STYLE GUIDE

LIVING INTO THE BELOVED COMMUNITY | APRIL 2017

WELCOME

The purpose of this document is to provide guidance on use of the Living into the Beloved Community logo by staff and authorized users who aredeveloping branded marketing materials. Please review this guide before developing outward-facing, inward-facing, media and branding materials such as print collateral web design, apparel, signage, etc.

CONTENTS

THE LIVING INTO THE BELOVED COMMUNITY LOGO

The Living into the Beloved Community logo carries several symbolic meanings.

Embodied in the iconography of the people holding hands is the idea that everyone is invited into beloved community.

The two mountain ranges coming together are representative of the two conferences coming together as one.

The sun rising behind the mountains, suggests the dawning of a new day.

The hand-drawn style of the typography suggests an organic community on the move.

The preferred version of the Living into the Beloved Community logo is full-color. The full-color logo should nearly always appear against a solid white background.

Secondary versions of the logo, including grayscale, one-color (black) should be used only in instances when color artwork and layouts are not possible, such as apparel, newsprint, etc.

LOGO

NOTE: In addition to the primary EPS versions of the logo, JPG and PNG versions are also available for digital use. Always select the electronic artwork appropriate for your application.

LOGO SIZING

Follow these specifications for minimum size when scaling the logo for print. Avoid reducing the logo smaller than indicated by the numbers beneath the examples as readability becomes difficult.

LOGO SMALL SIZE (avoid scaling below 1.25)

PRINT 1.25"
(DIGITAL 375PX)

FILENAMES
Beloved_Logo_Sml_CMYK
Beloved_Logo_Sml_Grayscale
Beloved_Logo_Sml_Black

LOGO STANDARD SIZE (use as standard size for print)

PRINT 1.75"
(DIGITAL 525PX)

FILENAMES
Beloved_Logo_Std_CMYK
Beloved_Logo_Std_Grayscale
Beloved_Logo_Std_Black

PROCESS SPOT COLORS (used for print applications)

C:86 M: 69 Y:55 K: 61   C:0 M: 49 Y:98 K: 0   C:47 M: 33 Y:32 K: 0

PANTONE COLORS (used for print applications)

PANTONE P 7470 C   PANTONE 3588 C   PANTONE 7545

LOGO VARIATIONS/FILES

Each version of the logo
is available in four different color formats:
CMYK, RGB, grayscale, and one-color
(black) Always use the electronic artwork
appropriate for your application:

PRINT
Use EPS files for print applications.
This file can be infinitely scaled and
is your most versatile format. It is
largely used by professionals and
requires special software to be opened.

WEB
Use JPG and PNG files for online
applications.

MICROSOFT WORD
Use JPG files in Word and other
word-processing applications.

POWERPOINT/
PRESENTATION SOFTWARE
Use PNG files in PowerPoint
and similar applications.

CMYK
Use this logo for all full-color
print applications.

FILENAMES
Beloved_Sml_CMYK.eps
Beloved_Std_CMYK.eps

(The CMYK version of the logo is
provided in EPS format only.)

RGB
Use this logo for all digital
communications.

FILENAMES
Beloved_Std_RGB.eps
Beloved_Sml_RGB.eps
Beloved_Std_RGB.png
Beloved_Sml_RGB.png
Beloved_Std_RGB.jpg
Beloved_Sml_RGB.jpg

GRAYSCALE
Use this logo for all one-color
print applications.

FILENAMES
Beloved_Std_GRAY.eps
Beloved_Sml_GRAY.eps
Beloved_Std_GRAY.png
Beloved_Sml_GRAY.png
Beloved_Std_GRAY.jpg
Beloved_Sml_GRAY.jpg

ONE COLOR (BLACK)
Use this logo for one-color print
applications where the grayscale
cannot be reproduced.

FILENAME
Beloved_Std_BLACK.eps
Beloved_Sml_BLACK.eps
Beloved_Std_BLACK.png
Beloved_Sml_BLACK.png
Beloved_Std_BLACK.jpg
Beloved_Sml_BLACK.jpg

CLEAR SPACE

Please follow these logo specifications to ensure maximum visibility and legibility in all communications.

The minimum clear space for the logo (small) is "X," where "X"is equal to the height of the word "Beloved" See example below.

X-HEIGHT

TAG LOGO

When overlaying the logo onto an image, color or busy background, using the logo with holding device lock-up is best.

When used at the top of the page, the top of the tag should be flush with the top edge of the artboard. When used at the bottom of the page, the bottom of the tag should be flush with the bottom edge of the artboard.
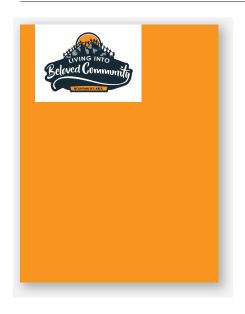

Do not change the color of the holding device.

HOLDING DEVICE Mock-up on photo or colored background

INCORRECT LOGO USAGE

The logo should be used according to the specifications in this brand guide. Always use the approved artwork provided and do not alter the logo in any way. Here are some examples of incorrect usage.

SIZE RELATIONSHIP

Do not alter the size relationship of the logo components.

COLOR

Do not change the colors of the symbol or logotype.

ARRANGEMENT

Do not rearrange the position of the logo components.

ADDED WORDS

Do not add words to the logo.

ADDED EFFECTS

Do not add a drop shadow or other effects to the logo.

TYPEFACES

Do not replace or substitute the fonts within the logo.

INCORRECT
LOGO USAGE

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DISTORTION

Do not distort or stretch any part of the logo. Always scale in proportion.

INDIVIDUAL ELEMENTS

Do not deconstruct the logo elements to form new graphic lock-ups or identities.

BACKGROUND

Do not place the logo on a background that does not provide sufficient contrast.

TYPOGRAPHY

Typography is an important aspect of design. The fonts for the logo were chosen with intentionality and were carefully and purposefully positioned, spaced modified and composed in the finished logo.

As a general rule, it is best to NOT use the fonts within the logo along with the logo. It serves to make the logotype more common.

It is recommended that you use complimentary fonts along with the logo as shown.

FONTS

CENTURY GOTHIC (Altered)

BEYOND THE MOUNTAINS (Altered)

CENTURY GOTHIC

COMPLIMENTARY FONTS:

Trebuchet MS (System font)

Calibri (System font)

QUESTIONS?

For any questions regarding these branding
guidelines, please contact
jason@midnightoilproductions.com

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