



Restore
Groups

Style Guide

MARCH 2025

Welcome to our brand

As individual churches, we are unified by many things, none less than our love for Jesus, but in this case, also through the Restore Groups ministry. It is our hope that this guide will provide every necessary detail to communicate the visual identity and voice of Restore Groups, so that wherever the branding is seen, whoever is representing or promoting it, it will be recognisable.

We hope that within these pages you will find a helpful framework for the promotion of Restore Groups, that is easy to use and understand. This Style Guide endeavours to allow for many things: opportunity for creativity whilst maintaining consistency of the ministry branding image; visual connectivity from one Restore Groups church to the next, and an ease of ability to adhere to both these standards and the branding and guidelines of your individual church.

If you have any questions the Restore Groups brand, feel free to connect with Restoration Church directly for clarification and/or direction.

The Logo

The tree icon may be the most recognisable element of the Restore Groups brand, however it is more than what it seems.

The tree, in and of itself, symbolises life. However, when you look closer, you see that the very centre of that representation of life is the cross. You can't skip past this. The cross of Jesus, his life, death and resurrection, just as it is central to the logo, is central to our ministry.

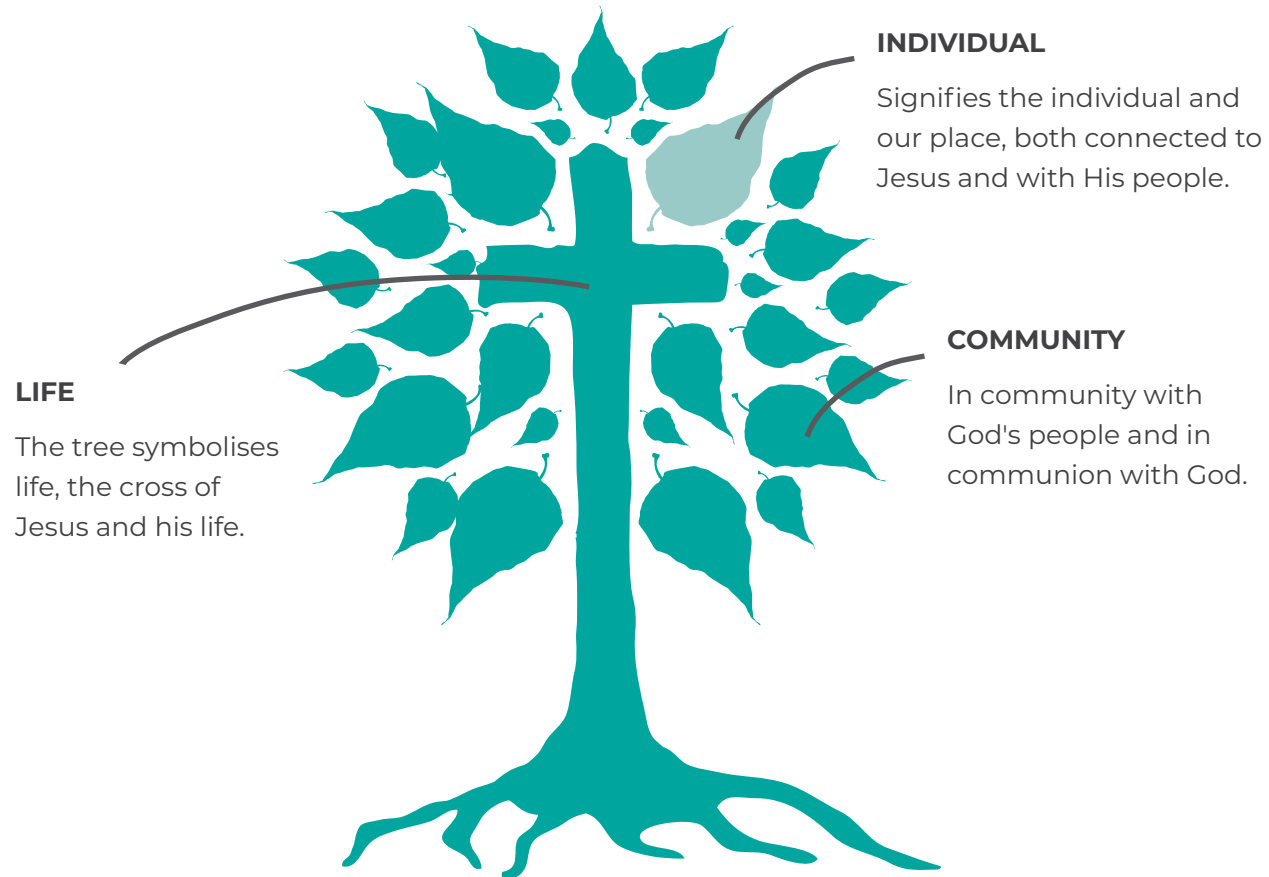
The leaves of the tree represent community, God's people, the place where we find ourselves living out who we are meant to be. One leaf, however, is different. Whether it is a different colour or just an outline, this individual leaf is help us recognise ourselves and our place, both connected to Jesus and with His people. Note how close this leaf is to the cross of Jesus? This is no mistake. We want to be living our life in close communion with Him. Always.

