



# **FAIRVIEW BAPTIST CHURCH**

## **BRANDING GUIDELINES**

**AUGUST 2015**

## **ABOUT THE LOGO**

THIS LOGO DRAWS INSPIRATION FROM THE PRIMARY ARCHITECTURAL ELEMENT ASSOCIATED WITH THE CHURCH: THE CIRCULAR STAINED GLASS WINDOW. BY LEVERAGING THIS POWERFUL VISUAL, THE NEW LOGO NOT ONLY CREATES A STRONG COHESIVE BRANDING EXPERIENCE FOR VISITORS AND MEMBERS, BUT ALSO REPRESENT OVERARCHING CHRISTIAN VALUES AND THEMES.

**-JAROD SUTPHIN/DESIGNER**

THE PRIMARY LOGO



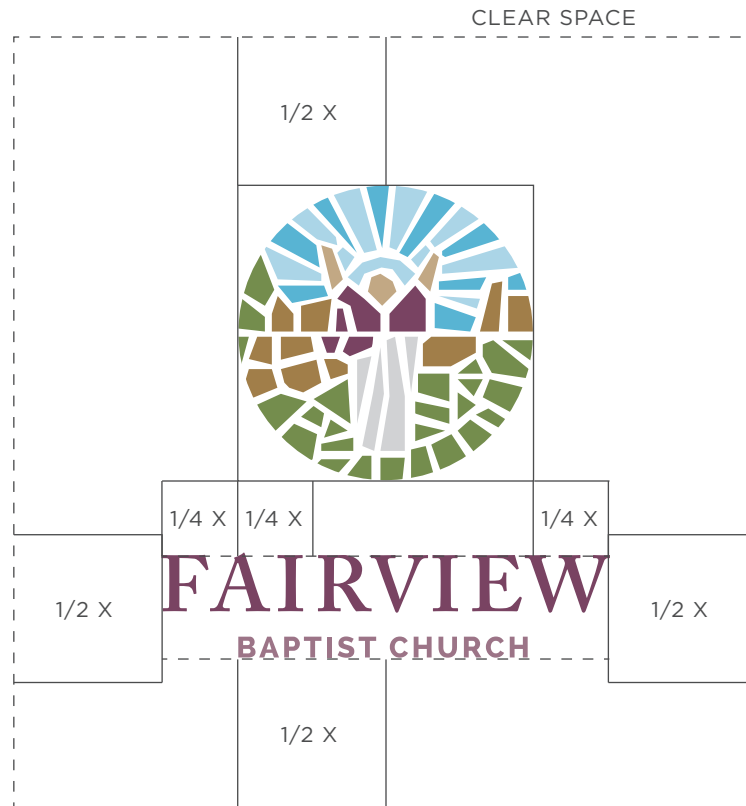
FAIRVIEW  
BAPTIST CHURCH

THE ALTERNATE LOGO



FAIRVIEW  
BAPTIST CHURCH

## LOGO CLEAR SPACE



X = ICON WIDTH

WHENEVER YOU USE THE LOGO, IT SHOULD BE SURROUNDED WITH CLEAR SPACE TO ENSURE ITS VISIBILITY AND IMPACT. NO GRAPHIC ELEMENTS OF ANY KIND SHOULD INVADE THIS ZONE.

## ALTERNATE LOGO CLEAR SPACE



X = ICON WIDTH

WHENEVER YOU USE THE LOGO, IT SHOULD BE SURROUNDED WITH CLEAR SPACE TO ENSURE ITS VISIBILITY AND IMPACT. NO GRAPHIC ELEMENTS OF ANY KIND SHOULD INVADE THIS ZONE.

