



VISUAL IDENTITY STANDARDS

Meet the Bishop

Brand Guide

Bishop Dr. Jeffrey W. Larson, founder and chairman of Start Again Ministries. This is where producers, pastors, and partners invite him to speak.

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Prepared by The Tribe Maker

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Default: Start Again family. Client to confirm vs Meet the Bishop blue.

Logo files are linked from this guide, one file at a time. There is no combined asset pack.

SECTION 01

Logo

The mark is the Seal of the Bishop. Dark artwork sits on Paper. Light artwork sits on Ink. The wordmark is typographic, set in Montserrat, until a drawn lockup is approved. The seal is a small mark in the footer or on the biography. It is never the hero.

Client to confirm: keep this seal, or retire it. The artwork is used here as supplied. It is not redrawn.

Files: [img/seal-of-the-bishop.png](#), [img/wordmark-dark.svg](#), [img/wordmark-light.svg](#), [img/favicon.png](#). Each file is linked on the guide page. There is no combined asset pack.



Meet the Bishop

ON PAPER: DARK SEAL AND DARK
WORDMARK



Meet the Bishop

ON INK: SEAL AND LIGHT WORDMARK

CLEAR SPACE

Keep clear space equal to the height of the "M" in the wordmark on every side of the seal and of the wordmark. Do not crowd either one with type, a rule, or a photograph.

MINIMUM SIZE

Smallest seal on screen: 64 pixels.
Below that, the arms of the mark fail.
The wordmark does not go below 16 pixels of cap height.

DO

- Use the seal file as supplied. Do not redraw it.
- Place the seal on Paper or on Ink, where the gold and the purple still separate.
- Use the dark wordmark on Paper and the light wordmark on Ink.
- Keep the seal in the footer or on the biography. Favicon use is allowed.

DO NOT

- Do not put the seal in the hero.
- Do not recolor, stretch, rotate, or add a shadow or a glow.
- Do not place the seal on a photograph.
- Do not use the Start Again logo on this site unless that ministry approves it.
- Do not introduce a third-party mark.

Logo files

These are the files in the prototype. Nothing else is part of the set.

**SEAL**

`img/seal-of-the-bishop.png`

Gold and purple coat of arms. On Paper, and on Ink if the gold still reads. Keep or retire: client to confirm.

Meet the Bishop

DARK WORDMARK

`img/wordmark-dark.svg`

Montserrat wordmark in Ink. On Paper and other light grounds.

Meet the Bishop

LIGHT WORDMARK

`img/wordmark-light.svg`

Montserrat wordmark in Paper. On Ink and other dark grounds.

**FAVICON**

`img/favicon.png`

64 pixel reduction of the seal, for the browser tab only.

SECTION 02

Color Palette

Default: Start Again family. Client to confirm vs Meet the Bishop blue. Purple is the accent. Gold is jewelry: a rule, a small label, an underline. Gold never fills a room. Purple never fills a room.

Default: Start Again family. Client to confirm vs Meet the Bishop blue. Ink, slate, and paper are the rooms. Purple and gold are the jewelry and the action. The row under the swatches is the live site blue, marked for retirement unless the client chooses to keep it.

**PURPLE****#8B44AD**

Primary accent. Buttons and a few links. Not a room.

**PURPLE DEEP****#6C2E8C**

Hover, small fills, text links on Paper.

**ROYAL****#3D1A5C**

Family token. Not used as a room fill on this site.

**GOLD****#C4A574**

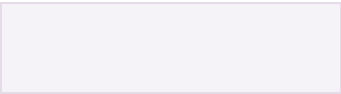
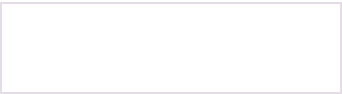
Jewelry only. Rules, labels on dark, link underlines. One detail per room.

**GOLD DEEP****#A6864E**

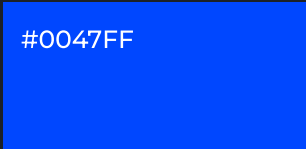
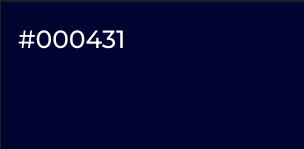
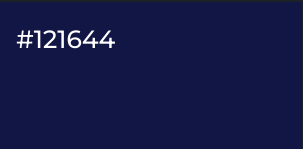
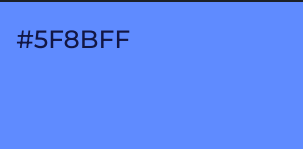
Gold when it has to sit on Paper as small text.

**INK****#1C2128**

Near-black room for statements and for type on photographs.

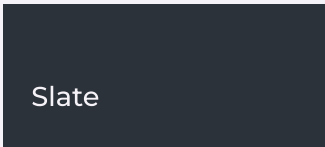
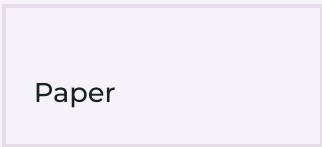
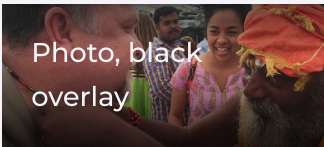
 SLATE #2C323A Secondary dark room.	 PAPER #F6F3F8 Page ground for reading rooms.	 WHITE #FFFFFF Button label on purple. Occasional reading ground.
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Live, retiring pending client. The current site blues. Do not use them in the prototype unless the client chooses Meet the Bishop blue over the Start Again family.

