

# Overview of Brand Standards

Created 16 May 2016

The following standards manual provides branding regulations for this organization to be observed for optimal useage of the logo and over-all promotion of the Great Lakes Conference and its vision:

## Mission

God has called us together as a community of faith, to be a servant people, to become mature persons in Christ, to be His witnesses to our world, to be unified together as the Body of Christ, and to ministering in our communities and around the world.

## Vision

The Great Lakes Conference exists to unite churches in a cooperative ministry that reflects the imperative of the Great Commission to win people to Christ, to build them up in the faith and to equip them to be disciple-making disciples.

## Logo Variations

### Primary Logo



### Knockout Logo



### Stacked Logo



### Monochrome Logo



*Great Lakes Conference  
Churches of God  
700 E. Melrose Ave  
PO Box 1132  
Findlay, OH 45839-113*

## Fonts

Abc

*Aleo*

To be used as title, callout,  
or highlight font.

Abc or Abc

*Helvetica Neue*

*Helvetica*

Either of the above sans serif  
fonts may be used as body  
copy font.

Abc

*Grand Hotel*

Script font to be utilized  
sparingly in lieu of  
signature, etc.

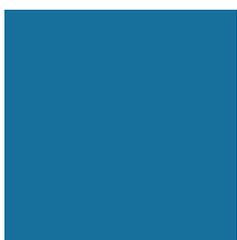
*\*please note Helvetica requires  
a license to be used for  
commercial purposes.*

## Colors



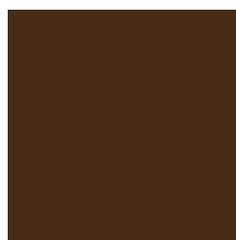
*Light Blue*

Hex: #63a4b4  
RBG:100/165/180  
CMYK: 62/21/25/0



*Blue*

Hex: #076e99  
RBG:8/111/154  
CMYK: 90/51/22/3



*Brown*

Hex: #4a2d15  
RBG: 74/45/22  
CMYK: 47/70/88/61



*Black*

Hex: #000000  
RBG: 0/0/0  
CMYK: 0/0/0/100

*\*Other variations of blue exist in the logo icon and can be  
used at the designer's discretion.*

**Logo files may NOT be altered in ANY fashion.**

**Be careful to avoid stretching or warping the files when placing into documentation.**

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