

# Visual brand Guidelines

v1.0 2024



**Baptist  
Churches  
SA&NT**

# Who we are

In 2023, Baptist Churches of South Australia and Baptist Union of Northern Territory officially amalgamated into one association so that we might better support and resource local churches across SA and the NT. We look forward to God leading us into the future and seeing our movement grow as more people come to know Jesus and new churches are planted. Our new name/s are:

**Baptist Churches of South Australia and the Northern Territory**

**Baptist Churches SA & NT**

**BCSANT**



## **BCSANT is a movement of churches**

We are an association of around 90 local churches across SA and the NT. In each one of our contexts, we seek to follow Jesus, love people, and serve God's mission in the world. These churches have chosen to join together as a movement for greater impact, support, and resourcing.



## **The BCSANT Office**

The BCSANT Office provides a range of services to support, encourage, influence and extend the life and mission of our local churches, and Support Team members work to resource churches, advocate mission, cultivate leaders, facilitate connections and inspire imagination across our movement and beyond.

# Visual brand

This emblem, a logo for the Baptist Churches of South Australia and the Northern Territory, stands not only as a mark of identity but as a beacon of our movement.

Our logo encapsulates the essence of communities and churches converging, limbs reaching out, coalescing into the form of the cross. The premise is simple: whether going out or coming in, Christ will always be at the centre of our movement.

The cross, at the intersection, stands not just as a holy symbol but as a meeting point — a place where differences converge, where stories and songs, laughter and weeping, wisdom and wonder are shared freely.

Our colour palette draws inspiration from the very soil and sky that cover our vast territories. The reds and oranges are reminiscent of the arid deserts, the earthy tones sing songs of the rugged outback, and splashes of green and blue honour the fertile lands.

In our brand's visual layers, we incorporate a grainy aesthetic that imparts a tangible aspect to the visual experience. Each granule represents not just the individual's journey but also the diverse assemblies of churches. This texture embodies the churches' collective voyage, embracing the beautiful mosaic of imperfection inherent in our shared path.



# Logo

Horizontal and vertical versions.

Different variations and formats of these logos are included in a brand package available from the BCSANT office.



**Baptist  
Churches  
SA&NT**



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SA&NT**



**Baptist  
Churches  
SA&NT**



**Baptist Churches  
SA&NT**

# Logo

Mono and reverse versions.

Different variations and formats of these logos are included in a brand package available from the BCSANT office.



# Logo use



## Clear Zones

All versions of the BCSANT logo should be surrounded by a clear space with a minimum height defined by the height of a circle from the cross motif.

## Orientation

The logo should always appear upright and never on an angle.



## Modifications

The BCSANT logo must always be used in its correct colours, typeface (font) and proportions. The circles in the cross should, not appear as ovals.

*Some exceptions to this rule have been made when the logo is used to brand a church (see 'Exceptions for church or branded events').*



## Colour and contrast

The logo can be placed on blocks of colour, textures and/or pictures given that there is a reasonable level of contrast between the logo and the background.

If the background colour clashes with the cross colours, use a monochrome version of the logo.

# Exceptions for church or branded events

We allow greater flexibility in the use of our logo for branded events or within the context of an individual church. When adapting the logo for use as a church logo (refer to the provided logo example below), it should be displayed using the BCSA colour palette and fonts. While we encourage churches to utilise this logo as much as possible, we understand there may be occasions where the logo needs to be integrated into a different design aesthetic, such as a specific campaign (refer to the example on the right).

This flexibility also extends to events or campaigns run by BCSANT. Should an event possess its own unique branding, the logo can be adjusted to complement the event's style guide.



**Aberfoyle Park  
Baptist Church**



# Colour hierarchy

Artwork: Birth of Jesus by Max Conlon



Joy / Optimistic / Uplifting

Land / Country / Warmth

Heritage / Gracious / Natural

Vibrant / Electric / Majestic

## Primary colours

These primary colours are most prominently used for BCSANT branded materials.

## Supporting colours

Supporting colours can be used to 'liven up' the primary palette or be used to make something stand out.



# Colour values

## **i** Which values do I use?

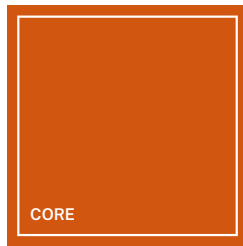
Will the end-product be viewed on screen or printed on an office/domestic printer? Use the Hex values starting with a '#'.  
Use the CMYK values when printing with commercial printers.



