



# **AdelFi Christian Banking Brand Style Guide**

JANUARY 2026

# Logo

The **default logo** to use will always be the primary logo with “Christian Banking.”

In the rare instance that the primary logo does not fit well in a layout, the **vertical logo** may be used.

Logos **without “Christian Banking”** may be used only with prior approval from AdelFi Christian Banking’s marketing team and should be considered an exception to standard usage.

## PRIMARY LOGO



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## SPECIAL USE LOGOS



VERTICAL



LOGO ONLY



VERTICAL LOGO ONLY

# Logo Color Variations

**Primary and vertical logos** in the standard full color should be used on white or light backgrounds.

The **reverse, black or white logos** should be used sparingly, only when dealing with color constraints.

In particular, the **black and white logos** should never be selected simply based on design preference and only used as a last resort.

The **logo files' colors should never be altered** (ex: changing full color logo to black), as the black and white versions of the logo have been adjusted to include separations between the logomark design elements.



FULL COLOR



**adelfi**  
Christian Banking

BLACK

Only to be used when black is the only ink color option.



**adelfi**  
Christian Banking

REVERSE

Only to be used on black or dark pine backgrounds.



**adelfi**  
Christian Banking

WHITE

Only to be used on items with a dark background when the standard or reverse logo is not an option.

# Logo Spacing

To ensure the legibility and integrity of the logo and logomark, there must be minimum amount of space surrounding the logo.

Using the **width of the emerald shape** from the logo as a measurement will provide sufficient clearance. This measurement will work for both the logo and the logomark.



# Logo Special Use Cases

## Wordmark

The wordmark without the logomark or “Christian Banking” may only be used in very special cases such as communication to missionaries.

## Submark

The submark should only be used in where a smaller more square orientation is necessary, such as social media profile icons.

## Reduced Size

In some instances, reducing the size of the one-color black or white logo will make the cross and divisions between logomark sections difficult to see. The reduced version of the one-color logo can be used for widths approximately under 200px (digital) or under 1 inch (print, depends on resolution, ink amount etc.)



WORDMARKS



SUBMARKS



REDUCED SIZE

# Logo Don'ts

Don't alter the logo in any way to make it fit a particular space or design. Here are a few examples for how not to alter the logo.



Don't rotate the logo



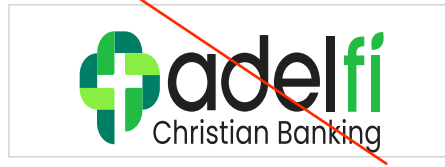
Don't place the logo on any low-contrast colors, including greens from the color palette unless indicated in this guide.



Don't change the logo's colors



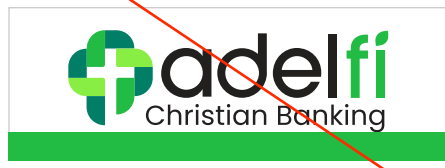
Don't place the logo on low-contrast or busy photography



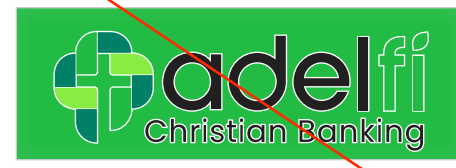
Don't stretch, skew or distort the logo



Don't apply any obvious shadows, glow effects, filters, textures or outlines to the logo



Don't place the logo in a way that groups it too closely with other graphical elements



Don't add a stroke around the logo

# Color Palette

**Primary color palette** is to be used for large, prominent areas of color and copy.

**Accent color palette** should be used to complement the primary palette and should be used in smaller amounts than the primary palette.

## PRIMARY PALETTE



#22BB44  
C 87, M 0, Y 91, K 0  
PMS 2257 C

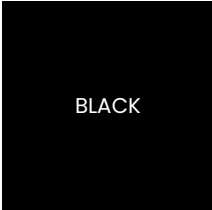


#FFFFFF  
C 0, M 0, Y 0, K 0  
PMS WHITE

## SECONDARY PALETTE



#007F66  
C 90, M 9, Y 60, K 15  
PMS 569 C



#000000  
C 100, M 61, Y 32, K 96  
PMS Black C

## ACCENT PALETTE



#003F28  
C 86, M 50, Y 70, K 54  
PMS 567 C



#88EE44  
C 43, M 0, Y 70, K 0  
PMS 2285 C

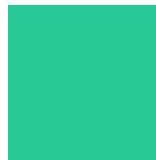


#C6E5DE  
C 21, M 0, Y 13, K 0  
PMS 566 C

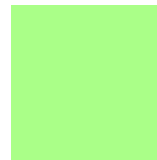
# Digital Only: Tints and Shades Color Palette

A palette of tints and shades based on the brand color palette has been created for **digital** and **social** use when additional color variations are necessary. For example, a chart on a powerpoint slide requiring multiple colors, or UI elements that need to adhere to ADA color contrast rules.

