IDENTITY GUIDELINES
LOGO + PRELIMINARY APPLICATIONS

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INTRODUCTION

With this manual, we equip our organization to communicate with power, authenticity, and purpose. By following these guidelines consistently, you will help us build a strong, unified image for Discipleship Ministries. Although we are an agency with many people, teams, and facilities, collectively we are one brand. Adopting a branded “look” is about setting high standards. This ensures all communications are polished and professional—a true reflection of the outstanding work we offer the church to make disciples of Jesus Christ.
01. INTRODUCTION

The new Discipleship Ministries brand is a horizontal color logo. This primary logo should be logo of choice whenever possible and must appear on all communications (printed, broadcast, or electronic/digital).

Grayscale horizontal and black horizontal versions of the logo are available for use under special circumstances, specifically when the application requires a black-and-white printing process.
To ensure consistent usage of the Discipleship Ministries logo, it must always be scaled in proportion— not stretched or altered outside of its original form. Additionally, to create maximum impact, the logo requires specific clear space around all sides: Free of imagery, graphics, type, folds, or any other element that may interfere with the clarity of the brand mark.

**UNACCEPTABLE USES & CONFIGURATIONS**

- put the logo in a box or container
- compress the logo vertically or horizontally
- tint or add transparency
- outline any element of the logo
- change the spacing or proportion of elements
- change the order of elements
Proportion

The logo must always be scaled in proportion.

Magenta indicates type and element alignment and boundaries.

Clearances

Specifications for required clear space are provided here:

Blue indicates Clear Space. The blue area must be kept free of other elements throughout the logo.

The minimum required Clear Space is defined by the measurement ‘1x’ (equal to the height of the logotype and used throughout the logo).

Grey padding indicates Safe Zone.
03. BACKGROUND CONTROL

The Discipleship Ministries logo should be used (and not be used as shown here).

Acceptable
When the logo is placed on a solid background, the color must be light enough for easy readability.

Unacceptable
Background is too dark to surprint the logo.

When the logo is placed over a photograph, the area must be simple. It also must be either dark enough or light enough to accommodate readability.

This photograph is too busy.
Accurate reproduction of the Discipleship Ministries logo is vital to brand identity as a mark of cohesiveness and professionalism. Correct and acceptable versions are provided here; unacceptable, but common, reproduction error examples follow on the next page.

When physically printing anything with the logo, always use a provided vector EPS or AI version of the logo. NEVER print from a JPG or GIF version. They may only be used for digital purposes such as a website or PowerPoint presentation.
02. COLOR
01. COLORS USED IN LOGO

The logo comprises two Pantone colors. Most printing situations will require printing the logo with four-color process. The exception will be large print runs of collateral that use only 2-3 ink colors. In these cases, the actual Pantone inks should be used for maximum reliability and consistent color. For short print runs or cost purposes, digital printing such as quick printing and color Xeroxes may be used. All print methods used to produce the logo must match the Pantone inks shown here.

Printing on paper or physical materials must always be from the original vector EPS logo file. Never print on paper from JPEGs, TIFFs or other rasterized files.

RGB and Web viewing have different values from printing on paper; values are shown at right. Files types commonly used are JPEGs and TIFFs. When it’s necessary to apply the logo to media other than paper or on-screen (e.g. fabric, wood, metal, glass or leather), the logo may be silkscreened, blind embossed, etched, engraved, etc.

02. COlOR

TWO COLOR PRINTING
Ideal for large print runs using only 2-3 ink colors, e.g. stationery and business cards.

PROCESS BLACK
K: 100

PANTONE 185
C: 0
M: 100
Y: 92
K: 0

FOUR COLOR PROCESS
Ideal for most printed materials involving photography, such as brochures, newsletters, etc.

Four Color Values
C: 60
M: 40
Y: 20
K: 100

RGB & WEB VALUES
This type of file would be used for screen-only viewing such as PowerPoint or on a web site.

RGB Values
R: 0
G: 0
B: 0

Hex: #000000

RGB Values
R: 235
G: 0
B: 41

Hex: #EB0028
02. SECONDARY COLORS

These colors are not used in the logo but can be used to print supporting elements such as rules, bars and text. The same printing rules apply: most printing situations will require a four-color process. The exception will be large print runs of collateral that use only ink colors. In these cases, the actual Pantone inks should be used for maximum reliability and consistent color. For short print runs or cost purposes, digital printing such as quick printing and color Xeroxes may be used. All print methods used to produce the logo must match the Pantone inks shown here.

