

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 subfont 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 Blue - PMS 7700
ACOC Black - Black

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



Grayscale
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
(Black 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.”



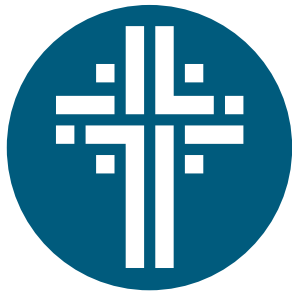
Athens Church of Christ - Logo

- 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 alter the text with outlines
- Do not rotate 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



Incorrect Logo Use:





ATHENS
CHURCH OF CHRIST

Athens Church of Christ - Primary Brand Color Palette

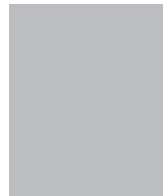


PMS 7700 Solid Coated
CMYK: 93 / 62 / 32 / 13
HEX: 336666



100 % Solid Black
CMYK: 0 / 0 / 0 / 100
HEX: 231f20

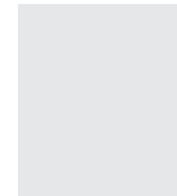
Complementary Color Palette Options



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



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



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



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



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
- Callouts

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
- Callouts

Styles:

Merryweather – Light Italic
Merryweather – Regular
Merryweather – Italic
Merryweather – Bold
Merryweather – Bold Italic
Merryweather – Ultra Bold
Merryweather – Ultra Bold Italic

IMAGES

Athens Church of Christ - Photography

Our photography is bright, contemporary, authentic and engaging. Lifestyle images should be natural and fun, yet connect and speak to the brand. All executions should use a good amount of white space. This allows room for type, headlines and the logo to breathe.



Photography Tips

- Tell Your Story – Match your photography with your audience
- Lighting Matters – Try to use natural sources of light whenever possible
- Natural Is Best – Try to avoid unnatural angles, never rotate the camera to an angle other than 90 degrees

Athens Church of Christ - Photography Usage

Layering Type & Graphic Elements

Text and graphic elements should never be placed over faces. Make sure that the text is legible over a photo.



Incorrect Usage

- Do not place text over faces
- Do not place artwork over image
- Do not use stock photography of people (*without approval*)
- Do not use images that lack a point of focus
- Never stretch or distort images
- Never apply artistic filters (*without approval*)
- Never use soft-focus or out-of-focus images



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

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