



Using This Guide

This guide addresses the creative expression of our brand.

Our brand identity is made up of several basic elements which come together to create a memorable and differentiated brand system. This guide has been designed to address the needs of a diverse and global body like Revealing Christ Mission across all applications, media and geographies. When used consistently, it will ensure that the brand is represented effectively in the marketplace.

LogoFormation

REVEALING
CHRIST
MISSION

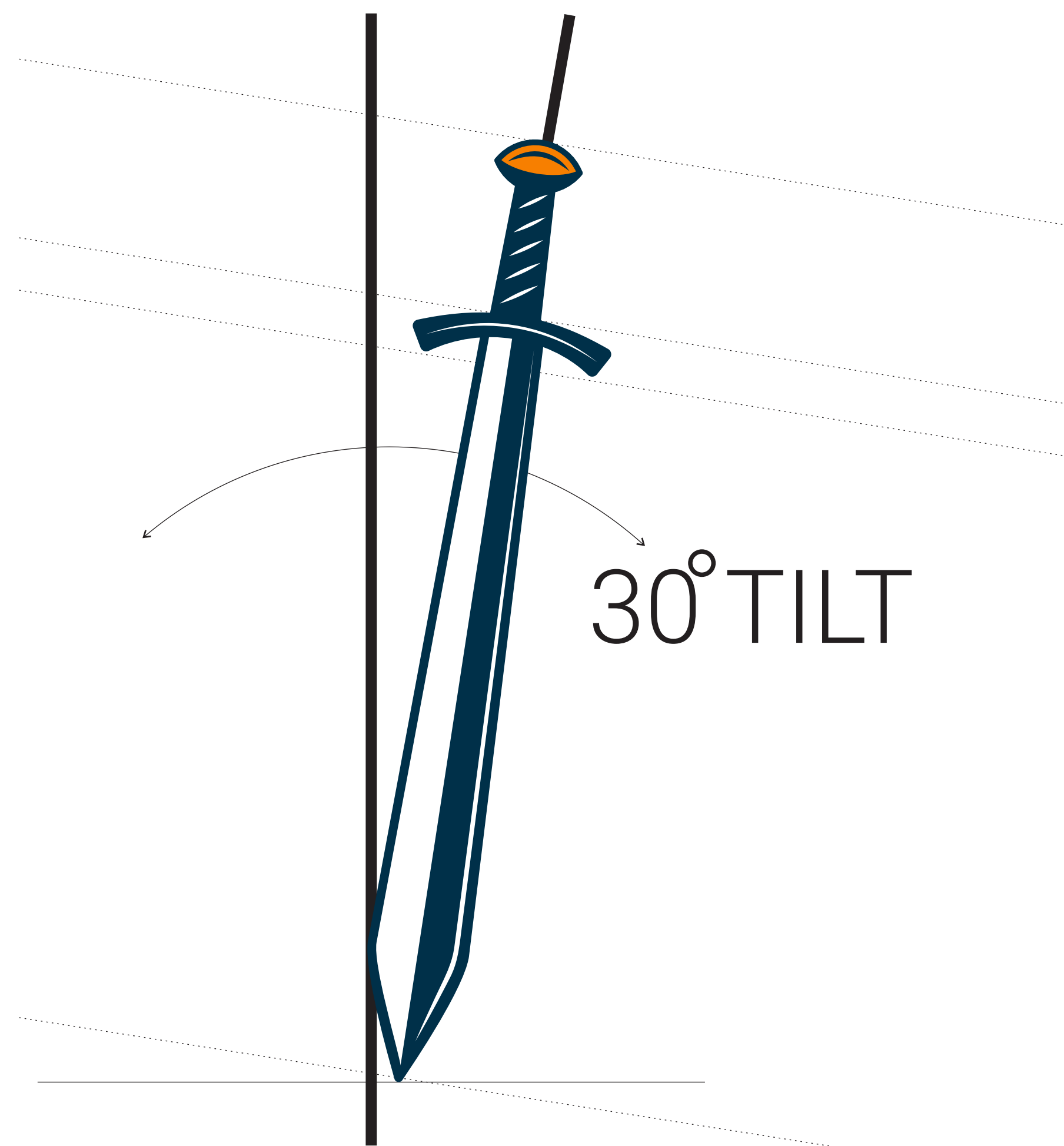
Wordmark with emphasis on CHRIST which is the main message of the ministry



This is the organisation's icon, the mark. This symbol is a sword, which stands for the ultimate word of God and as stated in the bible ... sharper than any 2-edged sword. The symbol is tilted/rotated at an angle of 30 degrees which enables it slice through the wordmark conveniently, replacing all the i's in the entire logo. All the l's represent "Inception" as represented in **John1:1**



TheLogo



Logo

Our logo is the primary visual representation of our brand. It is the first thing many people will see and the fastest way people identify us and our ministry. For this reason, it’s important that our logo is always used in the same way and be given the space it requires to have the necessary visual impact. Do not reverse the logo out of any colour other than the usage illustrated below

CorrectUsage



Monochrome



WrongUsage



Use of gradient or patterned backgrounds



Slanting logo and/or its elements



Use of shadows or special-effects on logo and/or its elements



Use of contours or outlines

ClearSpace

Clear space is the area around the logo that must be free of any text or graphic elements. The minimum amount of clear space is measured by the height of ‘C’ in Christ in terms of proportion’.



MinimumSize

To ensure legibility, we have set the minimum size for the reproduction of the logo as follows:
Logo: For print, it is 15 mm. For online applications, it is 43 px.
Logo lock up: For print, it is 29.102 mm. For online applications, it is 146 px.



Colour Palette

C	M	Y	K	R	G	B	Hexadecimal
0	0	0	0	254	254	254	#FEFEFE
95	73	48	66	0	48	73	#003049
0	64	100	0	247	127	0	#F77F00
2	6	100	0	254	226	39	#FEE227
0	0	0	10	230	231	232	#E6E7E8
0	0	0	100	0	0	0	#000000

Typography

Headlines

Lucida Sans Semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheads & Body copies

Lucida Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SubstituteTypeface

Roboto
FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

thank
you 😊