



# For the People Who Make Sundays Happen.

## backrow. BRAND SHEET

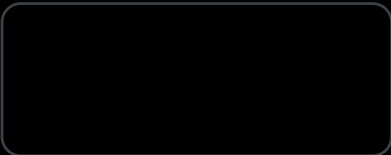
VERSION 1.1 / OCTOBER 11, 2026

Approved seating identity. A practical reference for every new backrow. creation.

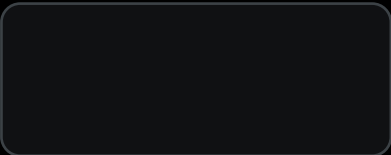
1 PETER 4:10 / NIV

Each of you should use whatever gift you have received to serve others, as faithful stewards of God’s grace in its various forms.

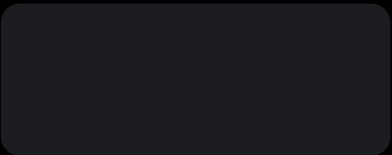
### 01 / COLOR



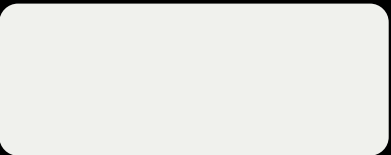
Matte black  
#000000  
RGB 0 / 0 / 0



Charcoal  
#101113  
RGB 16 / 17 / 19



Surface  
#1B1D20  
RGB 27 / 29 / 32



Warm white  
#F0F1ED  
RGB 240 / 241 / 237



Sage  
#B5D59B  
RGB 181 / 213 / 155



Muted gray  
#ADB3B0  
RGB 173 / 179 / 176



Warm amber  
#E4C294  
RGB 228 / 194 / 148

### 02 / TYPOGRAPHY

## You belong here.

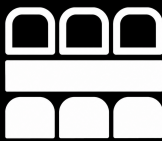
Manrope 800 display / 700 headings

DM Sans 400 / 500 for reading.

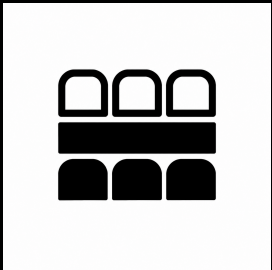
DM Sans 600 for labels and buttons.

Sentence case. One thought. Room to breathe.

### 03 / LOGO USE



DEFAULT / DARK



OPTIONAL / WHITE

Full logo: headers and signatures.  
Square: avatars and app icons. Use  
black on white for white  
backgrounds as needed.

Keep supplied artwork, matte, proportions and final period. Clear space: one outlined-chair height beyond the image. Minimum: wordmark 180 px; symbol 32 px. Never redraw or retype.

### 04 / VOICE

## Are you the first one at church on Sunday?

Warm recognition. Useful questions. Kind booth humor. Staff or volunteer. You belong here.