



Book 2

Environments & Signage

KENSINGTON
CHURCH

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Intro to Signs & Environments

Signs & environments - a labor of love



Hello there! I'm Sign Guy, the sign guide. I'll be your tour guide through the wild world of signs and environments here at Kensington Church. Follow me and we'll get started!

What follows has been a labor of love. Kensington signs have been my responsibility for something like 3 or 4 years and I am thrilled about this document. The Communications Department struggled for years to keep a level of excellence and consistency across our signs and environments. We now have a system in place that will ensure consistency, utility, and excellence in our signs.

Consistency is difficult when a church has multiple campuses, but it is one of the most important pieces of the environment puzzle. Our hope is that visitors to any of our campuses will feel the same sense of familiarity, welcome and comfort.

Signs need to be a utility - that is, they need to be useful. Kensington's signs all serve a specific purpose - to mark an "Info" booth, to create a security checkpoint or to direct visitors to a restroom (to name a few). Our team has put forth significant effort to understand traffic flow, line of sight, color theory, sign types and spacial organization in order to provide the best campus experience possible. Because of this the first time anyone visits a Kensington campus, their experience includes as little confusion and alienation as possible.

Kensington's Communications Department, along with all of Kensington's various teams, strives for excellence in what we do. We hold ourselves and our work to a level of quality that (hopefully) brings glory to God.

Colossians 3:23 - Whatever you do, work at it with all your heart, as working for the Lord, not for human masters, since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving.

Vision & Experience

Why are signs and environments important? While signs and paint on walls may seem inconsequential, they contribute to something bigger. All environments, atmosphere and signs at Kensington reflect a singular vision. We want people to feel welcome here - welcome to hang out, to think and speak freely without pressure or fear of judgement and welcome to learn about Jesus. This means the photos, fonts, content, size, type and color of Kensington's signs are all chosen to serve that purpose. This goes for the color of paint and carpet and the positioning of signs in lobby spaces as well.

So when you see orange on a sign, it isn't because it is "cool" (though, it is pretty cool), it is because orange is a color of action and Kensington is a church of action (just check out our student ministries or global partners!). When you see the coffee bar between the front doors and the auditorium, it is because we know how hard it is to get out of bed in the morning. When you need a restroom and find a sign directing you to one - that was on purpose.

When you walk into a lobby, you're seeing the results of a great deal of thought and planning. One of the unofficial mottos around Kensington is "Today is someone's first day". We want everyone's first day to make them feel as welcome as possible.



Lobby Must-Haves

Kensington's various lobbies should feel very much the same. Most important (and most universal) are the 3 "lobby stations": Info, Starting Point, and Coffee. Each campus should have pullup signs for these stations.

Permanent buildings will have a set of 4 pullup signs for the Info station, a set of 3 pullup signs for Starting Point and a set of 3 pullup signs for the Coffee station. This is a temporary measure at the permanent facilities, meant to last only until permanent customized signage is built.

Portable campuses will have a set of 3 pullup signs for the Info station, a set of 3 pullup signs for Starting Point and a single Coffee pullup.

These signs are mandatory and should not be altered or separated. Each set of signs creates a single sign for all intents and purposes. To remove any of the panels will damage the consistency, utility and excellence of the lobby space.

Station setup note: no desk, long table or countertop should sit in front of these stations. See figure 2.4. Large tables/counters block the large visual space that the sign creates, so the volunteers pictured use a simple standing bar-style table for their coffee and ipad. This creates an approachable casual atmosphere with no visual barriers. If storage is necessary, a cabinet/table/etc. may sit *next* to the signs, but never in front. For more info on this, see chapter 2.5 - Misuse and No nos.



2.1



2.2



2.3



2.4

Standards 2.2

Why Have Rules? 2.2.1

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Standards

But why have rules?

Rules make life difficult, right? Wrong! Rules make our lives way easier. Imagine driving on the highway if no one followed any rules - chaos! These rules ensure the consistency, utility and excellence of our signs and need to be followed.

