your job
IS ministry.

realm™

brand toolkit

the realm persona

Realm exists to make you better and more effective at the work you are called to do.

Realm knows that your work, whether it be pastoral leadership, administrative logistics, group facilitation, or ministry coordination, is important at a kingdom level. Realm thinks that your work should be enjoyable and delightful, and that you should be excited to serve in the way you do. And because Realm feels so strongly about that, he works hard to be a help rather than a hindrance.

Realm is human, at least in spirit. He's excited to be alive today because he sees that there is no reason for a machine or a tool to act like a machine or a tool. So he chooses to act like the best assistant you've ever had (or ever wanted).

Realm realizes that the missing ingredient in church management software is love and empathy. Even if you're a data cruncher, you're not *just* a data cruncher. Maybe you're a data cruncher who loves italian food and long walks by the beach in the rain and the movies of Joss Whedon. The point is, even though Realm may not be able to help you directly with *all* the facets of your life, he knows you're human too, and will treat you like it. He's taken great pains to understand the things you'll need to do for your ministry, and how you'll likely want to do them.

Realm is honest and straightforward. He's not going to couch things in too much jargon so that you'll need a technical dictionary to understand. Realm will go for clarity and streamlined simplicity, and do his best to help you as you go along without treating you like a child.

Realm is humble, too - if you succeed, and you enjoy your work, and you further the kingdom, he couldn't be happier or more fulfilled. Realm feels no need to call more attention to himself than necessary to communicate that he would like to help you be better at the work you do.

Realm has personality. He likes to be clean and readable, but also likes to break the mold (or the grid) when necessary, to attract attention to what he needs to say.
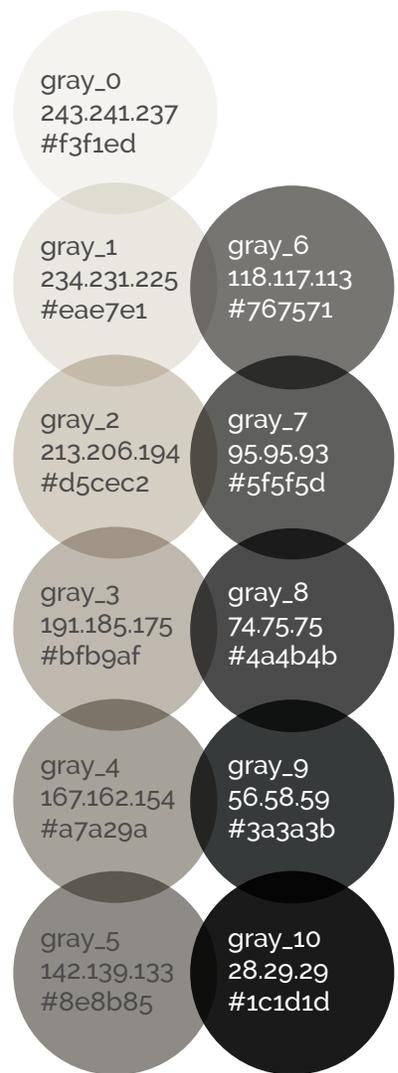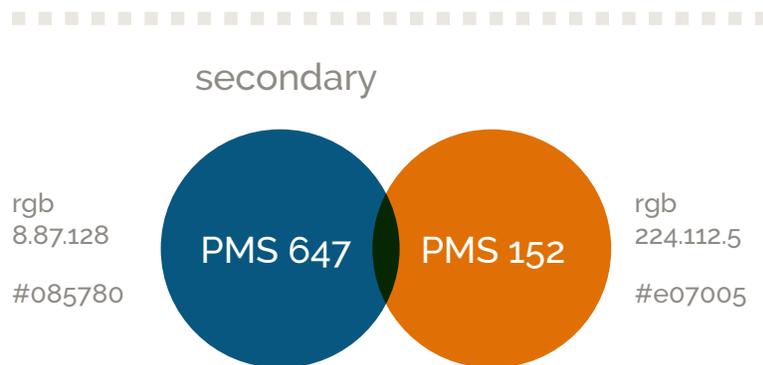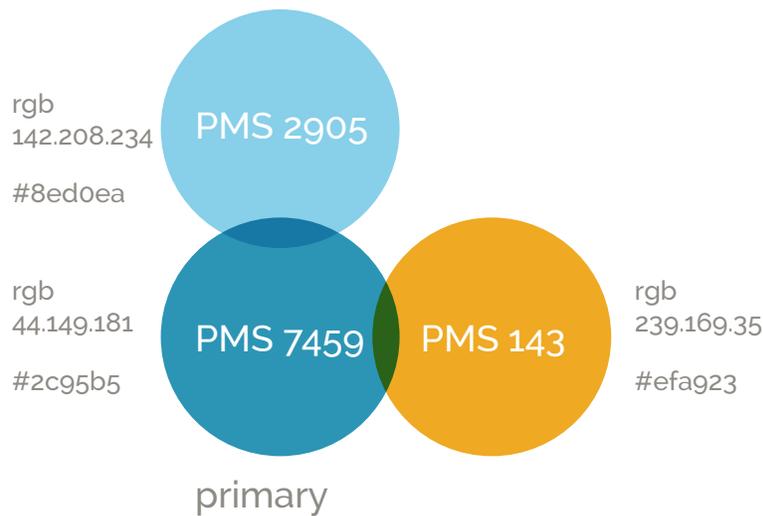
Realm is about information design. He has a well-defined hierarchy, so that it's immediately clear where you are, what is most important, and what the expected courses of action would be.

