headers, top copy, and paragraphs in digital formats.

## *Serif-Type*

Cormorant

Garamond Light

Cormorant

Garamond Medium

Cormorant

Garamond Bold

A a B b

This welcoming serif font will be featured in long-form paragraph copy for print pieces. Not for use as paragraph copy in digital formats. May be used in some design pieces as headline copy for digital assets where the copy will be displayed in a larger size.

A B C D E F G H I J  
K L M N O P Q R S T  
U V W X Y Z

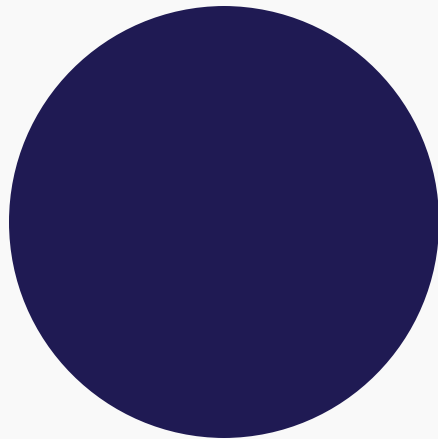
1 2 3 4 5 6 7 8 9 0 !  
@ # \$ % ^ & \* ( )



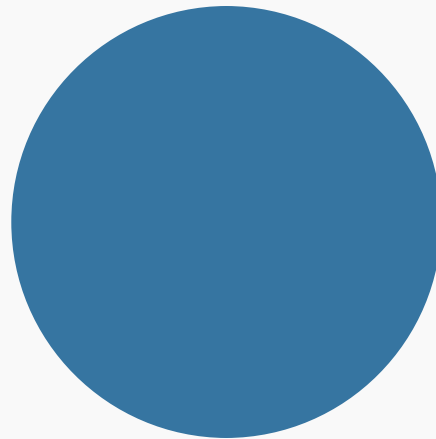
# *Our* Colors

# *Primary* Colors

Our logo mark and text utilize two shades of blue to convey a welcoming and friendly fellowship of international theological leaders. The primary backdrop for these colors is an off-white canvas to give nuance and depth to the logo.



#1F1B54



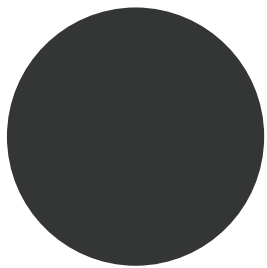
#3676A1



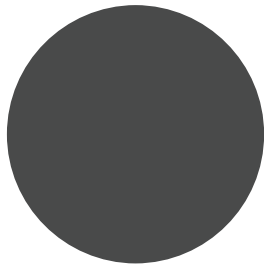
# FFFFFFFF

# *Secondary* Colors

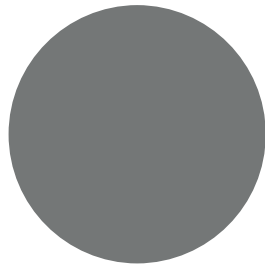
The cool blues will be accented with grays, warm golds, and ivory.



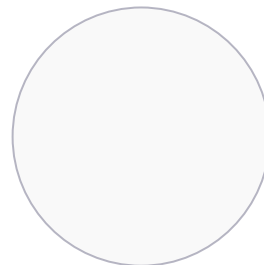
#202222



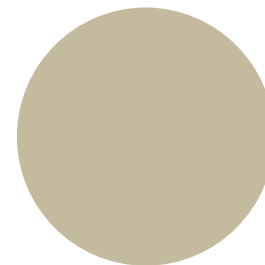
#3D3E3E



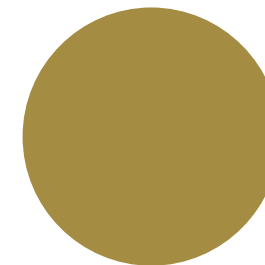
#747777



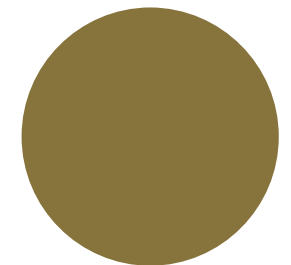
#F9F9F9



#C2BA9B



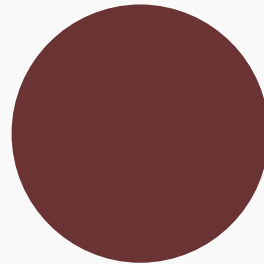
#A18A35



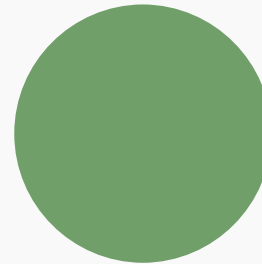
#846E2B

# *Occasional Accent* Colors

When time and chance require a bit more pop, this dynamic duo stands ready to serve.



#6b3434



#719f6a





# *Our* Logo



**SCHOLAR  
LEADERS**







**SCHOLAR  
LEADERS**



**SCHOLAR  
LEADERS**



**SCHOLAR  
LEADERS**



# *Brand* Application



Cultivating Theological Leaders  
*for the Global Church*





Cultivating Theological Leaders  
*for the* Global Church





**SL SCHOLAR  
LEADERS**





# *Brand* Don'ts



This is the main way everyone should use the logo – on white – in full color with ample breathing space.



Don't put our logo in a box. It's a wild animal. It demands to be free, like a free-range chicken. In the wild.



Don't do funky stuff to our logo like adding a drop shadow or other super rad effects.



Just don't mess it up. Keep it proportionate, y'all.



For now, the creative department reserves the exclusive right to use the mark without the name.



Don't crowd the logo. It needs room to breathe. As a general rule, minimally you should be able to fit a duplicate of the logo in the space between it and where copy begins.



Don't put our logo on gradients, ugly colors, busy pictures, or short people.



Don't be cheeky. Don't fill it with a pattern or jelly beans. Use "Our Colors" to see your range of options.

Only use SCHOLAR LEADERS in all caps in our logo with the Denso font, for that matter, Scholar Leaders should only be capitalized in the Denso font when placed as a full logo (see "Our Type" section). In copy, always write Scholar Leaders (with a space and not in all caps).

