

BASIC BRAND IDENTITY
STANDARDS FOR KNOX
PRESBYTERIAN CHURCH



The Corporate Identity Manual is intended to ensure that the visual design elements of Knox Presbyterian Church are applied correctly in all media in which Knox is identified. The logo must be distinctive and memorable. It must also be consistent and unvarying, where ever it appears. Only by maintaining consistency in all applications can it achieve reliable recognition and influence the image the congregants reflect and the wider community perceive.



This logo is the official brand for Knox Presbyterian Church and is the only design authorized for use. These standards for logo use are intended to maintain the integrity of the Knox image to membership, staff and the outside community.

To maximize its effectiveness, the Knox logo is to remain consistent in color, shape and type style. The appearance and use of the Knox logo are not to be altered, distorted or manipulated.

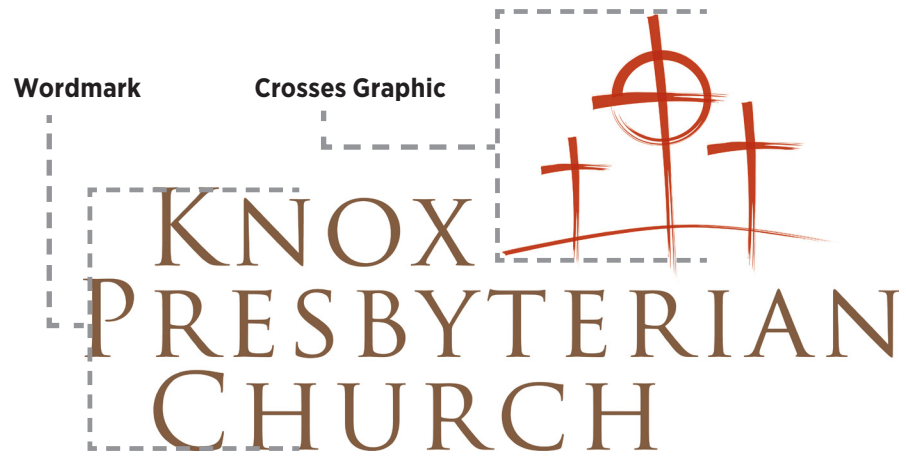
Reproduction-quality artwork is available in electronic formats.

Please contact the Communications Coordinator at Knox Presbyterian Church if any artwork is needed.

It is recommended that all Knox promotional materials, advertisements, banners, T shirts, signage, websites, stationery – any materials that include the Knox Logo, are approved by the Communications Coordinator.

If there are a use or application not covered in this guideline, please contact the Communications Coordinator.

Logo



LOGO

The Knox Presbyterian Church logo consists of two graphic elements:

1. Wordmark

The wordmark is the name of the Knox and the font used is TrajanPro Regular.

2. Crosses mark

A vector illustration.

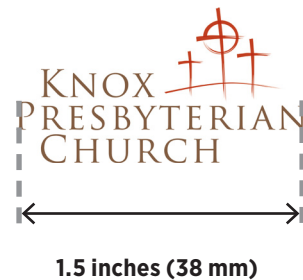
These two elements are a unit and cannot be separated or used as separate elements without prior approval from the Communications Coordinator.

ISOLATION AREA

The logo should appear within a minimum protected isolation area that should be no less than X, where X is the cap height of the P.

LOGO SIZE

The logo should not be used smaller than 1.5 inches (38 mm)



If the logo needs to be used smaller than 1.5 inches (38 mm), a special version is available from Communications Coordinator.



Color



COLORS OF THE KNOX LOGO

The specified colors for the Knox logo are :

In some other applications, a black and white version may be used



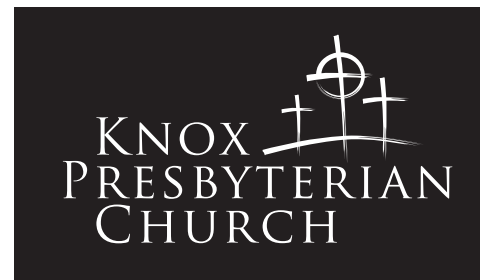
| | | |
|----------------|---------------------|-----------------|
| | Crosses mark | Wordmark |
| Pantone | Pantone® 7518 | Pantone® 1805 |

| | | |
|-------------|-------------|-------------|
| CMYK | 0% Cyan | 0% Cyan |
| | 91% Magenta | 40% Magenta |
| | 100% Yellow | 55% Yellow |
| | 23% Black | 60% Black |

| | | |
|------------|----------|----------|
| RGB | 162 Red | 120 Red |
| | 47 Green | 93 Green |
| | 30 Blue | 69 Blue |



This version with solid crosses only to be used when the logo reverses out a solid background color. One-color printing using this b/w artwork is acceptable; final design should be reviewed by communications coordinator.



Logo



WHAT NOT TO DO

In order to maintain consistent visual impact and overall integrity it is important to apply the Knox logo correctly. To divert from a single vision and presentation of the identity will compromise and dilute its value. These examples illustrate a number of incorrect uses, although this is not intended to be a complete list.

1. Do not distort, stretch or manipulate the Knox logo (use official reproduction art available from the Communications Group)
2. Do not add any words or graphics to the existing Knox logo
3. Do not change the typeface of the Knox logo
4. Do not re-color or use any color combinations on the Knox logo other than those listed
5. Do not use the Knox logo at an angle
6. Do not use a Knox logo with low resolution or jagged edges
7. Do not use the Knox logo in combination with another graphic element, logo or copy (maintain a free space around all outside edges of the logo)
8. Do not use a Knox logo downloaded from the web site.
8. Do not use the Knox logo inappropriately, such as labeling on trash receptacles



Typography



The secondary font used in the Knox Identity is Gentium Book Basic.

It can be downloaded at:
http://scripts.sil.org/cms/scripts/page.php?site_id=nrsi&item_id=Gentium_basic

Gentium Book Basic should be used on all Knox stationery, signage and promotional material.

MISSION STATEMENT

The Knox mission statement –
Our Mission is to LEARN, GROW and SERVE
as followers of JESUS CHRIST should be set in a
combination of Gentium Book Basic Regular and
Bold.

The words : LEARN, GROW, SERVE
and JESUS CHRIST should always be in Bold caps

Gentium Book Basic Regular
Gentium Book Basic Regular
Gentium Book Basic Bold
Gentium Book Basic Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
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Our Mission is to **LEARN, GROW** and **SERVE**
as followers of **JESUS CHRIST**

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