Whilst we recognise that most people who glance upon this tree won't see each of these elements spring to life at first glance, we know they're there. As leaders of this ministry it helps us, each time we see the tree icon, to remind us of who we are and what we are doing as leaders within the ministry.



Restore
Groups

The Tree



Logo Variations

The number of logo variations available ensures that there is always a logo applicable to the resource or promotional material being created.

LOGO COLOURWAYS

There are three primary colour variations of the logo:

- CMYK (Full Colour): This version is to be used for print materials where full-colour reproduction is possible.
- Monochrome (Charcoal): The monochrome version of the logo is primarily for use when colour printing is not possible, or when a simplified, single-tone logo is required. This may be for monochrome style promotional resources such as teaching slides. Use of the monochrome logo is also preferable for any background icon use.
- White: Use of the white logo should be reserved for dark or coloured backgrounds where the contrast is clear, ensuring readability and visibility.



Logo Variations

LOGO TYPES

The logo is available in three distinct formats to provide versatility for different design needs. These include:

- **Primary Logo:** The primary logo is the most commonly used logo. It is a simple design, featuring the tree Icon and the ministry name. This logo is suitable for most resources and promotional materials including slides, documents and website usage.
- **Tagline Logo:** The Tagline logo includes the tagline of Restore Groups, “Becoming Your True Self” to the primary logo. This is the most formal logo of the ministry, and should be used for documents of a similar nature including ministry resources such as Leader and Participant Guides, Licensing documents etc. If desired, this logo is also suitable for website, slide or document usage.
- **Icon:** Use of the icon should only be used in instances when the ministry brand image is well recognised by those you are sharing materials with, when space is restricted, overlaid on a background or in the footer of a document. To overlay on a background, use the charcoal colourway with the opacity set at 10% and effect, multiply.



Logo Variations

LOGO TYPES

Both the Primary and Tagline logos have three variations:

- Stacked
- Tall
- Long

Depending on what materials you are producing, you will need to choose the right logo to match your design.

[DOWNLOAD LOGO FILES](#)



Incorrect Logo Use

Any Restore Group logos or materials provided by the Licensor are not to be altered or manipulated in any way including, but not limited to, colours or orientation. Logos are not to be printed or used on, or for, resources which are not associated with Restore Groups, for instance, promotional flyers for other organisations who are not licensed.

Inverting, skewing dimensions, cannot be placed on materials from non-licensed churches or organisations, changing colours, adding subtitles, overlapping with other logos etc.



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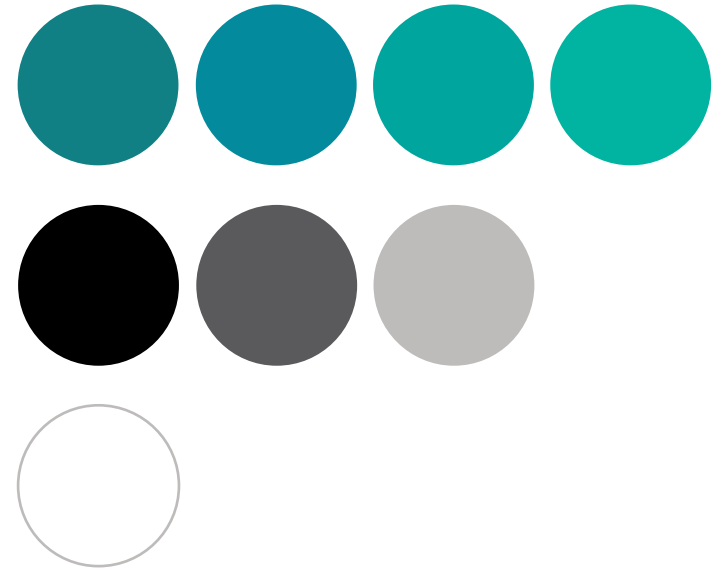
Colours

Each colour of the Restore Groups branding has been intentionally chosen, with meaning and purpose connected to each one. Colours are well known to induce emotions, convey messages and demonstrate who a brand (or ministry) are. We believe that these colours, combined with our logo, do just that.

