STYLE GUIDE FOR OUTWARD CHURCH

12.08.15
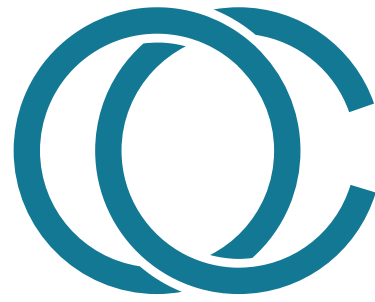
OUTWARD

CHURCH

CONTENTS

IDENTITY

OUTWARD

CHURCH

The Official OUTWARD Logo

This mark is known as the *Official OUTWARD Logo*. This is the preferred logo of Outward Church and should be used whenever possible.

LOCKUPS

The OUTWARD Official Logo

The *OUTWARD Official Logo* is a lockup with both the *Word Mark* and *Icon Mark*. It is clear, bold, and concise.
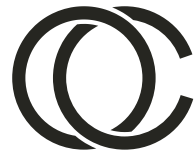
The OUTWARD Horizontal Mark

The *OUTWARD Horizontal Mark* is the logo with the type placed to the right of the *Icon Mark*. The *OUTWARD Logo* may not work as well in some situations due to space constraints or legibility issues where a horizontal area is only available. The *Horizontal Mark* may be used on it's own.

Please use sparingly.

COLOR COMBINATIONS

Logo Colors

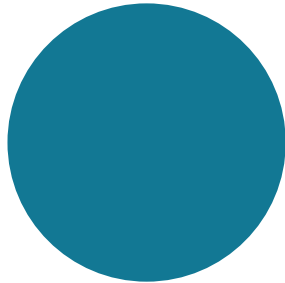The approved *OUTWARD Official Logo color combinations* are Ocean, Charcoal, and Pure Black.
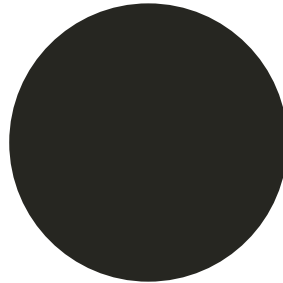
COLOR

Brand Color Value

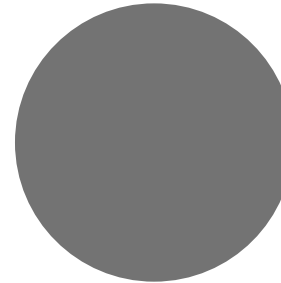Color is a very important part of building any brand. Use our brand colors in a way that is tasteful and consistent.
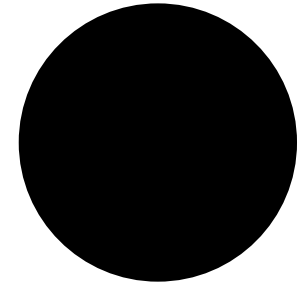
PRIMARY COLORS

Ocean
Pantone® 7704 U
100% tint
CMYK (Print) 87, 42, 31, 05
HEX (Web): #117793

Charcoal
Pantone® 419 U
100% tint
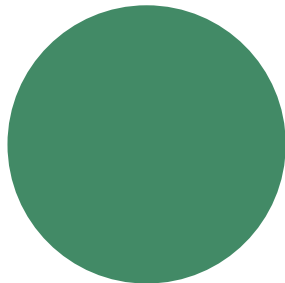CMYK (Print) 69, 63, 69, 71
HEX (Web): #262621

Steel
Pantone® 416 U
100% tint
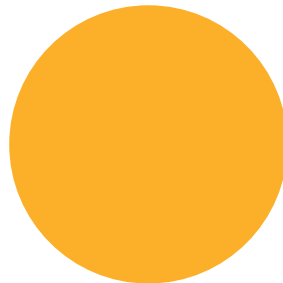CMYK (Print) 56, 47, 47, 13
HEX (Web): #727272

Pure Black
Pantone® 310 U
100% tint
CMYK (Print) 40, 30, 30, 100
HEX (Web): #000000
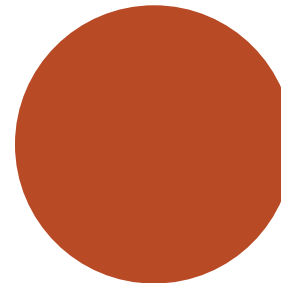
SECONDARY COLORS

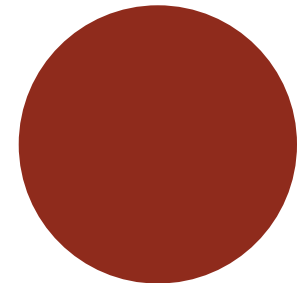⚠ FOR ACCENTS ONLY
USE SPARINGLY

Jade
Pantone® 7724 U
100% tint
CMYK (Print) 76, 25, 71, 08
HEX (Web): #428966

Daylight
Pantone® 7548
100% tint
CMYK (Print) 00, 35, 94, 00
HEX (Web): #fcaf28

Ember
Pantone® 159 U
100% tint
CMYK (Print) 20, 83, 100, 10
HEX (Web): #b74926

Sriracha
Pantone® 7622 U
100% tint
CMYK (Print) 28, 92, 100, 28
HEX (Web): #8e2b1c

LOGO SIZE & SPACING

1 in. min.

Minimum Size

The minimum application size for print applications of the logo is 1 inch in width. Smaller uses of the logo will detract from the overall visual impact and cohesive branding. Be sure sizing is always proportional, height to width.

Clear Space

To ensure the prominence and clarity of the logo lockups, there must be some clear space around them. Take half of the 'O' of the icon and align it to the edges all around lockup to ensure minimum safe distance.

LOGO DOs

Correct Usage

We've tried to account for all the scenarios in which the logo(s) may be needed. Use the spirit of this guide to help you make decisions not accounted in these examples.

Black Logo on Light Background

When limited to one color (B&W) try to use our Pure Black.

White Logo on Dark Background

When limited to one color (B&W) try to use our Pure Black.

Color Logo on Dark Background

When considering a color background, use our approvoved logo color combinations.

Color Logo on Photography

Always look for clear space and areas free of complex imagery. The entire logo should be clearly visible.

LOGO DON'Ts

Incorrect Usage

We've tried to account for all the scenarios of the 'thou shalt not' of logo usage.

Rotation

Do not angle.

Proportion

Do not distort the logo horizontally or vertically when scaling.

Color

Use only approved colors. Do not use gradients.

Bevel, Emboss, & Shadows

Please do not use any filters or effects on logo.

The End