#BA3C26  
C 19 / M 87 / Y 96 / K 9



#C44B25  
C 16 / M 81 / Y 99 / K 5



#CE5923  
C 13 / M 75 / Y 100 / K 3



#D56123  
C 11 / M 72 / Y 100 / K 2



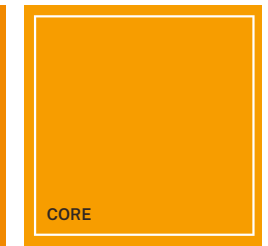
#DB6924  
C 9 / M 69 / Y 100 / K 1



#E97823  
C 2 / M 63 / Y 100 / K 0



#EF8B26  
C 0 / M 54 / Y 100 / K 0



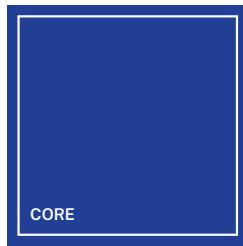
#F59E29  
C 0 / M 45 / Y 99 / K 0



#00165E  
C 100 / M 92 / Y 35 / K 29



#002977  
C 100 / M 88 / Y 29 / K 10



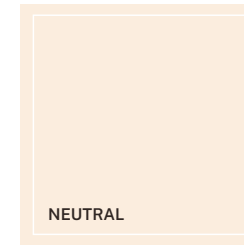
#233F92  
C 98 / M 81 / Y 0 / K 0



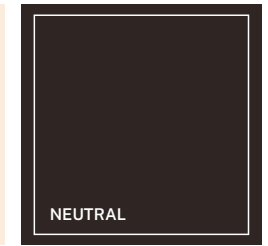
#6469AC  
C 70 / M 60 / Y 0 / K 0



#8385BC  
C 56 / M 48 / Y 0 / K 0



#FBEDDF  
C 1 / M 9 / Y 15 / K 0



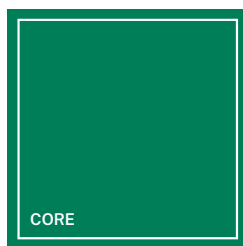
#2F2623  
C 61 / M 63 / Y 60 / K 77



#004225  
C 94 / M 44 / Y 96 / K 54



#005E3E  
C 92 / M 35 / Y 85 / K 32



#097D5A  
C 87 / M 25 / Y 76 / K 11



#589B80  
C 69 / M 19 / Y 58 / K 3



#7AAF98  
C 58 / M 13 / Y 47 / K 0

# Text accessibility

For the main body text, we recommend a minimum size of 12pt to ensure readability for a broad audience, including those with visual impairments.

To delineate a clear hierarchical structure and facilitate effortless navigation, headings should be distinctly larger: we suggest a minimum of 18pt for primary headings. These recommendations are designed to enhance legibility across various print formats and materials.

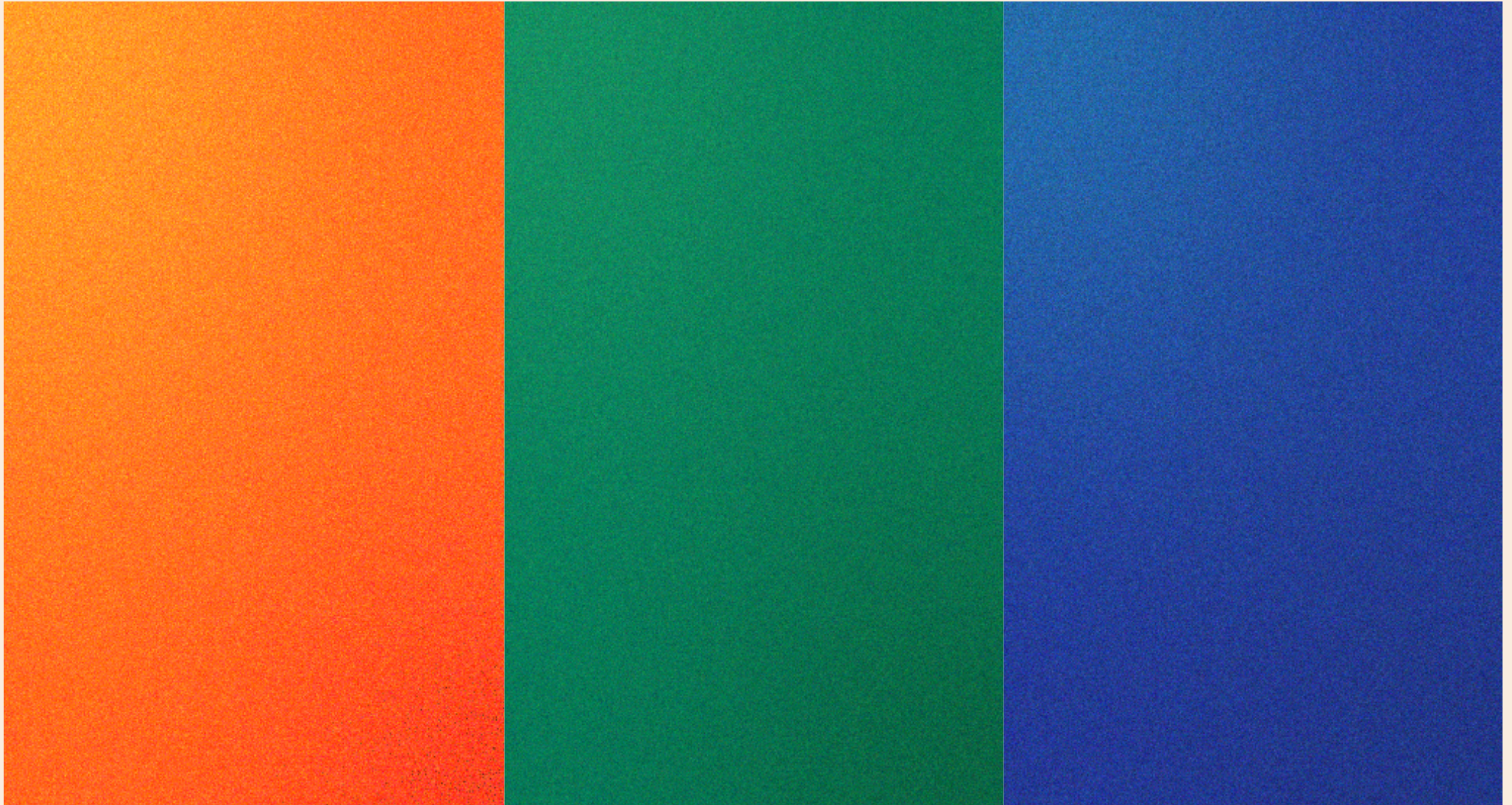
For supplementary information, such as footnotes, a minimum of 10pt may be utilised, provided that clarity and legibility are not compromised.

