

Grace Chapel Interior Design Guide



BRANDING AND INTERIOR DESIGN

Interior design is an extension of our brand identity. The aesthetic vibe of each interior space should embody and communicate the values and culture of Grace Chapel, the same way our logo, social media, and website say so much about us.

That said, branding is applied to interior spaces in different ways from digital and printed mediums. Not every brand element and color translates well to a physical space. It's important to consider the function of the space and how the application of things like our primary and extended brand colors, photography and visual imagery, and the display of words on walls can be used to reflect our modern and welcoming culture.

This guide isn't a set of rules to follow, it's inspiration to lead and guide you as you work to create beautiful environments at all of our locations.

[*Grace Chapel Brand Guide for reference*](#)

AESTHETICS

Intentionality is critical in interior design. From wayfinding to the feel of a space the aesthetics communicate a lot. We want to strategically and intentionally communicate that we are 1 church across all 5 campuses and in online spaces. This interior design guide works with our brand guide to help clarify decisions, create a cohesive tone, and design spaces people want to visit.

Our overall design aesthetic is: light, airy, fresh, industrial modern, warm, natural, on trend, and branded.

DESIGN STANDARDS SECTIONS

1. Color
2. Other Accents
3. Décor
4. Displays

1. Color



As one of the first things a person perceives when they enter a space, we can use color to intentionally communicate our aesthetic. Too many color selections can be overwhelming, especially in a space meant to hold a lot of people, so we recommend that you choose a main paint color and apply accent colors, textures, or materials to bring interest to specific focal walls.

Primary paint color // (P-1)

To meet our fresh, modern, light, and airy aesthetics we recommend that you select the primary paint from the neutral variations of our Blue Smoke brand color selected below.



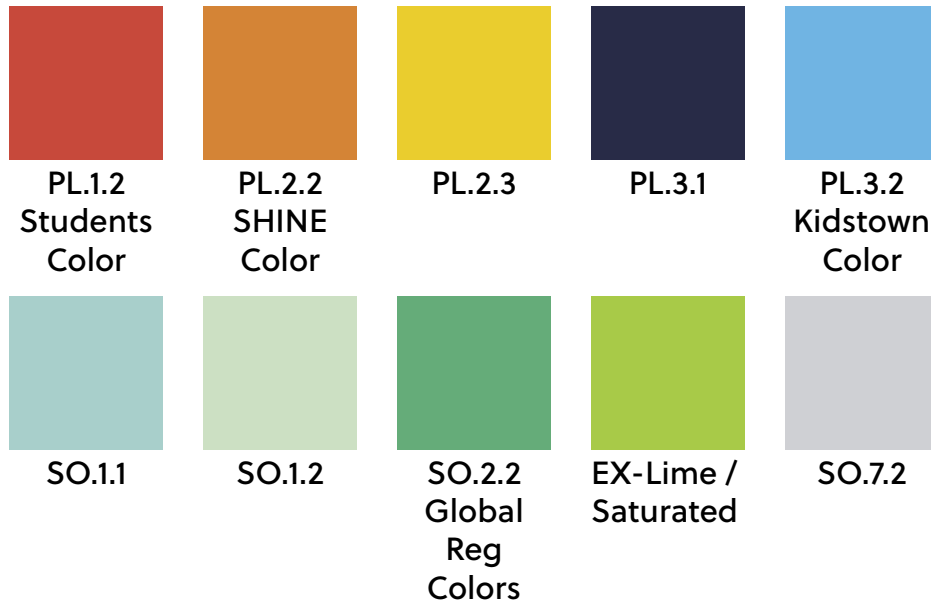
Accent Paint color(s) // (P-2, etc)

These colors should be selected considering the functions of a space, the overall feel, and the available lighting. Accent colors can be applied to walls in various ways including solid paint, stripes, shapes or patterns.

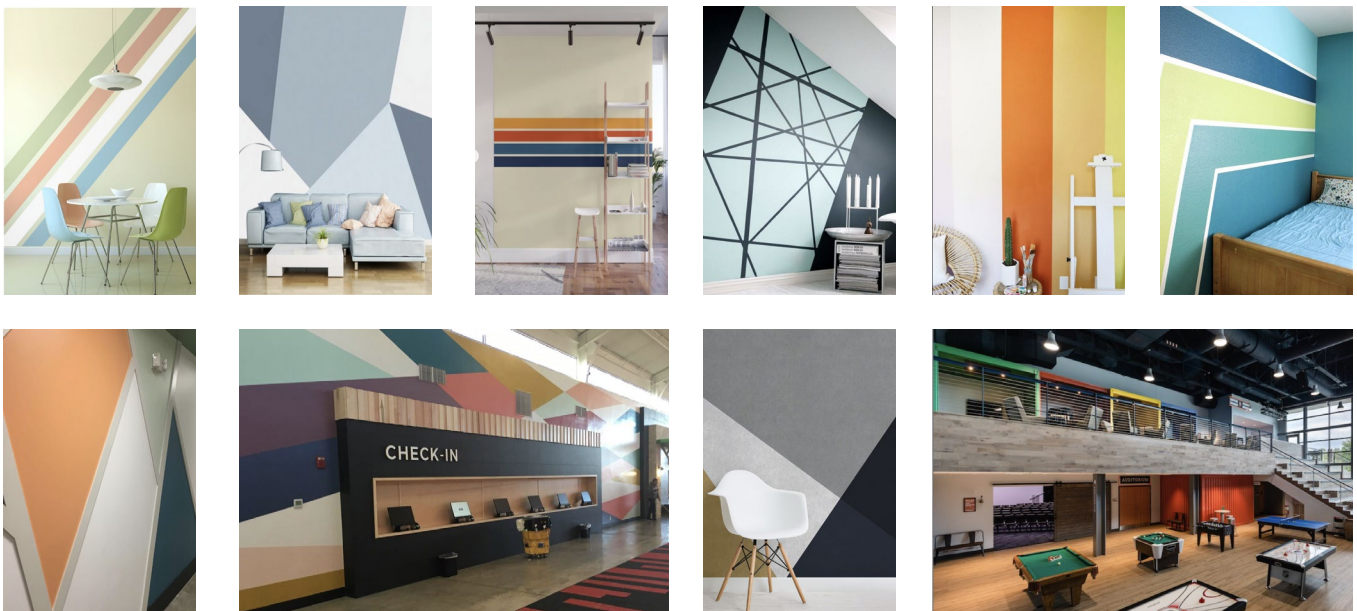
WELCOME SPACE selections should be limited to 1 in smaller spaces and possibly 2 in larger open areas, in order to not overwhelm the space. These accent colors are selected from our Independence blue and Modern Color Palette in brand guide.
(These colors can also be applied to serving and group spaces)



