



# Stonecraft®

Current Tagline:

*Here for Her*

## Branding

PRIMARY LOGO



SECONDARY LOGO



## Color Palette

PRIMARY

SECONDARY

*Varying opacity of each brand color acceptable*



441d32



983e57



d6c3bf



d19d31



686256



265d6f

## Typography

PRIMARY

SECONDARY

Archer Book

*Archer Light Italic*

*Archer Book Italic*

**Archer Bold**

*Authentic*

**Archer** is the primary font for use for body copy. **Authentic** for use in titles or headers.

## Design Elements

*Circles represent the many diverse Stonecraft communities, where women are connected to one another and to God as they reach others with the love of Jesus. Every woman is welcome here.*