The blue-green hues of Teal, Dark Teal, Teal Blue/Sea Green & Turquoise have all been chosen to represent life and to convey a feeling of peace and calm. This often may not be the emotions one walks into Restore Groups with, but it is our hope that that is what they will find as they draw nearer to Jesus.

Black, Charcoal & Light Grey are used to demonstrate the shade, darkness and difficulty we often find ourselves living in and with. The use of Charcoal also provides a subtle connection to the logo and branding of Restoration Church, the home of Restore Groups.

The inclusion of White portrays light, which is integral to the ministry of Restore Groups, where we endeavour to see the light of Jesus break through into dark places, but they also provide connection to the primary resource of Restore Groups: Becoming You by Peter Sondergeld.



Colour Breakdown

To the right are the colour breakdowns of the Restore Group brand colours.. The CMYK values as shown should always be adhered to for print. RGB and HEX# are to be used for digital and online material.

PRIMARY COLOURS



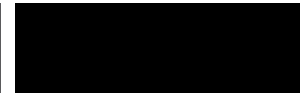
TEAL

CMYK 79 / 11 / 44 / 0
RGB 0 / 168 / 158
WEB #00a59e



CHARCOAL

CMYK 63 / 56 / 52 / 27
RGB 90 / 90 / 92
WEB #59595c



BLACK

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
WEB #000000



WHITE

CMYK 19 / 17 / 16 / 8
RGB 190 / 186 / 187
WEB #ffffff

SECONDARY COLOURS



DARK TEAL

CMYK 83 / 33 / 45 / 8
RGB 17 / 127 / 132
WEB #117f84



SEA GREEN

CMYK 84 / 29 / 34 / 2
RGB 0 / 139 / 157
WEB #008b9d



TURQUOISE

CMYK 76 / 2 / 46 / 0
RGB 0 / 180 / 161
WEB #00b3a1



LIGHT GREY

CMYK 26 / 22 / 21 / 0
RGB 190 / 186 / 187
WEB #bebaba

Fonts

Montserrat is the main branding font for Restore Groups.

All variations of Montserrat may be used. They include, Thin, Extra Light, Bold, ExtraBold, and Black. Aaux Next font may be used for subheadings, titles, footnotes or small blurbs. This includes for both print materials and digital materials.

Light, Regular & Medium may be used for primary bodies for both print and digital materials. Generally, italics should be reserved for communication of emphasis only.

When the ministry is being represented online and the branding font is unavailable, a sans serif font should be used, as close as possible visually to Montserrat. In the instance that no similar font is available for use it is essential that either the Primary or Tagline logo are included.

MONTSERRAT

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

AAUX NEXT

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Fonts - additional

This font can be used to compliment the primary fonts in promotional and in house materials.

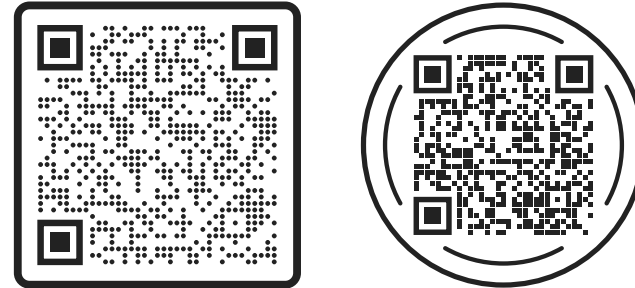
FEELING PASSIONATE

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz

QR Codes

We recommend using Hover Code hovercode.com to create qr codes to help promote and link people to forms or information.

Our preferred styles to use are 'square with border' and 'circle viewfinder'.



