

2024

BRAND MANUAL

MOVE

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IN OUR BRAND GUIDELINES FOR MOVE, WE EMPHASIZE CONSISTENCY IN COMMUNICATIONS AND BRANDING, ENSURING THAT EVERY PIECE OF CONTENT, FROM SOCIAL MEDIA POSTS TO PRINT MATERIALS, RESONATES WITH THE HEART OF MOVE. OUR VOICE IS ONE OF ENCOURAGEMENT, INSPIRATION, AND COMMUNITY, INVITING EVERYONE TO JOIN US ON THIS JOURNEY OF FAITH, HOPE, AND GENEROSITY. THROUGH MOVE, WE SEEK TO INSPIRE A COLLECTIVE ACTION THAT MIRRORS THE FAITH-DRIVEN ENDURANCE DESCRIBED IN HEBREWS 12:1-2, MOVING

TOGETHER TOWARDS A FUTURE MARKED BY COMPASSION, GENEROSITY, AND UNWAVERING FAITH.

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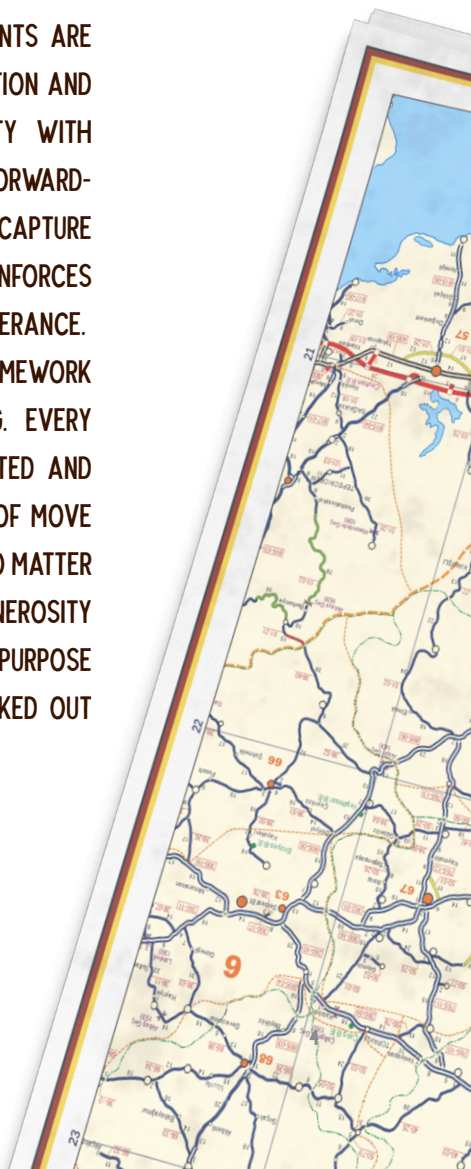
BEHIND THE BRAND

THEREFORE, SINCE WE ARE SURROUNDED BY SUCH A GREAT CLOUD OF WITNESSES, LET US THROW OFF EVERYTHING THAT HINDERS AND THE SIN THAT SO EASILY ENTANGLES. AND LET US RUN WITH PERSEVERANCE THE RACE MARKED OUT FOR US, FIXING OUR EYES ON JESUS, THE PIONEER AND PERFECTER OF FAITH. (HEBREWS 12:1-2)

YOU'VE JUST RECEIVED A POSTCARD FROM A CLOSE FRIEND. IT'S POSTMARKED BY AIR MAIL.. COVERED IN STAMPS FROM ALL OVER THE WORLD. YOUR FRIEND WRITES ABOUT ALL THE PLACES THEY PLAN TO GO. AND THE PLACES THEY'VE TRAVELED TO... AND AT THE END OF THEIR LETTER IS AN INVITATION. AN INVITATION FOR YOU TO JOIN IN ON THE ADVENTURE. THE MOVE CAMPAIGN DRAWS ITS INSPIRATION FROM THE CALL TO ACTION FOUND IN HEBREWS 12:1-2, URGING US TO "THROW OFF EVERYTHING THAT HINDERS AND THE SIN THAT SO EASILY ENTANGLES. AND RUN WITH PERSEVERANCE THE RACE MARKED OUT FOR US, FIXING OUR EYES ON JESUS, THE PIONEER AND PERFECTER OF FAITH." THIS BIBLICAL FOUNDATION SETS THE STAGE FOR A BRAND IDENTITY THAT IS AS DYNAMIC AND TRANSFORMATIVE AS THE ADVENTUROUS SPIRITUAL JOURNEY IT REPRESENTS.

