



# How We Look

A Style Guide to the Open Bible Churches Brand



**OPEN BIBLE**®  
CHURCHES

# Brand Guidelines

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# 2020

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# Here are the Design Guidelines for Open Bible Churches.

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Designers should follow these guidelines carefully to ensure brand continuity.

Hey, we get it. You want to use the Open Bible Churches logo in your designs for your local church or local church events! We'd like to work with you to keep your creative juices flowing. We are excited to see the designs you come up with, but we want to lay some guidelines when using the Open Bible Churches logo in those designs. Let's get started! !

# 01 Logo

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**OPEN BIBLE**®  
CHURCHES





### The Open Bible

Our name includes a specific reference to the practical, life-giving place of the Bible, a book that is opened and read. A Bible that sits on a shelf is simply an ornament, but an open Bible suggests it is actively consulted as a guide. The Bible is the inspired Word of God, our source for purpose, mission, vision, and our guide for life. We open the Word in order to receive from it.



### The Dove

What initially looks like the center crease in the page at the top of the open Bible also serves as a symbolic representation of the Holy Spirit in the form of a dove. The imagery is a complementary Word/Spirit tandem. We believe in the present work and empowerment of the Holy Spirit, as promised in and in fulfillment of the Bible.



### The Global Ring

Our mission is to globally make disciples, develop leaders, and plant churches. The Bible describes this international span of mission as "Jerusalem, Judea, Samaria, and the ends of the earth." The global ring, like an orbital path in appearance, symbolizes our mission.



### The Broken Heart

The Bible urges us to have tender and compassionate hearts, to rejoice with people who are rejoicing and to mourn with people who are mourning. In other words, we are to be so aware of and sensitive to hurting people who need the Lord that our hearts break for them. A broken heart is a tender heart.

