Celebration

MINISTRIES

Visual Identity Style Guide

Logo Mechanics

THE CELEBRATION MINISTRIES MARK

EXCLUSION ZONE
Whenever the logo is used, an exclusion zone must be maintained to ensure other graphic elements or messaging do not interfere. The example shown represents the minimum area allowed. To determine the exclusion zone, determine the total width of the icon.



PRIMARY LOGO

Logo Usage

GENERAL GUIDELINES

The Celebration Ministries brand should be consistent in every application. This creates brand recognition. Therefore, do not modify the logo or place it in a setting that would compromise the brand. The following are some general guidelines and examples of what to do and what not to do when using the brand.





DO NOT add shadows to the logo



DO NOT distort the logo



DO NOT rotate the logo



DO NOT add a stroke to the logo



DO NOT change the logo colors



DO NOT alter the logo

Logo Mechanics

THE CELEBRATION MINISTRIES MARK

PRIMARY MARKS

Celebration

Celebration

Celebration
MINISTRIES

Celebration
MINISTRIES

Celebration Church
UNITED KINGDOM

Celebration Church UNITED KINGDOM

ICONS



TAGLINES

Building People. Building Dreams.
Building the Kingdom of God.

Building People.
Building Dreams.
Building the
Kingdom of God.

Typography

HEADLINES AND SUB-HEADLINES

P22 Mackinac Pro - Headlines

01234
ABCabc

GOTHAM BLACK - SUB-HEADLINES

01234
ABCabc

Color Formulas

PRIMARY AND SECONDARY



Primary Colors

Secondary Colors

