The Care Collective
Spiritual Companions for Ministry Leaders

BRAND GUIDE · 2026

The Care Collective

SPIRITUAL COMPANIONS FOR MINISTRY LEADERS

"Comfort, yes, comfort My people." — Isaiah 40

01 — BRAND ESSENCE

A place to exhale.

The Care Collective is a group of trained spiritual companions who care for the whole person of ministry leaders — unhurried, personal, and rooted in faith. Every touchpoint should feel like being received: calm, warm, and quietly beautiful. Never corporate, loud, or rushed.

FEELING TO EVOKE

Calm · Warmth · Refuge · Elegance · Trust

PERSONALITY

A wise, gentle companion — warm, unhurried, pastoral, quietly confident. A trusted presence, never a clinician.

02 — THE LOGO

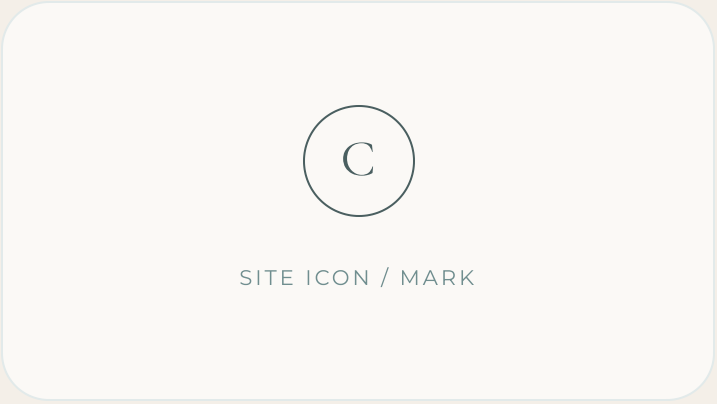
One mark, used with care.

Three lockups — horizontal (primary), vertical (stacked), and the standalone site icon — in three approved color variants. Dark on light, white on dark or photography, and the soft sage version for gentle, low-contrast contexts only.









Clear space & minimum size



Keep clear space equal to the height of the “C” on all sides. Never render the horizontal lockup so small the tagline becomes unreadable.

What not to do









03 — COLOR

Sage leads. Clay warms. Everything rests on cream.

A warm, natural, restful system. Deep sage does the heavy lifting; clay brings the human warmth and invitation; cream keeps it all light and open. Reserve clay for accents and calls to action — it should feel special, not everywhere.

PRIMARY — SAGE

50	100	200	300	400 ·brand	500	600	700
#f2f5f5	#e2eaea	#c6d5d5	#a7bfc0	#89a5a6	#708e8f	#5b7576	#4a5f60

800 ·head	900 ·footer	950
#3d4e4f	#2f3d3e	#1f2929

ACCENT — CLAY

50	100	200	300	400 ·brand	500 ·label	600	700
#faf6f2	#f3e9e0	#e6d2c2	#d7b8a0	#c7a48e	#b68a70	#a2735a	#865d49

900
#5a4135

NEUTRALS — WARM INK & CREAM

Ink ·body	Ink-soft	Mist	Cream ·bg	Cream-deep	Parchment
#515151	#6b6b6b	#c9c9c9	#fbf9f6	#f4efe8	#f7f3ec

Backgrounds are cream, never stark white. Headings sage-800, body ink, eyebrows clay-500. Footer and emotive closings use deep sage (900) with white text.

Approved pairings

Combinations that stay legible (WCAG AA). The warm accents are decorative — never set body text in clay or sage-400 on a light ground.

Deep Slate on Cream ✓ HEADINGS	Ink on Cream ✓ BODY	Cream on Deep Slate ✓ DARK SECTIONS
White on Companion Teal ✓ BUTTONS	CLAY LABEL ON CREAM ✓ LABELS ONLY	Sage-400 on Cream × TOO LIGHT FOR TEXT
White on Sage-400 × FAILS CONTRAST	Clay-400 body on cream × ACCENT, NOT TEXT	

04 — TYPOGRAPHY

Elegant serif, quiet sans.