## TINTS AND SHADES



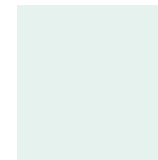
#27C997  
PINE TINT 1



#A AFF88  
LIME TINT 1



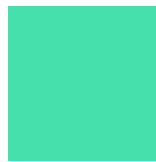
#68E07C  
EMERALD  
TINT 1



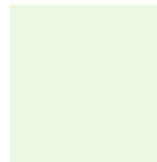
#E5F2EE  
LIGHT BLUE  
TINT 1



#667575  
MEDIUM GRAY



#46E0AD  
PINE TINT 2



#v  
LIME TINT 2



#83F293  
EMERALD TINT 2



#F2F7F7  
LIGHT BLUE  
TINT 2



#E2E8E3  
LIGHT GRAY



#006644  
PINE SHADE 1



#3DC61C  
LIME SHADE 1



#1E8C33  
EMERALD SHADE 1



#A6CDCC  
LIGHT BLUE  
SHADE 1



#FFFFFF  
WHITE



#003F28  
PINE SHADE 2



#37A816  
LIME SHADE 2



#156B24  
EMERALD SHADE 2



#84ADBD  
LIGHT BLUE  
SHADE 2

# Typography

**Poppins Bold** is our default Headline and Subhead typeface. **Poppins Semi-Bold** can also be used.

It can be used sparingly on body copy. Avoid using it for anything more than 1-2 sentences.

Line spacing should be at 100% - 140% (tighter for short headlines, looser for 3 or more lines).

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**Poppins Semi-Bold** is our CTA typeface and should set in initial caps, with kerning set at 50.

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**Libre Franklin Regular** is our Body Copy typeface for larger text blocks. It is also used for disclosures and terms.

Line spacing should be at 130% - 160%.

HEADLINE - POPPINS BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_**

CTA - POPPINS SEMI-BOLD

**Learn More**

BODY - LIBRE FRANKLIN REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_**

TYPOGRAPHY EXAMPLE

## **Lorem ipsum AdelFi Christian Banking.**

Maecenas a enim id enim varius auctor. AdelFi Christian Banking sed diam tortor, efficitur commodo arcu eu, gravida dignissim ipsum.

Nullam scelerisque tortor ligula, eu venenatis dui tincidunt a. Aenean sit amet metus dui. Ut consequat rutrum nulla, nec suscipit erat luctus ac.

Vestibulum ut sem efficitur, venenatis lectus a, pretium est. Aliquam erat volutpat. Vestibulum sed massa ut urna luctus ultrices ac ac dui.

**Learn More**

# Photography

Our imagery reflects a modern, faith-driven financial partner that inspires hope, confidence, and generosity.

## Tone & Feel

- Bright, uplifting, and authentic.
- Natural light and outdoor settings convey optimism and growth.

## Subjects/Characters

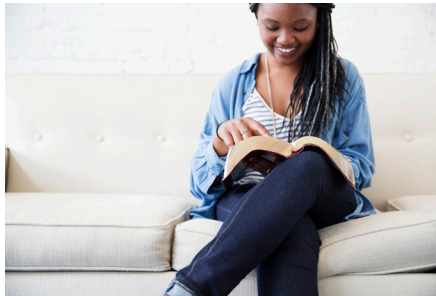
- Real people: individuals, couples, families, and communities.
- Feature diversity (ethnicity, age, and life stage).
- Highlight youthful energy and young families.

## Key Themes

- Growth - flourishing and upward perspectives.
- Community - connection and service.
- Generosity - joyful giving and impact.
- Life in Motion - approachable, modern, and active.
- Christian Moments - Reading the Bible, prayer, mission work, attending service.

## Avoid

- Scenes that feel posed or staged.
- Images that are overly saturated, or large areas of red that clash with the emerald green.



