

Sojourner's Mark

Branding Guide



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Graphic Design & Illustration

The Sojourner's Story

Serving in ministry throughout her life, Leslie Williams still found herself feeling inexplicably uneasy at times. She understood that this feeling affected many individuals struggling to understand God's will for them.

Leslie felt called to share insight on these feelings and how to navigate them in a world increasingly filled with uncertainty in their journeys, especially within the industry of creatives. Thus, **Sojourner's Mark**, the monthly newsletter for faith-focused professional creatives, was developed.





The Mark

“Marks” represent a large scope in the trade of professional designers. A mark is a visual identifier of a brand. Likewise, the mark of the Holy Spirit is visually present within a believer.

The “Sojourner’s Mark” is a term meant to represent the legacy of a believer through their ministries which were prepared in advance by the Lord. It manifests in an individual’s professional career, in the home, and beyond.

The Path

The feel of the brand is meant to imply exploration focused on the direct path to the Son of Man. Assets and logograph are of a gentle and rustic concept but visual style should remain clean and clear.

Elements which should come to mind are mountains, Scripture, waters, map, road, artisan, and journal, with abstract elements such as travel, soul, meditation, examination, growth, and heritage.





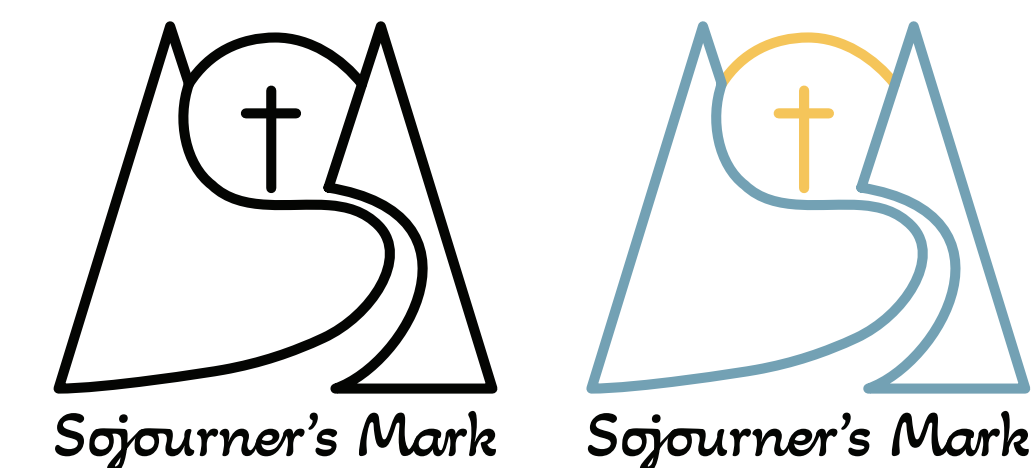
Sojourner's Mark

Logo

Logomarks (Main publication titles)



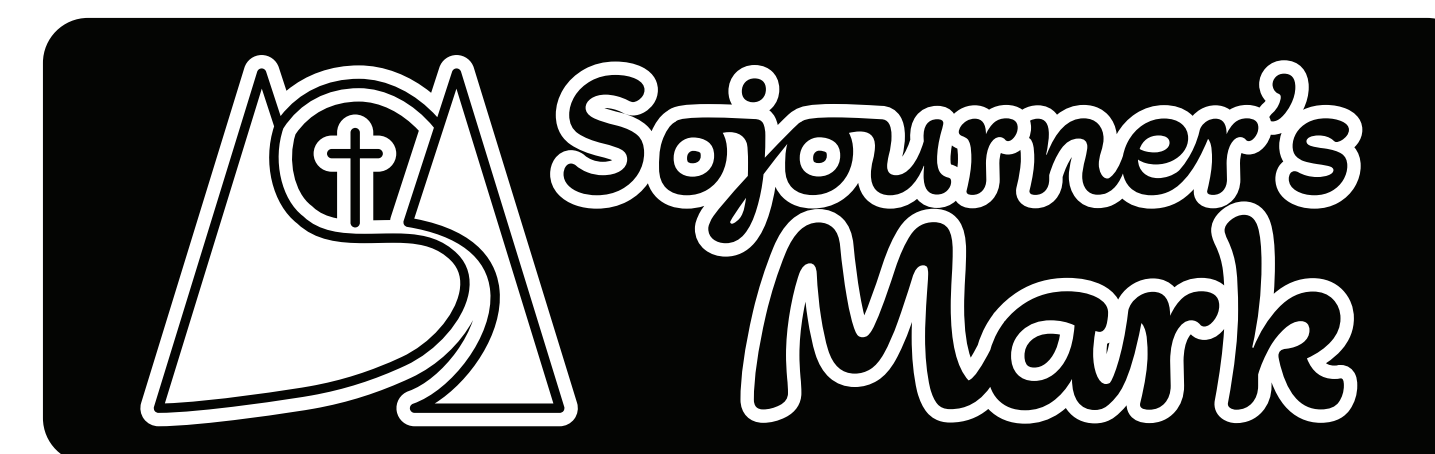
Submarks (Stroke): stationary, social media content