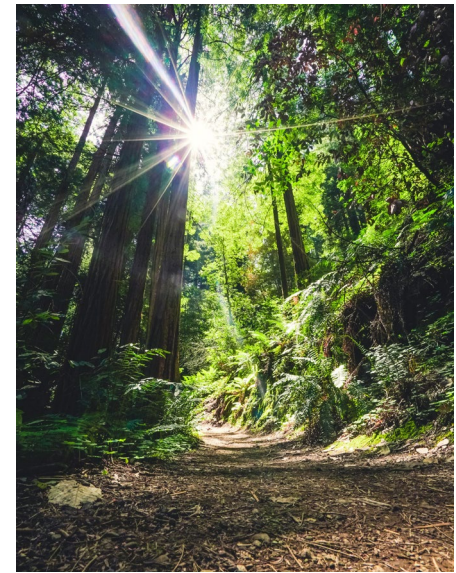
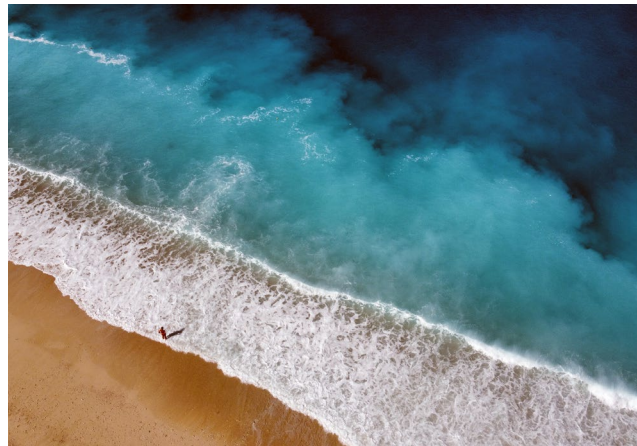
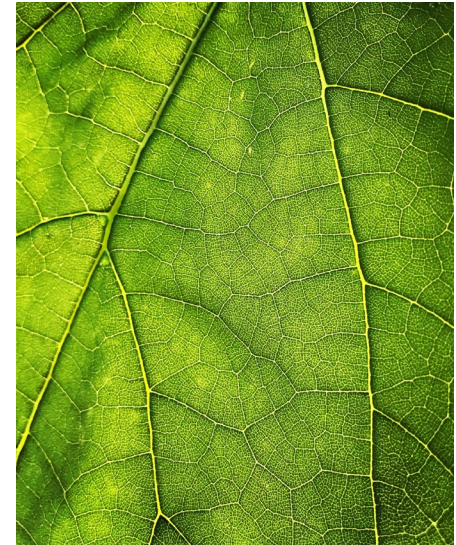
Images

There are various images associated with the Restore Groups branding, all of which convey some element of the ministry. These images generally include three overarching themes which images fall into, whether that be one or more.

NATURE

Nature focused images such as mountains, water, trees and grass.

[DOWNLOAD IMAGES](#)



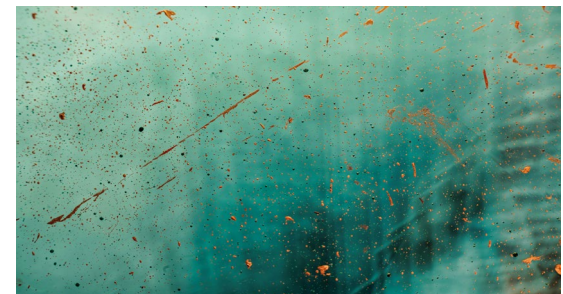
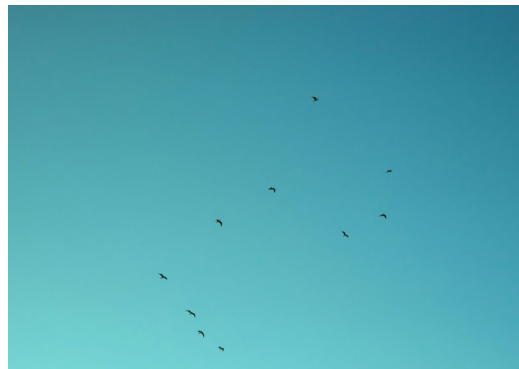
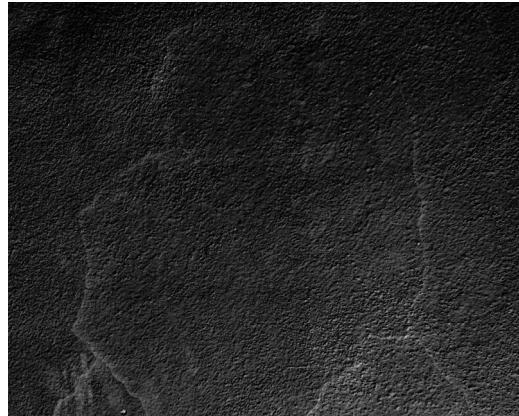
Images

INDUSTRIAL

Use textured based images eg. roads, concrete and buildings.

TEAL

Use images that are primarily teal with minimal incorporation of other colours. Inclusion of images that feature orange hues along with the teal can be beneficial to draw connection to the Becoming You content.



Brand Examples