# Graphic Elements – The Cross

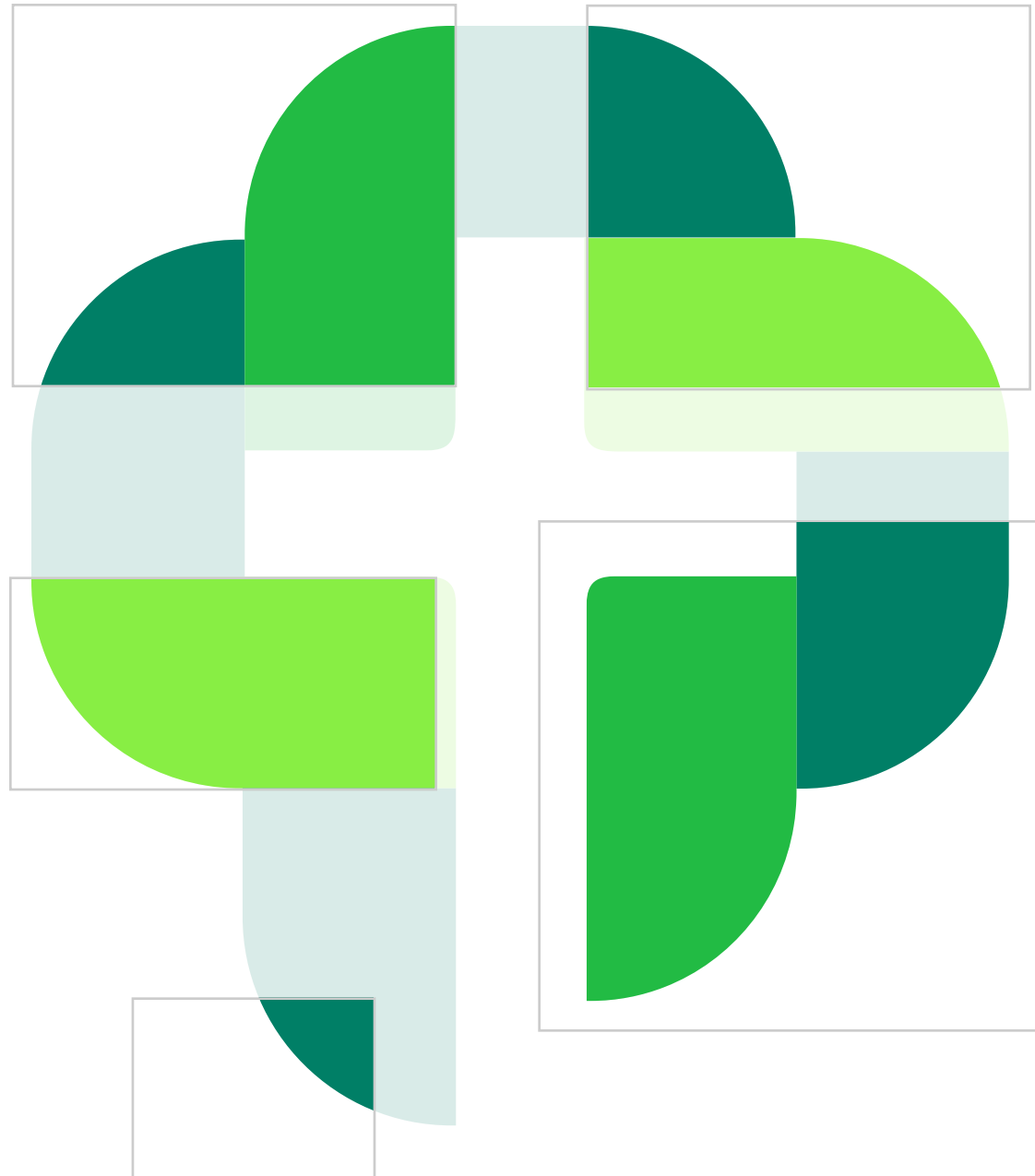
Our logomark can be used in **various crops** to add visual interest to branded materials.

The tighter and more simple the crop, the easier it will be to design with.

Shapes may be inverted as white on a brand color background, or used sparingly in black.

Avoid:

- Skewing or distorting the shapes when resizing. The length of the shape may be adjusted, making sure to keep the radius on the curves corners intact
- **Rotating the shapes at a diagonal angle.** Shapes may be rotated in 90° increments.





# **Voice and Tone Guide**

JANUARY 2026

# Introduction

Defining a brand's voice (and tone variations) guarantees that a brand speaks with consumers consistently across any medium. This Voice & Tone Guide serves as a reference for any brand stakeholder, giving them the information they need to communicate the brand's persona and values consistently.

\*NOTE: This document may be revised as AdElFi Christian Banking's brand presence evolves. We will make sure that our guidelines remain congruent with the brand goals and focus on positive member response.

# The Purpose of this Voice & Tone Guide

As the premier financial partner for Christians, Adelfi Christian Banking has an intimate understanding of our members' values and beliefs. With the best interest of a member's family, faith, and future in mind, Adelfi provides meaningful purpose beyond just the transactional needs of members. That's why it's important to communicate to our audience using a consistent brand voice and tone across all channels or mediums.

