

BRAND BOARD & *Style Guide*



CHURCH OF THE
Ascension



LOGO CLEAR SPACE

Keeping the integrity of the Church of the Ascension logo should always be of the utmost importance.

Always maintain the indicated clear space in the samples provided to ensure our logo is legible.

The distance between the logo and anything else in your item should be the size of the "C" in the Church of the Ascension logotype.

LOGO PLACEMENT

- **ON SOCIAL MEDIA GRAPHICS:** top right corner at 50-70% transparency, at 260 pixels by 52.71 pixels.
- If there is another internal or external logo to be added with the Church logo, the Church logo should always be on the far right of either the top or bottom corners of the asset.

LOGO MISUSE

The appearance of the logo must remain consistent. The logo can not be misinterpreted, added to, or modified. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color, and composition should remain as indicated in this document. There are no exceptions.



NO

Do not change the shade of blue.



NO

Do not rotate the logo.



NO

Do not use the wordmark without the icon.



NO

Do not distort or warp the logo in any way.



NO

Do not change the typeface nor recreate or manipulate the wordmark and the icon.



NO

Do not reverse the logo or use outlines.



NO

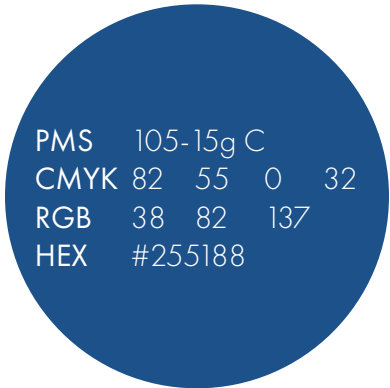
If being placed over an image, use the version that is most visible.

FONTS

FUTURA.....Light
FUTURA.....Book
FUTURA.....Book Oblique
FUTURA.....Medium
FUTURA.....Demi
FUTURA.....Heavy
FUTURA.....Bold
FUTURA.....Extra Bold

Cochin.....Regular
Baskerville.....Regular
Baskerville.....Italic
Baskerville.....Bold
Baskerville.....Bold Italic

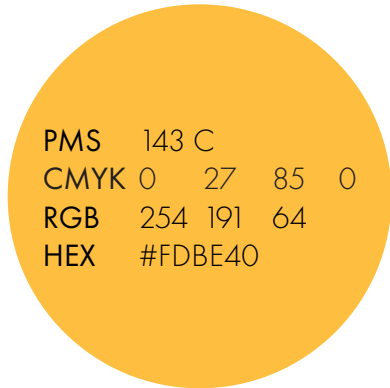
COLORS



PMS 105-15g C
CMYK 82 55 0 32
RGB 38 82 137
HEX #255188



PMS 4162 C
CMYK 33 0 20 0
RGB 169 219 210
HEX #A9DBD2



PMS 143 C
CMYK 0 27 85 0
RGB 254 191 64
HEX #FDBE40