Submarks (Full-Color): profile images



Punchout Mark: Solid-color substrates



Visual Guidelines

Primary

Mark
HEX #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

Secondary

Water
HEX #75a1b5
RGB: 117, 161, 181
CMYK: 56, 26, 22, 0

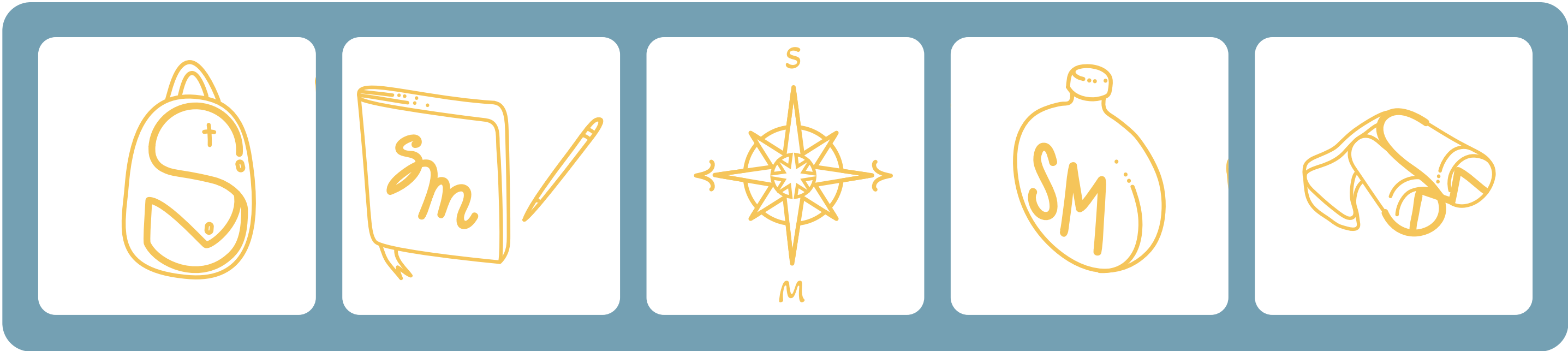
Legacy
HEX #f5c95c
RGB: 245, 201, 92
CMYK: 4, 20, 75, 0