Realm is flexible. He has his own default color scheme, but can go neutral to let a church's own logo fit right; he's also willing to change (colorwise, anyway) to really belong at a given church.

Realm is subtle. He's not big on chrome and containers; he likes to let the content tell the story and will only step in with graphics when it's helpful to guide or communicate.

realm colors

Realm colors are designed to work in harmony with its sibling, The City; however its palette is more simple and direct.

rgb
142.208.234

#8ed0ea

PMS 2905

rgb
44.149.181

#2c95b5

PMS 7459

PMS 143

rgb
239.169.35

#efa923

primary

secondary

rgb
8.87.128

#085780

PMS 647

PMS 152

rgb
224.112.5

#e07005

gray_0
243.241.237
#f3f1ed

gray_1
234.231.225
#eae7e1

gray_6
118.117.113
#767571

gray_2
213.206.194
#d5cec2

gray_7
95.95.93
#5f5f5d

gray_3
191.185.175
#bfb9af

gray_8
74.75.75
#4a4b4b

gray_4
167.162.154
#a7a29a

gray_9
56.58.59
#3a3a3b

gray_5
142.139.133
#8e8b85

gray_10
28.29.29
#1c1d1d

grayscale

realm visuals

Realm's aesthetic is very clear, modern, open and geometric.

Overall style:

Clear: Realm is about information and communication; signal over noise (and the elimination of noise altogether). As a result, its style calls for the removal of anything extraneous. Keep removing until you can take nothing more away.

Modern: Realm is about elegant simplicity; lines are light and subtle, shapes are defined by the content they contain.

Open: As a counterpoint to the cluttered, jet-plane-cockpit approach taken by many ChMS products, Realm allows room for breathing and thought.

Geometric: Realm is about order, and about how things fit together; there is order in considered geometry.

Visual language:

The gradient: Realm's logo and backgrounds make use of subtle variations in tone. Use the gradient to add visual interest to the space, but don't overuse – no hard candy buttons or hot-rod chrome reflections, please.

The cloud: Realm's clouds are based on a Fibonacci array of circles (proportional measurements of 1, 2, 3, 5, 8, 13 etc.), which tends to create a harmonious relationship graphically. Clouds overlap spaces using a **screen** layer effect, and always push beyond the boundaries of the frame they're in. This symbolizes expansion, inhalation, and (sorry for the cliché) thinking outside the box.

The grid: Where activation of space is needed, Realm's grid device is made from a repeated pattern of its star. It can be drawn with linework only, or filled with a color or gradient. Be sure to keep contrast to a minimum to add life without adding clutter.

Rounded corners: Rectangular shapes should have very slightly rounded corners. A good rule is that the corner radius should be no more than 1% of the smallest dimension of the shape; e.g a 4" square should have a corner radius of 0.04".

your job
IS ministry.

gradient and cloud
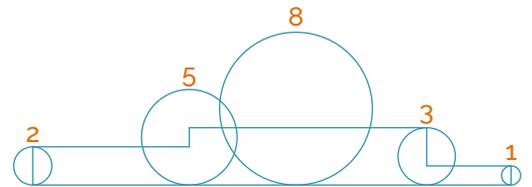
fibonacci cloud

grid with gradient

realm type

Good information design relies on good typography.

Raleway bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Raleway Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Raleway Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

lato (body text)

Lato Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lato Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

About these fonts:

Raleway and Lato are both licensed from Google (www.google.com/webfonts) and as such are free to use, alter and distribute. They are also usable for websites, either self-served or served by Google Webfont services. This allows the fonts to be used in marketing efforts and in the Realm application itself.

Go for:

Hierarchy: Use contrast in size, color and weight to promote a clear, hierarchial organization of content.

Shape: Use the edges of type to define the composition rather than using containers and chrome. Consider baseline rhythm and alignment, and strive for a consistent typor-graphic approach.

realm photos

A few words about lifestyle photography.

As Realm's visual language develops, we will fully flesh out guidelines for choosing and using photographic imagery, and assemble a library of approved images. For the time being, here are some things to keep in mind:

1. When in doubt, leave it out. If you can't find a photo that feels right (keep the bar nice and high), don't use a photo. Look into other ways to make your case.

2. Cliché is unattractive. Stock photography is teeming with images that are obvious, overused, dated and stilted. Think about the concept you're hoping to illustrate (e.g. user delight) and think about unusual or interesting approaches to that subject that you haven't seen (everywhere) before.

2. Reality is attractive. Choose images that seem spontaneous, honest, and legitimate.