Treatment of Text and Type

Indoor directional signs use only undercase lettering. As space is often a concern on directional signs, we use only lowercase lettering, which takes up less space and allows for maximum letters per line. It is a small but important detail. See figure 2.5. Outdoor directional (such as parking) signs use uppercase and lowercase. See figure 2.6.

Text on signs is always left justified. The pertinent information on interior signs ("Info", "<breakaway" or "restrooms") should be at average eye level or higher (see figure 2.5). This will not always be possible (imagine a directional pullup that has 6 or 8 lines of text), but in 95% of cases needs to be enforced. Kensington's signs are typically read left to right, however when this is not possible, text goes top to bottom. Never bottom to top. See figure 2.7.

Outbound is a secondary font, and should be used sparingly in general. In signs we need to be even more specific, more careful. Directional signs are never in outbound, always museo. "Fun" type of signs can be in outbound. See figure 2.8. Signs with a clever quip or a one-liner, but not practical "park here" or "<coffee" or "restrooms".



2.5



2.6



2.7



2.8

Treatment of Text and Type (cont.)

Font size is tricky on signs as signs come in many different sizes and shapes and exist in a variety of atmospheres. On directional pullups, 260pt. type (in Museo 500) is appropriate. Under certain circumstances it may be necessary to go above or below this size. Sometimes in order to maintain utility (usefulness), type must be “eyeballed”. Aframes are a perfect example, as many have only one or two words. See figure 2.9. The designer must use their best judgement.

Colors and Signs: Perfect Match or Deadly Combination?

As consistency is of utmost importance, Kensington’s primary and secondary colors are the sign color palette. Refer to figure 2.7. Exterior signs (think Aframes) are in white text on Kensington’s dark gray with orange and darkest gray chevron accents. This template is the go-to design for directional Aframes. It is a no-nonsense approach and allows for maximum readability from a vehicle. See figure 2.9. Directional pullups are in white text on Kensington orange. Signs can use sub brand colors in a similar manner if applicable. Seasonal signs are also an exception. See figure 2.12.

Other signs are typically Kensington orange, teal, yellow or dark blue with white text. We try to keep the secondary colors secondary, but this is a good place to show them off.

We have discovered that Kensington’s orange sometimes disappears against Kensington’s dark gray, so caution is needed when putting Kensington’s logo over the dark gray on signage. See Troy’s old/new monument style in figure 2.10.

Photography on signs (as almost all Kensington photography) is black and white. See figure 2.11.



2.9



2.10



2.11



2.12

Sign Types 2.3

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Sign Types

Retractable Vinyl Pullups

Kensington uses a variety of sign types and each serves a specific purpose.

Pullup signs are strictly for indoor use (Orlando campus is the exception as their location requires specialized outdoor pullups). They stand up above the crowd and can be seen from a great distance. They serve as directional signage and can designate spaces such as classrooms and Starting Point stations (figure 2.13).

Coroplast/Plastic Aframes

Aframes are strictly for outdoor use- parking lots and approachable doors. The flow of both foot traffic and vehicle traffic is their domain. They serve a directional purpose, but when positioned outside entrances are also useful advertisement space for Kensington's social media, app, website or seasonal events. This sort of advertisement is for foot traffic only as it would be difficult to read and distracting for a passing vehicle. Only foot traffic signs should employ photography as this becomes a readability problem for parking signs (figure 2.14).

Monuments

Monument signs are permanent outdoor fixtures at permanent campuses and are often the first thing people see of Kensington. These have usually been made to fit an existing sign, so each one is unique, but remain as consistent as possible. See figures 2.15 (Traverse City monument) and 2.16 (Orion monument).



2.13



2.14



2.15 Sidenote: the logo was adjusted for both Traverse City and Orion monuments because our orange disappears against the dark gray.



