

FIRST BAPTIST CHURCH

TAYLOR

Logo & Identity

Usage Guides



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About the First Baptist Church - Taylor Brand

The First Baptist Church - Taylor branding has been created to reflect the organization's mission and values. The logo shows its audience that First Baptist Church is about the journey and openness within that journey.

These graphic standards were developed as a method for protecting the brand of First Baptist Church - Taylor. It is important to consult with and follow these guidelines to maintain the integrity of the brand. If you need any additional information or guidance, please contact:

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1.1 Primary Logo



The primary logo consists of just the wordmark and the icon. This is the primary logo of choice and should be used whenever possible in print and online.

Alternative Version of the Primary Logo



An alternative version of the primary logo applies in any situation that requires the primary logo on a dark background.

1.2 Logo Wordmark-Only



All the standards for the primary logo apply to the wordmark-only logo.

Alternative Version of the Wordmark-Only Logo



An alternative version of the wordmark-only logo applies in any situation that requires the wordmark-only logo on a dark background.

1.4 Logo Icon-Only



The icon may be used independently of the full lockups in applications that have already established the identification of the brand. It must always be subsequent to the full lockups. Examples of the icon-only use might include the internal pages of a brochure or a favicon of a website.

Alternative Version of the Icon-Only Logo



An alternative version of the icon-only logo applies in any situation that meets the criteria of the icon-only logo and includes a dark background, such as a photo.

1.5 Dark Logo

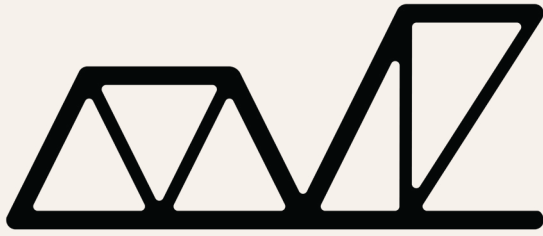


The dark logo should be used in any application where full color cannot be applied, but the application is also a light background. This may apply to engraving, embossing, some promotional merchandise, or printed receipts.

Alternative Versions of the Dark Logo



A wordmark-only version of the dark primary logo applies in any situation that requires a non-color version of the vertical logo on a light background. All the standards for the dark logo apply to the dark wordmark-only logo.



An alternative version of the icon-only logo applies in any situation that meets the criteria of the dark logo and icon-only logo.



1.6 Secondary Logo



The secondary logo consists of main logo plus added shapes for dimension. There is no dark version of this secondary logo.

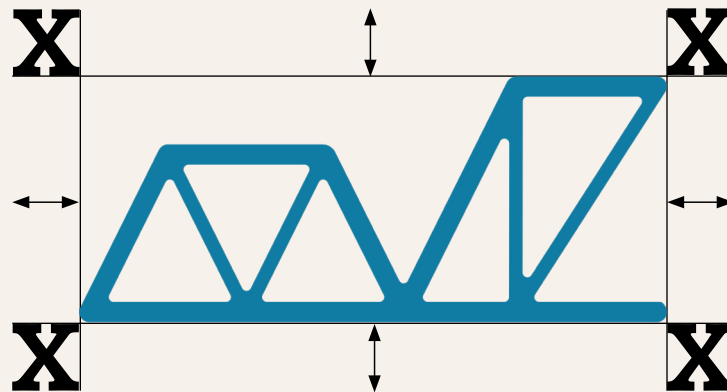


1.7 Secondary Logo Icon-Only



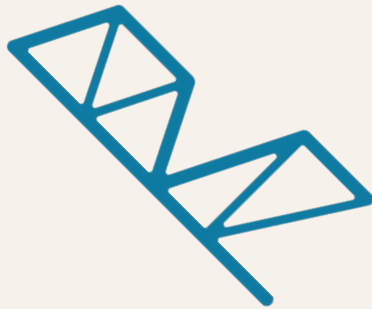
The icon may be used independently of the full lockups in applications that have already established the identification of the brand. It must always be subsequent to the full lockups. Examples of the icon-only use might include the internal pages of a brochure or a favicon of a website.

1.8 Clearspace



The logo requires separation from the other elements around it. The space required on all sides is 25px. It should never be less than that. The logo must always fit into the clearspace area and can not be intervened by other graphical elements which could hinder legibility of the brand.

1.9 Unacceptable Treatments



Do not tilt the icon



Do not apply effects to any part of the logo



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Do not change the colors of the logo



Do not partially display icon



Do not apply primary lockups to dark backgrounds



Do not apply gradient on logo

2 Brand Color Palette

Color 1

CMYK 87% / 42% / 22% / 1%

HEX #0078A0

PMS 7690 C

R-0 G-120 B-160



Color 2

CMYK 75% / 68% / 67% / 88%

HEX #141413

PMS Black 6 C

R-20 G-20 B-19



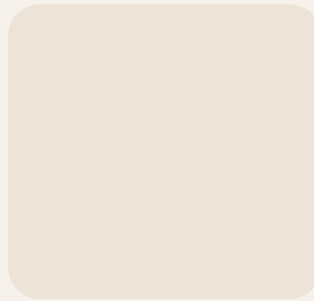
Color 2

CMYK 9% / 11% / 16% / 0%

HEX #EDE4D7

PMS Warm Gray 1 C

R-237 G-228 B-215



Color 3

CMYK 2% / 45% / 88% / 0%

HEX #F2A02D

PMS 1375 C

R-242 G-160 B-45



3.1 Header Typography

This is a first header option. All the headers in this guide are Roboto Bold. I think it matches the wordmark well.

