



FIRST
PRESBYTERIAN
CHURCH OF FORT LAUDERDALE

WHERE FAITH COMES ALIVE

Brand Standards Guide

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Brand Identity

Just as the First Presbyterian Church of Fort Lauderdale has evolved, so has its brand identity. Emphasizing this identity throughout all areas will strengthen the Organization's profile, and as a result will add impetus to all marketing efforts. In order for us to build and enhance the brand, we must ensure that its identity is used correctly and consistently so as to establish a clear and strong image for the First Presbyterian Church of Fort Lauderdale.

Use Of These Guidelines

As the name would suggest, this style guide serves as a guide and as such is deliberately kept brief.

Marketing Approval

Any commercial printing endeavors (e.g., ads, signs, etc.) utilizing the First Presbyterian Church of Fort Lauderdale name or logo must be submitted in proof form to the First Presbyterian Church of Fort Lauderdale Pastor's office, barbaray@firstpres.cc for approval prior to production.

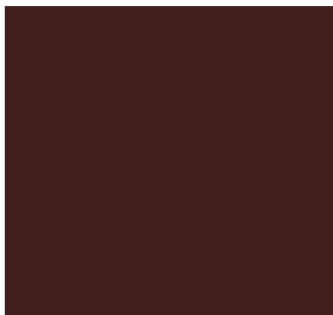
Primary colors



Green
C:67 M:35 Y:56 K:12
R:92 G:127 B:113
PANTONE COATED:
5555 C
HEX: #5c7f71



Orange
C:25 M:73 Y:100 K:15
R:170 G:86 B:38
PANTONE COATED:
1605 C
HEX: #aa5626

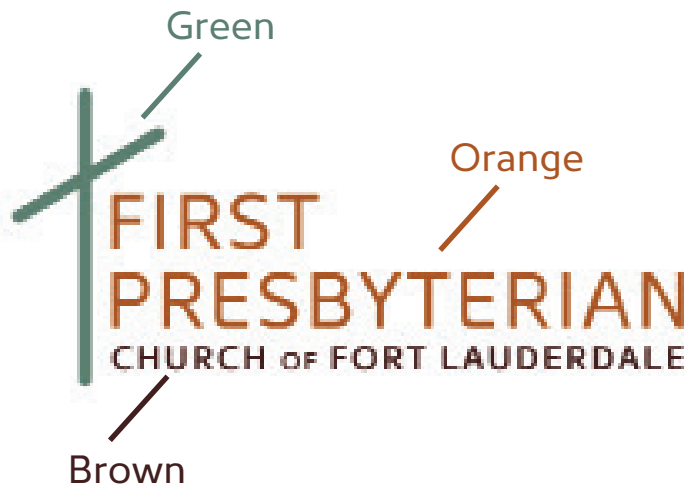


Brown
C:49 M:77 Y:70 K:67
R:65 G:32 B:31
PANTONE COATED:
4975C
HEX: #41201f

Color Palette

Color is an integral tool in the First Presbyterian Church of Fort Lauderdale brand standards. Consistent and judicious use of color will help to unify all applications of the branding and connect them to the First Presbyterian Church of Fort Lauderdale logo on which the standards are based. Colors can be created in a few different ways:

- **CMYK** (Cyan, Magenta, Yellow, Black)
 - Also known as 4-color process, CMYK is the preferred color build used for professional printing.
- **RGB** (Red, Green, Blue)
 - This type of color build is used within Microsoft Office programs, such as Word and PowerPoint.
- **Solid Pantone colors** (Coated of Uncoated)
 - Pantone colors are a standard set of colors, with each color specified by a number. Pantone colors should be used as a guide for color matching purposes only.



Logo Construction

The First Presbyterian Church of Fort Lauderdale logo is the single most identifiable part of the brand and must not be redrawn or modified in terms of proportions, typefaces or colors. No extra text or name can be added underneath or around the logo with the intention of personalizing it.

File Formats And Usage

The First Presbyterian Church of Fort Lauderdale logo is available in several file formats. The following describes when it's appropriate to use each type of file:

- .jpg and .png – These file formats are ideal for use in Microsoft Office programs, such as Word and Power Point, and websites, like Facebook & Twitter.
- .tiff, .eps and .ai – These file formats are to be used in professional design programs, like Adobe® InDesign® and Adobe® Illustrator®.