2.16

Windmasters

Windmaster signs have been all but eradicated from Kensington campuses. We no longer offer this as an option for new signage. They are 42"x56" and were meant to sit next to the road to advertise mobile campus locations and service times (see figure 2.17). What we found was that there was often not enough time for passers-by to read the content of the signs, rendering them useless for our purposes.

Hanging Signs

Hanging signs were once a standard part of mobile campuses but are no longer offered by the Communications Department. Usually made of Sintra (PVC) or sometimes Coroplast (figure 2.18), these were often used for directional signage but were replaced with pullup signs which remain clean and professional longer. Hanging signs were often quickly cracked or destroyed and lacked the level of excellence we want from our signs. **Fun fact: Coroplast is a fake word for "corrugated plastic".**

Lobby Coroplast

By limiting the number of lobby signs we use, Communications is keeping lobbies uncluttered. Lobby promotional signage (figure 2.19) is meant to be for promotional events only (volunteer recruitment, groups push, etc).

Yard Signs

Yard signs are temporary plastic/coroplast signs that can be staked into a lawn (figure 2.20). Yard signs excel in repetition of brand, but look cheap and lack sufficient space for much real content. These should be used for simple information (website or logo), and sparingly used for directional signage (All In Campus Baptism). Portable campuses only.



2.17



2.18



2.19



2.20

Direction 2.4

Symbols 2.4.1

Directional Standards 2.4.2



Symbols

Kensington has a package of handy symbols for use in directional signs. These are the approved symbols. No other symbols can be used without consulting the communications team.

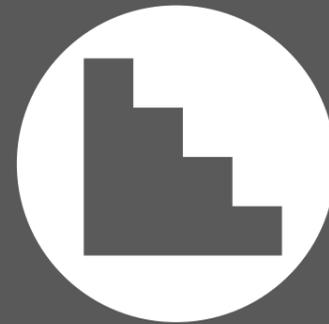
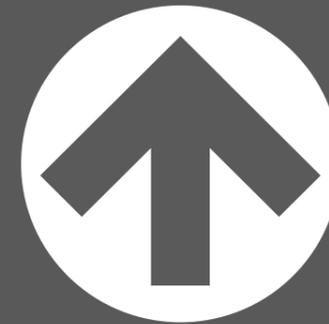
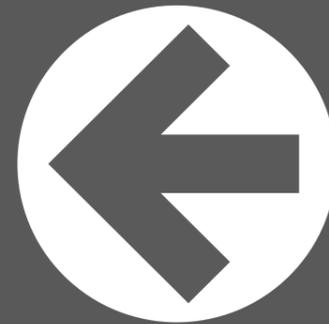
Below are the lower level and upper level symbols. Do not confuse them on signs.



Lower level



Upper level



Directional Standards

Rules Specific to Directional Signage

In 2016, the Communications staff changed the standard arrow associated with the “old” brand. The “new” arrow better reflects Kensington’s brand. This is the only arrow approved for Kensington use. On interior directional signs, the circle around the arrow is required. In other uses, designer’s best judgement should be used. The arrow (and circle) should not exist in any bright color, approved use is only black/white/grays.

The preferred placement of arrows on directional signage is to the left of the words. Occasionally this won’t be possible. Horizontal space is precious on signs - the less you have, the smaller your text must become (aframes are a perfect example). In these cases, the text (at it’s widest point) should be the “full width” of the sign and the arrow should be centered below it. This method should NOT be used if there are multiple directions displayed on a sign. In that case, the preferred placement (see beginning of this point) is required. The arrow should never be placed above the text.

Directional sign text is left justified, and lines up against the arrow (exact spacing can be seen on the diagram to the right).



“s” - Museo Sans 500

When an arrow represents 2 lines of text or more, it should be centered along a horizontal line with the lines of text. If there are many lines of text for a single arrow, it may be permissible to place the arrow along the top line, and let the following lines go below.

Kensington's arrow is the only arrow to be used, and only at the provided 45 degree angles. The preferred use is inside the circle as shown.

The lower level/upper level symbols must be used as pictured to the right. Current floor directions must be at the top, preceding the lower level or upper level directions, and a line (as pictured) must divide them.