OUR BRAND IS ROOTED IN THE GREAT OUTDOORS, REFLECTING THE VAST BEAUTY AND SPIRITUAL POSSIBILITY THAT SURROUNDS US.. MIRRORING OUR CALL TO MOVE TOWARDS GENEROSITY WITH A SENSE OF PURPOSE AND INTENTIONALITY. MOVE IS NOT JUST A CALL TO ACTION BUT AN INVITATION TO BE PART OF SOMETHING GREATER THAN OURSELVES.

IT IS ABOUT MOVING FORWARD WITH PURPOSE, SHEDDING THE BURDENS THAT HOLD US BACK. AND EMBRACING A LIFE OF GENEROSITY THAT REFLECTS THE LOVE AND GRACE OF JESUS CHRIST. OUR LOGO, TYPOGRAPHY, AND DESIGN ELEMENTS ARE CRAFTED TO REFLECT THIS SPIRIT OF MOTION AND TRANSFORMATION. COMBINING SIMPLICITY WITH DEPTH AND MEANING. THE USE OF BOLD, FORWARD-MOVING TYPOGRAPHY AND VISUALS THAT CAPTURE THE BEAUTY OF THE NATURAL WORLD REINFORCES OUR MESSAGE OF PROGRESS AND PERSEVERANCE. OUR BRAND GUIDELINES PROVIDE THE FRAMEWORK FOR CONSISTENT, IMPACTFUL BRANDING. EVERY PIECE OF CONTENT WILL BE CONSTRUCTED AND SHARED WITH THE MISSION AND VISION OF MOVE IN MIND. WE WANT TO INVITE EVERYONE, NO MATTER WHERE THEY ARE ON THEIR FAITH OR GENEROSITY JOURNEY, TO MOVE TOWARDS GREATER PURPOSE AND DEEPER FAITH. AN ADVENTURE MARKED OUT FOR US BY OUR GOOD FRIEND, JESUS.

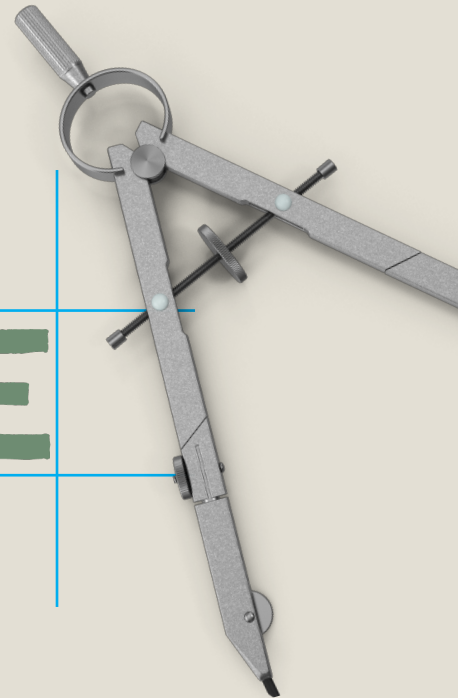


THE LOGO FOR THE MOVE CAMPAIGN IS A REPRESENTATION OF OUR JOURNEY THROUGH FAITH, SYMBOLIZING GROWTH, ASCENT, AND THE DARING CHALLENGES ONE WILL FACE WHEN WALKING WITH GOD. AT FIRST GLANCE, THE EMBLEM PORTRAYS A MOUNTAIN WITHIN A CIRCLE – AN AGE-OLD SYMBOL OF THE VASTNESS OF GOD’S CREATION AND OUR CLIMB TOWARDS SPIRITUAL GROWTH AND GENEROSITY. THE MOUNTAIN PEAKS REACH UPWARD, POINTING TOWARDS THE HEAVENS AND REMINDING US OF THE HIGHER CALLING WE STRIVE TO ANSWER, AS INSPIRED BY HEBREWS 12:1-2, WHICH URGES US TO PERSEVERE IN OUR SPIRITUAL RACE. THE LOGO’S

CLEAN AND SIMPLE LINES REPRESENT CLARITY, PURPOSE, AND THE PATH FORWARD, AKIN TO THE STRAIGHTFORWARD PATH GOD LAYS OUT FOR US. IT REMINDS US THAT OUR EFFORTS IN GIVING NOT ONLY TOUCH LIVES TODAY BUT RIPPLE OUTWARD INTO THE FUTURE.