 #0047FF	 #000431	 #121644	 #5F8BFF
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Rooms

Four rooms. Photographs get a black overlay near 60 percent, plus a fade at the top and a fade at the bottom. No color tint on a photograph.

 Ink	 Slate	 Paper	 Photo, black overlay
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SECTION 03

Typography

Three families, and no others. Montserrat for display and navigation. Source Sans 3 for body, at 20 pixels on larger screens. Source Serif 4 for editorial lines, including the three-word band.

Display Montserrat 700	Bishop Dr. Jeffrey W. Larson
Heading Montserrat 600	Invite Bishop Larson to speak.
Editorial Source Serif 4	Minister. Philanthropist. Entrepreneur.
Label Montserrat 600	MEET THE BISHOP
Text Source Sans 3, 400	Bishop Dr. Jeffrey W. Larson is the founder and chairman of Start Again Ministries, based in Benbrook, Texas. For decades, Bishop Larson has preached revival, trained church leaders, and served the hungry.

IMPORT Google Fonts: Montserrat 500, 600, 700. Source Sans 3 at 400, 600, 700. Source Serif 4 at 500 and 650. Body stays 400. Headings stay sentence case. Do not set a heading in all capitals.	
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SECTION 04

Buttons

One primary action per room. The primary button is purple with a white label. It is the invite. Giving is never a header button.

PRIMARY

Invite Bishop
Larson

Purple fill. White label.
The single action you
want taken.

SECONDARY

Media kit

Ink border on Paper.
Gold border on Ink.
Not the main
conversion.

TEXT LINK

Read the full
biography

Purple deep on Paper,
gold on a dark room.
Underlined. External
links say so in the
words.

EXTERNAL LINK

Visit Start Again Ministries (external).

Giving uses one destination only: <https://startagain.org/give>.

```
.btn-primary {
  background: #8B44AD;
  color: #FFFFFF;
  border: 2px solid #8B44AD;
  font-family: Montserrat, sans-serif;
  font-weight: 600;
}
.btn-primary:hover { background: #6C2E8C; border-color: #6C2E8C; }
.btn-secondary {
  background: transparent;
  color: #1C2128;
  border: 2px solid #1C2128;
}
.btn-text {
  color: #6C2E8C;
  text-decoration: underline;
  text-decoration-color: #C4A574;
  text-underline-offset: 0.28em;
}
```

SECTION 05

Voice and Tone

Pastoral, confident, warm, plain English. Third person everywhere a host might lift the words. A first-person welcome only in words the client writes. Sentence case. No shouting. No exclamation stacks.

NAME

Bishop Dr. Jeffrey W. Larson

Bishop LarsonDr. Larson

Mrs. Mary Larson

First reference uses the full public name, including the middle initial. After that, Bishop Larson. Do not shorten the first name. Do not use a nickname. Do not stack the degree letters after the name.

REGISTER

PastoralWarmPlainSpecific

CelebrityFinancierSuperlative

Bishop Dr. Jeffrey W. Larson is the founder and chairman of Start Again Ministries, based in Benbrook, Texas.

For decades, Bishop Larson has preached revival, trained church leaders, and served the hungry.

Invite Bishop Larson to speak.

SAFE LINES

NOT THIS

- A shortened first name, in any spelling, in copy, in a label, or in a file name.
- A figure, a founding year, or a dollar amount on the page before it is confirmed.
- A superlative that cannot be checked, or a claim that belongs to another organization.

SECTION 06

Usage Rules

Apply these with the logo, color, and type rules above. When a layout and a confirmed fact disagree, the fact wins, and the unconfirmed line stays hidden.

PHOTOGRAPHS

- Client photos only. No stock and no generic image.
- Black overlay near 60 percent, with a fade at the top and the bottom. No blue tint and no purple tint.
- Every placed photo carries a visible placeholder line until the new session.
- Credit quietly. "Photo: Start Again Ministries." Hope Center photographs: "Photo: Fort Worth Hope Center."
- No caption that names a person the client has not confirmed. Do not read names out of a file.

PHOTOGRAPHS, DO NOT

- Do not build a collage.
- Do not use a vacation or hobby frame as the lead.
- Do not add a video. There is no hero video.
- Do not place the seal over a photograph.

PAGES

- This site is the person and the booking. Leadership lives on the ministry site and links back.
- One invitation inbox, shared. The address waits on the client.
- Giving always leaves this site for the ministry giving page.
- One H1 per page. The home H1 is his name.

COPY, DO NOT

- Do not publish a count, a budget, or a founding year until one source is confirmed.
- Do not publish a personal phone number or a personal email.
- Do not use an emoji. Do not use an em dash.
- Do not claim a broadcast appearance that has no date and no link.

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