



# EASTERN STAR CHURCH

## **VISUAL IDENTITY GUIDELINES**

February 2015

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## The Logo

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Eastern Star Church's logo should be used in all internal and external communications. The logo should never be used in ways outside of what is shown in this Visual Identity Guide.

Make sure to always leave white space around the logo to avoid crowding, so that it can be viewed properly. Shown here is the full-color logo, both in its primary and secondary lock-up. (Lock-up refers to the way all the components fit together.) The primary lock-up of the logo is the preferred version of the logo and should be used the most. In order to establish a strong, consistent brand, only use the horizontal lock-up when the primary lock-up will not fit well in the given layout.

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### LOGOS SHOWN BELOW

TOP: PRIMARY LOCK-UP OF LOGO.

BOTTOM: SECONDARY LOCK-UP OF LOGO.



**JESUS EXALTED + WORD EXPLAINED**  
**EASTERN STAR CHURCH**



**JESUS EXALTED + WORD EXPLAINED**  
**EASTERN STAR CHURCH**

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# Logo Files

## Primary Lock-up

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Available in the logo files are separate components of the full logo (the name alone, the tagline alone, etc.). These files can be used for strategic purposes such as building intrigue, stirring conversation and more.

For example, in pieces like t-shirts or coffee mugs, the logo type (the name) may be alone on the front and the tagline on the back. These variations should not be used for reconstructing the lock-up of the logo in a new way. (Lock-up refers to the way all the components fit together.)

There are many different file types of all these logo variations shown:

- **EPS** files should be used for professional printing. They are also scalable to large sizes.
- **JPEG** files have solid, white backgrounds. The high-resolution jpegs are for print use and the low-resolution jpegs are for web/electronic use.
- **PNG** files have transparent backgrounds and are good for Microsoft applications, web and electronic use.

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**LOGOS SHOWN BELOW, FROM LEFT TO RIGHT.**

ROW ONE: FULL LOGO; MARK+TAG.

ROW TWO: TAG+NAME; MARK+NAME; MARK ONLY.

ROW THREE: TAG ONLY; MARK ONLY.

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**JESUS EXALTED + WORD EXPLAINED**  
**EASTERN STAR CHURCH**



**JESUS EXALTED + WORD EXPLAINED**

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**JESUS EXALTED + WORD EXPLAINED**  
**EASTERN STAR CHURCH**



**EASTERN STAR CHURCH**

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**JESUS EXALTED + WORD EXPLAINED**

**EASTERN STAR CHURCH**

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# Logo Files

## Primary Lock-up

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For every file there are alternate color versions to choose from:

- **Pantone (PMS)** files should only be used in professional printing.
- **CMYK** files should be used for all non-professional color printing.
- **Grayscale** files should be used when a printer is not capable of printing color, but can print grayscale.
- **Black & White** files should be used for black and white printing, or if the color version will not show up on a background.

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LOGOS SHOWN BELOW, FROM LEFT TO RIGHT.

ROW ONE: FULL COLOR; GRAYSCALE.

ROW TWO: BLACK; WHITE.

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**JESUS EXALTED + WORD EXPLAINED**  
**EASTERN STAR CHURCH**



**JESUS EXALTED + WORD EXPLAINED**  
**EASTERN STAR CHURCH**

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**EASTERN STAR CHURCH**



**JESUS EXALTED + WORD EXPLAINED**  
**EASTERN STAR CHURCH**

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# Logo Files

## Secondary Lock-up

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Available in the logo files are separate components of the full logo (the name alone, the tagline alone, etc.). These files should be used for strategic purposes such as building intrigue, stirring conversation and more.

In order to establish a strong, consistent brand, only use the horizontal lock-up when the primary lock-up will not fit well in the given layout. This often occurs for applications like websites and signage.

There are many different file types of all these logo variations shown:

- **EPS** files should be used for professional printing. They are also scalable to large sizes.
- **JPG** files have solid, white backgrounds. The high-resolution jpgs are for print use and the low-resolution jpgs are for web/electronic use.
- **PNG** files have transparent backgrounds and are good for Microsoft applications, web and electronic use.

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**LOGOS SHOWN BELOW, FROM LEFT TO RIGHT.**

ROW ONE: FULL LOGO; MARK+TAG.

ROW TWO: TAG+NAME; MARK+NAME.

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**JESUS EXALTED + WORD EXPLAINED**  
EASTERN STAR CHURCH



**JESUS EXALTED + WORD EXPLAINED**

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**JESUS EXALTED + WORD EXPLAINED**  
EASTERN STAR CHURCH



**EASTERN STAR CHURCH**

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# Logo Files

## Secondary Lock-up

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For every file there are alternate color versions to choose from:

- **Pantone (PMS) Color** files should only be used in professional printing.
- **CMYK Color** files should be used for all non-professional color printing.
- **RGB Color** files should be used for electronic applications (non-printed materials).
- **Grayscale** files should be used when a printer is not capable of printing color, but can print grayscale. Grayscale files are also available for electronic use if necessary.
- **Black & White** files should be used for black and white printing, or if the color version will not show up well on a background.