MOVE



THIS LOGO IS NOT JUST A SYMBOL; IT IS A CALL TO MOVE-LITERALLY AND SPIRITUALLY. IT’S A REMINDER FOR US TO CONTINUALLY PRESS FORWARD, TO SCALE NEW HEIGHTS IN OUR FAITH, AND TO ENCOURAGE OTHERS THROUGH OUR ACTIONS AND COMMITMENTS. IT’S DESIGNED TO BE INSTANTLY RECOGNIZABLE, A BEACON THAT SIGNALS A COLLECTIVE STEP FORWARD FOR OUR COMMUNITY AS WE JOURNEY TOWARDS THE GOAL OF MAKING MORE AND BETTER FOLLOWERS OF JESUS, EQUIPPED AND EXCITED TO GIVE GENEROUSLY IN EVERY ASPECT OF LIFE.

LOGO VARIATION

CLEAN, SIMPLE AND VERSATILE.

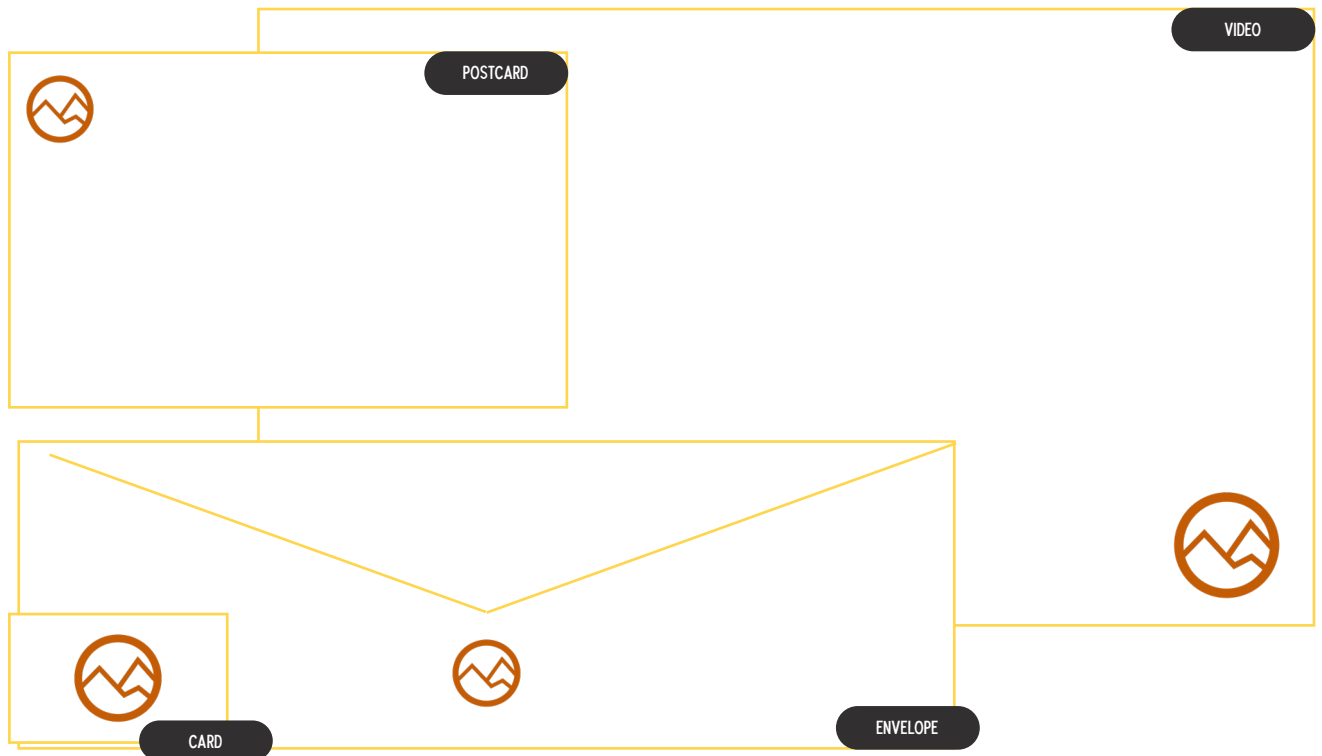
THE LOGO IS THE CORNERSTONE OF OUR GENEROSITY INITIATIVE'S VISUAL IDENTITY, SYMBOLIZING THE STEPS WE TAKE IN FAITH AND COMMITMENT TO JESUS' MISSION. CLEAN AND SIMPLE IN DESIGN, OUR LOGO REFLECTS THE EASE AND ACCESSIBILITY OF OUR MESSAGE: MOVING IN FAITH, MOVING TOWARDS GIVING AND MOVING TOGETHER AS A COMMUNITY. ITS VERSATILITY IS CENTRAL TO ITS FUNCTION. THE EMBLEM CAN BE SCALED, ADAPTED, AND SITUATED IN A MYRIAD OF CONTEXTS, FROM DIGITAL SCREENS TO PRINTED MATERIALS, WHILE ALWAYS RETAINING ITS CORE IDENTITY. VARIATIONS OF THE MOVE LOGO WILL SERVE MULTIPLE FUNCTIONS. FOR FORMAL USE, THE EMBLEM MAY BE ACCOMPANIED BY THE NAME MOVE. A SINGLE-COLOR VERSION OFFERS FLEXIBILITY FOR MERCHANDISE, SUCH AS T-SHIRTS, WATER BOTTLES OR COFFEE MUGS. IT CONNECTS OUR MESSAGE WITH THE PRACTICALITY AND ADVENTUROUS SPIRIT OF OUTDOOR ACTIVITIES. FOR SOCIAL MEDIA AND DIGITAL PLATFORMS, ANIMATED VERSIONS WILL CAPTURE THE DYNAMIC ESSENCE OF MOVEMENT, INVITING INTERACTION AND ENGAGEMENT. EACH ITERATION OF THE MOVE LOGO IS DESIGNED WITH SPECIFIC APPLICATIONS IN MIND, ENSURING OUR IDENTITY REMAINS CONSISTENT ACROSS ALL PLATFORMS. WHETHER EMBOSSED ON A HAT, OR DISPLAYED ON A WEBSITE BANNER, THE LOGO CARRIES WITH IT THE SPIRIT OF GENEROSITY AND THE DRIVE TO MOVE FORWARD IN FAITH.

