Local Church
Logo Usage Guide

Local Church Logo Use

Every local church in our Conference has a unique identity and we want our new Conference logo to work well with your local church identity. Below are the three approved ways in which your local church can use or partner with the Conference logo.

Full Logo

If your local congregation does not have a logo for your church, you can use the conference logo as your own.*

Logo Mark and Church Name

Many of our local congregations have their own name or are named for the city or area they are in. If your church has a name but no individual logo, you can use the new logo with your name.*

Local Church Name (In Red)
Proxima Nova Condensend Light

Local Church Name
Proxima Nova Condensend Extra Bold

National Church Name
Proxima Nova Condensend Bold

Local Church Partnership

A number of our congregations have taken the time to develop a full logo and name for their church. We encourage local churches to explore an identity that makes sense for them and their community. When this is the case, we also encourage you to use one of the following partnership formats on your church website, social media, and/or printed material.*

① ······ **CHURCH OF GOD**
(SEVENTH DAY) UNITED STATES & CANADA

We are an affliate of the General Conference of the Church of God (Seventh Day)
For more information visit www.cog7.org

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Any use of the logo, name, fonts, and colors of the Conference brand must adhere to the guidelines set in this brand book.

Typeface

Our typefaces will help unify the look of our many different types of materials. Our main typeface is the **Proxima Nova Condensed family**. This sanserif font is used for main copy, headlines, and display. Multiple weights help establish a clear hierarchy and draw the reader's attention to important content.
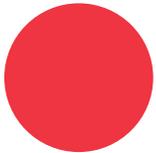
Aa
REGULAR

Aa
MEDIUM

Aa
SEMI BOLD

Aa
BOLD

Color Palette

Color is an integral part of our brand identity, and ours is colorful — a true reflection of our *vibrant 21st Century Church.* Our four-color palette should appear in every piece of communication that allows color.
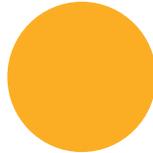
BRIGHT RED
CMYK: 0, 93, 76, 0
RGB: 255, 47, 60
Hex: #FF2F3C
Pantone: 1788 C

ORANGE YELLOW
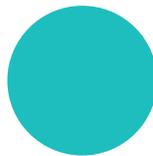CMYK: 0, 36, 96, 0
RGB: 255, 175, 35
Hex: #FFAF23
Pantone: 7549 C

GREEN
CMYK: 24, 0, 93, 0
RGB: 204, 224, 55
Hex: #CCDC3A
Pantone: 381 C

BLUE
CMYK: 71, 0, 29, 0
RGB: 0, 193, 194
Hex: #00C1C2
Pantone: 3252 C

Questions

If you have questions or concerns on using our brand please contact us at *brandquestions@cog7.org*