

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

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

Helvetica

Alec

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



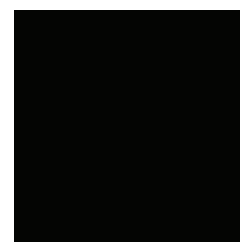
Blue

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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