A high-contrast display serif carries the voice and feeling; a clean geometric sans carries the information. Italic serif is reserved for scripture and gentle emphasis.

DISPLAY · HEADINGS

IvyPresto Display

Aa

Weight 400, sage-800, tight leading (~1.05), slightly negative tracking. Web fallback: Cormorant Garamond → Georgia.

BODY · INTERFACE

Montserrat

Aa

Light–Semibold. Body ~17px at 1.75 line-height for a calm, readable rhythm.

DISPLAY 1	*Received, not fixed*	IvyPresto · 2.6–4.9rem · 400
DISPLAY 2	A place to be tended	IvyPresto · 2.25–3.75rem · 400
LEAD	Companionship for the caregiver	IvyPresto · 1.35–1.85rem · 400
BODY	Soul care for ministry leaders — steady, unhurried, and human.	Montserrat · 17px · 400 · lh 1.75
EYEBROW	SPIRITUAL COMPANIONSHIP	Montserrat · .72rem · 600 · clay-500
SCRIPTURE	*“Comfort, yes, comfort My people.”*	IvyPresto italic

05 — VOICE & TONE

Speak the way a good companion listens.

Warm, unhurried, pastoral, quietly confident. Center the whole person, rest, and God’s presence. Trust silence and simplicity — don’t over-explain.

✓ DO

- Speak with care and invitation — “You are not defined by your output.”
- Keep sentences unhurried; short lines, almost poetic.
- Weave in Scripture naturally.
- Use the recurring phrases: *the whole person*, *unhurried*, *a place to land*.

✕ DON’T

- No hype, urgency, or corporate jargon.
- No exclamation-heavy or salesy tone.
- Don’t over-explain or pressure.
- Don’t bold body text heavily — let size & color lead.