Directional signs that point to students areas (kkids/breakaway/edge) do not require the full ministry logos, however they do require the age restrictions of the student group, on a second line whenever possible.



Misuse & No-nos 2.5

Sign No-nos 2.5.1

Lobby Layout No-nos 2.5.2



Sign No-nos

Alright, so you've done something wrong. Who hasn't? The key now is to make sure we do the right thing from now on. And none of that "asking forgiveness" instead of "asking permission" nonsense. Please use these rules as a guide to help us all improve Kensington's environments.

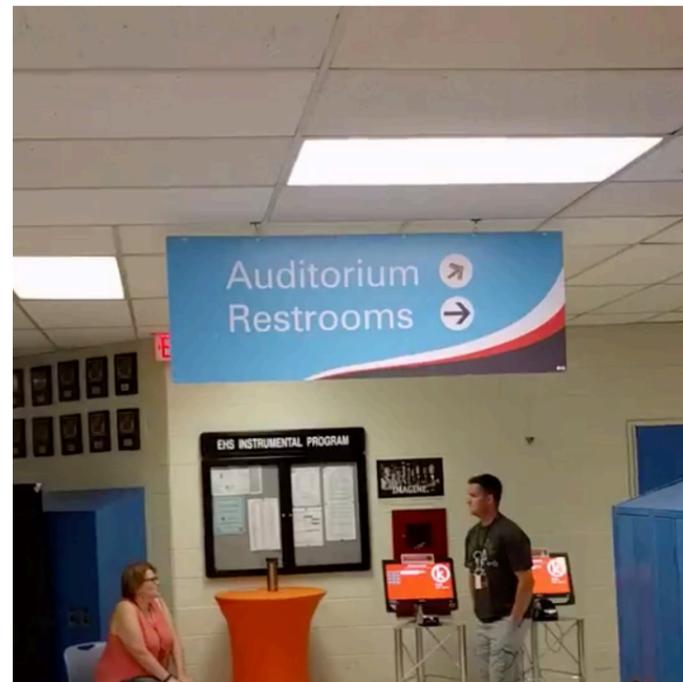
1. Do not create/use improvised signage. We often run into improvised sign usage – an aframe panel taped to a wall, a home-made 8.5x11 piece of paper taped over a pull up. These are no-nos. If there is a problem with or change in a sign's content or usage, please contact Communications for an official repair. Sometimes that will mean making a "patch" that can be affixed to a sign (but look professional), and sometimes it will mean replacement. But for the good of Kensington's overall brand and ultimately to be the most excellent we can be (for the glory of God), please inform Kensington's Communications team in these cases.
2. Do not display old signs. Old Kensington (blue/cube/arch) is dead. Long live New Kensington. Please don't dig out old Kensington signs to fulfill a new need. Retired signs should be returned to the Communications team. Consistency is of very important and cannot be stressed enough.
3. Do not add to or modify signage. If changes need to be made, inform the Communications team.
4. Do not repurpose signs without approval from the Communications team.



