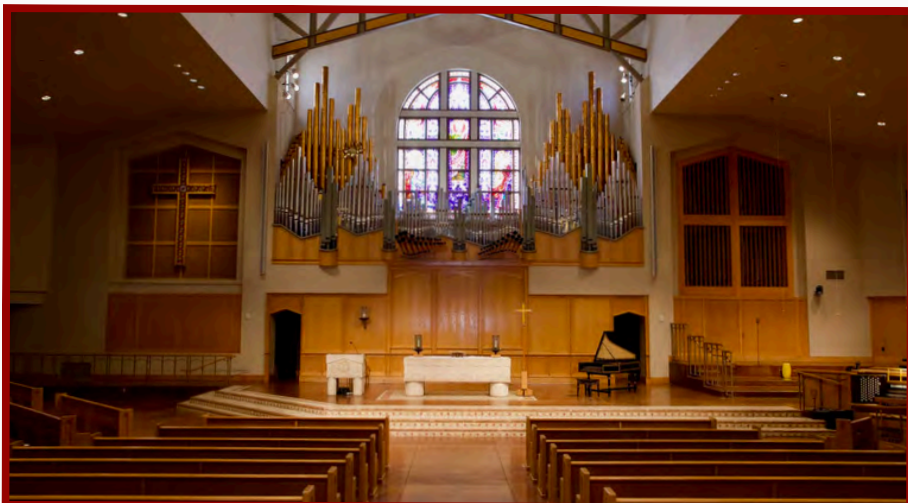




LA CASA DE CRISTO
LUTHERAN CHURCH

STYLE AND BRANDING GUIDE



OVERVIEW

Here is a set of high level guidelines to help build the brand of La Casa de Cristo and your ministry. This is to provide a baseline for creating graphics for the church.

You are welcome to create graphics for your ministry. The church has a graphic designer, Niki Marshall, to help you with your designs. You can contact her via e-mail niki@onecleverdarling.com

The church also has a Canva account that can be used to make graphics. Please request a login if you do not have one.

Below are variations of the La Casa de Cristo Lutheran Church logo. They can be found on the shared drive \Graphics\Branding. Please replace the old La Casa de Cristo logo with one of the following.

If you have any questions, please contact Chris Layman or Pastor Matt.



COLORS



GREEN

HEX:#3E8989

RGB: 62.137.137

CMYK: 76.31.45.5

PANTONE: 5483C



PURPLE

HEX:#564D65

RGB: 86.77.101

CMYK: 68.69.40.24

PANTONE: 7666C



GOLD

HEX:#B3994F

RGB: 179.153.79

CMYK: 30.36.83.4

PANTONE: 465C



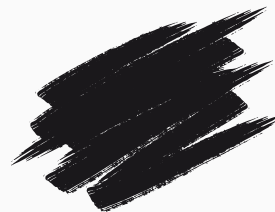
RED - ACCENT

HEX:#960200

RGB: 150.2.0

CMYK: 25.100.100.26

PANTONE: 3517C



BLACK

HEX:#1A181B

RGB: 26.24.27

CMYK: 71.69.64.78

PANTONE: BLACK 6C

LOGOS

THE MINISTRY LOGOS MAY BE USED WITH THE FOLLOWING COLOR COMBINATIONS. PLEASE ONLY USE THESE OPTIONS.

