

2022 | Emily Jing
VISUAL IDENTITY

CASAS POR CRISTO

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2021 | CASAS POR CRISTO

0.1 DISCOVERY

1.1 BRIEF HISTORY

Casas Por Cristo began building homes along the U.S. / Mexico border in 1993, first in Ciudad Juárez. They have since expanded to Ciudad Acuña, México; San Raymundo, Guatemala; Santiago, Dominican Republic; and Chinandega, Nicaragua. To date, Casas Por Cristo have provided over 6,000 families with homes. We are dedicated to meeting the physical need of better housing as a way of also meeting the spiritual need for Jesus Christ.



Started in
1993

Built
6000+ houses

Casas por Cristo exists to open the door for local pastors and churches to share the love of Jesus Christ by serving.

1.2 THEIR MISSION

THEIR MISSION IS TO BUILD AND SERVE.

To Build

We are builders. That's who we are. We build homes for families that need to be reminded that Jesus loves them. We build relationships between volunteers, families, and pastors that would otherwise never have met. We strive to build the Kingdom of God by partnering with other local churches and ministries. We strive to build opportunities for growth by creating structured experiences that cause our volunteers to be stretched beyond their comfort zones.

To Serve

Through this building process, God allows us to interact with our teams, local families, pastors, churches, vendors, and fellow missionaries. We do not want to take any of these interactions for granted. We believe that these are unique opportunities presented to us by God to serve each other.



1.3 CURRENT IDENTITY

Current Logo

- Inconsistence usage of their current logo
- The choice of stencil type does not communicate their value of connection
- The logo does not suggest their brand identity as a house building organization



Current Color Palette

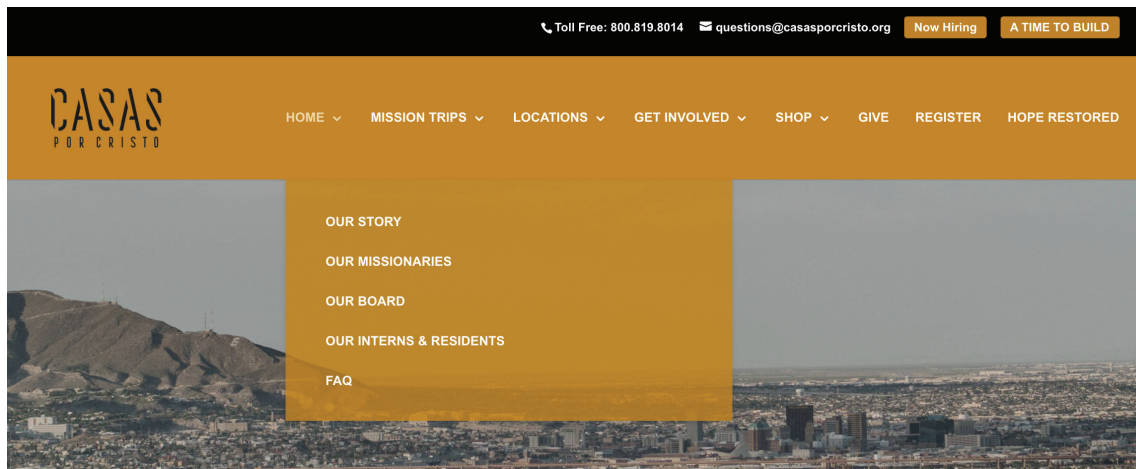
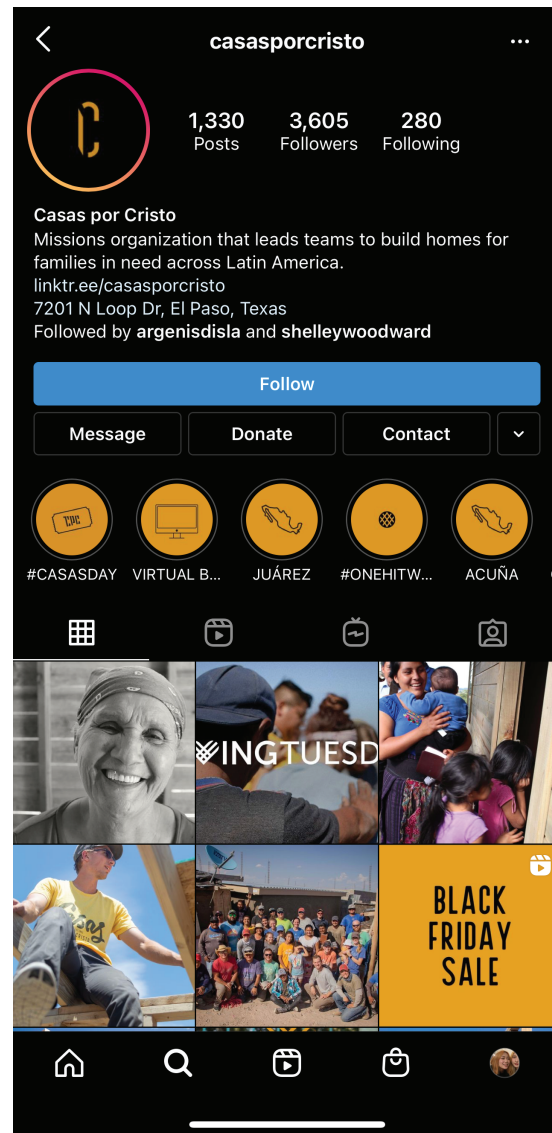
CMYK 13 44 100 0
 CMYK 0 0 0 100
 CMYK 0 0 0 0