1. Improvised/homemade sign



2. Retired sign



3. Sign modified with paper arrows



4. Old windmaster panel "repurposed" in lobby/hallway setting, with additional info on 8.5x11 sheet affixed

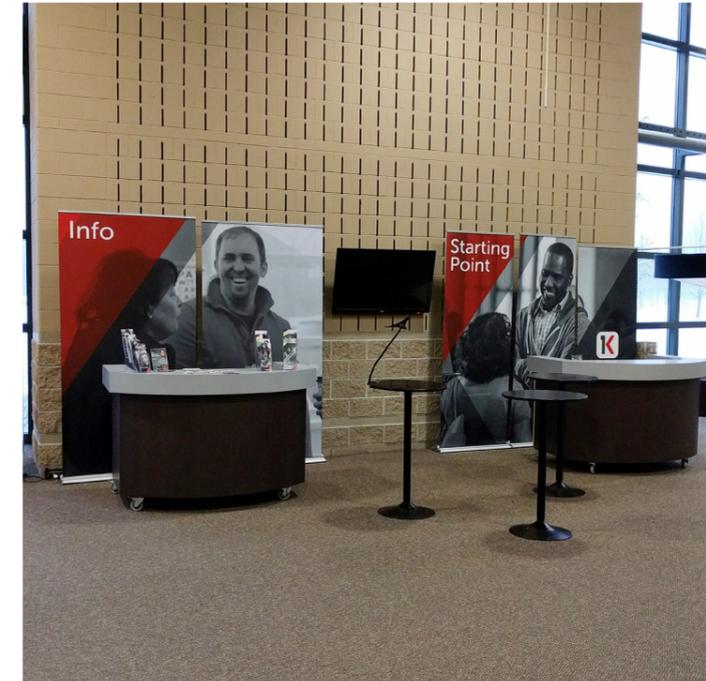
Lobby Layout No-nos

1. Do not separate sign sets. The Coffee/Info/Starting Point pullups in the lobbies are designed as sets. Consider them more as one collective sign rather than individuals, as this is the capacity in which they operate. So when one set (coffee, for example) is put out of order, the photo in the background doesn't make sense. The same problem can be seen if only the first of the coffee set are used (the word "coffee" is visible, but the photo in the background becomes completely unintelligible.) Note: portable campuses may have a customized single coffee pullup (designed to be one panel). Not only do incomplete sign sets look strange because of this, but they fail to serve the purpose for which they were designed: marking a big significant and specific place (which stands out across the lobby).

2. Do not combine sign sets (Info and Starting Point are separate stations). The directional team along with Auxano came to the conclusion that Info and Starting Point stations serve equally important separate needs and must be kept separate. This is an issue of consistency as well, and must be kept this way across all campuses.



1. Sign separated from sign set



2.10 Separated signs/combined stations

Sidenote: you may see signs from your campus here in the "you messed up" section (gasp!). We hope you won't take it personally that we used real examples from your campus (and others) for our "no-no" section. We know everyone is trying to do the best with what they have. But remember - we're all in this together! Keep in mind that the Communications team is made up of design experts who are thrilled for the opportunity to put their gifts to work.

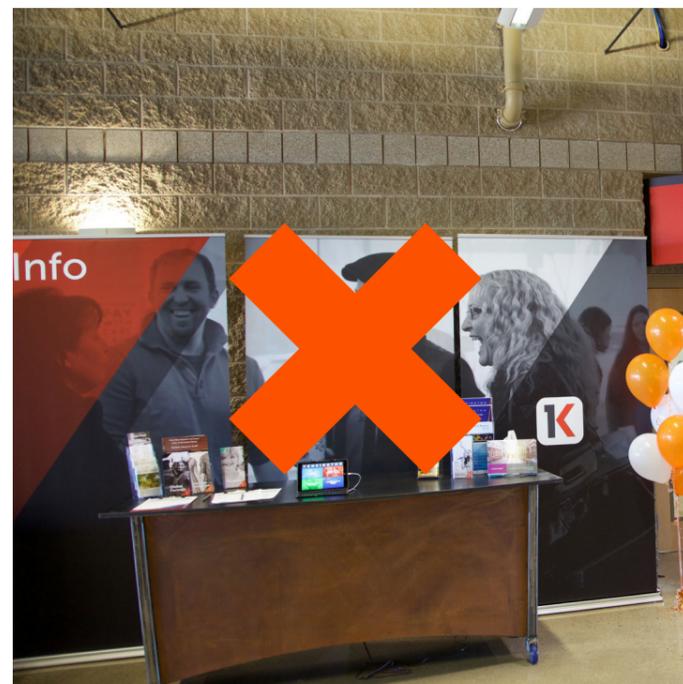
3. Do not shorten pullup signs. Pullups must be kept at the height they were designed for. Rolling up the bottom of the sign (logo, etc) is a big no-no. One of the greatest benefits of pullup signs is that they stand out over the crowd. If there is some doubt about the signs fitting an environment at full height, the Communications team should be consulted.