Signature lines

> *“Comfort, yes, comfort My people.” — Isaiah 40*

> *Caring for the Hearts of Ministry Leaders*

> *Creating spaces where ministry leaders receive support for the whole person.*

Naming

Newsletter → **Gentle Reminders**

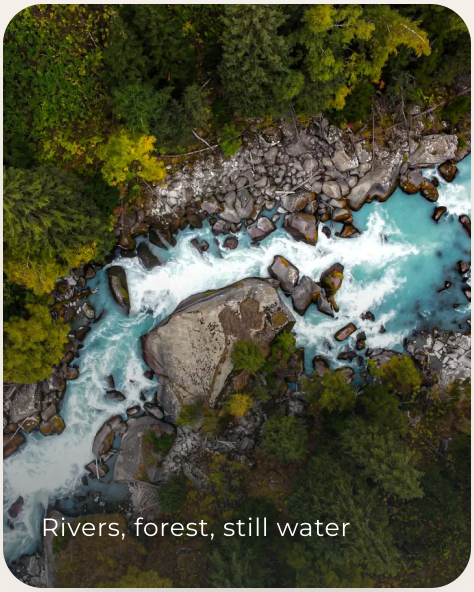
Blog posts → **Reflections**

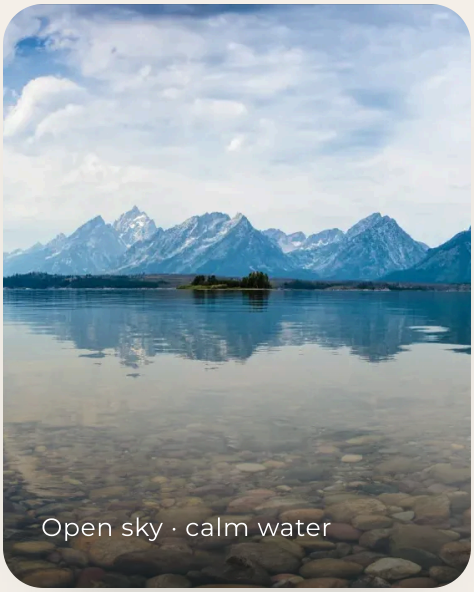
06 — IMAGERY & PHOTOGRAPHY

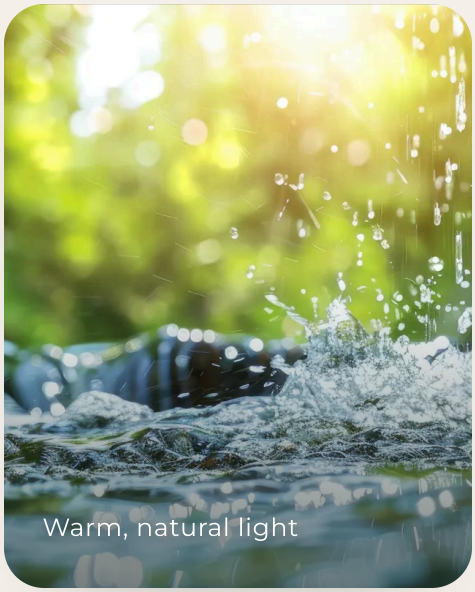
Serene, natural, contemplative.

Soft natural light and calm palettes that sit beside the sage/clay/cream system. Nature — rivers, lakes, forests, still water, open sky — and quiet human

moments of solitude and rest. Text over photos always uses a scrim or frosted panel.


Rivers, forest, still water


Open sky · calm water


Warm, natural light

Team headshots

Portrait orientation, consistent, warm and approachable, on clean neutral backgrounds.



Kathryne Winter



Mary Jean Powers



Joy McInnis



Jessica Park

HEADSHOTS

Portrait orientation, consistent, clean neutral (light studio) backgrounds. Warm and approachable.

TREATMENT

Calm cool-to-warm gradients (dusk, water, foliage) over bright or busy imagery.

SOURCING

Royalty-free, commercial-use libraries: Unsplash, Pexels, Pixabay. Never pull from general web search.

07 — UI & LAYOUT ELEMENTS

The signatures that make it feel like itself.

A handful of components define the look: the frosted sage panel, clay eyebrow labels, the rule ornament, pill buttons, and softly rounded cards with sage-tinted shadows.



Buttons

PRIMARY · SAGE

CLAY · CTA

SECONDARY

GHOST (ON DARK)

VARIANT	BACKGROUND	TEXT	USE
Primary	sage-400	white	Main actions on light
Clay	clay-400	white	Warm, inviting CTAs
Secondary	transparent · sage-300 border	sage-700	Quieter actions
Ghost	transparent · white border	white	On dark / photos

RULE ORNAMENT

A centered hairline with a small clay diamond, under section titles.

CARDS & CORNERS

Generous radii (~1.5–2.75rem), thin sage-100 borders, soft diffuse sage-tinted shadows, gentle hover lift.

MOTION

Easing `cubic-bezier(0.22,1,0.36,1)`. Soft scroll-reveal (fade + rise), calm ~0.4–0.9s transitions. Respects reduced-motion.

LAYOUT

Wide max ~1280px, narrow reading ~736px. 1.5rem gutters. Alternate cream / cream-deep sections.

08 — SOCIAL MEDIA

Unmistakably you, at thumbnail size.

On a profile the brand lives or dies at forty pixels. Lead with the monogram for avatars, the frosted-sage look for posts, and keep every platform on one consistent handle.

Profile avatar

Use the monogram “C” — never the full wordmark; it’s unreadable in a circle. Center it on a solid brand field.



Sage field | Cream field | Clay field | ✕ Never the wordmark

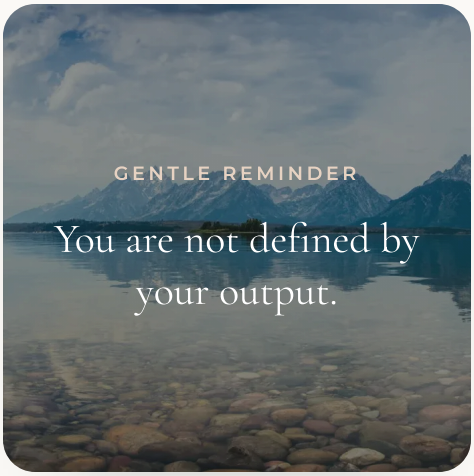
Cover / banner

White logo and a short serif line over a scenery photo with a scrim. Keep logo and text centered in the safe area so nothing crops across platforms.