THIS IS A COMPREHENSIVE REPRESENTATION OF ALL LOGO VARIATION TYPES FOR THE EMBLEM ONLY. THE EMBLEM MAY BE ACCOMPANIED BY THE WORD MOVE IN CERTAIN CONTEXTS, MIRRORING THE COLOR OF THE EMBLEM ITSELF.



LOGO PLACEMENT

**CREATING IMPACT WITHOUT
DISTRACTION.**



COLOR PALETTE

EARTHY COLORS TIED TOGETHER BY A SINGULAR BOLD STATEMENT.

THE CHOSEN COLOR PALETTE FOR THE MOVE BRAND IS CAREFULLY SELECTED TO EMBODY THE ESSENCE OF THE OUTDOORS. THE PRIMARY COLORS CONSIST OF A RICH EARTHY GREEN, A WARM BURNT ORANGE, A SOFT NEUTRAL BEIGE, AND A DEEPER GREEN HUE. THESE COLORS REFLECT THE NATURAL WORLD, EVOKING A SENSE OF GROWTH, WARMTH, AND GROUNDING — EACH OF WHICH IS TIED CLOSELY TO THE THEMES OF GENEROSITY AND MOVEMENT IN FAITH.

THE SECONDARY PALETTE INTRODUCES A ROBUST SCARLET AND A DARK BROWN, PROVIDING DEPTH AND VERSATILITY. THE SCARLET ADDS AN ELEMENT OF PASSION AND SACRIFICE, RESONATING WITH THE DEEP COMMITMENT TO GIVING. WHILE THE DARK BROWN PROVIDES A SOLID FOUNDATION, REPRESENTING STABILITY AND RESILIENCE.