Font 1:

Roboto Bold

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

This font can be downloaded at: <https://fonts.google.com/specimen/Roboto+Condensed>

H1

Header 1

Color: #4B5035

Font Weight: Bold

Font Size: 36px

Leading: 43.2px

Tracking: 0

Case: All Caps

3.2 Body Typography

Font 2:

Open Sans Regular

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

This font can be downloaded at: <https://https://fonts.google.com/specimen/Open+Sans>

<p>H2</p> <p>Header 2</p>	<p>Color: #4B5035 Font Weight: Regular Font Size: 24px</p>	<p>Leading: 28.8px Tracking: 0 Case: Normal</p>
<p>H3</p> <p>Header 3</p>	<p>Color: #4B5035 Font Weight: Regular Font Size: 18px</p>	<p>Leading: 21.6px Tracking: 0 Case: Normal</p>
<p>H4</p> <p>Header 4</p>	<p>Color: #4B5035 at 50% Font Weight: Regular Font Size: 10px</p>	<p>Leading: 12px Tracking: 0 Case: All Caps</p>
<p>Paragraph</p> <p>Lorem ipsum dolor sit amet.</p>	<p>Color: #4B5035 Font Weight: Regular Font Size: 10px</p>	<p>Leading: 18px Tracking: 0 Case: Normal</p>

3.3 Header Typography

This is a second option. All the headers on this page are Motiva Sans.

Font 1:

Motiva Sans Bold

Motiva Sans is a clean sans serif with true italics. Sporting Light, Regular and Bold weights, it comes with essential Open Type features such as small caps, caps to small caps, tabular, lining, oldstyle figures, fractions as well as extended language support. It performs well in printed and digital environments.

H1

Header 1

Color: #4B5035

Font Weight: Bold

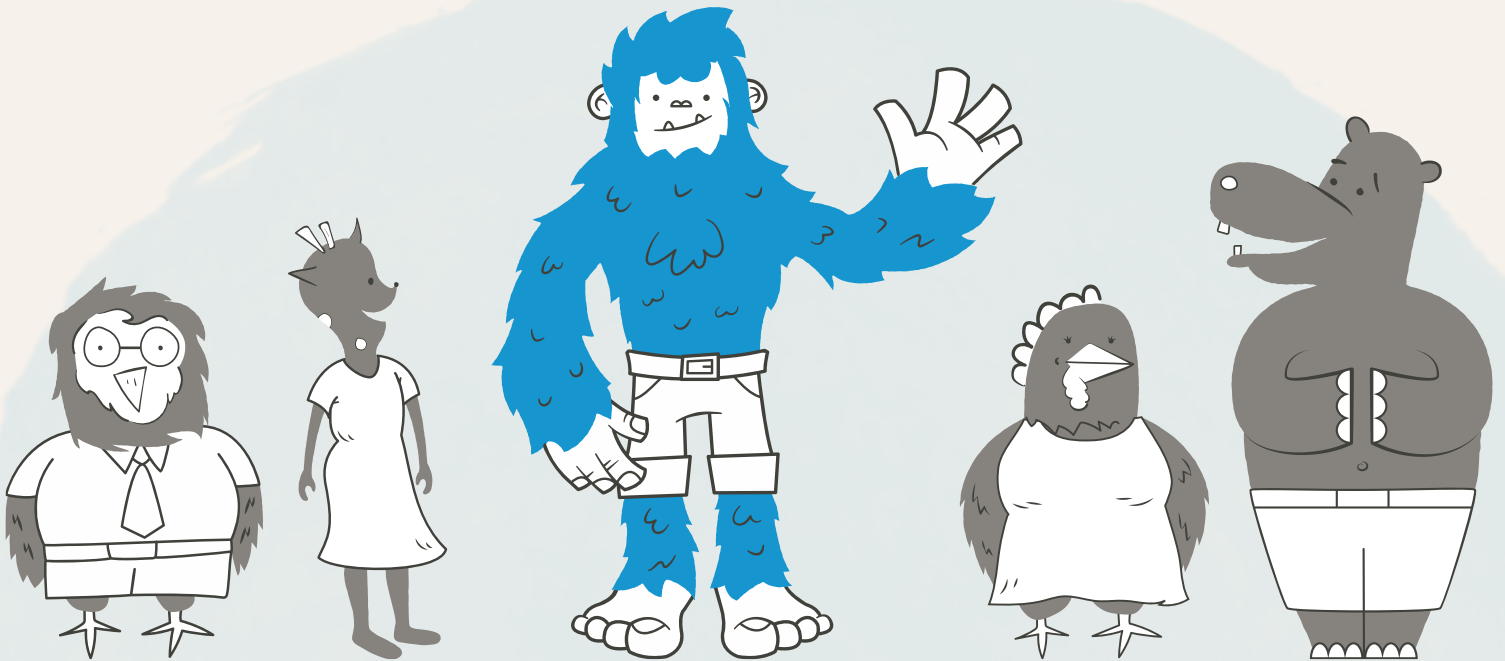
Font Size: 36px

Leading: 43.2px

Tracking: 0

Case: All Caps

Made with love by Brandcave



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