Tertiary

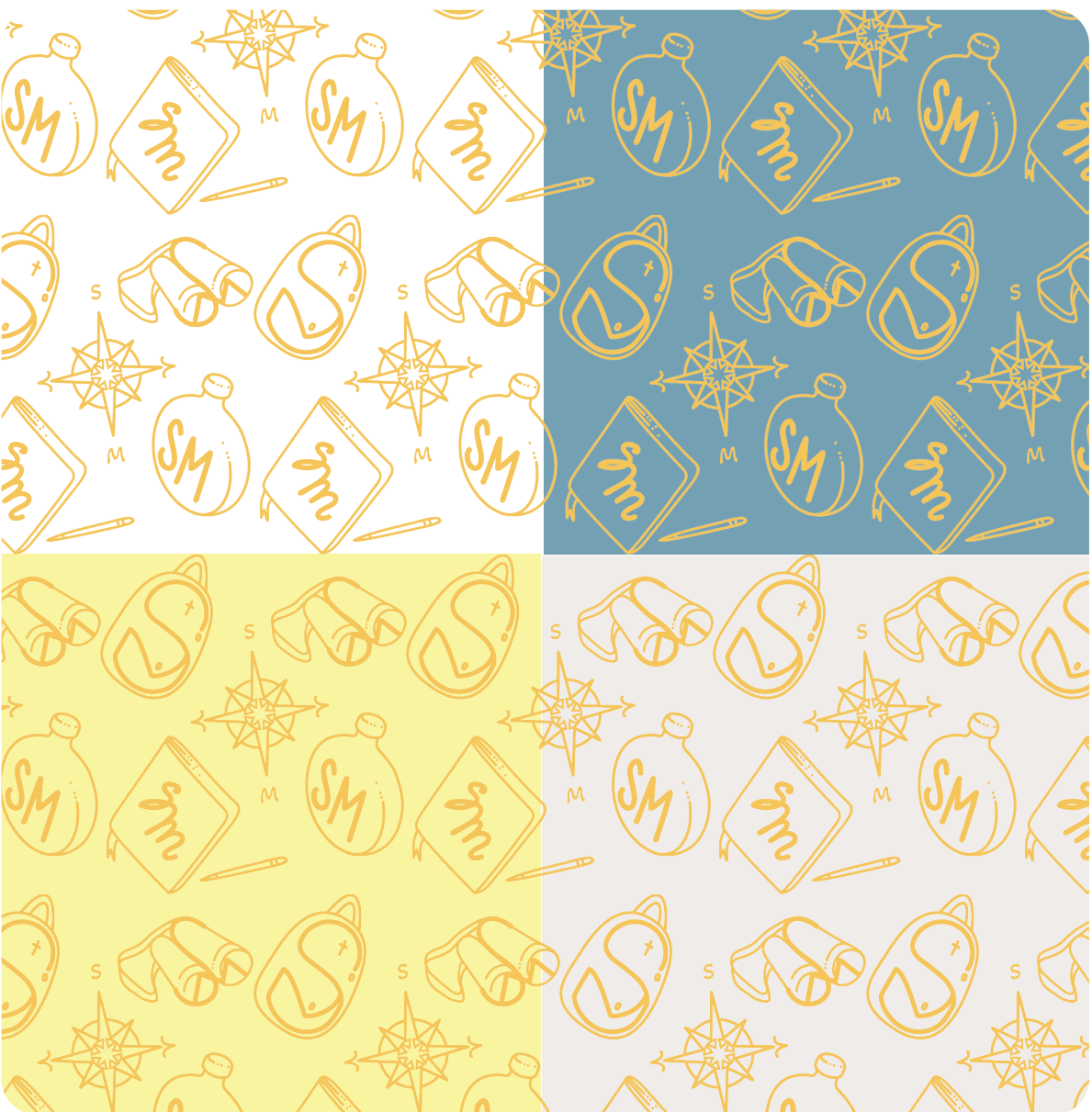
Sand
HEX #f0ebe8
RGB: 240, 235, 232
CMYK: 5, 6, 6, 0

Sunlight
HEX #ffff9d
RGB: 255, 255, 157
CMYK: 3, 0, 47, 0

Assets



Pattern



Type

(Logotype only)

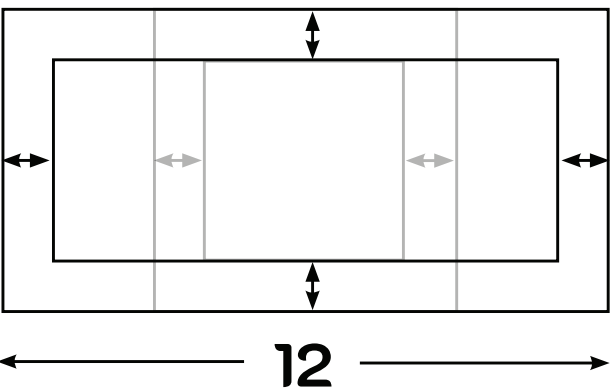
AkayaKanadaka - Regular

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 1234567890

(Headings and body)

Brother 1816

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 1234567890



Logomark minimum clearance:
1:12 vertical clearance
1:6 horizontal clearance

Submark minimum clearance:
1:6 clearance around