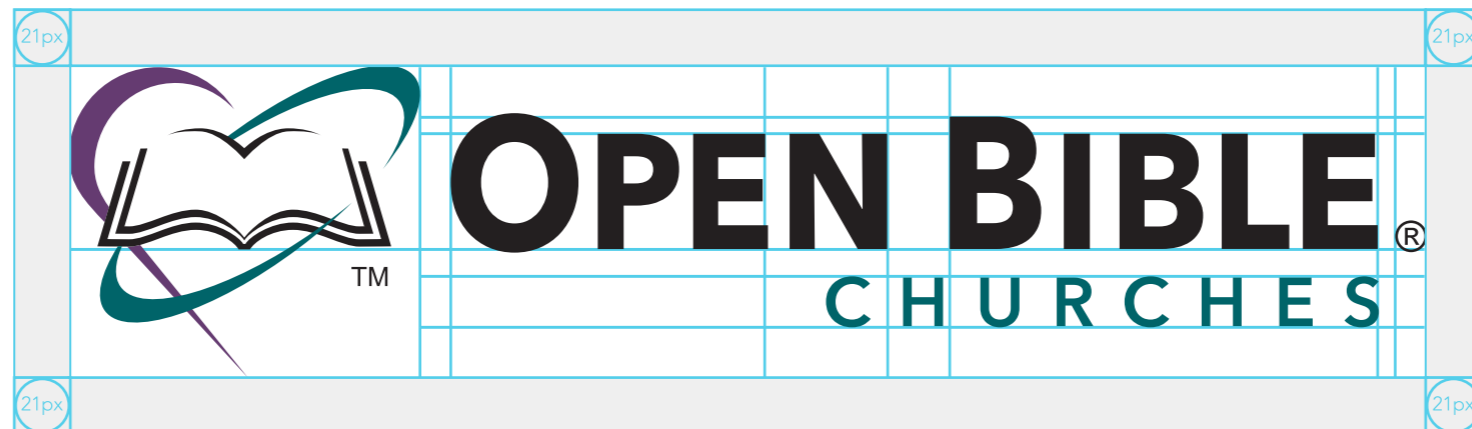
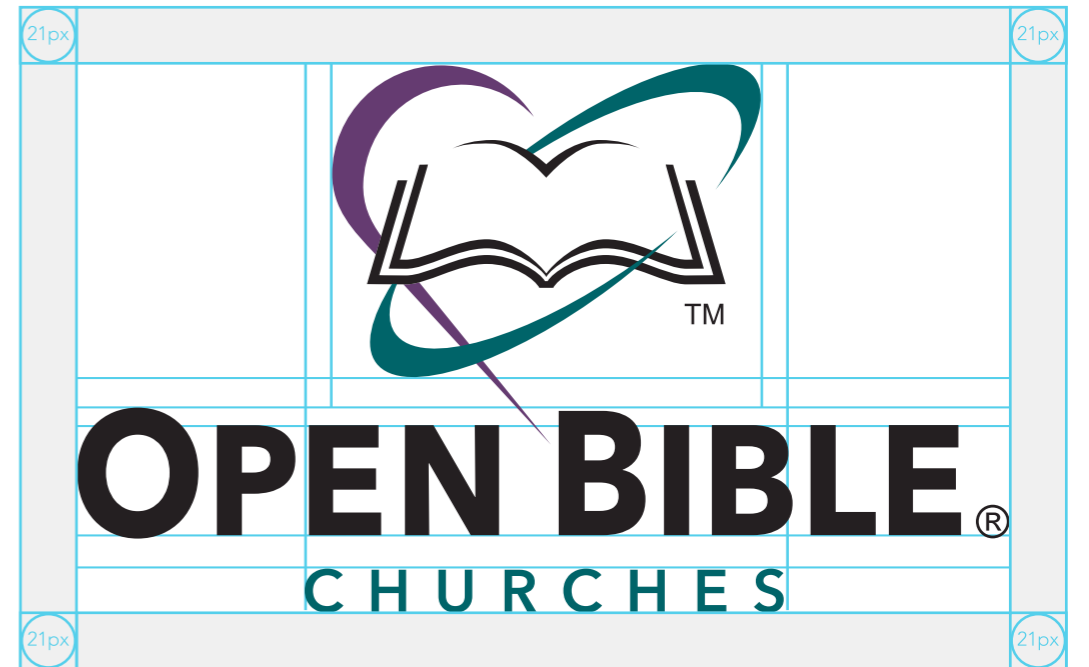
# 02 Logo Usage

- A. Full logo (vertical): Ideal for areas with limited horizontal space.
- B. Full logo (horizontal): Ideal for areas with limited vertical space.
- C. Mark only: Ideal for minimum branding association.





**Isolation:** When using any of the logo versions displayed on the previous page, make sure there is adequate space around the logo. When creating a text wrap, allow at least **21 pixels** of space between the logo and the respective text. This allows enough space so that both text and logo remain readable and clear. This is also true for any other design elements included in your design when the Open Bible Churches logo is involved.





# 03 Fonts

## Avenir Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# 04 Palette

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**C86 M20 Y32 K51 / R17 G94 B103 / Pantone 5473 / Hex #115e67**



**C65 M95 Y9 K40 / R89 G49 B95 / Pantone 519 / Hex #59315f**



**C63 M62 Y59 K94 / R45 G41 B38 / Pantone Black C / Hex #2d2926**



# 04 Palette (Secondary)



**Navy Blue**  
#153559



**Light Blue**  
#1579D1



**Orange**  
#EB7500



**Yellow**  
#FFC000

## **Navy Blue**

Navy Blue is used as the color for many main elements. Titles and dark background elements are the main uses for this color.

## **Light Blue**

Light Blue is used as the color for many secondary elements. Mainly used on white backgrounds or as a background for white text.

## **Orange**

Orange is used as the main accent color. Orange is used for items of interest like buttons and subtitles. Also used for main accent elements.

