brand guidelines
The Calvary Baptist brand is a visual expression and reflection of the church it represents. It is the identity, perception and expectation of the church in the minds of people in the community. To be effective, it must be distinctive, memorable and consistent. The brand is more than just the logo, and includes colors and fonts as well as design and photography style. The Calvary brand is created through every form of communication from business cards and internal publications, to direct mail, signage, the web, and in many other ways as well.

These brand guidelines are intended to be a starting point and framework in the development and implementation of the Calvary brand and not a source of ready-made solutions for every possibility. The brand guidelines allow for creativity and flexibility but care should always be taken to maintain consistency and continuity.
Shown here are acceptable versions of the Calvary Baptist logo.

The type and symbol should never be separated when using the logo. They should always be reproduced together in the same arrangement. The positioning, proportions and color arrangement should also never change. The symbol can be used separately as a design element (see page 7).

SPACING AND POSITIONING
It is important to allow adequate space around the logo to make sure that it is displayed clearly and distinctly in any application. The illustration above right shows the minimum recommended space that should surround the logo.
These are examples of incorrect use of the logo. Not all incorrect uses are shown.

- Logo appears in the wrong colors
- Logo arrangement and proportions have been modified
- The symbol has been repositioned and resized
- Other elements and colors have been added and there is inadequate space around the logo
- The logo and symbol have been separated
- Logo appears in color on a dark background with insufficient contrast
The primary colors for Calvary Baptist are Pantone® 5275 and 2716.

A group of secondary accent colors may also be used to complement the primary colors.

Colors are indicated as Pantone® Spot Colors along with CMYK (cyan, magenta, yellow, black) and RGB (red, green, blue) equivalents. CMYK versions of the colors will be used in process printing, RGB will be used for web graphics and Powerpoint when the other color models are not available.
The Calvary Baptist logotype uses Trebuchet Bold and Trebuchet Regular.

The primary font to be used for all Calvary Baptist communications is Trebuchet. Trebuchet is a stylish sans-serif font that is easy to read. Minion is a traditional serif font to be used in conjunction with the primary font.

**PRIMARY FONT**

Trebuchet

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
tuvwxyz1234567890
```

**SECONDARY FONT**

Minion

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
tuvwxyz1234567890
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When using the fonts, it’s important to create contrast by using different weights, sizes, styles or colors to call attention to important information and to visually separate sections of text.

In the first example, Trebuchet Bold (13 pt.) is used for the headline along with Trebuchet Regular for the body copy (10 pt.).

The second example combines Trebuchet Bold (13 pt.) with Minion Regular for the body copy (11 pt.).

These are suggestions only. Each document will vary depending on specifications, amount and type of information being communicated and the style of the document. Consistency, continuity and readability are always important.

**Headline Text**
Sample text uamet aut la consequ amcommy nonullutat ad te vel iriuree tueraestrud dunt lortinc te magnim aut dionsent ut praesequis adit am vullaor iliquatue esequate dolobre modionsequam dignisit ulputetue del et la feumsandre do od eu faccum zzrit do odiat. Perillutet veliquisi tat exerciduisi. Pismoloreet num augiamc onsequatum am zzrit acip el iureet, voluptat.

**Headline Text**
Sample text uamet aut la consequ amcommy nonullutat ad te vel iriuree tueraestrud dunt lortinc te magnim aut dionsent ut praesequis adit am vullaor iliquatue esequate dolobre modionsequam dignisit ulputetue del et la feumsandre do od eu faccum zzrit do odiat. Perillutet veliquisi tat exerciduisi. Pismoloreet num augiamc onsequatum am zzrit acip.
Graphic Style

The graphic style for Calvary Baptist is designed to promote a unique and recognizable identity and a warm and friendly image to the community. Consistency and continuity are both very important in establishing and maintaining a strong brand for the church.

The graphic style and brand attributes are built off the style and character of the logo. The arch in the logo is a primary element that characterizes the Calvary brand. The rounded corners also help to further reinforce the brand and relate to the logo. In some cases, it is appropriate to use secondary accent colors that complement photos and are also compatible with the primary brand colors.

Whenever possible, the logo should appear in color on a white background.
Photography

Photos used in Calvary Baptist publications should be similar in style to those shown to the right. The subjects in each photo should be presented in a casual, friendly and natural way that shows ordinary people in everyday situations.

The photo content should be tailored to the message of a specific application.
MISSION
The mission of Calvary Baptist is its foundation and is why the church exists. It is the most important internal message in the organization.

TAGLINE
The tagline is the most concise messaging that integrates and correlates all other communication in the organization including the church’s vision path. It is the primary message externally (all marketing and advertising) and should be used liberally internally. The tagline should be used consistently and should always appear in the Trebuchet font using all lowercase italic.

MISSION
Building relationships to bring people to dynamic life in Christ

TAGLINE
for life’s journey
**Strategy**

The Calvary Baptist strategy icon represents the unification of the organization’s five key strategies - Build, Bring, Belong, Become and Bless. The strategy icon can be used as a single icon or each of the symbols can be used individually for specific emphasis. The strategy icons are available in two forms depending on reproduction - a 3D version and a flat version in color and black and white.