C A S A S *Por* C R I S T O



1.4 EXISTING APPLICATIONS



1.5 THE COMPETITOR AND AFFINITY LOGOS

House Building Organizations

Habitat for Humanity

Homes for Our Troops

The Fuller Center for Housing

Hero Homes



Christian Organizations

City of Angeles (Ciudad de Angeles)

Across the Bridge

Youthreach International

World Missions Alliance



1.6 VISUAL AND VERBAL INSPIRATIONS

Build

Tools

Hammers

Nails

Handsaws

Hand

Strength

Materials

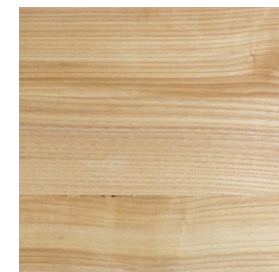
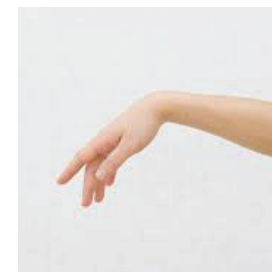
Wood

Stone

Mud

Concrete

Stable



House

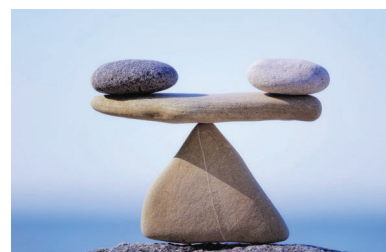
Shelter

Roof

Safe

Protection

Strong



Christ

Hope

Uplifting

Renew

Reborn

Relationship

Communities

Connection

The Cross



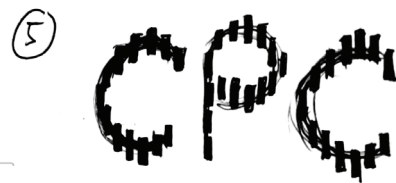
1.7 BRAND PLATFORM

Casas por Cristo is a non-profit organization located in four different Central American countries. They are focusing on helping people to improve their living conditions by building houses while restoring their hope through Christ Jesus. They are a caring, warm, and down-to-earth community with local and international missionaries who are passionate to serve. Missionaries in Casas por Cristo are also productive, efficient, and get the job done correctly on site. This organization stands out among others because they are focusing on severing specific groups of people, and having tight connections with local people and local churches.