## **Yellow**

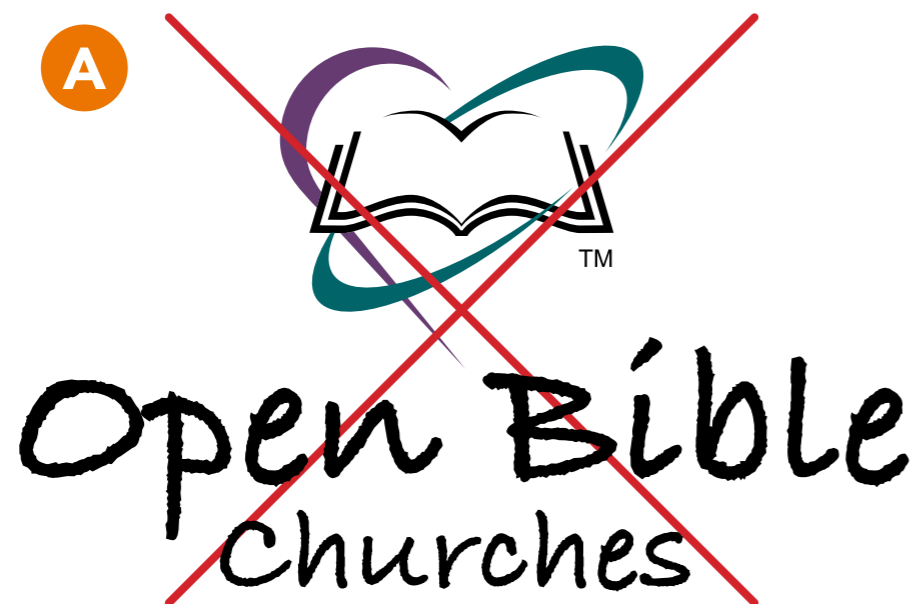
Yellow is used sparingly as a secondary accent. Yellow is used for minor design elements.





# 05 Errors

- A. Wrong typeface
- B. Disproportionally stretched
- C. Disproportionally squished
- D. Poor background color choice
- E. Adding elements to the logo

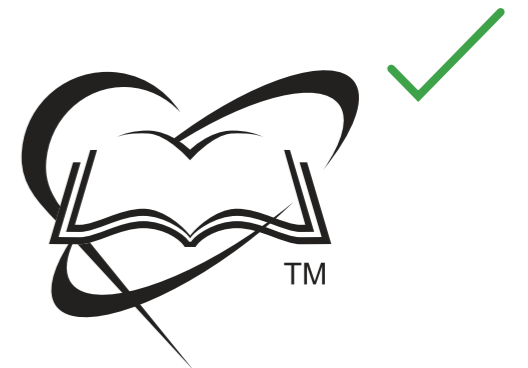
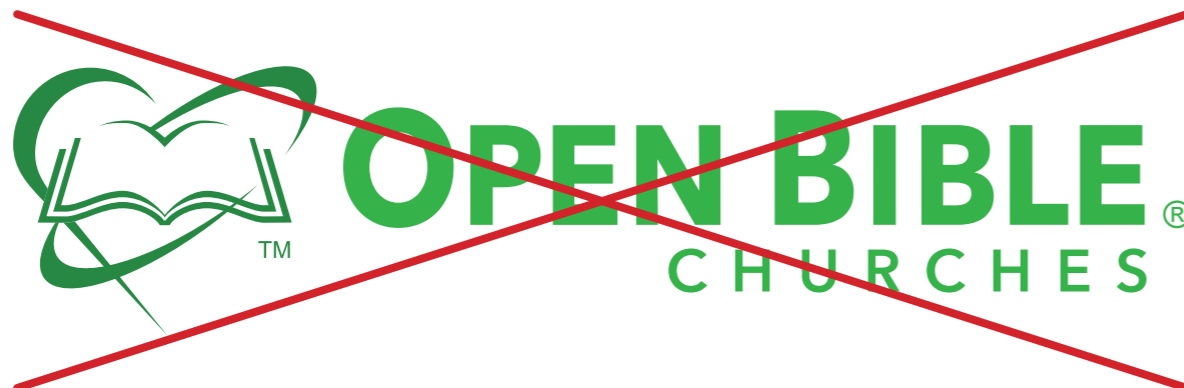
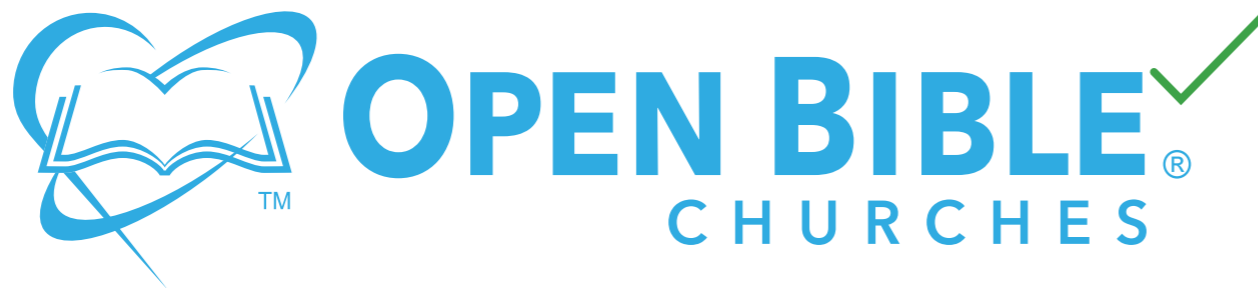