NEXT GEN spaces can be more dynamic and use a few more accent colors to communicate fun. They can be selected from our Playful Color Palette and Special Occasion Color Palette in brand guide.



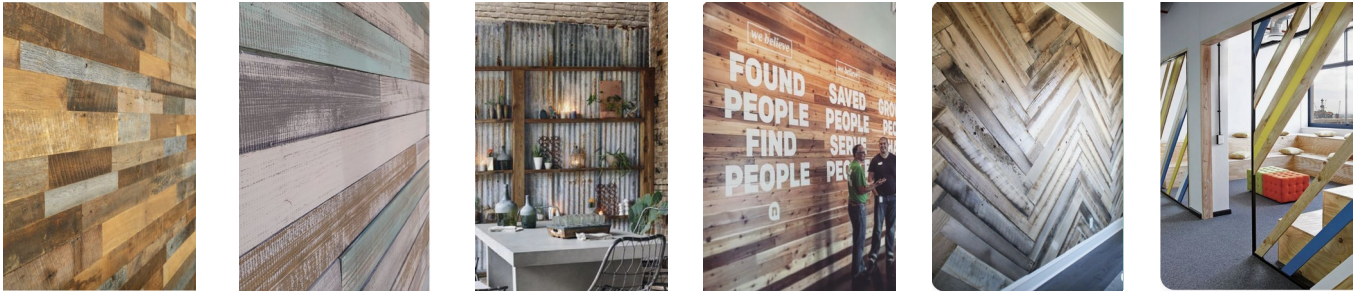
BLENDED NEXT GEN spaces where both young kids and teenagers use a space it is important to design for all ages. Teens are attracted to more sophisticated color palettes like those used in coffee shops and places they frequent. Making a space too colorful or “kid-centric” may not feel like it is their space as well. Consider keeping the spaces predominately neutral and incorporating accent colors and textures that engage all demographics in a variety of ways.



2. Other Accents



In addition to color, we highly recommend using warm wood tones and textures on your walls. Similar to color this does not need to be applied to the whole wall, but a few elements can be applied as a linear accent to add interest.



Wall stickers and decals are another great accent option. Our logo, shapes, patterns, and typography printed in color can be applied to a neutral wall color, or in white can be applied to an accent wall color. In addition they can be used for signage and wayfinding.

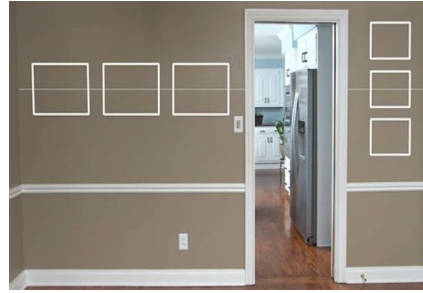
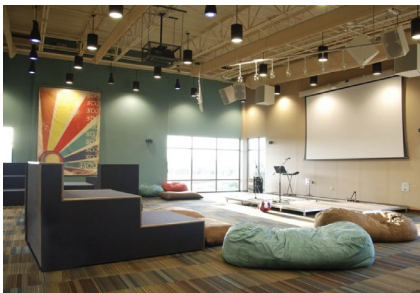


3. Décor



Photography and art selections communicate a lot about us as well. It is important to maintain a high standard for the images featured in quality and production. All photographs selected must be high resolution and meet our brand guidelines on [PHOTOGRAPHY](#). Application, layout, and framing should be consistent with our modern, light, and airy aesthetic.

Designer tip: THE RULE OF ODDS is the design philosophy that layouts are more visually appealing or dynamic with an odd number of elements. For example three canvases in a row seems more complete than two canvases.



4. Displays



Display shelving and organizers is another great way to accent a wall and add function. We recommend using wood and metal rather plastic. There are some great DIY examples using pallets that can be cost effective and customizable. Be intentional when purchasing or building the display; consider the dimensions and material of the items as well as the intended location.