EACH COLOR IS CHOSEN NOT ONLY FOR ITS VISUAL APPEAL BUT ALSO FOR ITS SYMBOLIC RESONANCE, ENSURING THAT EVERY ASPECT OF THE MOVE BRAND COMMUNICATES THE CORE VALUES AND VISION OF THE CAMPAIGN. WHETHER USED IN BRANDING MATERIALS, DIGITAL CONTENT, OR EVENT DECORATION, THIS PALETTE UNITES THE VISUAL IDENTITY OF MOVE WITH ITS MISSION.

#6D8B71

SAGE GREEN

#215471

BLUE

#FFD54E

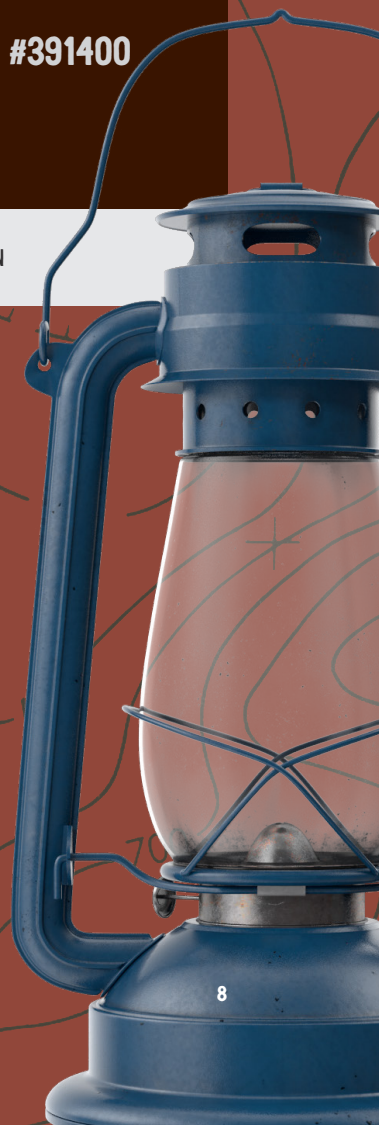
SCARLET

#391400

BROWN

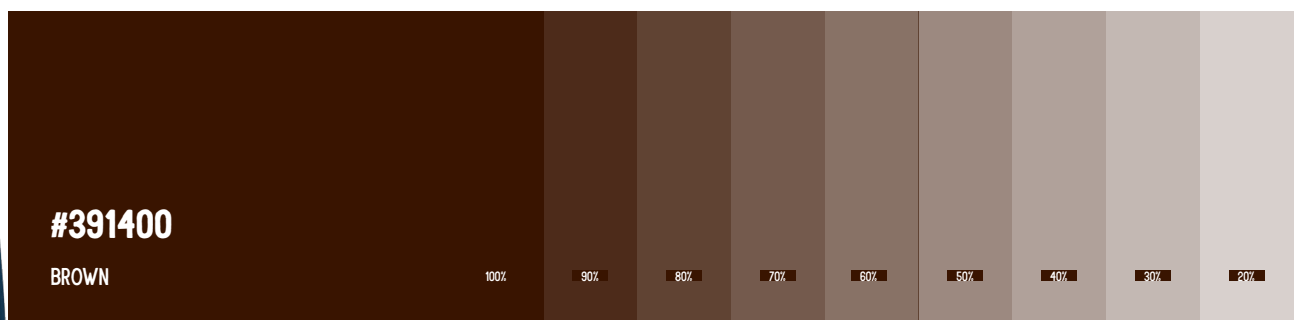
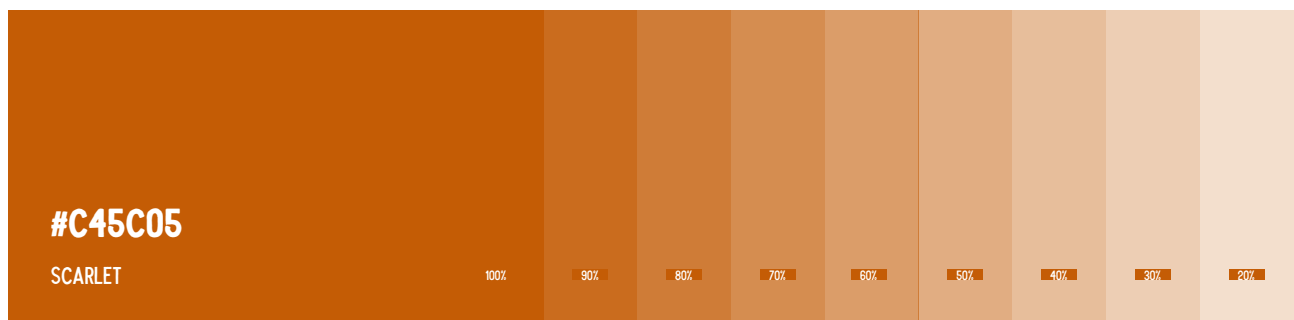