Please make sure to use discretion when including our logo in your design. You may use only the official typeface ([font](#)) with the logo mark ([see A](#)). Sometimes it's difficult to size an image to a space you are using in your designs. Simply holding the "Shift" key while you resize the logo in most programs will keep the image proportional as it scales ([see B,C](#)). If the logo and the background color are not contrasting colors, consider an alternative of our logo for your design ([see D](#)). See [section 6](#) for logo alternatives. You may not add imagery to any element of the logo ([see E](#)). It is not permitted to exclude the registration mark(®) when using the logo mark alone ([see A,E](#)). See [section 2](#) for official logo.



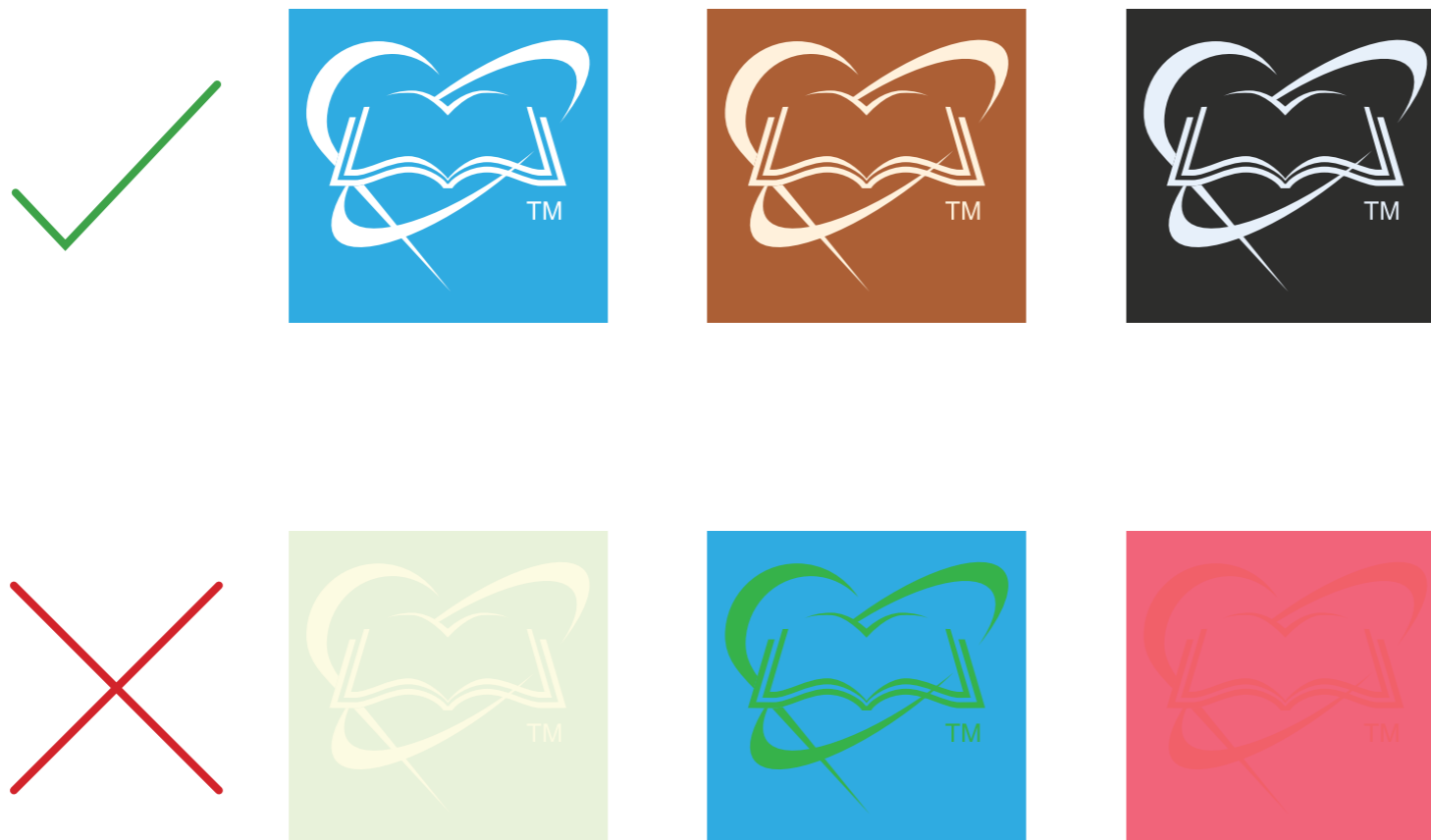
# 06 Alternatives

We understand that local churches may want to use different colors in designs for their events, etc. We ask only that when using colors other than the official palette, you use the same flat color (no gradients) for the entire logo. We're excited to see what you come up with!





