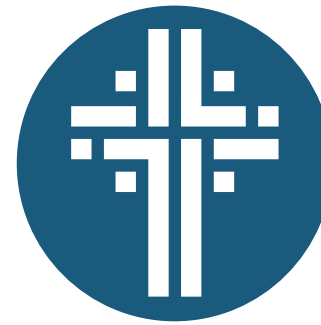**BRAND GUIDELINES**

ATHENS
CHURCH OF CHRIST

LOGO DESCRIPTION

Athens Church of Christ - Logo

The cross logo is composed of convergent lines meeting at the center. This represents and reflects Athens Church of Christ's commitment and central focus on the cross of Jesus. It is also built using diverse parts of varying sizes and shapes, symbolic of the diverse nature of the body of Christ. Though many parts, we come together to form one body. The font choices reflect a retention of the classical style of the original logo (a preservation of its history), with a modern addition of the sub-font which can be used throughout print, website, and other mediums to give a modern balance. The "ATHENS" font choice is recognizable as a UGA font with a classic flair, and is similar to the original font of the current logo. The all caps symbolize strength, stability and balance. The blue color choice is a calming, quieter blue and provides a peaceful backdrop for the cross in white, symbolic of its purity.

Vertical Logo

Horizontal Logo

Athens Church of Christ - Logo

In order to maintain brand consistency and integrity, a few simple guidelines should always be followed. Below are the approved color options.

Full Color
ACOC Icon - PMS 7700
ACOC Text - Black

This form of the logo is preferred and should be used whenever possible.

Grayscale (Black / White)
ACOC Icon - 70 % Black
ACOC Text - 100 % Black

This form of the logo must only be used against backgrounds light enough to hold enough contrast to maintain legibility.

Reverse
(Blue box for visual example only – do not use)

This form of the logo must only be used against backgrounds strong enough to hold enough contrast to maintain legibility.

Athens Church of Christ - Logo

Maintaining clear space around the logo ensures maximum impact and legibility. Photos, text and graphic elements must follow this guideline shown. By visually imagining a containing box (gray square) around the entire logo, all additional elements should be an "A" width (use the "A" from "Athens as reference) away from the logo as illustrated here."

Athens Church of Christ - Logo

- Do not stretch, condense, or change the dimensions of the logo
- Do not alter the placement or scale of the elements or type in the logo
- Do not use drop shadows or other visual effects
- Do not use gradients, overlays, tints, shadows or other effects
- Do not rotate the logo
- Do not alter the text with outlines
- Do not frame or box in the logo
- Do not alter or replace typefaces within the word-mark
- Do not alter the color in the word-mark or any one part for any reason
- Do not break logo apart. The icon and text **must be used together**.
- Do not change the opacity.***** (Ex: fading or ghosting) The logo **must** be at 100% opacity / transparency at all times. This includes, *(but is not limited to)* Word documents, PowerPoint presentations, other digital applications as well as any print material. Please reference previous page regarding requirements on maintaining clear space around the logo.

*Unless approval is obtained by Brand Committee. Reference the last page for point of contact.

Incorrect Logo Examples:

Do not stretch

Do not rotate or angle

Do not scale elements

Do not outline text

Do not skew

Do not a frame / box

Do not use drop shadows

Do not change the fonts

Do not use gradients

Do not change the colors

Do not break logo apart

Do not change the opacity

Athens Church of Christ - Ministry Logos

Within the Athens Church of Christ family, we desire that each member be equipped to use their gifts to serve the Lord, and then do that very thing. Below are the approved logos for each ministry.