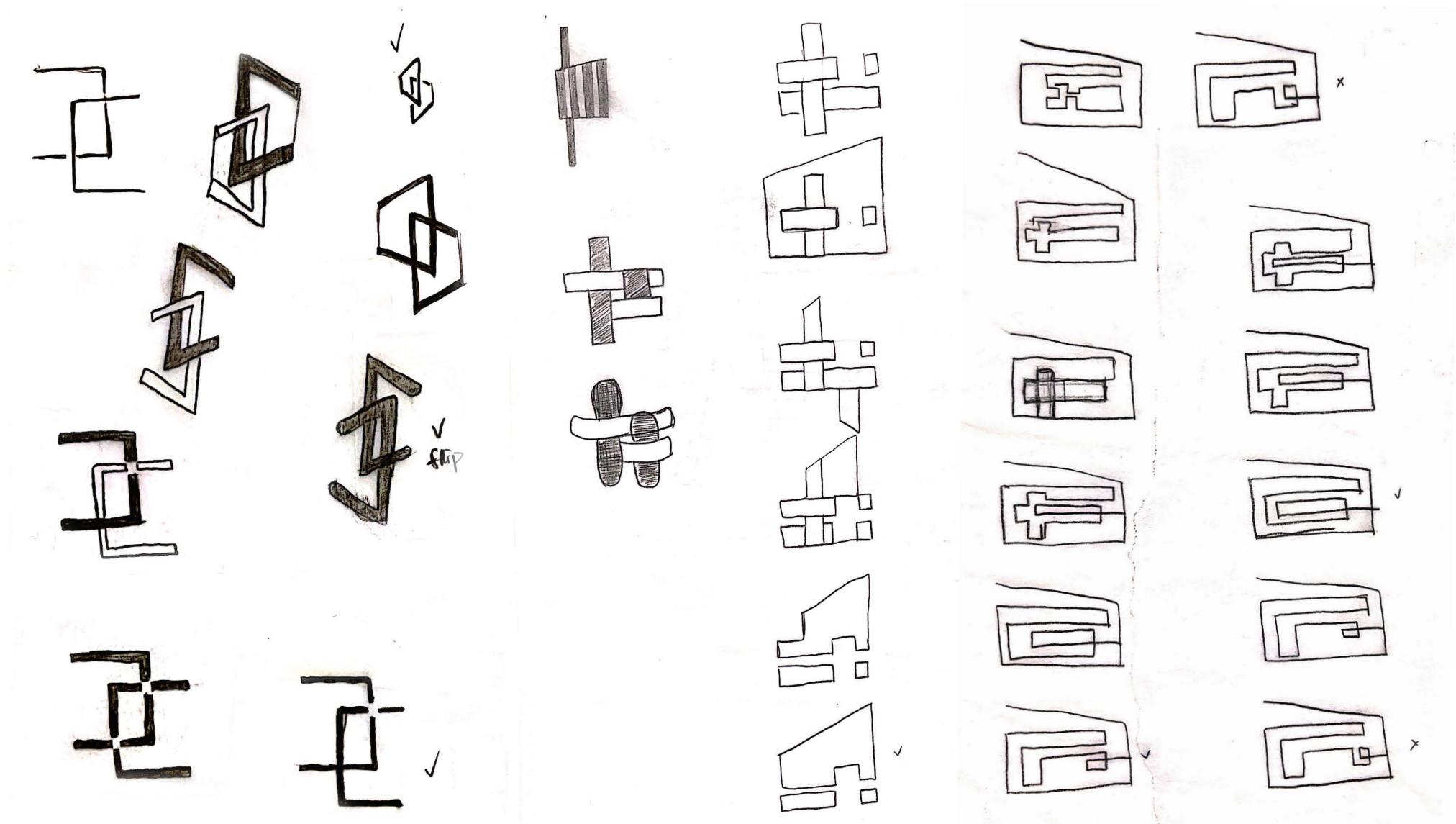
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0.2 DESIGN