# 07 Colors

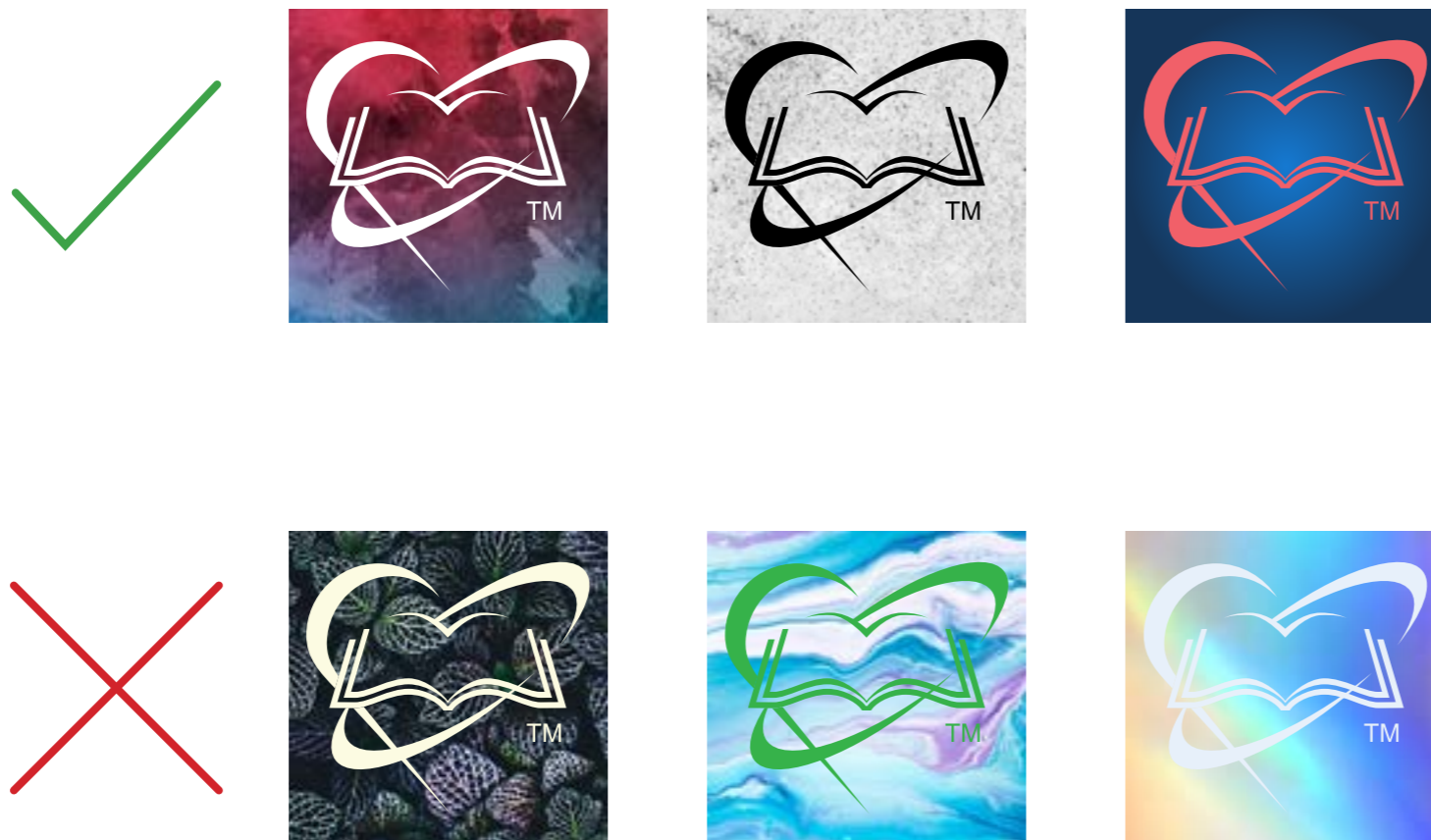


If you are planning on using any of the OBC logo alternatives, please be mindful of the background color it is placed on. Please make sure the logo is placed on a color that is contrasting and lets the logo “pop”. Do not place the logo on a color that is too close in color to the actual logo itself.

You can see the differences in the examples we’ve included. The top examples are easy to look at, while the bottom examples are not as easy to see.



# 08 Textures



Not only should you be mindful of the colors the logo is placed on, you should also be mindful of the texture it is placed on. Textures can interfere with the readability of the logo.

You can see the differences in the examples we've included. The top examples are easy to view. The bottom examples are not as easy to view because the texture competes with the logo mark.



# 09 Terms of Use

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You can download the official logo of Open Bible Churches (OBC) at [www.openbible.org/logos](http://www.openbible.org/logos). Whether you need a simple logo to post on your website or something a little more high-res for a printing project, we offer several version of the OBC logo, including the Spanish version, and other official artwork for your Open Bible church or Ministry.

## Terms of Use

Open Bible Churches graphics and logos may not be used in connection with any product or service that in any manner misrepresents, disparages, or discredits Open Bible Churches. If you're unsure of how to properly use the Open Bible Churches logo, please refer to the [Legal](#) page on our website or contact us directly at [logo@openbible.org](mailto:logo@openbible.org).

## Style Guide

The official Open Bible Churches Style Guide contains helpful tips on how to properly use the OBC logo. Please note that this style guide is copyrighted by Open Bible Churches but is available to download for use in our OBC National office, regional offices, local churches, and other Open Bible ministries.

## OBC Logo & Art Usage

Open Bible Churches grants a non-exclusive license to affiliated Open Bible churches to use the OBC and Global Missions logo and artwork for official promotional purposes only. The use of the OBC and Global Missions logo for commercial purposes is not authorized.





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