Logo Clear Space

The logo should not be compromised by any other type or graphic matter.

Isolation Zone

An area of clear space must always be left around the four edges of the logo, as shown on the right. The clear space, marked as "x", should always be 50% of the logo height. The clear space is thus proportional to the size at which the logo is used. Clear space is measured from a bounding box, as shown by the lines around the logo.



1.2 in. (3.048 cm)

Minimum Size

The logo must never be reproduced so small that it loses its clarity. The minimum recommended logo size has a width of 1.2 in. (3.048 cm).



Logo Color Options

The logo is available for use as a full color logo only. There are three colors used in this logo, green, orange and brown. Please refer to page X for further details on the logo color pallet.



Unacceptable Logo Usage

Protecting the integrity of the logo is important. The aspect ratio (width/height proportions) should not be modified. NOTE: You can maintain the logo aspect ratio by holding the “shift” key while resizing. The logo should never be reproduced in any other colors than those stated in this guide. Typefaces should not be altered, and elements within the logo should not be resized. The logo should never be outlined with a shape or placed on a busy background. If you plan to use the logo on any background other than white, please refer to page X for logo usage guidelines.





Tagline Format

The logo should not be compromised by any other type or graphic matter.

Tagline Minimum Size

An area of clear space must always be left around the four edges of the logo, as shown on the right. The clear space, marked as "x", should always be 50% of the logo height. The clear space is thus proportional to the size at which the logo is used. Clear space is measured from a bounding box, as shown by the lines around the logo.

Tagline Font

The logo must never be reproduced so small that it loses its clarity. The minimum recommended logo size has a width of 1.2 in. (3.048 cm).

CHURCH OF FORT LAUDERDALE



Tagline Color

Brown

C:49 M:77 Y:70 K:67

R:65 G:32 B:31

PANTONE COATED:

4975C

HEX: #41201f

CHURCH OF FORT LAUDERDALE

Display of Tagline

Tagline must always be displayed in ALL CAPS while the "of" is displayed in small caps.

CHURCH OF FORT LAUDERDALE

Typography

- Kyrial Sans Pro Black
- Kyrial Sans Pro Light
- Kyrial Sans Pro Regular
- Kyrial Sans Pro SemiBold

Kyrial Sans is the only font to be used for all marketing collateral - including: Flyers, brochures, mailers and newsletters.

Additional Logos

The First Presbyterian Church of Fort Lauderdale has many subsidiaries that each have its own logo and brand recognition. Each of these logos are available in full color and in all black. When using these logos it is required that an area of clear space must always be left around the four edges of the logo. Protecting the integrity of the logo is important. The aspect ratio (width/height proportions) should not be modified. No extra text or name can be added underneath or around the logo with the intention of personalizing it.

File Formats And Usage

Each logo is available in several file formats. The following describes when it's appropriate to use each type of file:

- .jpg and .png – These file formats are ideal for use in Microsoft Office programs, such as Word and Power Point, and websites, like Facebook & Twitter.
- .tiff, .eps and .ai – These file formats are to be used in professional design programs, like Adobe® InDesign® and Adobe® Illustrator®.

Marketing Approval

Any commercial printing endeavors (e.g., ads, signs, etc.) utilizing the First Presbyterian Church of Fort Lauderdale name or logo must be submitted in proof form to the First Presbyterian Church of Fort Lauderdale Pastor's office, barbaray@firstpres.cc for approval prior to production.

Display of Logo

On the next few pages see the proper display of each logo.



Adult Activity Center

A Senior Adult Ministry

FIRST PRESBYTERIAN CHURCH OF FT. LAUDERDALE

AAC (Adult Activity Center)

Primary colors



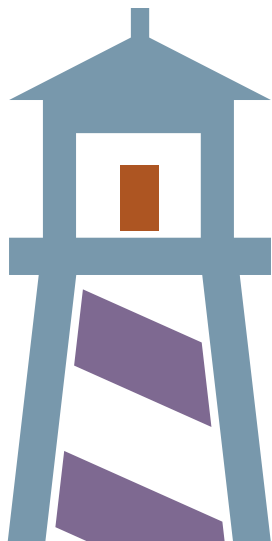
Blue
C:55 M:33 Y:24 K:1
R:125 G:152 B:171
PANTONE COATED:5425 C
HEX: #7d98ab