2.1 INITIAL SKETCHES



2.1 INITIAL SKETCHES

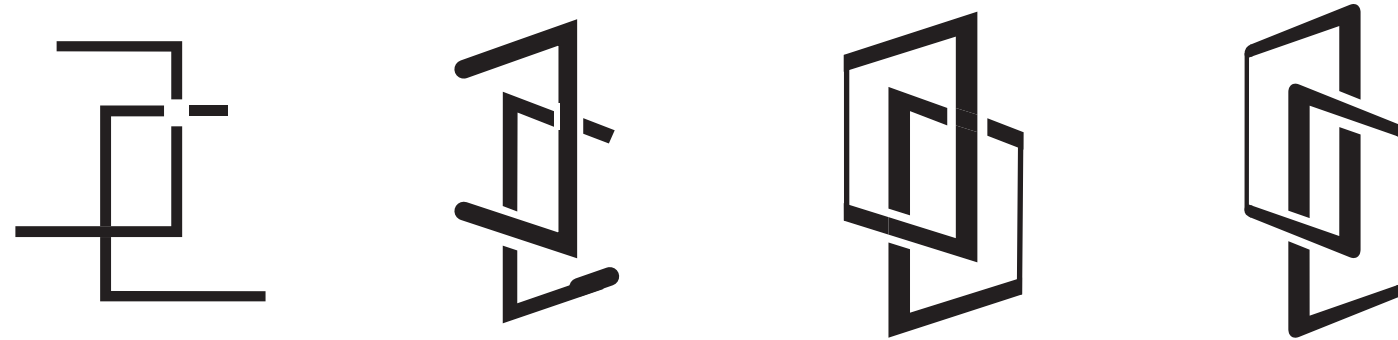


2.2 NARROWING OF DESIGN

Wooden Frames, Double C

Using the initial letters of the brand's name, CPC, to construct two wooden frames to symbolize the concept of a house. The intersection also creates two hidden cross which emphasis the Christ centered mission of the brand.

Connections, Community, Interaction, Cross



Home, Support, Stable

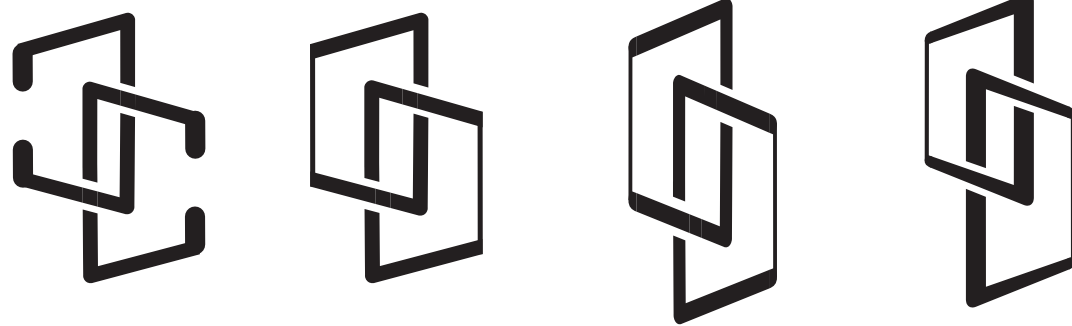
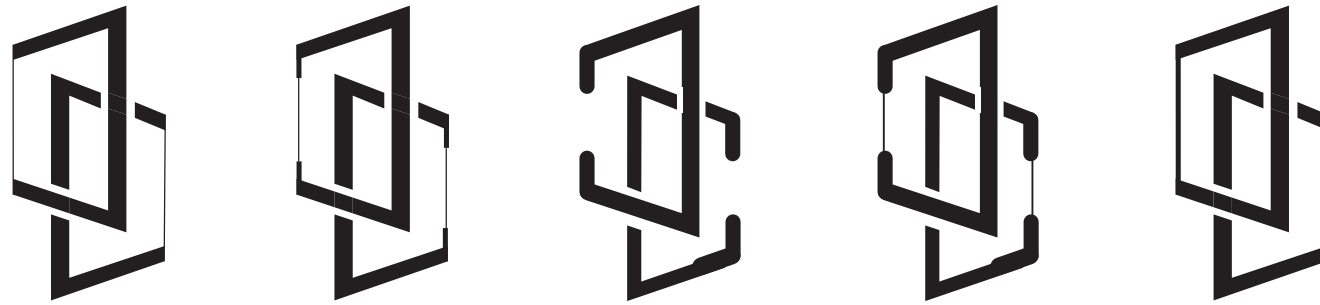
Adapting the existing symbol of the house to create a identity that related to the theme of building. The contained shape of the house symbolizes safety aspect from both physical and emotional levels. The shape of the cross is hidden within each houses.