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LOGOS SHOWN BELOW, FROM LEFT TO RIGHT.

ROW ONE: FULL COLOR; GRAYSCALE

ROW TWO: BLACK; WHITE.

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**JESUS EXALTED + WORD EXPLAINED**  
EASTERN STAR CHURCH



**JESUS EXALTED + WORD EXPLAINED**  
EASTERN STAR CHURCH

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**JESUS EXALTED + WORD EXPLAINED**  
EASTERN STAR CHURCH



**JESUS EXALTED + WORD EXPLAINED**  
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# Ministry Sub-brands

## Lock-up and File Variations

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Logo files are also available for many of Eastern Star Church's core ministries. For each ministry, there is both a vertical (primary) and horizontal (secondary) lock-up of the logo elements. In order to establish a strong, consistent brand, only use the horizontal lock-up when the primary lock-up will not fit well in the given layout.

For every file there are alternate color versions to choose from:

- **Pantone (PMS) Color** files should be used in professional printing. Format: EPS
- **CMYK Color** files should be used for all non-professional color printing. Formats: EPS, JPG
- **RGB Color** files should be used for electronic applications (non-print). Format: PNG
- **Grayscale** files should be used when a printer is not capable of printing color, but can print grayscale. Formats: EPS, JPG, PNG
- **White** files should be used for black and white printing, or if the color version will not show up on a background. Formats: EPS, PNG

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### PRIMARY (VERTICAL) LOCK-UP VARIATIONS + MINISTRY NAME ONLY (IN BROWN AND ORANGE)



**Marriage Ministry**  
EASTERN STAR CHURCH



**Marriage Ministry**

**Marriage Ministry**

**Marriage Ministry**

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### SECONDARY (HORIZONTAL) LOCK-UP VARIATIONS



**Marriage Ministry**  
AT EASTERN STAR CHURCH



**Marriage Ministry**

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### COLOR VARIATIONS: GRAYSCALE, WHITE, COLOR ON DARK BACKGROUND



**Marriage Ministry**  
EASTERN STAR CHURCH



**Marriage Ministry**  
EASTERN STAR CHURCH



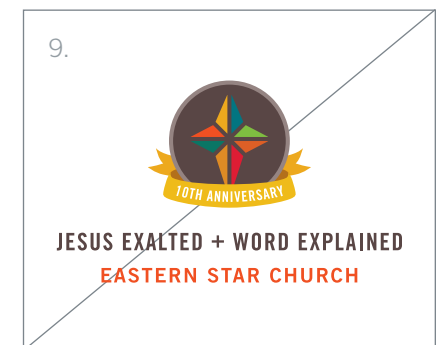
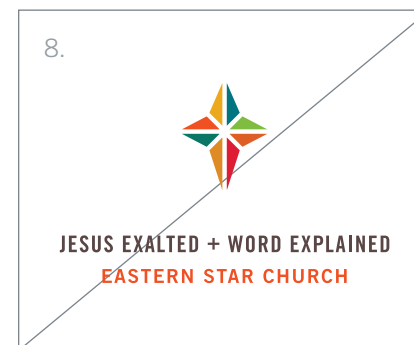
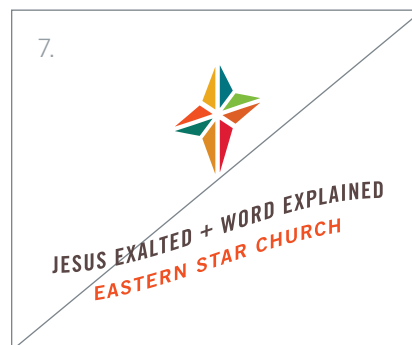
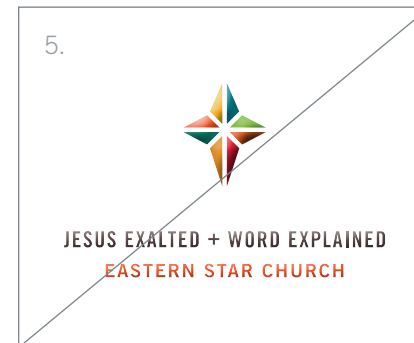
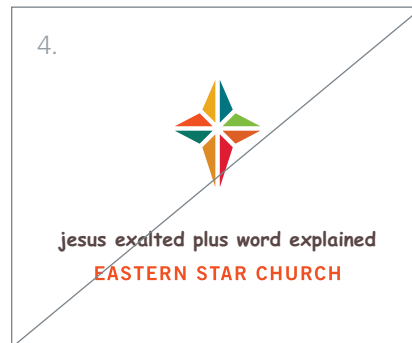
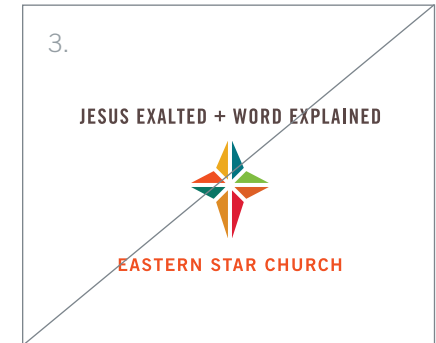
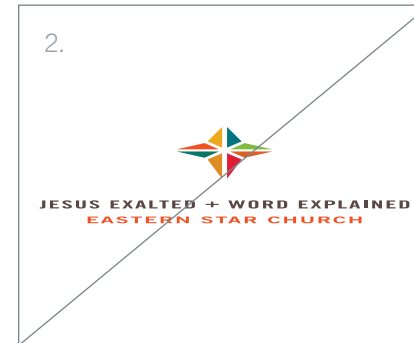
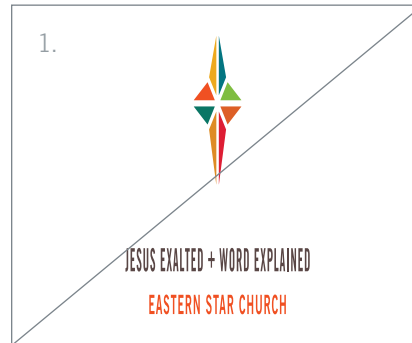
**Marriage Ministry**  
EASTERN STAR CHURCH

