



Dream Big, Love Boldly, Give Believing Campaign

# STYLE GUIDE

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# THE DREAM BIG LOGO



## LOGO

The logo features a faded mountain and sky scenery background, iconic of the Mountain Sky Conference.

The Mountain Sky Conference logo appears at the bottom center of the circular logo.

The words "Dream Big, Love Boldly, Give Believing" are true to the Mountain Sky Conference's purpose to "live in God's grace and abundance as we lead a re-energized peaceful and compassionate movement to claim the life-changing love of Jesus Christ for ALL people."

There is a dark version with white lettering for use on light backgrounds (left), and a light version with black lettering for use on dark backgrounds (right).



# LOGO FILE TYPES

Each version of the logo is available in RGB (color) and Grayscale (no color). Use whichever one works best for either digital (RGB) or print (Grayscale).

## GRAYSCALE

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If you have to print in grayscale or are using a printer without color capabilities, use the grayscale version of the logos. The only aspect of the logo this affects is the small Mountain Sky Conference logo placed in the bottom center of the Dream Big logo.



## RGB

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Red, Green, Blue (RGB) file formats typically work best for digital use on websites, communications, and social media.



# HOW TO *NOT* USE THIS LOGO

We would love for you to use this logo! However, a great amount of thought and time were put into the creation of this design, so we ask that you not alter the logo in any way. If you have a special request to use this logo in a way that you feel it must be altered, please email us at [communications@mtnskyumc.org](mailto:communications@mtnskyumc.org).

## **SIZE**

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Do not change the size ratio of the logo. The logo is a circle. The height and width must always be the same.

## **COLOR**

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Do not alter the colors of the logo, its border, typeface, or any other aspect of the logo. Changes from color to grayscale are permitted.

## **ADDING WORDS**

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Do not add additional words on the logo.

You can add words under the logo but they may only be the name of your church or organization.

For example, you can add "Billings United Methodist Church" if you are using this at your church. However, you cannot add "Give now!" or a date.

## **TYPEFACES**

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Do not change any typeface in the logo.

# TYPEFACES

The typefaces in the logo were carefully chosen. Please do not alter the type in any way. Below you will see the two fonts used in this design. This will help you pair the logo with complimentary fonts in your own design!



## **DREAM, LOVE, & GIVE**

are Advent Pro Medium and are bold to allow the text to stand out against the darker background.

## **Big, Boldly, & Believing**

are Courgette. This more playful font provides a nice contrast against the rigid typeface of Advent Pro.

# QUESTIONS & HELP

If you need any assistance using this logo, please contact Mountain Sky Conference Communications via email at [communications@mtnskyumc.org](mailto:communications@mtnskyumc.org).

Also, we love to see our design in use! Please send us your design using our logo via email, or by posting on one of our social media pages, listed below.

Web: [www.mtnskyumc.org](http://www.mtnskyumc.org)

Facebook: @MountainSkyUMC

Twitter: @MtnSkyUMC

Instagram: @mtnskyumc