Brown
C:18 M:55 Y:75 K:11
R:187 G:119 B:75
PANTONE COATED:7591 C
HEX: #bb774b



Yellow
C:12 M:5 Y:99 K:0
R:231 G:219 B:28
PANTONE COATED:604 C
HEX: #e7db1c



CHILDREN'S MINISTRY

FIRST PRESBYTERIAN CHURCH OF FT. LAUDERDALE

Children's Ministry

Primary colors



Blue
C:55 M:33 Y:24 K:1
R:125 G:152 B:171
PANTONE COATED:5425 C
HEX: #7d98ab



Brown
C:18 M:55 Y:75 K:11
R:187 G:119 B:75
PANTONE COATED:7591 C
HEX: #bb774b



Purple
C:57 M:63 Y:22 K:3
R:125 G:105 B:145
PANTONE COATED:667 C
HEX: #7d6991



Dark Brown
C:49 M:77 Y:69 K:67
R:65 G:32 B:31
PANTONE COATED:4975 C
HEX: #41201f



E-Pistle

E-Pistle

Primary colors



Green
C:67 M:35 Y:56 K:12
R:92 G:127 B:113
PANTONE COATED:5555 C
HEX: #5c7f71



Brown
C:18 M:55 Y:75 K:11
R:187 G:119 B:75
PANTONE COATED:7591 C
HEX: #bb774b



Happyland
Day School

FIRST PRESBYTERIAN CHURCH OF FT. LAUDERDALE

Happyland Day School

Primary colors



Green
C:67 M:35 Y:56 K:12
R:92 G:127 B:113
PANTONE COATED:5555 C
HEX: #5c7f71



Dark Brown
C:49 M:77 Y:69 K:67
R:65 G:32 B:31
PANTONE COATED:4975 C
HEX: #41201f



Light Green
C:54 M:13 Y:78 K:6
R:123 G:167 B:95
PANTONE COATED:7591 C
HEX: #7ba75f



Happyland
Day School

FIRST PRESBYTERIAN CHURCH OF FT. LAUDERDALE



THE HARBOR
AT THE HOCH YOUTH CENTER
FIRST PRESBYTERIAN CHURCH OF FT. LAUDERDALE

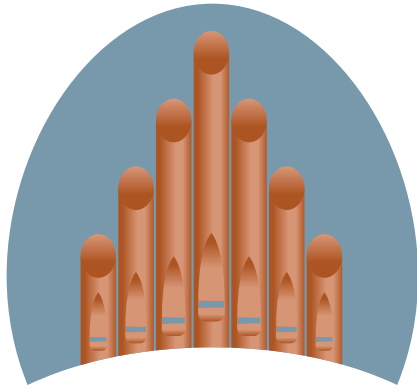
**The Harbor
Primary colors**



Green
C:67 M:35 Y:56 K:12
R:92 G:127 B:113
PANTONE COATED:5555 C
HEX: #5c7f71



Blue
C:55 M:33 Y:24 K:1
R:125 G:152 B:171
PANTONE COATED:5425 C
HEX: #7d98ab



MUSIC MINISTRY
FIRST PRESBYTERIAN CHURCH OF FT. LAUDERDALE

**Music Ministry
Primary colors**



Blue
C:55 M:33 Y:24 K:1
R:125 G:152 B:171
PANTONE COATED:5425 C
HEX: #7d98ab



Brown
C:18 M:55 Y:75 K:11
R:187 G:119 B:75
PANTONE COATED:7591 C
HEX: #bb774b



NEUMANN SOCIETY
WHERE FAITH LIVES ON

**Neumann Society
Primary colors**



Green
C:67 M:35 Y:56 K:12
R:92 G:127 B:113
PANTONE COATED:5555 C
HEX: #5c7f71



Dark Brown
C:49 M:77 Y:69 K:67
R:65 G:32 B:31
PANTONE COATED:4975 C
HEX: #41201f



**FIRST
PRESBYTERIAN
CHURCH OF FORT LAUDERDALE**

WHERE FAITH COMES ALIVE

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