3. Pullup Not fully extended

4. Do not place any desk, counter or table in front of lobby stations. The only exception is tall bar-style tables. See figure 2.4. Large tables/counters block the large visual space that the sign creates. If storage is necessary, a cabinet/table/etc. may sit next to the signs, but never in front.

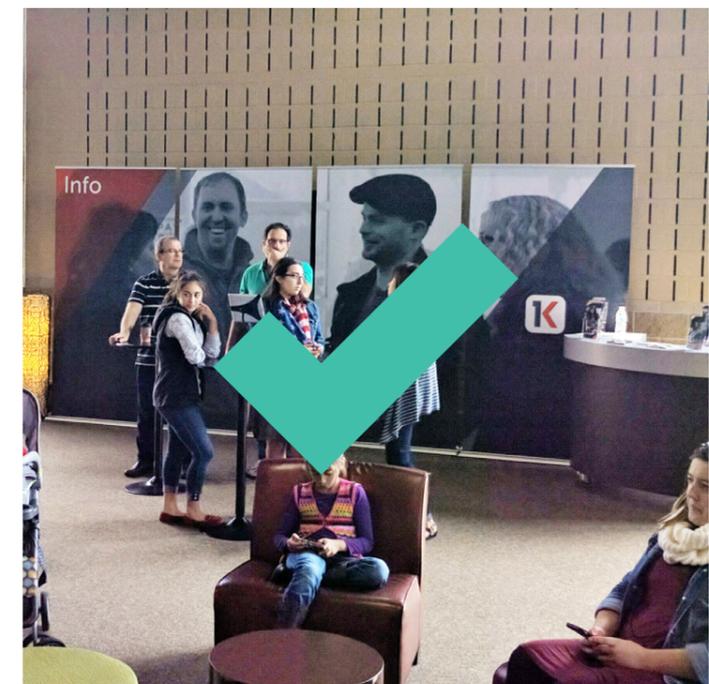
Sidenote: there will be times at portable campuses when spaces change and some adjustment may be necessary. In these cases, the communications team will be more than happy to consult before signs are arranged in new lobby spaces.



4. Table/counter obscures station



3. Pullup fully extended with ~2" gap between logo and base



4. Tall bar-type table leaves space open and welcoming

Environment 2.6

Paint Colors 2.6.1

Texture 2.6.2

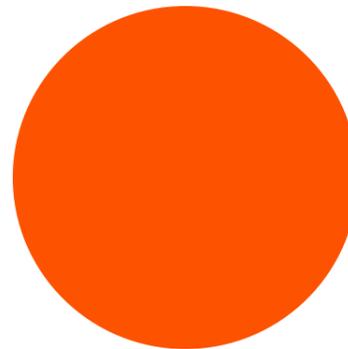


Paint Colors

Our permanent facilities have a lot of walls that need to be painted from time to time. Since the cost of repainting them is great, it is all the more important that we choose colors from our new brand that will weather well with time and fit our new brand. High traffic areas (Lobbies, main hallways) are the most important and should reflect Kensington's brand, using the colors listed to the right. Browns, pastels and earth tones were a staple of Kensington's old environment look, and should be avoided in the new look. This helps create a single unified environment. As our palette is limited, the Communications team recognizes that we may need to use more colors than are listed here. If this necessity arises, the Communications team should be consulted on additional paint colors.

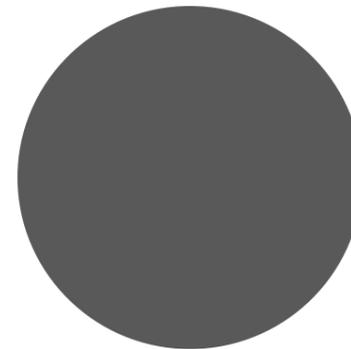
A good rule of thumb is 80/20. 80% of Kensington's interior environments should be variations of our gray colors, and 20% should be accent areas of our orange and secondary colors.