**This guide will:**

...serve as a helpful tool to ensure you are using the correct voice and tone when writing communication materials for Adelfi Christian Banking. While the overall Adelfi voice will generally be consistent for each channel, the tone will vary, which you will notice as you explore this guide.

# What's the Difference between Voice and Tone?

A **brand's "voice"** is much like a person's voice. It's how they speak, the words they use, the order of phrases that communicate a feeling or message. A person's voice never changes, and neither does a brand's.

A **brand's "tone,"** just like a person's, changes depending on the topic, emotion and context. For example, you'll probably use one tone when visiting family, and a different tone when socializing with friends. A brand may sound friendly and excited in an email but more subdued and levelheaded on an informative landing page. By adjusting tone for context, a brand's voice can thrive in any space. We'll show examples of this later.

# General Brand Personality & Character Traits

We are **faithful, trustworthy, and compassionate**. In every interaction, we seek to protect and grow our members' finances while empowering stewardship that serves a greater purpose. Grounded in our Christian faith, we strive to make a meaningful impact in our communities and around the world.

We approach our members' financial lives with **warmth, empathy, and care**—helping navigate everyday needs while safeguarding long-term goals. At the same time, we lead with wisdom, sharing our financial expertise to **equip members to make confident, informed decisions**.

We serve Christians of all denominations with **grace and respect**. Whatever season of life a member faces, we come alongside them with guidance and tools that support wise money management that honors God through faithful financial living.

# AdelFi Christian Banking's Voice

A brand's "voice" is how they speak, the words they use, the order of phrases that communicate a feeling or message. Think of AdelFi's voice as a financial institution that members would introduce to friends or colleagues.

Unlike traditional banks, AdelFi already shares their beliefs and desire to advance the Gospel. We are comfortable naming our Christian identity clearly and boldly. We speak to believers in a way that feels authentic, grounded, and welcoming across denominations.

- Faith-Driven & Trustworthy
- Warm & Relational
- Knowledgeable & Guiding
- Authentic & Transparent
- Responsive & Missional

# AdelFi Christian Banking's Tone

A brand's "tone," just like a person's, varies depending on the topic, emotion and context. In other words, it will shift depending on the channel you're communicating through. By adjusting tone for context, a brand's voice can thrive in any space. It's OK to be more casual in a social post or when talking about why the member needs a product or service. But, when talking about the product or service itself, be more direct or informative (AdelFi Christian Banking handles the complicated things, so you can enjoy peace of mind).

## **Tonal Phrases:**

- Friendly & Approachable
- Compassionate & Reassuring
- Inspirational & Faith-Rooted
- Savvy & Simplifying
- Lighthearted & Human
- Forward-Looking & Purpose-Driven

# General Copy Do's and Don'ts

## Do:

- Clearly reference Christian faith and values
- Use the word “Christian” confidently and respectfully
- Use language that feels welcoming to all denominations
- Speak most directly to Christians mid-20s to late-30s
- Be actionable but not salesy
- Be clear about the benefit to the member and the broader Christian community
- Be friendly, instructive, and conversational
- Connect member benefits to meaningful Kingdom impact.
- Use easy-to-understand language
- Use a clear call-to-action emphasizing the benefit
- Use active voice instead of passive

## Don't

- Use overly trendy or denominational language
- Use “prosperity” language or phrasing that could be interpreted as prosperity-gospel messaging
- Speak ill of non-Christian institutions or competitors
- Overpromise that something is easy (diminishes quality of products and importance of your finances)
- Overpromise something will be fast (example: loan decision time)
- Overemphasize or become too wordy with a campaign message
- Overuse the word “free”
- Try to avoid hyperbole
- Use negative or politicized language

# Copy Best Practices

- Don't sell. Seek to empower first
- Know your Christian audience.
- Omit unnecessary words.
- Keep paragraphs short.
- Trim the fat where possible.
- Frontload important information.
- Use subheadings for longer content.
- Incorporate bullet points for readability.
- Use first person "we."
- Avoid comma splices.
- End sentences with proper punctuation.
- Rarely use ALL CAPITALS for emphasis.
- Use title case for banner ad headlines.
- Keep social post copy short and to the point.
- Capitalize AM/PM.
- Avoid abbreviations such as: Fri. and Sat.
- Use emojis sparingly.
- Use verbs and 2–4 words in CTA (call to action).
- Be mindful of trends, but don't be overly trendy.



Questions? Please contact our marketing department at:  
**[sarambel@adelfibanking.com](mailto:sarambel@adelfibanking.com) or [mbrandt@adelfibanking.com](mailto:mbrandt@adelfibanking.com)**