

# WellspringChurch Brand Guidelines



**Font:** Helvetica Neue (-50 Tracking)



**HEX:** #277eb2  
**RGB:** 39 - 126 - 178  
**CMYK:** 82%, 43%, 11%, 0%  
**PMS:** 7689C



**HEX:** #545454  
**RGB:** 84 - 84 - 84  
**CMYK:** 0%, 0%, 0%, 67%  
**PMS:** Cool Gray 9C



**HEX:** #888888  
**RGB:** 136 - 136 - 136  
**CMYK:** 0%, 0%, 0%, 47%  
**PMS:** Cool Gray 7C