Facebook 820×312 · LinkedIn 1128×191 · X 1500×500 · YouTube 2560×1440 · safe 1546×423

Post & story templates



REFLECTION

A place to be received.

ISAIAH 40

“Comfort, yes, comfort My people.”

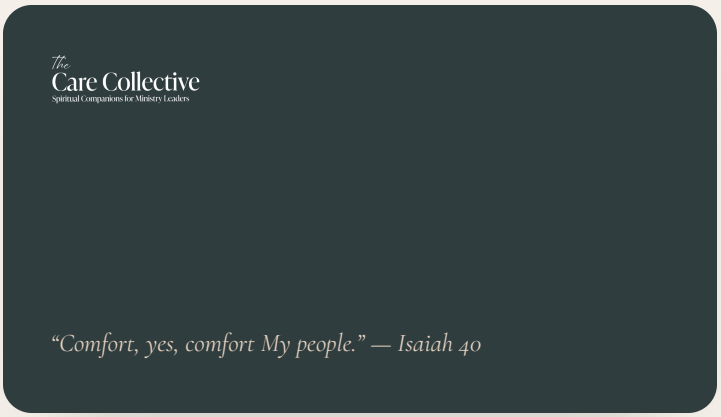
HANDLES

No profiles exist yet — when they launch, **reserve the same handle on every platform** (e.g. *@thecarecollective*, or *@carecollectiveministry* if taken). One handle everywhere, so a referral never lands on the wrong account.

09 — COLLATERAL

The everyday touchpoints.

The same system carried into the pieces the team uses every week — the business card, the email signature, and letterhead.



Jane Doe

SPIRITUAL COMPANION

info@thecarecollectiveministry.com

720-454-2286 · thecarecollectiveministry.com

Email signature

The Care Collective
Spiritual Companions for Ministry Leaders

Jane Doe · Spiritual Companion

The Care Collective — Spiritual Companions for Ministry Leaders

info@thecarecollectiveministry.com · 720-454-2286 · thecarecollectiveministry.com

"Comfort, yes, comfort My people." — Isaiah 40

Letterhead: dark logo top-left, a deep-sage footer band with contact info, generous margins, headings in IvyPresto and body in Montserrat. Print in the Pantone/CMYK equivalents of sage & clay (confirm exact matches with your printer).

10 — EMAIL & SHARING

Consistent, even in the inbox.

GENTLE REMINDERS (EMAIL)

Parchment/cream background, white content card, deep-sage footer. Serif headline (Georgia stands in for IvyPresto), clay eyebrow, ink body, author byline + date, a featured photo, and an italic scripture. Footer signature: *“Comfort, yes, comfort My people.” — Isaiah 40.* Sent from The Care Collective, reply-to info@thecarecollectiveministry.com.

OPEN GRAPH SHARE IMAGE

1200 × 630. The frosted sage panel + white logo lockup + a short serif headline over the hero river photo. Text large enough to read as a small thumbnail.

QUICK REFERENCE

The whole system, at a glance.

COLOR

Sage #89A5A6 · Clay #C7A48E · Ink #515151 · Cream #FBF9F6

TYPE

IvyPresto Display (fallback Cormorant) + Montserrat

TONE

Warm · unhurried · pastoral

VERSE

Isaiah 40

CONTACT

thecarecollectiveministry.com · info@thecarecollectiveministry.com · 720-454-2286

+ DESIGNED & BUILT BY BEARDMAN DESIGN

This is what a brand system looks like when it's built to last.

Logo, color, type, voice, and the site they live on — one coherent system, delivered ready to use. Every Beardman Design client receives a guide like this one.

SEE OUR BRANDING WORK →

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