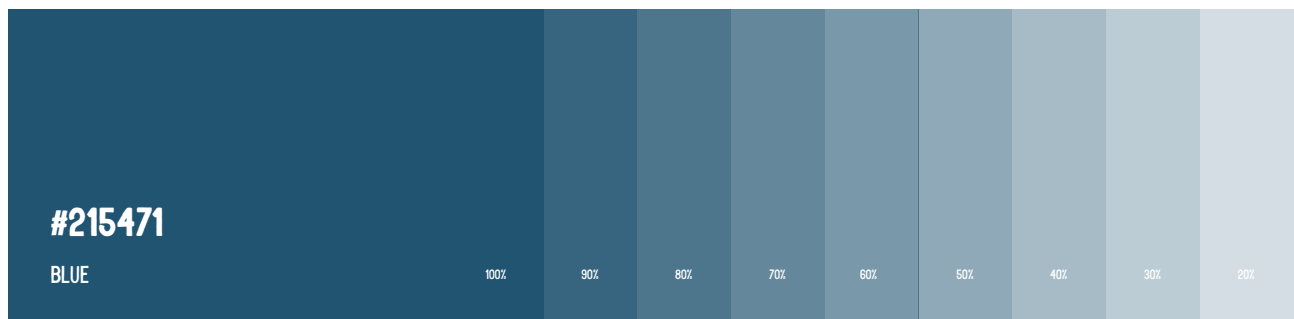
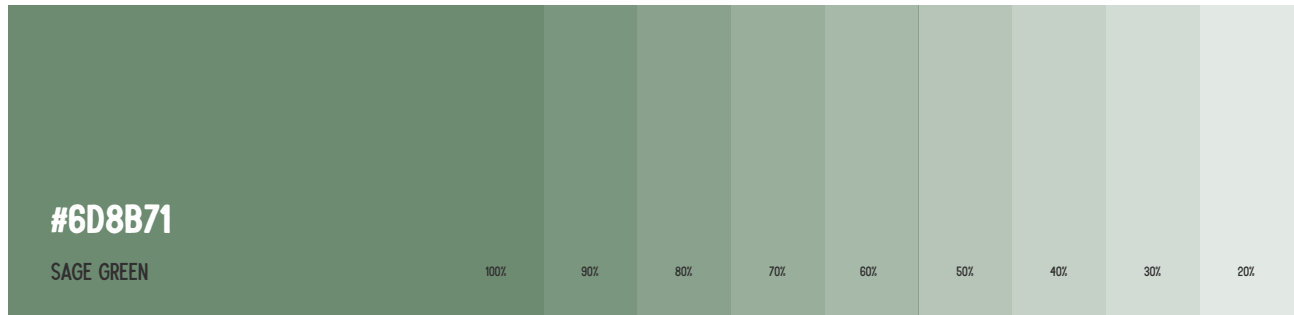
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BEIGE



COLOR TONES

NATURE'S SPECTRUM OF COLORS.



TYPOGRAPHY

A GREAT ADVENTURE WITH
NOSTALGIC UNDERTONES.

AA

CLEAR, DEFINITIVE, RUGGED AND OUTDOORSY, HANDPACK IS THE PERFECT FONT TYPE TO ENCAPSULATE MOVE'S BRAND IDENTITY. HANDPACK IS STYLIZED BY IT'S UPPERCASE LETTERING, MAKING IT THE PERFECT FONT TO ATTRACT A YOUNG, MALE DOMINANT TARGET AUDIENCE, WHILE STILL HOLDING RELEVANCE TO OTHERS.