MINISTRY LOGOS

ATHENS
CHURCH OF CHRIST
BENEVOLENCE MINISTRY

ATHENS
CHURCH OF CHRIST
BENEVOLENCE MINISTRY

ATHENS
CHURCH OF CHRIST
ALPHA OMEGA CAMPUS MINISTRY

ATHENS
CHURCH OF CHRIST
ALPHA OMEGA CAMPUS MINISTRY

ATHENS
CHURCH OF CHRIST
CHILDREN'S MINISTRY

ATHENS
CHURCH OF CHRIST
CHILDREN'S MINISTRY

ATHENS
CHURCH OF CHRIST
FAMILY GROUP MINISTRY

ATHENS
CHURCH OF CHRIST
FAMILY GROUP MINISTRY

ATHENS
CHURCH OF CHRIST
MIDDLE SCHOOL MINISTRY

ATHENS
CHURCH OF CHRIST
MIDDLE SCHOOL MINISTRY

ATHENS
CHURCH OF CHRIST
SINGLES MINISTRY

ATHENS
CHURCH OF CHRIST
SINGLES MINISTRY

ATHENS
CHURCH OF CHRIST
TEEN MINISTRY

ATHENS
CHURCH OF CHRIST
TEEN MINISTRY

ATHENS
CHURCH OF CHRIST
WINE TO WATER MINISTRY

ATHENS
CHURCH OF CHRIST
WINE TO WATER MINISTRY

ATHENS
CHURCH OF CHRIST
WOMEN'S MINISTRY

ATHENS
CHURCH OF CHRIST
WOMEN'S MINISTRY

ATHENS
CHURCH OF CHRIST
YOUNG PROFESSIONALS MINISTRY

ATHENS
CHURCH OF CHRIST
YOUNG PROFESSIONALS MINISTRY

ATHENS
CHURCH OF CHRIST

Athens Church of Christ - Primary Brand Color Palette

PMS 7700 Solid Coated
CMYK: 93 / 62 / 32 / 13
HEX: 336666
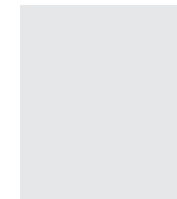
100 % Solid Black
CMYK: 0 / 0 / 0 / 100
HEX: 231f20

Complementary Color Palette Options

75 % Tint of Black
CMYK: 0 / 0 / 0 / 75
HEX: 636466

30 % Tint of Black
CMYK: 0 / 0 / 0 / 30
HEX: bcbdc0

10 % Tint of Black
CMYK: 0 / 0 / 0 / 10
HEX: e7e7e8

CMYK: 72 / 19 / 12 / 0
HEX: 2da2c8

CMYK: 51 / 0 / 4 / 0
HEX: 47ccef

CMYK: 6 / 81 / 52 / 0
HEX: e35764

CMYK: 28 / 12 / 73 / 0
HEX: c0c56a

TYPOGRAPHY

Athens Church of Christ - Fonts

When it is used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what we communicate. Athens Church of Christ typography communicates clearly and cleanly, and is flexible for a wide range of situations.

The "ATHENS" font choice is recognizable as a UGA font with a classic flair, and is similar to the original font of the earlier logo. The all caps symbolize strength, stability and balance.

Primary Sans-Serif

TRADE GOTHIC

Trade Gothic is our primary sans-serif family and a servant for our communications. It portrays a wonderful character and sturdiness, especially in condensed weights.

Uses:

- Headlines
- Subheads
- Lead-ins
- Pull-quotes
- Call-outs

Styles:

Trade Gothic LT Std – Condensed No. 18

Trade Gothic LT Std – Condensed No. 18 Oblique

Trade Gothic LT Std – Bold Condensed No. 18

Trade Gothic LT Std – Bold Condensed No. 18 Oblique

Trade Gothic LT Std – Regular

Trade Gothic LT Std – Bold

Trade Gothic LT Std – Oblique

Trade Gothic LT Std – Bold Oblique

Primary Serif

MERRIWEATHER

For more sophisticated situations, Merriweather, our serif font family, is available. It works best for headlines and body copy.

Uses:

- Headlines
- Subheads
- Lead-ins
- Pull-quotes
- Call-outs

Styles:

Merryweather – Light Italic

Merryweather – Regular

Merryweather – Italic

Merryweather – Bold

Merryweather – Bold Italic

Merryweather – Ultra Bold

Merryweather – Ultra Bold Italic

Athens Church of Christ - Secondary Fonts *(Digital / Web-Safe Alternatives)*

Our brand fonts may not always be available for use in Word documents, PowerPoint presentations and other digital applications. The following fonts are appropriate substitutes.

Secondary Sans-Serif Substitute

TAHOMA

Trade Gothic is our primary sans-serif family and a servant for our communications. It portrays a wonderful character and sturdiness, especially in condensed weights.

Uses:

- Headlines
- Subheads
- Lead-ins
- Pull-quotes
- Call-outs

Styles:

Tahoma – Regular

Tahoma – Bold

Secondary Serif Substitute

GEORGIA

For more sophisticated situations, Merriweather, our serif font family, is available. It works best for headlines and body copy.

Uses:

- Headlines
- Subheads
- Lead-ins
- Pull-quotes
- Call-outs

Styles:

Georgia – Regular

Georgia – Italic

Georgia – Bold

Georgia – Bold Italic

Questions / Concerns

Athens Church of Christ - Brand Guidelines Questions / Concerns

The Athens Church of Christ logo and style usage can have exceptions to the rules listed in this brand guide. Any questions or exception requests need to be directed to the appropriate contact below.

ATHENS
CHURCH OF CHRIST

Web / Digital Format & Requirements

Matt Brooks ▪ matt@seoteric.com ▪ 706.714.5941

General Information

Jamey Gentry ▪ gentry454@gmail.com ▪ 404.271.7327

est 07/2020