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Statement of Purpose

A graphic identity program helps an organization distinguish its print publications and electronic media from those of other institutions by conveying a look that is easily recognizable, particularly among sets of materials destined for the same audience. When such graphic elements as symbols, typefaces and colors are coordinated in a consistent manner, they convey a unified, “family” image and enhance an organization's ability to communicate effectively with the public.

This Graphic Standards Manual has been developed as a guide for employees and volunteers of Village Seven Presbyterian Church. It includes recommended typefaces and approved versions of the new V7PC logo, and a glossary of frequently used publishing terms and proofreading marks.

If you have any questions about information in this manual or how to use the V7PC logo, please contact Carrie Knoles at carrie.knoles@gmail.com or 719.591.8653.

Endorsement Letter

Staff, Ministry Leaders and producers of publications at Village 7,

We are excited to present you with our first standards manual at Village Seven. First, however, you may be asking why we need a standards manual. There are primarily two reasons: church size and philosophy.

First, size, Village Seven is a large and growing church and that size demands a level and quality of communication that is no longer optional. Multiple departments, staff and ministry leaders means that communication and a uniform look and feel needs to be intentional- therefore a standards manual.

Secondly, we believe that we glorify God in everything we do (1 Corinthians 10:31). A uniform look and feel enables us to provide a more consistent and higher level of communication.

We understand there may be some growing pains as we implement these standards, and at times it may be frustrating, but we thank you in advance for your adherence to these standards.

Serving with you,

Mark Bates                  Kevin Allen
Senior Pastor              Pastor of Outreach (for the Communications and Marketing Team)
Logo

The logo consists of the V7PC symbol/emblem and the church name. The symbol or emblem consists of a circle with a cross in the center. Each half of the circle is a different color, and the cross in the center extends beyond the circular shape. Though the logo is simple, it has many ideas and meanings that can be conveyed. First, the cross is designed in such a way to depict a sort of journey—showing the church's desire to be meeting people where they are at and bringing them to take the next step in their faith. The two colors that make up the circular shape of the logo can signify the colors and shape of a globe, showing the church's desire to reach out through missions and within the community.

The logotype (V7PC name) is an important part of the logo design. The words “Village Seven” are presented without a space between them. This is done to show Village Seven as one aspect of the name of the church, its location. There are no other churches in town at this time that use “Village Seven” in their name, so sometimes people refer to the church just as “Village Seven”. The words “Presbyterian Church” are smaller, they are a descriptor of the church denomination.

It is important to use both the V7PC symbol/emblem and the logotype appropriately in every V7PC publication, website, etc. This manual will give you some ways to correctly use the V7PC logo, as well as incorrect usage, typography choices and color usage.

Please consult this manual before producing anything that will come out of V7PC. Having a consistent brand identity for the church is very important, and we desire for the community and the world to be able to recognize our brand and the integrity of that brand.
Logo Usage

The new V7PC logo is shown below. This logo is the identifying symbol for official church communications, both internal and external. Its form cannot be altered, and it may be reproduced only in the variations shown in this style guide.

**Two Color/Full Color Logo:**
The main logo is reproduced in two colors. These colors can be PMS or spot colors, or they can be reproduced in four-color (CMYK) format. (Please see the color page for more information). The two PMS colors for the V7PC logo are PMS 3435 (green) and PMS 274 (blue). No other Pantone colors can be used in the logo, and the colors cannot be switched within the logo.

**One Color Logo:**
The green Pantone color that was chosen for the V7PC logo is intended to match some of the publications that were printed with the previous church logo. If there are instances where printing will be done with just the church's green ink color, this one color logo option can be used. The logo uses PMS 3435 and a 50% halftone of PMS 3435.

**Black & White Logo:**
When printing is done in black and white, this logo should be used. Please use the black and white logo option instead of placing the full color logo and printing in grayscale. This black and white logo was developed to print well in grayscale, while the color versions may not translate correctly in grayscale.
Colors

When talking about colors in design, there are some standard terms that are helpful to define. Please use this guide to make sure the colors used are consistent with the V7PC brand.

**PMS**
PMS stands for “Pantone Matching System.” This is how professional printers communicate color so that one printer can print a brochure for Coca-Cola and another can print a bottle label and you get “Coca-Cola Red” each and every time. Whenever there is room in the budget, your brand pieces will look best printed in their individual PMS colors.

**CMYK**
CMYK is an acronym for the 4 standard inks that a printing press uses: Cyan, Magenta, Yellow, and Black. CMYK or 4-color (process) printing is the most common form of printing. It allows for full-color printing of photos and pieces with a wide range of colors. The CMYK color mixes in this guide have been chosen to best approximate your PMS colors. The matches will not be perfect and could vary from printer to printer, so keep this in mind.

