



# **Brand Quick Guide**

# The Brand

The brand of the Church of God (Seventh Day) in the United States and Canada was designed to better reflect the essence of who we are and where we are going as a church and Conference.

This is a quick guide designed for you to see the primary elements of the brand and for you to gain an understanding of how and why we use it.

With your help and with our brand guide, we can ensure that our brand keeps its integrity.

## Primary Logo

Each visual communication needs to be able to stand alone as a proper representation of the brand, but also work together as a complementary and cohesive collection of materials.

Our logo is the face and flagship of our visual identity. The more consistent our logo looks and is used, the more likely it will be remembered and associated with who we are.

This is the logo for use in all branding materials or visual communications from or about the Church of God (Seventh Day) - United States & Canada.



Alternate Version



## Unacceptable Logo Usage

Our logo is the basis of our brand; therefore it is critical that we take good care of it. To ensure our brand's strongest impact, do not modify or distort the logo. For example:

- Do not alter the colors of the logo.
- Do not stretch or squash.
- Do not resize, rearrange, or alter the elements of the logo.
- Do not change the font of the logo.
- Do not place on contrasting colors.
- Do not place on complex or busy backgrounds.
- Do not embellish or add effects to the logo.
- Do not add unapproved taglines or text.

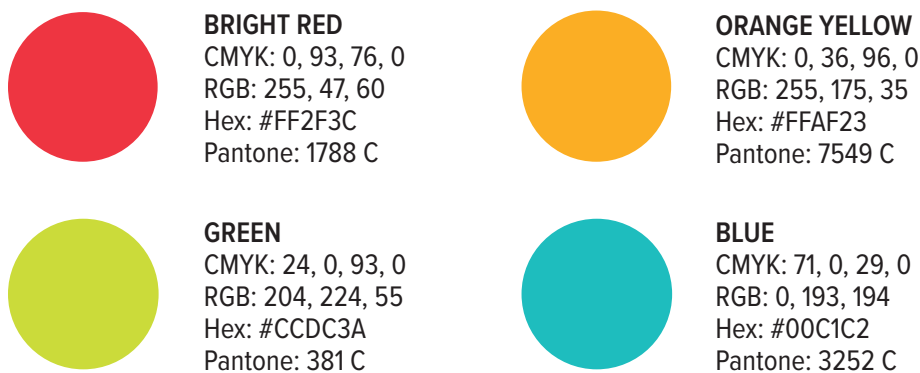
## Typeface

Our typefaces will help unify the look of our many different types of materials. Our main typeface is the *Proxima Nova Condensed family*. This sans-serif 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.



## 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.



## Sub-Branding

Our brand has been designed so we can incorporate our ministries and agencies. Each sub-brand will use the logo mark and Church of God (Seventh Day) text, but will have an additional text element for their name, separated by a line.

*(For instructions on using the Conference logo in your local church, please see the Local Church Logo Usage Guide)*



### 1. Main Logo

This remains the same.

### 2. Sub-brand

Proxima Nova Condensed Extra Bold and following color scheme

● *Local Ministries*    ● *District Ministries/Agencies*    ● *General Conference Ministries/Agencies*

## Spanish Logos

*(Note: the logo guidelines on page 3 apply to the Spanish version as well.)*



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## Questions

If you have questions or concerns on using our brand please contact us at *[brandquestions@cog7.org](mailto:brandquestions@cog7.org)*