GLYPH

HANDPACK

CHARACTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

~!@#\$\$%^&*()-=_+[]{}\\|:;'"/<>?

STYLES

REGULAR



MOUNTAINS CLOSELY RESONATE WITH THE VERSES N MATTHEW, "FOR TRULY I TELL YOU, IF YOU HAVE FAITH THE SIZE OF A MUSTARD SEED, YOU WILL SAY TO THIS MOUNTAIN, 'MOVE FROM HERE TO THERE,' AND IT WILL MOVE; AND NOTHING WILL BE IMPOSSIBLE FOR YOU."

WHILE STILL INCORPORATING THE VAST, POWERFUL IMAGERY OF MOUNTAINS AND FORESTS, WE WANTED TO LOCALIZE MOVE'S BRAND IDENTITY TO MAKE IT RELATABLE TO OUR TARGET AUDIENCE.



AA

THE OUTDOORS THEME OF MOVE CERTAINLY HITS CLOSE TO HOME - 17 MILLION VISITS ANNUALLY TO THE WISCONSIN STATE PARK SYSTEM DRIVE MORE THAN \$1 BILLION IN SPENDING PER YEAR. (IN 2020, PARK VISITS INCREASED BY OVER 20% TO 21 MILLION.)

TO LOCALIZE MOVE'S BRANDING, A SECONDARY FONT WAS CHOSEN TO EMULATE THE PARK SIGNAGE, PAMPHLETS AND MAPS PLACED ACROSS THE STATE OF WISCONSIN.

IT OFFERS A SENSE OF FAMILIARITY TO THOSE WHO SPEND THEIR TIME VISITING SEVERAL OF WISCONSIN'S INCREDIBLE STATE PARKS, COUNTY PARKS, AND RECREATIONAL AREAS.

GLYPH

BOLANDES

CHARACTER

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

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

~!@#\$%^&*()-=_+[]{}|;:'",./<>?

STYLES

AGED

BOLD

LIGHT

PARAGRAPH

RUSTIC WHILE PRESERVING READABILITY.

WE'VE CHOSEN MARQUIS SANS AND MARQUIS SANS OUTLINE AS OUR PARAGRAPH FONTS TO EVOKE THE ESSENCE OF THE GREAT OUTDOORS. DRAWING INSPIRATION FROM THE RUSTIC SIGNAGE OFTEN ASSOCIATED WITH THE OUTDOORS, THESE FONTS REFLECT THE DURABILITY AND INVITING WARMTH OF OUR NATURAL SURROUNDINGS.

TOGETHER, THESE FONTS NOT ONLY SUPPORT THE VISUAL COHERENCE OF OUR MOVE INITIATIVE BUT ALSO REINFORCE OUR CONNECTION TO THE GREAT OUTDOORS THEME. THEY ARE A NOD TO THE BEAUTY AND INSPIRATION WE DRAW FROM NATURE, MIRRORING OUR COMMITMENT TO GENEROSITY AND COMMUNITY ENGAGEMENT IN A VISUALLY COMPELLING MANNER. THROUGH THE USE OF MARQUIS SANS AND MARQUIS SANS OUTLINE, WE AIM TO CREATE MATERIALS THAT ARE NOT ONLY INFORMATIVE BUT ALSO RESONATE WITH THE NATURAL BEAUTY THAT SURROUNDS US AND THE SPIRIT OF ADVENTURE THAT DRIVES OUR CAMPAIGN.

1

MARQUIS SANS BOLD

THINK THE ANIMAL CROSSING SIGNS YOU PASS BY WHILE DRIVING THE WINDY BACKROADS OF RURAL WISCONSIN. SOME ARE SIMPLY A MOTIF, WHILE OTHERS ARE ACCOMPANIED BY BOLD, ALL CAPS LETTERING. MARQUIS SANS, WITH ITS CLEAR AND READABLE STRUCTURE, OFFERS A MODERN YET TIMELESS FEEL THAT ENSURES OUR MESSAGES ARE BOTH ENGAGING AND ACCESSIBLE.