LA CASA | **MINISTRY**

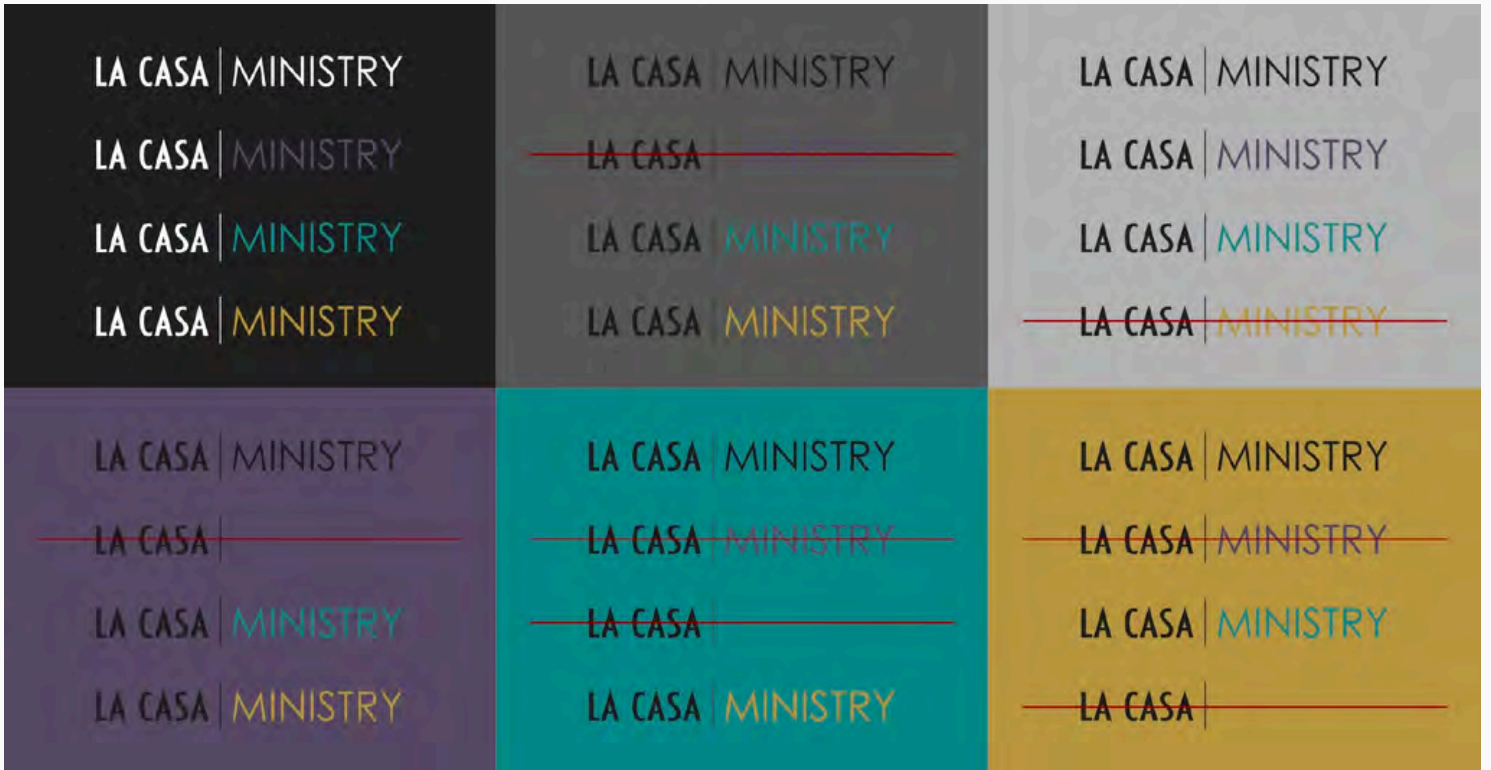
LA CASA | **MINISTRY**

LA CASA | **MINISTRY**

LA CASA | **MINISTRY**

LA CASA | **MINISTRY**

LOGO COMBINATIONS



LOGO FORMAT

SHARED DRIVE LOCATION:

\Graphics\Your Ministry\Branding

eps

- This is your master file
- This is a vector file which means it can be made as large or small as you need without degrading the integrity.

Use for:

- sending to designer for use in projects
- print work

pdf

- This is a vector file which means it can be made as large or small as you need without degrading the integrity.

Use for:

- sending to designer for use in projects
- print work

jpeg

Use for digital projects

png

- This format has a transparent background.

Use for:

- digital work where the logo needs to be placed over another color or image
- Print work where the logo needs to be placed over another color or image

FONTS & USAGE

Consider the following when choosing fonts for outward facing communication

HEADINGS & TITLES - Barlow Bold

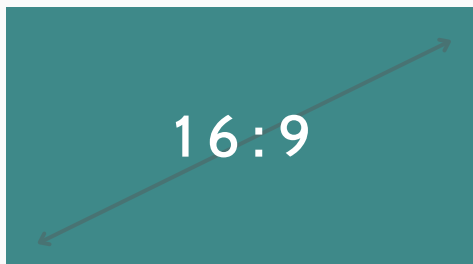
SUBHEADINGS & BODY - Cabin Medium

Accents, Buttons, Body - Poppins Regular

If the fonts are not installed on your computer, you can find them in the shared drive - \Graphics\Branding

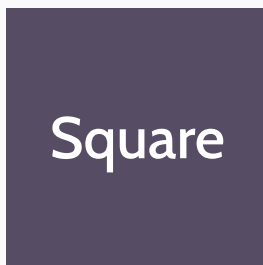
GRAPHIC DIMENSIONS

Consider the following dimensions when making graphics:



16:9 Ratio - Used for TV, Computer and Screens

Consider the audience when adding text.



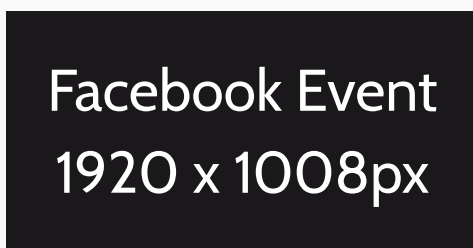
Square - Used for website, e-News, Instagram

Consider the audience when adding text. Minimal use of text details is optimal for web and e-news



Street Banner - Used for display on Bell Rd.

Consider using large, minimal text



Facebook - Used for creating Facebook Events

Consider minimal text when using this dimension.