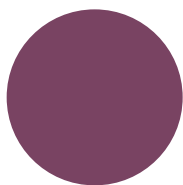
## BRAND COLORS



# FAIRVIEW

BAPTIST CHURCH

### PRIMARY BRAND COLOR

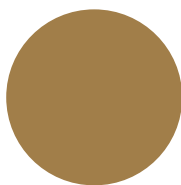


#### PURPLE

C=50  
M=80  
Y=40  
K=20

R=122  
G=68  
B=98

HEX=7A4462

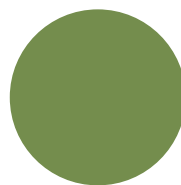


#### TAN

C=15  
M=35  
Y=70  
K=30

R=161  
G=126  
B=74

HEX=A17E4A

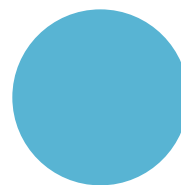


#### GREEN

C=50  
M=20  
Y=80  
K=20

R=117  
G=142  
B=78

HEX=758E4E



#### BLUE

C=60  
M=10  
Y=10  
K=1

R=90  
G=180  
B=210

HEX=5AB4D2

## ALTERNATE COLOR VERSIONS

ONE COLOR VERSION

**PRIMARY PURPLE BRAND COLOR**

FOR USE ON WHITE OR LIGHT BACKGROUNDS



**FAIRVIEW**  
BAPTIST CHURCH

ONE COLOR VERSION

**BLACK**

FOR USE ON WHITE OR LIGHT BACKGROUNDS WHEN  
COLOR IS NOT AN OPTION



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ONE COLOR VERSION

**WHITE (PAPER)**

FOR USE ON BLACK OR DARK BACKGROUNDS WHEN  
COLOR IS NOT AN OPTION



**FAIRVIEW**  
BAPTIST CHURCH



## **BRAND COLORS GUIDELINES**

THE PRIMARY, FULL COLOR LOGO SHOULD ALWAYS BE USED IN MARKETING MATERIALS.

THE ONE-COLOR AND BLACK AND WHITE VERSIONS OF THE LOGO SHOULD ONLY BE USED WHEN TECHNOLOGY IS LIMITING COLOR REPRODUCTION, SUCH AS PRINTING ON A BLACK AND WHITE PRINTER.

THE PRIMARY, FULL COLOR LOGO SHOULD ALWAYS BE PRINTED ON A WHITE OR LIGHT-COLORED BACKGROUND IN ORDER TO ENSURE PROPER CONTRAST AND LEGIBILITY OF COLORS.

THE LOGO SHOULD ALWAYS BE PLACED ON TOP OF A SOLID COLOR. BACKGROUNDS COMPRISED OF BUSY PATTERNS OR IMAGERY WILL CAUSE THE LOGO TO BECOME ILLEGIBLE.

## TYPOGRAPHY

THE FOLLOWING FONTS SHOULD BE USED IN ALL MARKETING MATERIALS. CONSISTENTLY USING THESE FONTS WILL ENHANCE THE COHESIVENESS OF THE OVERALL BRAND.

### ADOBE CASLON

CASLON IS A FONT FAMILY WHOSE ORIGINS DATE BACK TO THE 1700S. MANY BIBLES PRINTED IN THAT ERA AND BEYOND ARE KNOWN TO HAVE BEEN TYPESET IN THIS FONT. CASLON WILL GIVE THE FAIRVIEW BRAND A CLASSIC, AUTHORITATIVE FEEL.

ADOBE CASLON REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ADOBE CASLON BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

ADOBE CASLON ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789*

ADOBE CASLON BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***0123456789***

ADOBE CASLON SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ADOBE CASLON SEMIBOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789*

## TYPOGRAPHY

THE FOLLOWING FONTS SHOULD BE USED IN ALL MARKETING MATERIALS. CONSISTENTLY USING THESE FONTS WILL ENHANCE THE COHESIVENESS OF THE OVERALL BRAND.

### RALEWAY

RALEWAY IS A FONT FAMILY DESIGNED FOR THE INTERNET ERA. IT IS A SIMPLE SAN-SERIF FONT THAT WILL GIVE A MODERN BALANCE TO THE PRIMARY BRAND FONT, ADOBE CASLON.

#### RALEWAY THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### RALEWAY BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

#### RALEWAY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### RALEWAY HEAVY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

#### RALEWAY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### RALEWAY SEMIBOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**