Safe, Physical Location, Provide, Support

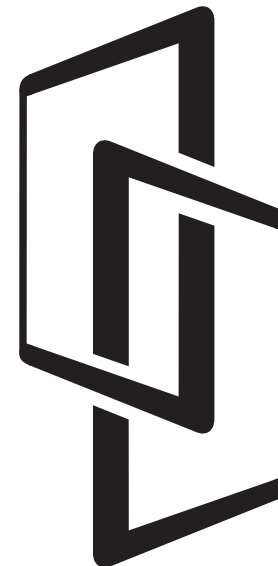


2.3 DEVELOPMENT OF FINAL DESIGN

Iterations of Design



Final Design



2.4 FINAL LOCK-UP OPTIONS

Primary Lock-ups



Alternative Lock-ups



CASAS^{por}CRISTO

2.5 POSITIVE AND REVERSE OF FINAL LOGO

Positive



Reverse



2.6 GRID AND SAFE SPACE

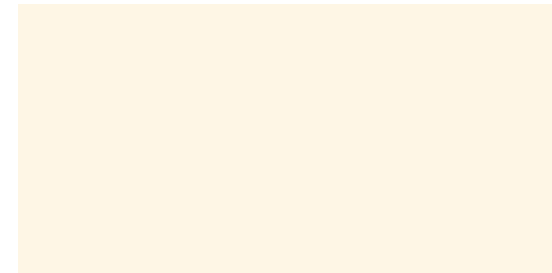


2.7 COLOR PALETTE AND TYPOGRAPHY

Primary Color Palette

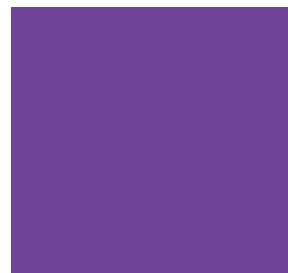


PMS 1405C
 CMYK 40 60 100 40
 RGB 110 77 28
 HEX 6E4D1C



PMS 7499C
 CMYK 0 3 10 0
 RGB 255 245 228
 HEX FFF5E4

Secondary Color Palette



PMS 7678C
 CMYK 67 88 0 0
 RGB 113 67 154
 HEX 71439A



PMS 191C
 CMYK 0 86 46 0
 RGB 239 75 103
 HEX EF4B67



PMS 4709C
 CMYK 6 31 100 0
 RGB 238 178 30
 HEX EEB21E

2.7 COLOR PALETTE AND TYPOGRAPHY

Mark Typography

Mohave Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz
1234567890**

Body Text Typography

DIN Next W1G Medium
DIN Next W1G Regular

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz
1234567890**

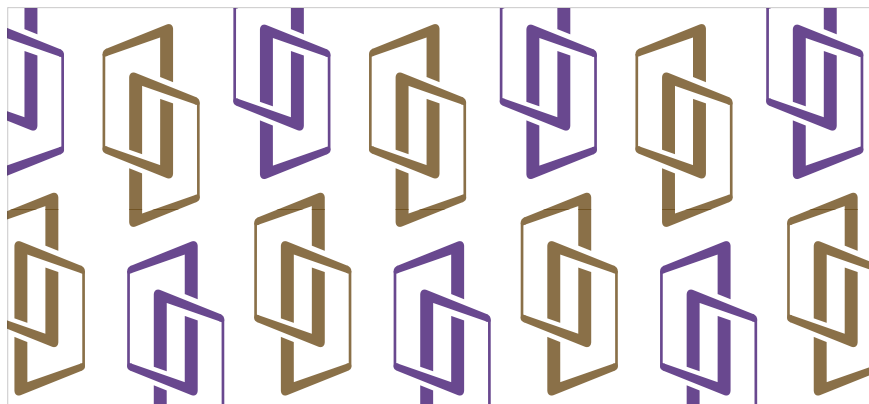
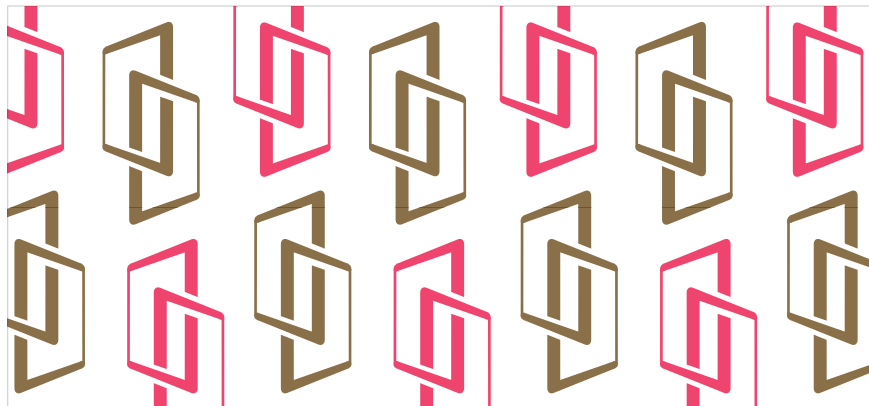
**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz
1234567890**