# Logo Use

Keep your logo clearly recognizable by using it properly and consistently; do not alter it under any circumstances.

Here are several examples of incorrect alterations of the logo:

1. Do not stretch the logo vertically.
2. Do not stretch the logo horizontally.
3. Do not rearrange any of the logo parts/pieces in ways outside of the standards given in this document.
4. Do not modify any lettering or typeface in the logo type.
5. Do not “stylize” the logo with added effects.
6. Do not recolor the logo.
7. Do not skew/slant the logo.
8. Do not place the color version on a complicated background or a background that reduces its legibility (in this scenario, use the black or white version).
9. Do not decorate the logo or add any additional elements to it.





# Brand Colors

Eastern Star Church's color palette has been selected to reflect the personality of your organization. Continual, consistent use of this color palette is a critical part of building brand awareness with the logo and the overall identity.

The primary colors shown here are those used in the logo. The secondary neutral colors may be used in communication pieces in addition to the primary colors.

PMS colors should be used for professional, offset printing. The CMYK formulas are for both professional offset and digital printing, as well as in-house printing. The RGB and HEX formulas are for use in web design and electronic media.

## PRIMARY COLORS



### PMS 199 C

CMYK: 7 100 85 1  
RGB: 213 0 50  
HEX: D50032

### PMS 1655 C

CMYK: 0 84 100 0  
RGB: 252 76 2  
HEX: FC4C02

### PMS 1595 C

CMYK: 9 76 100 1  
RGB: 216 96 24  
HEX: D86018

### PMS 7564 C

CMYK: 11 51 100 1  
RGB: 219 138 6  
HEX: DB8A06

### PMS 124 C

CMYK: 0 30 100 0  
RGB: 234 170 0  
HEX: EAAA00



### PMS 438 C

CMYK: 55 64 59 40  
RGB: 88 68 70  
HEX: 584446

### PMS 7474 C

CMYK: 99 37 44 10  
RGB: 0 118 129  
HEX: 007681

### PMS 3295 C

CMYK: 100 29 68 15  
RGB: 0 120 100  
HEX: 007864

### PMS 376 C

CMYK: 54 0 100 0  
RGB: 132 189 0  
HEX: 84BD00

## SECONDARY (NEUTRAL) COLORS



### PMS WARM GRAY 1

CMYK: 3 3 6 7  
RGB: 215 210 203  
HEX: D7D2CB

### PMS WARM GRAY 3

CMYK: 9 11 13 20  
RGB: 191 184 175  
HEX: BFB8AF

### PMS WARM GRAY 5

CMYK: 11 13 16 32  
RGB: 172 163 154  
HEX: ACA39A

### PMS WARM GRAY 8

CMYK: 17 24 25 49  
RGB: 140 130 121  
HEX: 8C8279

### PMS WARM GRAY 10

CMYK: 24 34 35 60  
RGB: 121 110 101  
HEX: 796E65

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## Typeface

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The use of recognizable, signature typefaces further ensures consistency within an organization and its brand. Using the following typefaces will help build familiarity with anyone coming into contact with Eastern Star Church.

The logo uses the typeface Trade Gothic (Regular and Condensed) for both the name and tagline. Trade Gothic may be purchased at: [linotype.com/414550/TradeGothicNext-family](https://www.linotype.com/414550/TradeGothicNext-family)

Trade Gothic should be used for all external communication pieces.

Sanchez may also be used in combination with Trade Gothic, for headers and special feature areas of text. Sanchez can be purchased at: [myfonts.com/fonts/latinotype/sanchez/](https://www.myfonts.com/fonts/latinotype/sanchez/)

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# Trade Gothic (Condensed)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890!@#%^&\*()

## Sanchez

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890!@#%^&\*()

**HEADER**

**Subhead**

Body

**TRADE GOTHIC BOLD CONDENSED. UPPER CASE.**

**Sanchez Bold. Title case.**

Trade Gothic Regular/Light. Title case.



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This was created for Eastern Star Church  
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