“A QUOTE YOU SAY? STYLE IT WITH AN ITALICIZED VERSION OF MARQUIS SANS. PERFECT FOR HIGHLIGHTING STICKY STATEMENTS OR IMPACTFUL QUOTES.”

2

MARQUIS SANS OUTLINE

MARQUIS SANS OUTLINE, ON THE OTHER HAND, PROVIDES A UNIQUE VISUAL TWIST. IT PLAYS WELL WITH DARKER BACKDROPS AND A BOLD WHITE STROKE. IT'S USED TO HIGHLIGHT KEY POINTS AND ADD A CREATIVE FLAIR TO OUR PARAGRAPHS, ENSURING THAT OUR MATERIALS STAND OUT AND CAPTURE THE IMAGINATION OF OUR READERS.

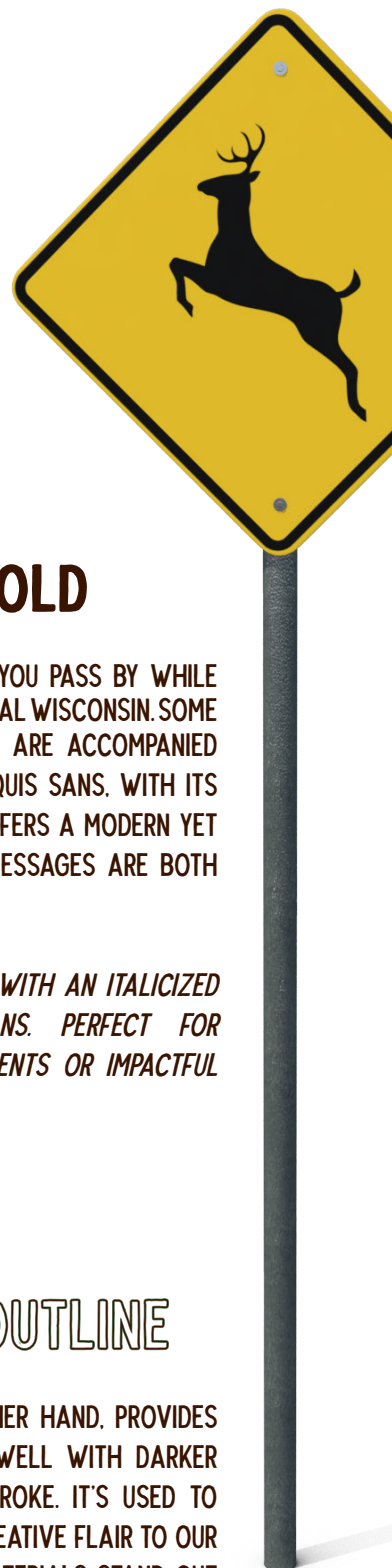


IMAGE STYLE

- EARTHY, ROBUST COLORS
- VAST MOUNTAIN RANGES AND BREATHTAKING LANDSCAPES
- HIKING, CAMPING, FISHING
- GROUPS OF PEOPLE EXPLORING THE OUTDOORS
- SERENE WILDLIFE
- INDIVIDUALS TREKKING THE OUTDOORS



ICONOGRAPHY

VARIATIONS OF THESE MOTIFS OR ICONS MAY OCCUR, BOTH IN SIZING, LINE DENSITY, AND COLOR.



MERCHANDISING

THESE ARE IDEAS FOR MERCHANDISING AND ARE BY NO MEANS REPRESENTATION OF THE FINAL MOVE MERCHANDISE.



THE FIVE PANEL, UNSTRUCTURED CAMPER'S HAT, CAMPING TIN MUG, AND NATIONAL PARK INSPIRED TEES ARE JUST SOME OF THE VARIETY OF OPTIONS FOR MERCHANDISING THAT WE HAVE AVAILABLE TO US FOR MOVE'S GENEROSITY INITIATIVE. EMBROIDERY, VINTAGE OR WORN DESIGNS AND COLOR BLOCKING ARE MOST POPULAR AMONG OUTDOOR BRANDS.

INSPIRATION COMES FROM BRANDS LIKE COLUMBIA, NORTHFACE, CARHARTT, REI AND COTOPAXI. TO NAME A FEW. MERCHANDISING ARE GEARED TOWARDS A YOUNGER, MALE DEMOGRAPHIC THAT WE CALL "AUSTIN."