2.8 SECONDARY VISUAL ELEMENT


The secondary visual pattern is available to use with the following 3 color options.

The usage of signal-color-patterns are also allowed in applications if necessary.



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0.3 APPLICATIONS



**CASAS
por
CRISTO**

DEAR DONOR,

Thank you for your support toward Casas Por Cristo. Your donation means a lot to us and to all the family we are supporting. With your donation, we are able to help two more families to have a protective space where they could enjoying the blessing from God.

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Thank you again for your donation. Looking forward to see you in one of our mission trips. Tired hands, blessed lives.

Sincerely,
Team Casas

PHONE (800)819-8014 WEBSITE questions@casasporcristo.org
ADDRESS 7201 N Loop Dr, El Paso, TX 79915 EMAIL questions@casasporcristo.org



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WOLUNTEER
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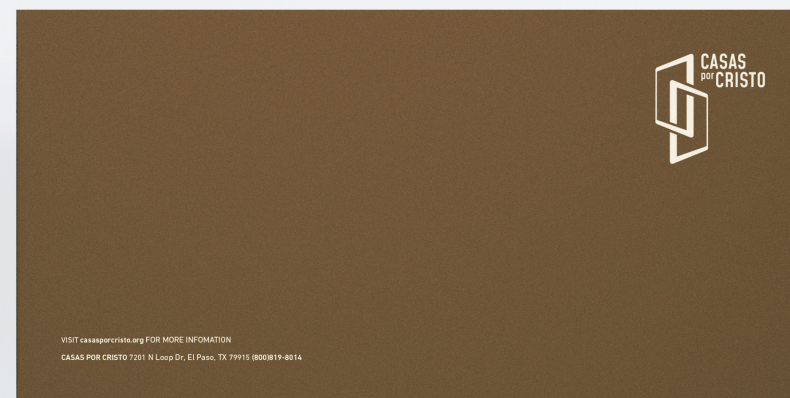
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INTERNSHIP RESIDENT
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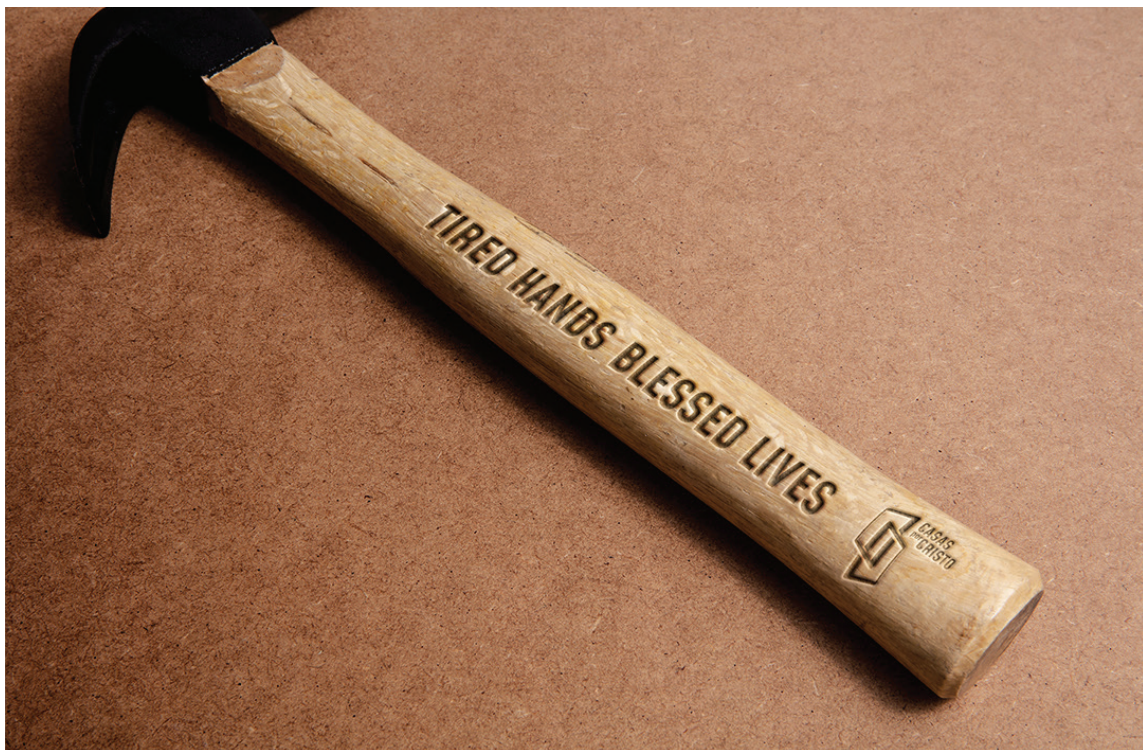
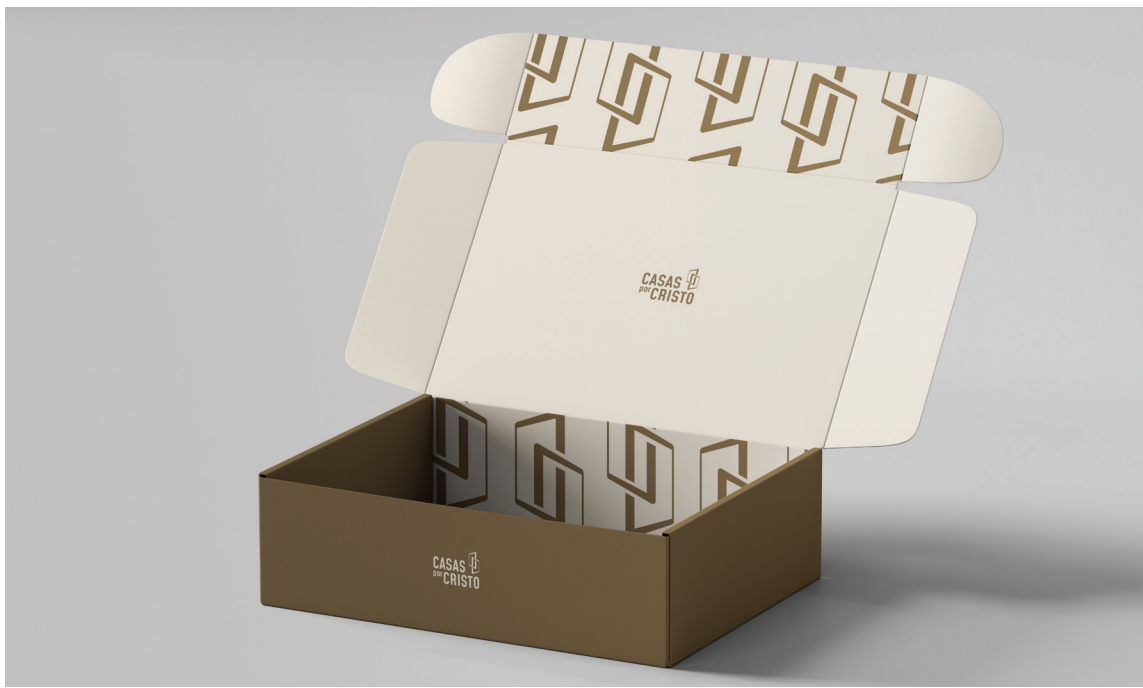
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