

Color Matching

When printing in four-color process (CMYK) use this formula to match Daybreak’s colors:

PMS 541 : C=100 M=57 Y=0 K=38  
PMS 130 : C=0 M=30 Y=100 K=0

Logo Sizing

The recommended minimum reproduction size of the Daybreak logo is ¾” in width. Reducing the logo further compromises the readability and integrity of the logo. The tagline should not be used in conjunction with the logo when it is 3” or smaller because it will not be readable.



Guidelines for Use of Other Ministry Logos

To help develop a strong identity for Daybreak, the church has limited the amount of approved logos for its various ministries. The majority of Daybreak’s ministries and programs will be represented by customizing the Daybreak logo as illustrated below:



As illustrated below, there are a few ministries that have been approved to create and use their own logo. **However, in addition to their own logos, these ministries should also use the Daybreak Church logo somewhere on their promotional materials and communications to indicate their affiliation with Daybreak** – especially if they may seen by an outside audience, i.e. on items such as postcards, t-shirts, etc.



How to Obtain the Daybreak Logo

To obtain the approved artwork for the Daybreak logo, contact the church office at (717) 791-1200; or visit the church website at [www.daybreakweb.com](http://www.daybreakweb.com).

Visual Identity Manual



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# Daybreak Church Visual Identity Manual

In today’s busy information age, people are bombarded with hundreds of visual images and messages each day. To communicate successfully, it’s important that organizations be able to build and maintain strong visual identity, called a “brand,” that will cut through the mental “clutter” and be recognized instantly and positively by many different people. A strong and consistent visual identity can go a long way in helping an organization further its message, goals and vision.

Daybreak Church adopted a new logo in May 2005 to serve as its primary visual identity mark on stationery, brochures, and other printed and electronic communications. To help our visual communications present a strong and consistent image, Daybreak developed this manual to help increase our visibility in the community and to help people know “that’s Daybreak” when they see our church’s communications in a variety of settings.

This manual contains helpful illustrations and examples of approved uses of the Daybreak logo and visual identity program that should be used in all church communications and visual uses such as:

- Stationery
  - Posters
  - Signage
  - Newsletters
  - Bulletins
  - Videos
- PowerPoint presentations
  - Merchandise, i.e. mugs, t-shirts, etc
  - Interoffice forms
  - Brochures and postcards
  - Daybreak’s website
  - Anywhere else Daybreak’s logo is used!

Additional manuals are available from the church office at (717) 791-1200. Daybreak’s graphic standards may also be viewed on the church website at [www.daybreakweb.com](http://www.daybreakweb.com). Questions regarding these guidelines or requests for camera-ready artwork may be directed to:

Dean Argot  
Daybreak Church  
(717) 791-1200  
[dean@daybreakweb.com](mailto:dean@daybreakweb.com)

## Daybreak Church Logo

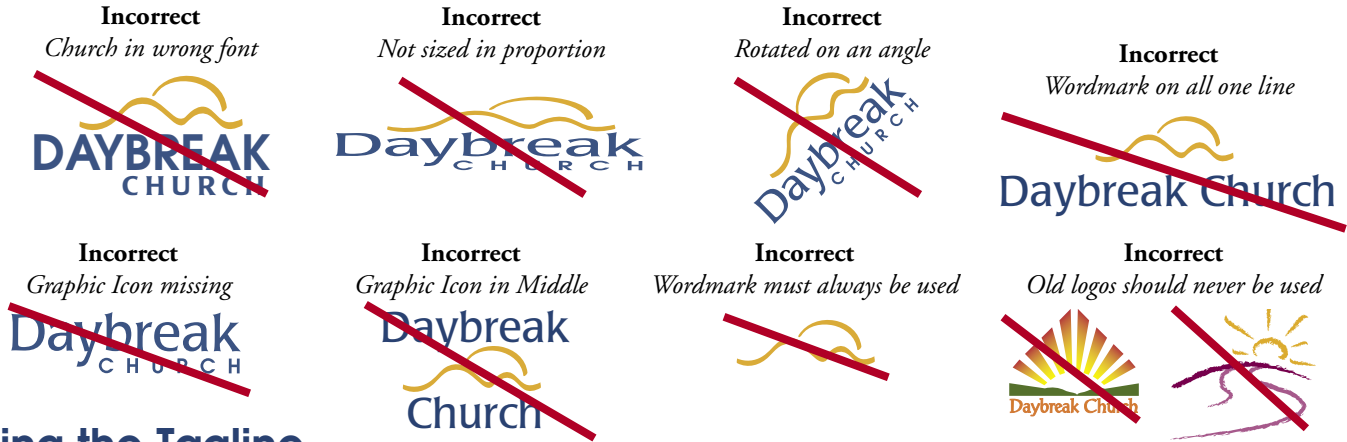
The Daybreak Church logo is the primary visual identity mark of the organization. The logo should always be used in its entirety, containing the wordmark of the name of the church and the mountain/sun graphic icon. The wordmark and the graphic icon should **NOT** be used separately from one another.



## Reproducing the Daybreak Church Logo

The Daybreak logo is comprised of carefully customized artwork and type. To maintain the integrity of the logo, the electronic source files or camera-ready art supplied by the church office or on the church website must be used to create all forms of communication using the logo. **Any attempt to re-create or change the art, type, or spacing and styling of the logo by desktop publishing or word processing will result in inconsistencies or lack of quality.**

## Reproducing the Daybreak Church Logo



## Using the Tagline

The Daybreak Church tagline, “Every Day Can Be A Fresh Start with God,” may be used as an option in conjunction with church logo. Use of the tagline is particularly encouraged when it will be seen in a context that is not on-site at the church, i.e. on postcards, mailers, etc. The tagline must be used as illustrated below, using the customized artwork electronic files that may be obtained through the church office. The electronic files should not be altered in any way. The color of the tagline type should be the same color as “Daybreak Church” as shown in the below color guidelines.



## Daybreak Church Colors

The official colors of the Daybreak Church visual identity are PMS 130 and PMS 541. The Daybreak logo must always appear either 1) in two-color illustrated below in PMS colors or 2) in one-color using black, PMS 541 (on a light background), PMS 130 (on a dark background) or in white for reverse-out applications. The logo should always appear solid, not used as a gradient or screen.