We want to set up an atmosphere for visitors that feels warm and welcoming. Every part of our environment, from the carpet to the smell of coffee has been chosen for that effect.



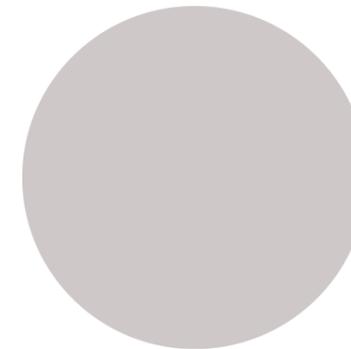
K Orange

Benjamin Moore:
2014-20 Rumba Orange
Sherwin Williams:
SW 6884 Obstinate Orange



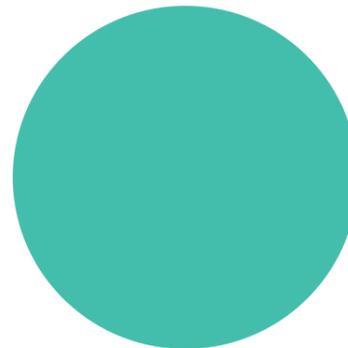
Dark Gray

Benjamin Moore:
2126-30 Anchor Gray
Sherwin Williams:
SW 7076 Cyber Space



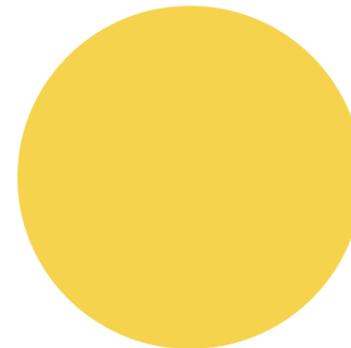
Light Gray

Benjamin Moore:
HC-169 Coventry Gray
Sherwin Williams:
SW 6002 Essential Gray



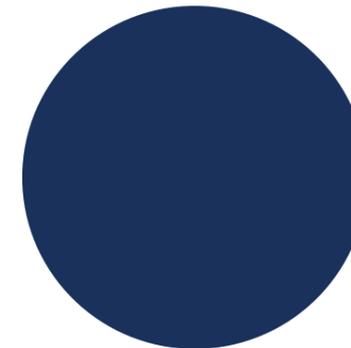
Teal

Benjamin Moore:
2048-40 Poolside Blue
Sherwin Williams:
SW 6941 Nifty Turquoise



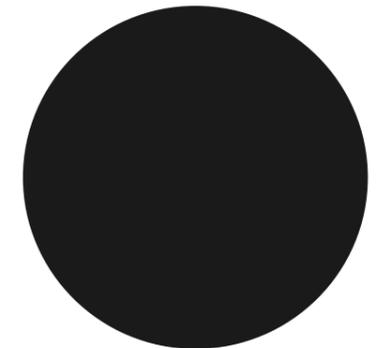
Yellow

Benjamin Moore:
2021-40 Yellow Highlighter
Sherwin Williams:
SW 9020 Rayo De Sol



Regal Blue

Benjamin Moore:
2060-20 California Blue
Sherwin Williams:
SW 6510 Loyal Blue



Near Black

Benjamin Moore:
2132-20 Ebony King
Sherwin Williams:
SW 6258 Tricorn Black

Textures

Two textures were chosen to be a part of Kensington's environment and signage - a deep and warm wood plank texture and concrete. These are textures reserved specifically for environments and exterior signage. The wood texture exists in places such as monument signs, but should not be reproduced in printed pieces. The wood texture should not be reproduced in black and white (unlike other photography), but full color in conjunction with Kensington's brand colors. The idea here is to incorporate the warmth and welcome that wood offers into the actual space of Kensington. Eventually wood will be incorporated into the permanent lobby stations (Info and Starting Point).

The concrete texture is already incorporated into the construction of our permanent facilities and should not be reproduced in print or signage.