Adhering to these guidelines reaffirms our commitment to inclusivity, ensuring that our printed content is accessible to as wide an audience as possible.

HEADINGS	BODY COPY	HEADINGS	BODY COPY
			
			
			
			

# Grainy gradients

Different variations and formats of these are included in a brand package available from the BCSANT office.



# Typography (fonts)

## Libre Baskerville

For large headings, we use Libre Baskerville, a font that brings a touch of tradition with clean, modern sophistication, lending weight to our voice.

[Download free from Google Fonts](#)

If you are unable to install or use custom fonts in your project please use the pre-installed Microsoft Office font **Baskerville Old Face (PC)** or **Baskerville (Mac)**.

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 0  
1 2 3 4 5 6 7 8 9

---

## Public Sans

For body copy and smaller headings, we use public sans, ensuring clarity and accessibility in our communications.

[Download free from Google Fonts](#)

If you are unable to install or use custom fonts in your project please use the pre-installed Microsoft Office font **Franklin Gothic (PC and Mac)**.

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 0 1 2 3 4 5 6 7 8 9

# Examples in use







**Baptist Churches SA & NT**

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**Intro**

A movement of local churches, thriving in Jesus, transforming the world!

📍 South Australia and the Northern Territory

- 📄 Page - Baptist Church
- 📍 35 King William Road, Unley, SA, Australia, South Australia
- ☎️ (08) 8357 1755
- ✉️ info@sabaptist.asn.au
- 🌐 sabaptist.asn.au
- 🕒 Open now ▾

**Photos**

[See All Photos](#)

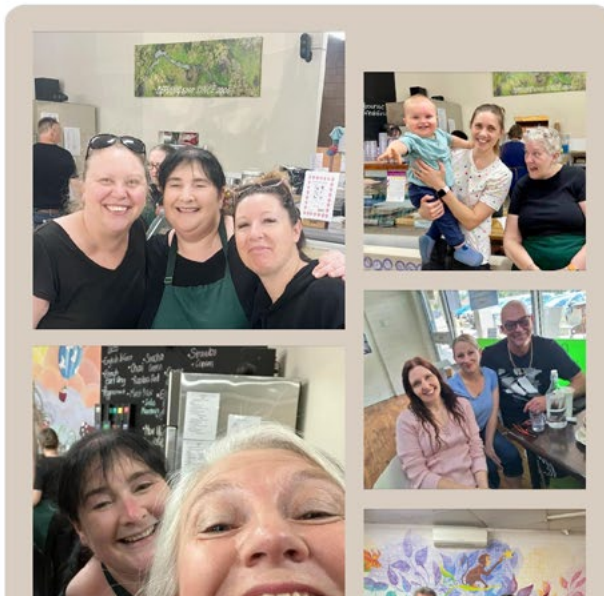


**Baptist Churches SA & NT**

20 December 2023 at 16:46 · 🌐

We're deeply thankful for the local ministry of [Soul Food Community Cafe](#) as a significant season draws to a close for them.

Please be in prayer as the church discerns what is in store for the journey ahead 🙏



<

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**santbaptists** ICYMI: You might've been wondering how The Church On Albert have been getting along. Here's a photo from their launch... more

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September 23, 2023











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Great, I will notify her this afternoon.

Thank you.

**Glenn Dixon**

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# Contact

If you've got any questions about this guide or want a copy of the brand package, get in touch with the BCSANT Media and Communications Officer via [info@bcsant.org.au](mailto:info@bcsant.org.au).

