Venture Church Branding Guide

Main logo

VENTURE CHURCH

This would be used most often, e.g. on signs, webpages, or anywhere else a color logo can be used.
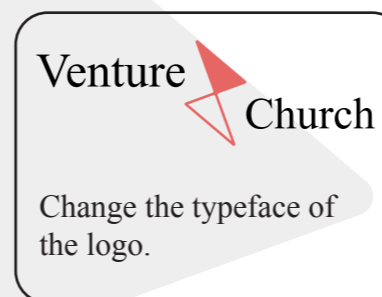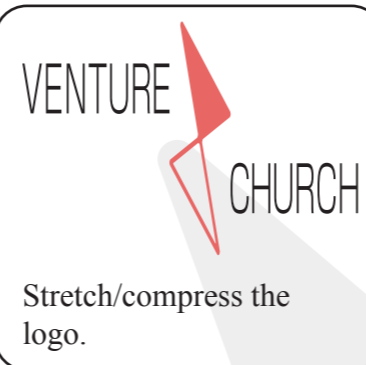
Alternative Colors

VENTURE CHURCH

Black version can be used if the logo needs to be printed on paper or clothing or other single-color branding.

VENTURE CHURCH

VENTURE CHURCH

VENTURE CHURCH

Colored versions can be used to make certain events or services stand out.

Please do not...

VENTURE CHURCH

Stretch/compress the logo.

VENTURE CHURCH

Rearange or change the compisition of the logo

VENTURE CHURCH

Use colors outside of the chosen color palette

Venture Church

Change the typeface of the logo.

Typeface usage

Shin Go - Light

This is the logo font, not necessarily intended to be used outside of the logo.
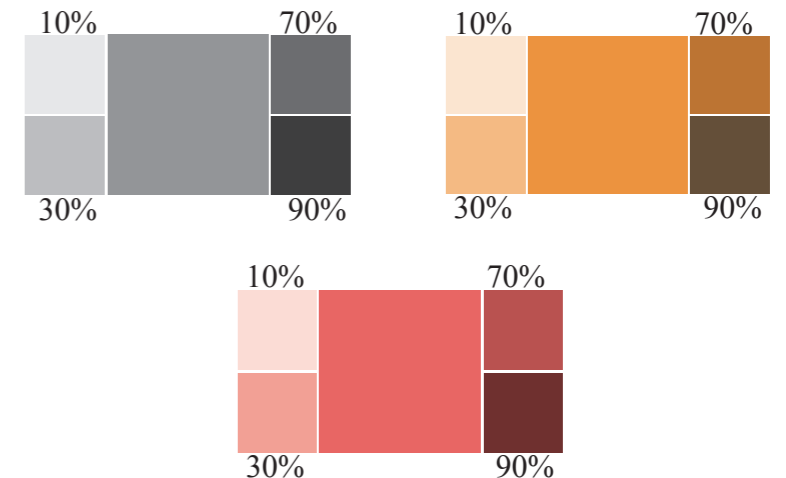
Futura - Bold

For headers and titles, whether it be on bulletins, websites, or handouts of any type, etc.

Times New Roman

This is meant to serve as body text for the possible uses listed about under Futura - Bold.

Tints and shades

Further color options based on the main colors to give more potential variety to designs used.

| 10% | 70% |
| 30% | 90% |

| 10% | 70% |
| 30% | 90% |

| 10% | 70% |
| 30% | 90% |

Color specifications

These are the four main colors with 4 ways to achieve said colors each. CMYK for print, RGB for digital use, HEX for web use, and Pantone as another option for print.

Color	CMYK	RGB	HEX	Pantone
	C 0 M 73 Y 52 K 4	R 245 G 66 B 118	HEX #f54276	Pantone 2031 C
	C 0 M 47 Y 83 K 5	R 242 G 128 B 41	HEX #f28029	Pantone 2011 C
	C 0 M 0 Y 0 K 50	R 128 G 128 B 128	HEX #808080	Pantone Cool Gray 8 C
	C 0 M 0 Y 0 K 100	R 0 G 0 B 0	HEX #000000	Pantone black 6 c

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