



GOOD HOPE

BAPTIST CHURCH



CONTENTS

The Good Hope Baptist Church brand aims to be modern, clean, grounded, growing, gifted and going. If you have any questions about our brand, please let us know!

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LOGO

The Good Hope Baptist Church Logo is composed of the logotype, "Crossbutton", and it may be paired with or without use of the tagline, set in all caps.



The primary logo of Good Hope Baptist Church



The logo may be used as a one-color logo, when five colors isn't permitted.



The logo may also be used on the mahogany dark background.
100% white is to be used for GoodHope & Cross symbol.

LOGO WITH TAGLINE

Below are the examples of the logo with the GHBC tagline:

“Grounded. Growing. Gifted. Gowing.”



The tagline should be set in Pangram Regular in all caps and span the length of the entire logo with an extra 0.2095 on both sides of the logo, tracked out to 252.

USAGE & GUIDELINES

The Good Hope Baptist Church logo should follow the guidelines below for all usage of the logo and brand elements.



Don't create new or revised layouts of the logo.



GROUNDED. GROWING. GIFTED. GOING.

Don't use colors outside of the brand palette.



GROUNDED. GROWING. GIFTED. GOING.



GROUNDED. GROWING. GIFTED. GOING.

Don't skew the proportions of the logo.



GROUNDED. GROWING. GIFTED. GOING.

Don't scale the logo smaller than outlined in this document.



GROUNDED. GROWING. GIFTED. GOING.

Don't substitute alternate fonts or imagery for any parts of the logo.

SCALE & CLEARSPACE

The Good Hope Baptist Church logo should follow the guidelines below for scale and clearspace to ensure that it doesn't get skewed, crowded, unreadable, or illegible.



To allow enough space around the logo (when used with or without the tagline), measure the width of an "o" from the logotype and be sure that any and all design elements (type, photos, etc.) should be at least that far from the logo.



The treatment of the logo with the tagline should not be scaled below 2.75" wide (print) / 250 px (screen)

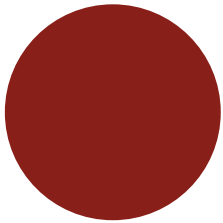


The treatment of the logo without the tagline should not be scaled below 1" wide (print) / 150 px (screen)

COLORS

Good Hope Baptist Church approved colors are 4 primary brand colors (including an addition typographical color (Base Mahogany) that relates to the taglines mission. 100% pure white should be used when the logo is on the base color.

GROUNDED / GROWING / GIFTED / GOING



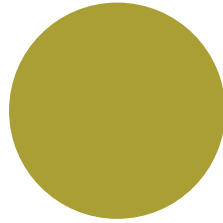
**GROUNDED
RED**

CMYK 28-95-100-33

RGB 136-36-26

#86231f

PMS 200 U



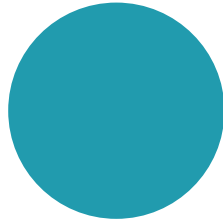
**GROWING
GREEN**

CMYK 37-29-100-3

RGB 168-159-52

#a89f34

PMS 398 U



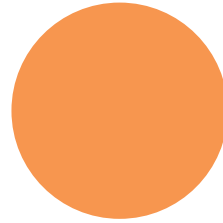
**GIFTED
BLUE**

CMYK 79-21-29-0

RGB 23-155-173

#179bad

PMS 633 U



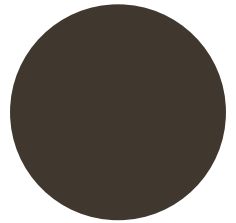
**GOING
ORANGE**

CMYK 0-50-76-0

RGB 247-149-80

#f79550

PMS 144 U



**BASE
MAHOGANY**

CMYK 60-62-69-56

RGB 66-56-48

#423830

PMS Hexachrome
Black U

FONTS

Good Hope Baptist Church approved fonts of are all weights in the Pangram family.

GOOD HOPE (Pangram bold)

BAPTIST CHURCH (Pangram regular)

Grounded. Growing. Gifted. Going. (Tagline Pangram regular: tracked =252)