**RGB**
RGB creates color on your computer screen and electronic media via the colors red, green, and blue. RGB values will come in handy when you want to recreate your colors for on-screen presentations, word processing documents, etc.

**HEX**
HEX, or hexadecimal is the fancy way web designers represent RGB values on the web. Your web designer will love you if you have these handy.
Alternate Logo Formats

Whenever possible, the main logo design should be used in design applications. However, there are some instances where that logo is not appropriate. Below are three additional logo formats that can be used at the discretion of the designer. (Note: though the three logos below are only shown in black and white, the one and two-color versions are also available for use.)

**Stacked Logo:**
In some instances the horizontal logo format will not fit into a page layout. In this case, the stacked logo format can be used.

**Type Only:**
In some design applications it won't be appropriate to use the full logo mark (or the mark and type together). For these applications the logotype option can be used.

**Emblem/Symbol Only:**
The emblem or symbol portion of the logo can be used in pieces that are designed for V7PC. However, the symbol should never be used alone in a design piece, at least the logotype should appear somewhere in the printed piece to identify the church name and to keep the brand integrity.
Additional Logo Usage

Though the previous page shows the logo as it should be used whenever possible, there are instances where some additional logo options are needed. One of these instances is when the logo will be placed on a dark background. Here are some ways to handle that situation.

As you can see from the example to the right, placing the full-color logo on a black background causes the logo to disappear. The only part of the logo that is easily visible is the cross shape, which is represented by the paper color, presumably white. When the logo is placed on a black or dark background, please do NOT use the normal logos. Below are some options that can be used when placing the logo on a dark background:

Option One—
Reversed Logo on Black:
When the logo is placed on a black background, it needs to be reversed out of the background so that it is visible. This option shows the left and right sides of the circle represented by 60% and 20% black halftones. The Village Seven name is entirely in white.

Option Two—
Reversed Logo on Dark Color:
When the logo is placed directly on a darker color, it can be reversed out of that color so that the entire logo is white. Note: to use the logo in this way, the cross will need to be changed to the exact color of the background color so that the logo blends in to that background.

Option Three—
Full Color Logo in Box:
If none of these options work for placing the logo on a darker background, the logo can be placed in a white box that allows for space around it so that it is readable against the dark background. When choosing this option, please use a rounded box to contain the logo.
Logo Size and Spacing

Clear Space
The logo should maintain at least one half inch clearance on every side. No design element or typography may fall within this area. One exception to this rule is when working with digital-based formats. In this instance, it is best to respect the logo area as much as possible.

Minimum Size
The smallest the logo should ever be is two inches wide. The two inches is measured from end to end in the entire logo. When the stacked logo is used, it should be no smaller than 1.4 inches from end to end.
Incorrect Logo Usage

Please be sure to use the logo in its correct formats. Some of the examples of incorrect logo usage are shown below.

**Placed on Dark Background:**
As mentioned before, please do not place the main logo on a black or dark background where there is not adequate contrast between the logo and the background.

**Too Small:**
As previously noted, the minimum width of the main V7PC logo is two inches. Please do not make the logo smaller because it will not be readable at a smaller size.

**Embellishing the Logo:**
Please do not add text or graphics of any kind to the logo. If different church ministries need a version of the V7 logo for their ministry, those can be created by the logo designer.

**Uneven or Distracting Background:**
When placing the logo on a document page, please be sure that it is not placed on a distracting background that will cause it to not be readable. Please adhere to the guidelines in this manual when placing the logo on a page.
Typography/Font Usage

When designing printed publications and online resources for V7PC, common fonts should be used whenever possible to keep continuity in the V7PC brand. For printed materials, the following fonts should be used whenever possible. (Note: the italic and bold italic versions are not listed here, but any variation of the Palatino and Arial font family can be used.)

Palatino Regular:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Palatino Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The V7PC logo uses the font Shannon Bold and Shannon Book for the logotype portion of the logo. These fonts should only be used in other V7PC publications where the logotype is part of the name of the publication. For example, if the VillageLife newsletter is published, this font can be used since “Village” is one of the words in the title.

Shannon Book:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Shannon Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Photo and Graphic Usage

One of the main ways that the church’s image can remain consistent is through the use of the same type of photographs and graphics in its publications. As a general rule, clip art is not very professional and when not used correctly can diminish from the church’s brand identity and integrity.

Another important factor in choosing imagery for your project is to consider printing resolution. Some clip art and photos found on free websites will not be high enough resolution to print well. Many of these images are created for viewing on the web only, and when printed will lose clarity and appear fuzzy and/or pixelated.

Over the years, many stock photos have been purchased for Village Seven projects. These photos will be made available on the server for use in designing publications for church projects. Additionally, an account with an inexpensive stock photo website will be set up so that staff can search for high resolution images to use in designing projects.