



# **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.

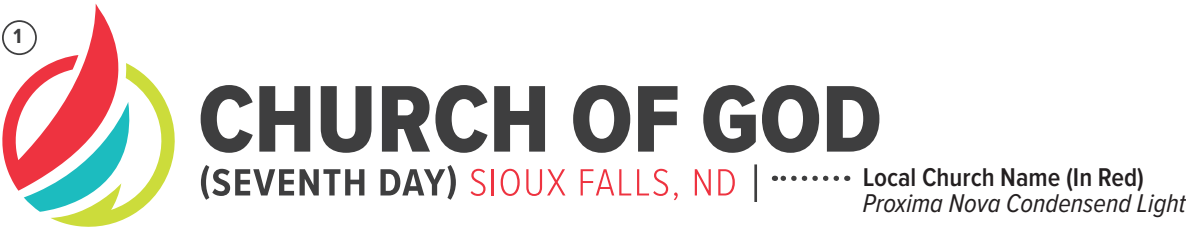
## Full Logo

If your local congregation does not have a logo for your church, please contact our Communications Department to have your logo customize at [cog7media@cog7.org](mailto:cog7media@cog7.org).



## 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 develop a new logo with the following guidelines or email us at [cog7media@cog7.org](mailto:cog7media@cog7.org).



## 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.



*We are an affiliate of the General Conference of  
the Church of God (Seventh Day)  
For more information visit [www.cog7.org](http://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.



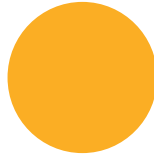
### BRIGHT RED

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 ***cog7media@cog7.org***