

# LOGO STYLE GUIDELINES

## Logo

Our logo does not set us apart from other churches but identifies what is important in our Christian walk as a body of believers.

The shape and color palette present a solid and grounded impact. The colors represented are a reflection of death and life of Christ.

Dark Seafoam (Green) = Life & Growth  
French Blue (Blue) = Responsibility  
Pickled Bluewood (Navy) = Strength & Unity  
White = Purity

Christ came to set a standard for us, to walk among us and teach us about Love, the Kingdom, and Salvation. Christ died for us to give us life, gave us the responsibility to be messengers of the Word, only unity can be found in the presence of the Spirit, and Christ's blood purified us.

**OSCAR  
BAPTIST  
CHURCH**



## Clear Space

In order to maintain consistent legibility, always preserve minimum clear space around the logo. The goal is to add a barrier against any conflicting visual elements that may diminish the impact of the identity.

A good rule of thumb is to always maintain space around the logo equal to the height of the "I" in our wordmark. Clear space amount should increase relative to the size of the overall logo.



## Color Variations

Clarity and contrast are the utmost importance when placing the OBC logo on a colored background.

The full color logos should always be used on light or white backgrounds.

The OBC logo renders nicely on the most light or dark background colors. But for maximum legibility, the OBC logo must remain one color.

In instances where we can't properly reproduce the primary logo due to printing or design restrictions, use the one-color/gray-scale versions of the logo.

### Primary Usage

Full-Color Logo on Light Background

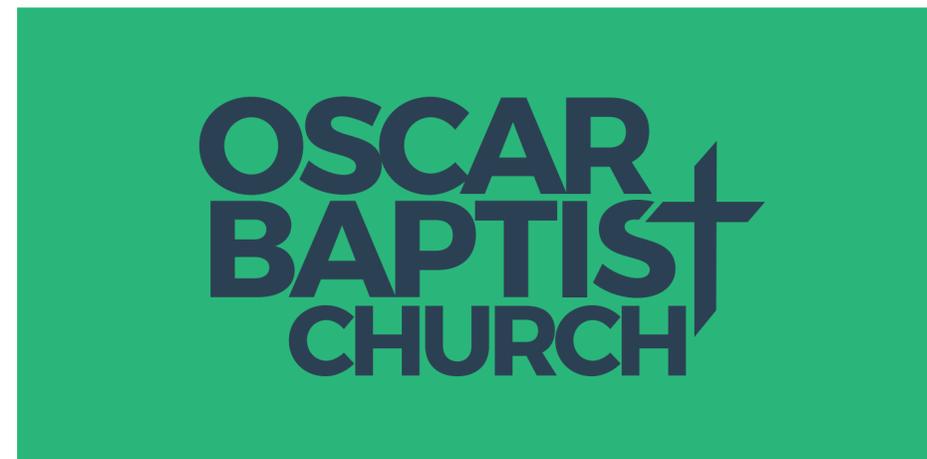


Full-Color Logo on Dark Background



### Secondary Usage

One-Color Logo on Light Background



One-Color Logo on Dark Background



## Color Variations

Clarity and contrast are the utmost importance when placing the OBC logo on a colored background.

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In instances where we can't properly reproduce the primary logo due to printing or design restrictions, use the one-color/gray-scale versions of the logo.

### Primary Usage

Full-Color Logo on Light Background



Full-Color Logo on Dark Background



### Secondary Usage

One-Color Logo on Light Background



One-Color Logo on Dark Background



## Incorrect Usage

Do not rotate or skew our logo in any way. Be sure to always scale it proportionately, maintaining the square shape of the icon.

Never alter the color, add outlines and effects, or rearrange the elements in our logo.

Never change the size or position of any element in our logo. Treat the logo elements as one object.



# Color Palette

Our color palette utilizes a minimal range of four colors. They should be used strategically and in moderation. To maintain the integrity of the palette, avoid combining large areas of multiple colors on the same page.

**Pickled Bluewood**  
**#2c4053**

**French Blue**  
**#0074bc**

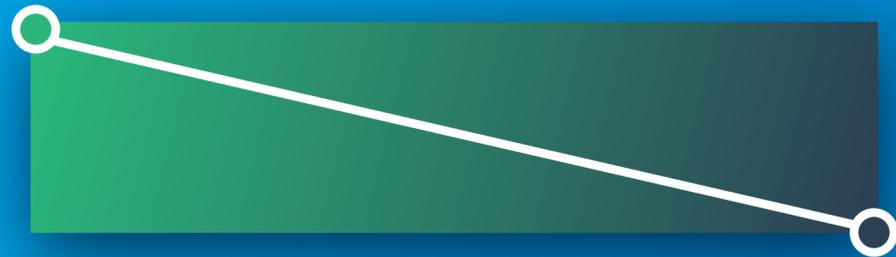
**Dark Seafoam**  
**#2ab67b**

**White**  
**#ffffff**

# Gradients

We utilize a minimal palette of four gradients. They should be used strategically and in moderation. To maintain the integrity of the palette, avoid combining large areas of multiple gradients on the same page.

There are two preferred directions the gradient bar can be alternated and used:



Top Left > Bottom Right Corner



Top > Bottom

Morning Dew

#2ab67b

#2c4053

Bright Sky

#00aeec

#0074bc

Spring Air

#00aeec

#0074bc

Frost

#2ab67b

#2c4053

## Typeface

Our logo typeface is Trueno. We also use other fonts across the board (outside of our logo) like SF Pro Display, Helvetica, Arial, Times New Roman.

Trueno is used in our logo. SF Pro Display is an apple system font that can be used for headings and paragraph text. Same for Helvetica and Arial.

Times New Roman is the best for paragraph text for readers.

# Trueno Bold

SF Pro  
Helvetica  
Arial

**SF Pro Display Heavy  
Helvetica Bold  
Arial Bold**

Times New Roman Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()-\_+=

**Times New Roman Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()-\_+=**