

Style and Branding

PROPER LOGO USAGE

The Worthington Christian Church logo may not be altered.

It must appear in color (Black, Reflex Blue, PMS 166 U and PMS 3278 U) or black & white or in reverse. (Please see examples on next page.)

The main logo may be used without the tag line and/or the mission statement, but the icons on the left must always remain.

To prevent clutter, try to avoid using the tag line and the mission statement together with the logo.



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LOGO VARIATIONS

The logo variations below are acceptable options that may be used when space or application dictate its specific use.



LOGO COLORS

Whenever possible, use the proper PMS colors for the logo or in any design where you wish to utilize the colors in the logo. If it is not possible to use the PMS colors, please use the conversion guide below.

PMS COLORS

 PMS 3278 U (100%)

 PMS 166 U (100%)

 Reflex Blue (100%)

 Black (100%)

CMYK CONVERSION

COLOR	CYAN	MAGENTA	YELLOW	BLACK
Green	81%	16%	59%	1%
Orange	4%	74%	83%	0%
Blue	91%	82%	2%	0%
Black	75%	68%	67%	90%

RGB CONVERSION

COLOR	RED	GREEN	BLUE
Green	13	156	131
Orange	233	103	62
Blue	54	74	156
Black	0	0	0

WEB CONVERSION

COLOR	RED	GREEN	BLUE
Green	0D	9C	83
Orange	E9	67	3E
Blue	36	4A	9C
Black	00	00	00

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LOGO USAGE



This is the official logo for Worthington Christian Church



The logotype and the logomark (icons) should be used as a single unit. It should not be used alone, but should always have the icons that symbolize the Connect » Transform » Impact vision.



Do not rearrange or stack the logomark and logotype.



Do not change the colors of the logo.

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LOGO USAGE CONTINUED



This is the official logo for Worthington Christian Church



Do not tilt or skew the logo.

Do not enlarge or shrink the logo or the logotype separately.



The logo should always be proportionate. The logo should never appear cramped or stretched.

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LOGO USAGE CONTINUED



Do not place logo on a background or backgrounds with conflicting colors. The logo is our "signature" and it needs to be legible.

A white background is always recommended for the logo in full color.

For all other backgrounds, use either the logo in all black or all white.

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WHAT FONTS SHOULD YOU USE?

If you are having trouble deciding on what fonts to use for your print piece a good recommendation is to simply use the fonts that are used in the logotype and tagline for Worthington Christian Church. Those fonts are:

Euphorigenic

Adobe Caslon Pro

aaaiight!

ITC Avant Garde Gothic Std (book, medium or **bold**)

*the fonts above are all in 18pt.

Euphorigenic is great for headers and it matches well with Adobe Caslon Pro. Because Euphorigenic has tight kerning/tracking, it should always appear as a header or subhead — never as body text.

Adobe Caslon Pro is an industry-standard serif font that is generally recommended for the body text of a program, bulletin, insert, postcard, etc. It is easy to read by a majority of people and it offers different emphasis options (regular, italic, **semibold**, **semibold italic**, **bold** and **bold italic**) which can be very useful in various communications. Adobe Caslon is the font used in the body of this Style Guide. It is also recommended for use in letters and mailings. David Roberson prefers to use Georgia for his letters.

aaaiight! is a young, casual-feeling font that is great for headers, but can be difficult to read for some people due to the nature of the kerning/tracking of the font. It should be used sparingly and always bumped up to subhead or header size for easier legibility.

Avant Garde is a clean, crisp sans-serif font that is great for subheads. Avant Garde is the font used for the subheads of this Style Guide.

FONT SIZE

The font size for the body text or any letter, postcard, etc. should be no smaller than 9pt. and no larger than 12pt. Text that is larger than 12pt. will begin to look like a flier. If that is the intention, then paragraphs should be avoided and keywords should be emphasized.

Subheads should be 11pt. to 14pt.

Headers should be 18pt. to 30pt.

Text Standards

To maintain a uniform standard in all of our print material, please use the following guide when putting together anything for official use.

OUR NAME ISN'T "WORTHINGTON CHRISTIAN"

Because we are in close proximity to the Worthington Christian Schools and to avoid confusion for anyone not familiar with our church, do not use "Worthington Christian" as the shortened version of our name. Write out "Worthington Christian Church" or simply use "WCC." For letters where you are addressing the entire church body, always write out "Worthington Christian Church" in your greeting. Keep in mind that anyone unfamiliar with our church will also be unfamiliar with what "WCC" means, so it is wise to always write out our church name (Worthington Christian Church) at least once in the body of your print piece *before* using "WCC."

NUMBERS

When writing a sentence, numbers one through ten should be spelled out and figures used for higher numbers. For example, it would be correct to write, "The Youth Ministry needs six volunteers to help on Sunday and nine volunteers to help on Monday."

However, if you have a sentence with several figures (some over ten) then the key is to be consistent in the paragraph. For example, "Many of our Bible Fellowship classes have an average attendance of about 20 adults, but some are much smaller and only have an average attendance of 9 while others are much larger and have an average attendance of 30."

Try to avoid writing a number with a "th" or "rd" or "st." Numbers should be written out as "twentieth" or "first" or "third" or simply use the numerical figure (use "June 10" instead of "June 10th").

It is not necessary to write out \$75.00 when \$75 is appropriate.

DATES & TIMES

Dates and times should be presented in the following format: May, 1 2014 at 4:00 PM or January 22, 2012 at 9:30 AM. Do not print times as 8.30 or 9 am or 3:00 a.m.

SPACES

If you took typing class in school you were probably taught to put two spaces after a period. This is no longer necessary as the font will create the extra space for you. If you put two spaces after a period it will actually appear as three spaces when it prints.

Example:

1. This is a sentence with just one space after the period. This is a sentence with just one space after the period.
2. This is a sentence with two spaces after the period. This is a sentence with two spaces after the period.

WIDOWS

A "widow" is when a single word has been wrapped around to the next line at the end of a sentence and it should be avoided whenever possible. Ways to get rid of widows are to tighten up the spacing between letters, writing out contractions or creating them ("do not" vs. "don't") or rewriting the sentence all together (if applicable).

DASHES & ELLIPSES

It is appropriate to use an M-dash when trying to emphasize a point in a sentence. An M-dash is an elongated dash.

Example:

"The building is completely transformed for Vacation Bible School — there will be music, laughter, singing, learning, praying and praising!"

This is a dash: -

This is an M-dash: —

This is an ellipse: ...

Try to avoid using ellipses. Often people will use an ellipse when they should be using an M-dash. Alternatively, sometimes people will use an M-dash when they really ought to use a comma.