



Corsham Baptist Church

Logo Style Guide

3rd August 2009 (draft 2)



CBC logo in two colours plus black



CBC title:

White: r: 255, g: 255, b: 255

Background:

Navy blue r: 0, g: 0, b: 43

Bottom bar:

Ochre r: 202, g: 155, b: 27

Full title

Black r: 0, g: 0, b: 0

Full SVG vector-based logo to be used for applications where full-colour printing is available. Where colour printing is not available, or only limited colours, monochrome logo should be used instead.



CBC logo in black and white



CBC title and Bottom bar:

White: r: 255, g: 255, b: 255

Background and Full title:

Navy blue r: 0, g: 0, b: 0

Full SVG vector-based logo to be used where photocopying is probable or where only grayscale printing is available.



CBC compact logo in black and white



CBC title:

White: r: 255, g: 255, b: 255

Background:

Navy blue r: 0, g: 0, b: 0

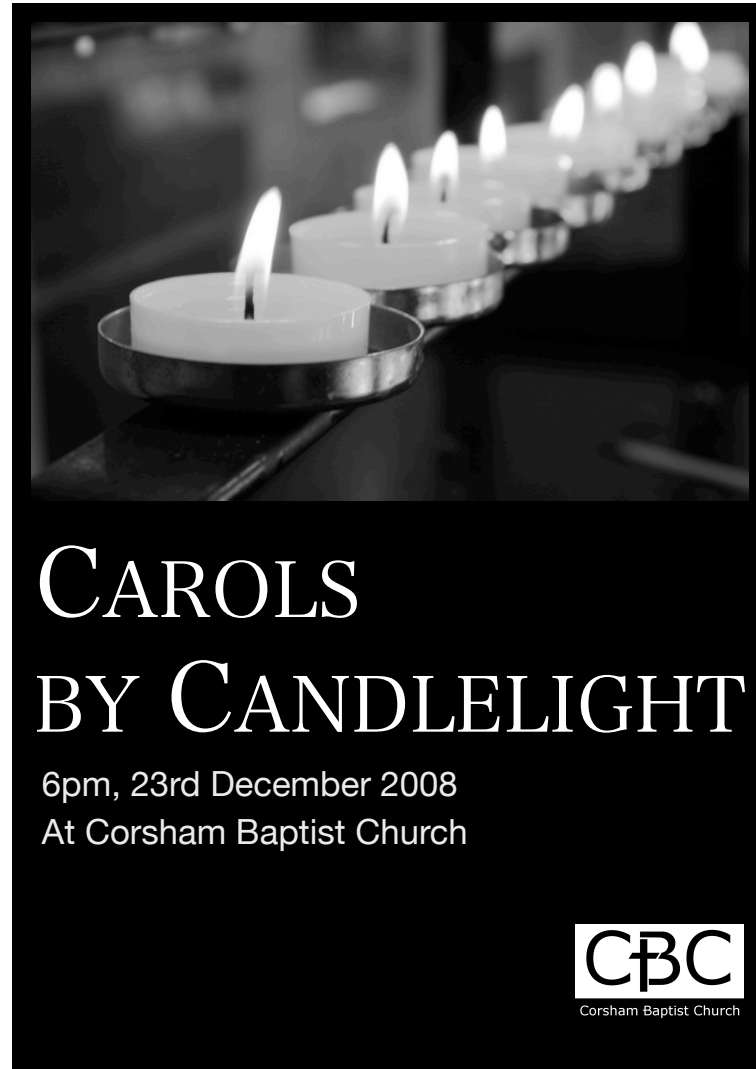
Full SVG vector-based logo to be used where photocopying is probable or where only grayscale printing is available.

For use where logo will be very small, or where wording for Corsham Baptist Church will be present nearby anyway.



Sample posters:

Example of how logo can be used on posters



Usage guidelines... Letterhead

Where black and white printers will be used, or photocopying is probable, the black and white version of the logo should be used.



Usage guidelines... general

Try and leave a little empty space around the logo.

This will make the design look less cluttered.



Usage guidelines... other colour possibilities?



■ main ochre: r:128, g: 102, b: 0
■ pale ochre: r: 200, g: 171, b: 55



■ orange: r:170, g: 68, b: 0



■ yellow: r: 170, g: 212, b: 0
■ pale yellow: r: 221, g: 255, b: 85



■ green: r: 0, g: 128, b: 0
■ pale green: r: 44, g: 160, b: 44



■ pale blue: r: 55, g: 113, b: 200



If the place where you are using the logo uses specific colours, or you would like a brighter, or more toned down effect than the normal colour logo gives, you can use a different colour combination.

Always use the same blue, unless you are using the black and white versions, but you can use different colours for the highlights...

Usage guidelines... Church exterior welcome board

Something along the lines of the notice board to the right is a possible option?



Notes

All of the above designs use the font: 'X360 by Redge' from <http://www.dafont.com> for the lettering. The sign above uses Helvetica Neue for the detail.

The black line indicates a gap in the sign, allowing the bottom section to be removed for the lettering to be updated as appropriate.