



CITY FELLOWSHIP  
BAPTIST CHURCH

STYLE GUIDE & IMAGE LIBRARY

04.22.10

# GRAPHIC STANDARDS

The official City Fellowship logos are grouped on the following pages by color and end-use. All logos/marks shown in this style guide are new and have been slightly modified for greater impact and usability. Please discard any logo images acquired prior to April 2010, and use the most current logos from [www.CityFellowship.net/logo](http://www.CityFellowship.net/logo).



FILE NAME:  
CF\_Black\_Mark.pdf



FILE NAME:  
CF\_Red\_Mark.pdf



FILE NAME:  
CF\_Ivory\_Mark.pdf



FILE NAME:  
CF\_Brown\_Mark.pdf

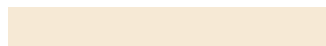


FILE NAME:  
CF\_Green\_Mark.pdf



RED (BLOOD)

PANTONE 477  
C 39 / M 88 / Y 91 / K 62  
R 83 / G 20 / B 2  
HEX 531402



IVORY (BONE)

PANTONE 4685  
C 4 / M 9 / Y 20 / K 0  
R 244 / G 228 / B 203  
HEX F4E4CB



BROWN (WOOD)

PANTONE WARM GRAY 10  
C 49 / M 51 / Y 69 / K 26  
R 114 / G 99 / B 77  
HEX 72634D

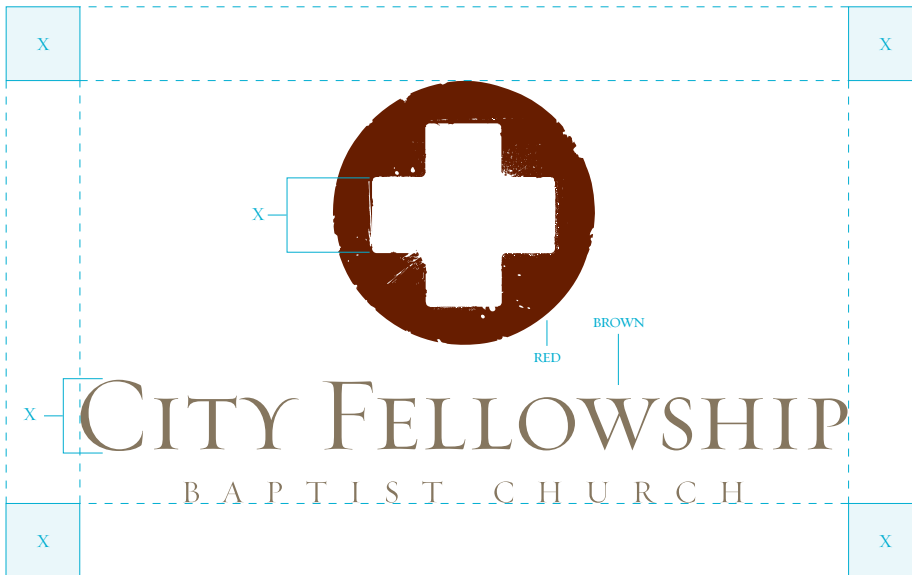


GREEN (NEW LIFE)

PANTONE 377  
C 45 / M 0 / Y 100 / K 24  
R 120 / G 162 / B 47  
HEX 78A22F

PRIMARY COLOR PALETTE

EXTENDED COLOR PALETTE  
(reserved for special applications)



## COLOR GUIDELINES

Consistent application of this color palette will impart a cohesive and unified look to all of City Fellowship's print/digital communications. Note that the use of the extended color palette, which presently consists of green, should be limited to Children's Ministry materials and other special applications of symbolic significance (i.e. Easter season of the Church calendar).

## CLEAR SPACE

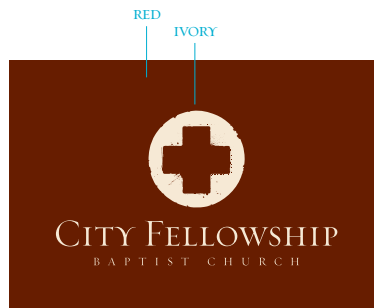
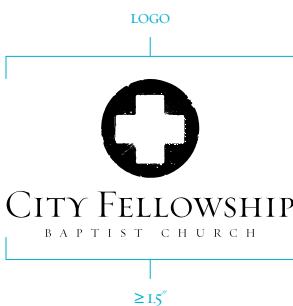
When placing the logo or logomark in a layout, maintain clear space on all sides around the logo equal to the height of the logomark cross beam. No graphics or typography (except the inclusive elements of the signature) should impede this minimum clear space.

## MINIMUM SIZE

The logo should be no less than 1.5" in width and the logomark should be no less than 0.5" in width.

## FONT GUIDELINES

The primary typefaces in the City Fellowship identity system are *Requiem* (logotype, headers, etc.) and *IM FELL English PRO* (body copy). A free, OpenType version of IM FELL English Pro is available for download at [www.CityFellowship.net/logo](http://www.CityFellowship.net/logo). Consistent use of typography helps maintain a unified and distinct visual identity.



VERTICAL LOGOS  
These are the preferred logo choices for use on white or predominantly light-colored backgrounds.



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BAPTIST CHURCH

PRIMARY LOGO  
This is the preferred full color logo.

FILE NAME:  
CF\_Red\_Logo.pdf



CITY FELLOWSHIP  
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ALTERNATE LOGO  
The green logo has limited applications and should be used as indicated in the color guidelines on page 2 of this style guide.

FILE NAME:  
CF\_Green\_Logo.pdf



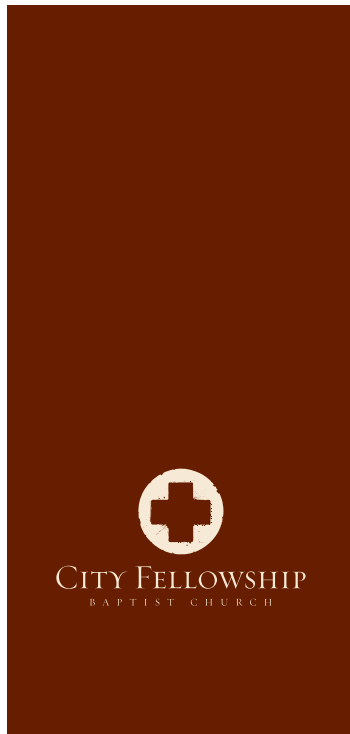
CITY FELLOWSHIP  
BAPTIST CHURCH

BLACK LOGO  
The solid black logos are for use in print when only one color is desirable or black and white printing is necessary.

FILE NAME:  
CF\_Black\_Logo.pdf

**INVERTED ON RED**  
This inverted version of the logo is for use on solid *red* backgrounds color matched according to the PANTONE color selection information in this style guide.

FILE NAME:  
CF\_Red\_Logo\_Inv.pdf



**INVERTED ON GREEN**  
This inverted version of the logo is for use on solid *green* backgrounds color matched according to the PANTONE color selection information in this style guide.

FILE NAME:  
CF\_Green\_Logo\_Inv.pdf



**HORIZONTAL LOGOS**  
These logos should only be considered when layout constraints prohibit the use of the vertical logos.



CITY FELLOWSHIP  
BAPTIST CHURCH

FILE NAME:  
CF\_Red\_Logo\_Horiz.pdf



CITY FELLOWSHIP  
BAPTIST CHURCH

FILE NAME:  
CF\_Green\_Logo\_Horiz.pdf



CITY FELLOWSHIP  
BAPTIST CHURCH

FILE NAME:  
CF\_Black\_Logo\_Horiz.pdf