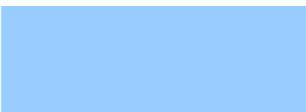


# NYC Quakers. Colors

MAMA/PARENT	<input type="radio"/> NYC Quakers		R113 G120 B125 71787d
BABY/CHILD Manhattan	<input type="checkbox"/> 15th Street		R153 G204 B153 99cc99
Brooklyn	<input type="checkbox"/> Brooklyn		R255 G255 B153 ffff99
Manhattan	<input type="checkbox"/> Morningside		R153 G204 B255 99ccff
Queens	<input type="checkbox"/> Flushing		R204 G102 B0 cc6600
Staten Island	<input type="checkbox"/> Staten Island		R0 G255 B204 00ffcc
Manhattan Manhattan	<input type="checkbox"/> Downtown <input type="checkbox"/> (Battery Park)		R??? G??? B??? ??????

1. COLORS: Beth T did a great job explaining the rationale behind each of the color selections. The descriptions and palette gave us a wonderful starting point to think has out how we want the color choice to reflect us. There was strong consensus that we all desperately want a refresh, which is to say we want to move away from the darker heritage colors that can be found across our current sites. **When asked to respond to the proposed palette committee members used words like “lighter” “breezier” “more welcoming” to describe what they’d like to see.** I know Ann and Beth T exchanged notes on the Google Doc. I’d like to add that I think nailing the colors on the mama site is key to getting at what lighter, breezier, and more welcoming means. I think the rest will fall into place if we get at that. My gut tells me that the mama site should do the heavy lifting of recalling our history while moving us into a more contemporary style. In that vain, I think a Black-White-Gray palette for the mama site works really well. Here’s why:

Black. Really like easy to read font. Am driven crazy by sites that have too light of font that make it difficult to read. In keeping with simplicity I think Black is the best choice for font

Gray is the color most associated with Quaker “plain dress”, sometimes to the point of mythology. There’s even a color from Valspar called “Quaker Gray” <https://www.myperspectcolor.com/paint/29711-valspar-338-4-quaker-gray>. Playing with variations of any gray in the logo design on the mama site rather than the black-gray prototype might be a nice way to both nod to our history and refresh it. More on the logo below.

White. I loved the idea of representing inner light on the mama site. I don’t personally think of it as golden, which at least for me recalls traditional symbols like a halo or the sun. **I more think of inner light as something akin to a welcoming coat of warm white/ivory paint, the kind you might find on the inside of a meeting house. There might be hues of grays, blues, even blue-grays or yellows mixed in but they are usually very subtle.** There’s typically very little if anything adorning the walls other than the paint so its like blank canvas, full of possibility and hope. As old (and in some cases traditional) as Quaker buildings can be, the simplicity of the interiors feels very contemporary, timeless even. Many would make a perfect backdrop for a Real Simple or Martha Stewart Living photo shoot because they are the exact kind of airy and light-filled spaces that play well with anything you put in them, whether they are old and stodgy or new and hip. The simplicity also welcomes people to bring themselves spiritually into the space without expectations or hierarchy. By the time I close my eyes to begin worship, I already have an image building of a canvas filled with people doing the same as me, slipping into a dark, quiet, and grounding stillness that helps me find clarity. Not always, but on the good days, I emerge from the darkness into a kind of luminescent serenity that makes it feel like there is more visible light in the room, in me, in the people I’m sitting with, the trees outside the window and the world beyond. Almost like someone cranked up the brilliance in photoshop. While I believe this light is always there, I don’t think it’s always easy to see it in yourself or others and I recognize that we might all describe it differently. **I think in Quakerism though the thoughtfulness that goes into creating simplicity in the meetinghouse is a reflection of the light at work.**