BrehmCenter.com
Color / Typography / Photography

The general aesthetic of the Brehm Center web site should be one of boldness, creativity and clear communication. It should provide a safe and comfortable space for engaging in conversation about art, theology and culture.

Color

The primary color palette should consist of Brehm Center red, black and silver. Additional colors will be added as compliments when dislaying content for specific Brehm sub-brands/institutes (Fred Bock, Visual Faith, etc.).

PRIMARY

SECONDARY / INSTITUTE

COLOR

Typography

The use of a large sans-serif type (News Gothic) will provide clarity for core messages and quotes. While a smaller sans-serif typeface (Arial) delivers readability for long copy and a clear visual hierarchy across the layout.

CORE MESSAGES/QUOTES: NEWS GOTHIC

The Brehm Center is an innovative space for the creative integration of worship, theology, and arts in culture.

The Brehm Center is an innovative space for the creative integration of worship, theology, and arts in culture.

HEADINGS: NEWS GOTHIC
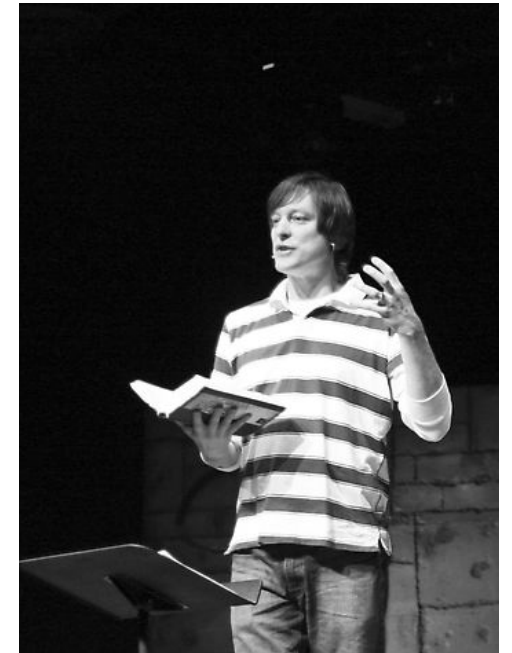
Brehm Center

SUB-HEADINGS

Arts in Culture

LABELS: ARIAL REGULAR, ALL CAPS
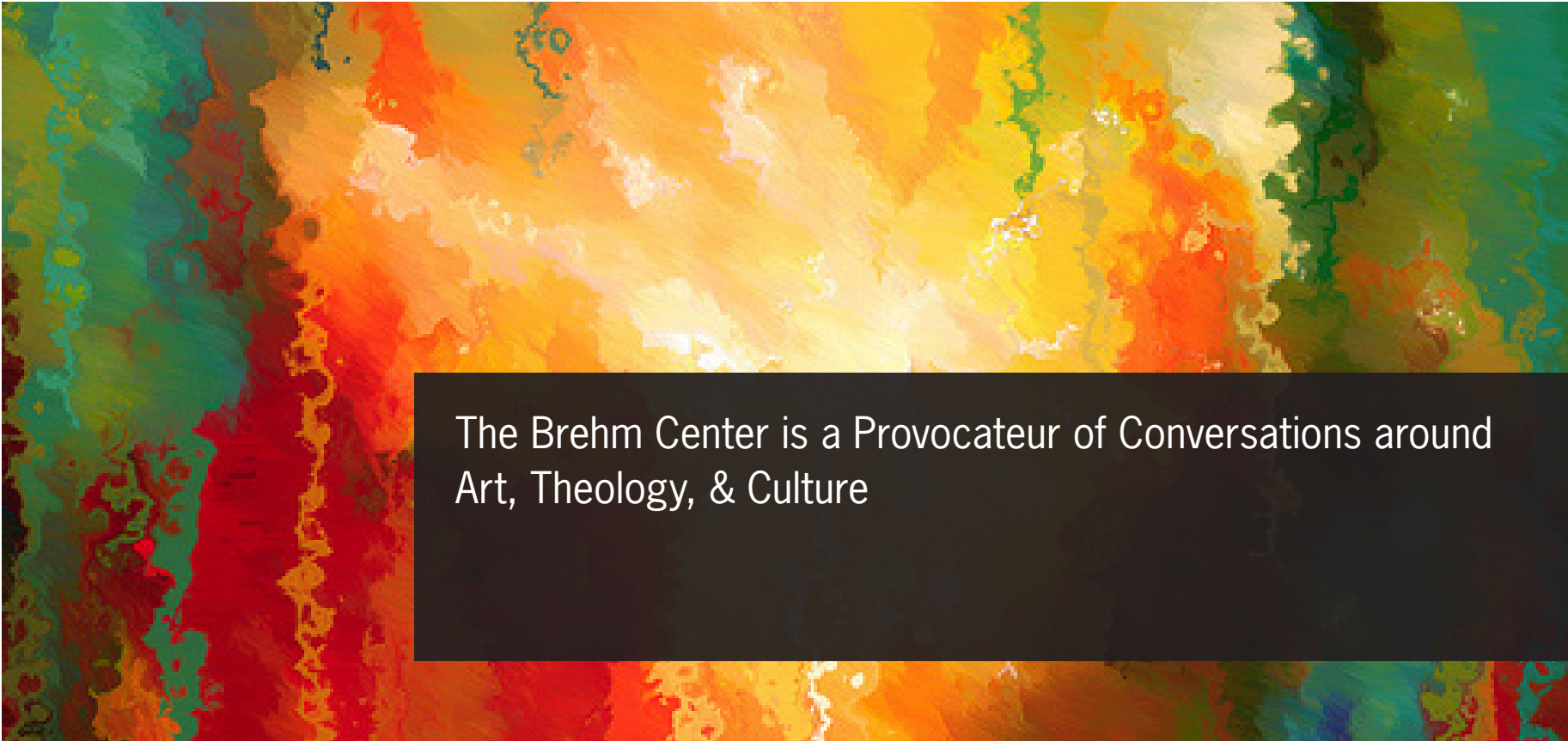
WORSHIP & THEOLOGY

LONG COPY: ARIAL REGULAR

The Brehm Center is an innovative space for the creative integration of worship, theology, and arts in culture.

Images/Photographs

To cover a wide audience, abstract christian images and artwork can be used as the primary visuals to convey broad concepts. Secondary images/photographs can be used to target specific topics. Photography should have warm color, high contrast and can be either color or black and white. Subjects should include a wide range of races, religions and represent both genders.

IMAGES / PHOTOGRAPHS

The Brehm Center is a Provocateur of Conversations around Art, Theology, & Culture

The Brehm Center is an innovative space for the creative integration of worship, theology, and arts in culture.

LAYOUT

SUBMIT CANCEL

ADD EDIT DELETE

< > ✕

▶ ⏸

SEARCH 🔍

USER INTERFACE ELEMENTS