The Logo

The mark for Trinity Baptist Church was inspired by the architectural crosses on the church campus. Here the mark is stylized in a pen-stroke quality and appears in a lively, vibrant blue allowing the overall logo to seem informal and approachable. The logotype is set in Gill Sans Light in all caps, and gives the logo a modern and slightly formal quality.
Logo Proportions

The logo should primarily be presented horizontally with all supporting elements placed along the axis that run vertically or horizontally through the mark. Spacing of logo elements should be “open” and comfortable with the relative spaces kept similar throughout the elements. (see diagram) This open spacing should also be maintained when the logo is applied to a design, keeping the area around the logo free from graphics or images.

Logotype
The primary logo is set in Gill Sans Light.
Logo Variations

In different applications, both internal and external to the church, it may be necessary to include or edit the information given with the logomark. Here are some acceptable variations of the logo mark given different applications.
Logo Mistakes

Please do not vary from the logo design that has been provided. Spacing, color, placement, font etc. are important and should remain consistent as the logo is translated to different projects. Please do not stretch the logo, stack the logo, vary the colors provided, or apply unnecessary effects. Also any treatment that impedes the recognition or legibility of the logo should be avoided.
Typography

Gill Sans Regular is recommended for body copy. Remember to set any copy with comfortable spacing between lines (leading) and paragraphs.

Headline

Ignis num niam eum numsandre faccum non vendigna feu facillam aut iiquat. Ut ad erostie magna feu facipisis auguer in ex exer alis ad tem dolore elent ea adiam dolobore veniamcon vullan ullamcorero dolor sed dolor ipis ercip ex exercin er.
Color Formats

Color Formats
The original logo was designed for 2-color spot color printing.

Black and White
The logo can be printed in black and white when needed as shown.

Reversed Out
The logo can be reversed out of a solid color against a contrasting background.
Logo Application

Over Images

The logo can be used over a broad range of medias. The logo should always be placed over an area where visibility is high. In use over dark photos, the logo should be used in white or reversed out. Over light backgrounds or photos, the logo should be used in its original color scheme.
### Color Conversion

#### 4-Color Process (CMYK)

The can also be printed with the four ink process colors Cyan, Magenta, Yellow, and Black.

#### 2-Color Pantone Matching System (PMS)

For 1-color or 2-color printing jobs, the logo should be printed with these inks.

#### RGB

When the logo is used for web applications or graphics, the colors will need to be converted to ratios of Red Green and Blue. (see diagram)

#### HTML

When the logo colors are used in programming languages or in certain programs they will need to be converted to Hex. colors. (see diagram)

<table>
<thead>
<tr>
<th>4-Color Process (CMYK)</th>
<th>2-Color Pantone Matching System (PMS)</th>
<th>RGB (web applications)</th>
<th>HTML (web safe color)</th>
</tr>
</thead>
<tbody>
<tr>
<td>cyan = 100 cyan = 0</td>
<td>Pantone 639 Pantone 4625</td>
<td>red = 0 green = 189</td>
<td>00BCE4</td>
</tr>
<tr>
<td>magenta = 0 yellow = 5</td>
<td></td>
<td>red = 125 green = 107</td>
<td>7D6A55</td>
</tr>
<tr>
<td>black = 5</td>
<td></td>
<td>blue = 227 blue = 84</td>
<td></td>
</tr>
</tbody>
</table>
INNER CITY FOOD PROJECT
This Weekend 3:00
missions
serve
share
care

Icon Usage
An icon system can be created with the existing logo mark, colors, and typography of the brand. Make sure type sizes and proportions remain consistent throughout the system. Color can vary as long as it is within the same scheme as the current branded colors.