Printing on paper or physical materials must always be from the original vector EPS logo file. Never print on paper from JPEGs, TIFFs or other rasterized files.

RGB and Web viewing have different values from printing on paper; values are shown at right. Files types commonly used are JPEGs and TIFFs. When it’s necessary to apply the logo to media other than paper or on-screen (e.g. fabric, wood, metal, glass or leather), the logo may be silkscreened, blind embossed, etched, engraved, etc.

**TWO COLOR PRINTING**

![Coors Light Logo](https://via.placeholder.com/150)

Ideal for large print runs using only 2-3 ink colors, e.g. stationery and business cards.

**FOUR COLOR PROCESS**

![Coors Light Logo](https://via.placeholder.com/150)

Ideal for most printed materials involving photography, such as brochures, newsletters, etc.

**RGB & WEB VALUES**

![Coors Light Logo](https://via.placeholder.com/150)

This type of file would be used for screen-only viewing such as PowerPoint or on a web site.
03. FONTS
01. Fonts Used in Logo Type

For reference, the following fonts are used in the logo.

Trade Gothic Condensed No. 20 is used in the logotype.

Trade Gothic Condensed No. 18 is used for the tagline.

Never reset any portion of the logotype. Always use the supplied version of the logo in its entirety.

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**Trade Gothic Condensed No. 20**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ £ $ % ^ & * ( ) - = +

---

**Trade Gothic Condensed No. 18**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ £ $ % ^ & * ( ) - = +
02. OTHER ACCEPTABLE FONTS

These fonts are in the same font family as those used in the logotype. When producing collateral materials, these may be used.

In addition to the Trade Gothic family, Alternate Gothic No. 2 may also used as a more condensed style headline.

TRADE GOTHIC LIGHT
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£$%^&*()-=

TRADE GOTHIC MEDIUM
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£$%^&*()-=

TRADE GOTHIC BOLD
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£$%^&*()-=

TRADE GOTHIC BOLD NO. 2
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£$%^&*()-=

TRADE GOTHIC BOLD NO. 2 OBLIQUE
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£$%^&*()-=

TRADE GOTHIC LIGHT OBLIQUE
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£$%^&*()-=

ALTERNATE GOTHIC NO. 2
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£$%^&*()-=
04. STATIONERY
01. LETTERHEAD

The Discipleship Ministries letterhead is a key piece of the organization’s identity system, and one of the most personal means of communicating the updated brand. Typography and printing must be of the highest quality.

Type formats are equally important for effective communications and are designed to complement the overall appearance. A well-composed and formatted communications piece is more easily understood.

SPECIFICATIONS
Size: 8.5 inches x 11 inches
Colors: Solar White
Stock: Neenah Classic Crest, Smooth
Weight: 70# Text

MARGINS
Logo:
Top: 0.75 inches (to cap height)
Right: 0.75

Address:
Bottom: 0.45 inches
Left: 0.45 inches

TYPE SPECIFICATIONS FOR ADDRESS
Address:
Font: Trade Gothic Condensed No. 18
Color: Process Black
Font Size: 8.5/12
Misc.: All Caps, Kerning +40

Domain:
Font: Trade Gothic Bold No. 2
Color: Process Black
Font Size: 8/12
Misc.: U/L as shown, Kerning -20
02. ENVELOPES

There will be many types of envelopes produced for Discipleship Ministries. Shown here is a typical #10 envelope.

SPECIFICATIONS

Size: 9.5 inches x 4.125 inches
Colors: Solar White
Stock: Neenah Classic Crest, Smooth
Weight: 70# Text

TYPE SPECIFICATIONS

Font: Trade Gothic Condensed No. 18
Color: Process Black
Font Size: 7.5/9
Misc.: All Caps, Kerning +20
03. BUSINESS CARD

The Discipleship Ministries business cards communicate personal contact information along with standard institutional information, including street address and web site. The personal information featured on the new cards includes the individual’s name, title, phone number, and e-mail address.

SPECIFICATIONS
Size: 3.5 inches x 2 inches
Colors: Solar White
Stock: Neenah Classic Crest,
Weight: 130# Cover

TYPE SPECIFICATIONS
FOR NAME
Font: Trade Gothic Bold No. 2
Color: PMS 185
Font Size: 10 Point
Misc.: All Caps, Kerning +20

FOR TITLE
Font: Trade Gothic No. 2
Color: Process Black
Font Size: 7
Misc.: All Caps, Kerning +20

CONTACT INFORMATION
Font: Trade Gothic Regular
Color: Process Black
Font Size: 7