



**missionary ventures**  
FROM ANYWHERE TO EVERYWHERE  
FOR THE GLORY OF GOD

# BRAND GUIDELINES

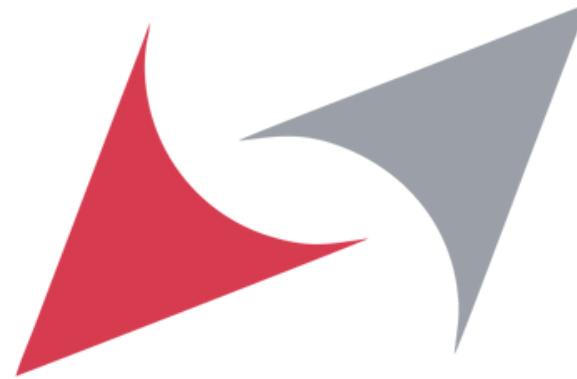
*Logo & style guide*

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## Primary Logo

While the overall feel of the primary logo has not changed, the font, spacing and alignment has been updated so be sure you are using the updated version.



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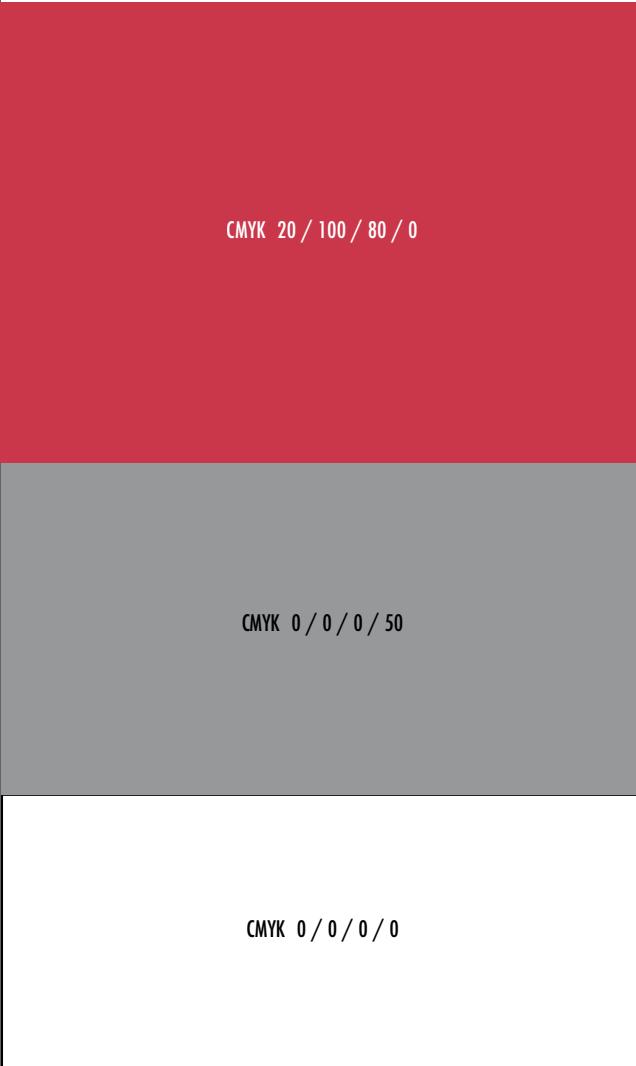
# Color Palette

## Primary Brand Colors

Note:

Use RGB values for digital outputs.

Use HEX values for web outputs. Use CMYK values for printed outputs. Use



Red

HEX: #ca374b

RGB: 202, 55, 75

CMYK: 20%, 100%, 80%, 0%

Pantone: 1797 XGC

Gray

HEX: ##96989A

RGB: 150, 152, 154

CMYK: 0%, 0%, 0%, 50%

Pantone: P 179-7 C

White

HEX: #ffffff

RGB: 255, 255, 255

CMYK: 0%, 0%, 0%, 0%

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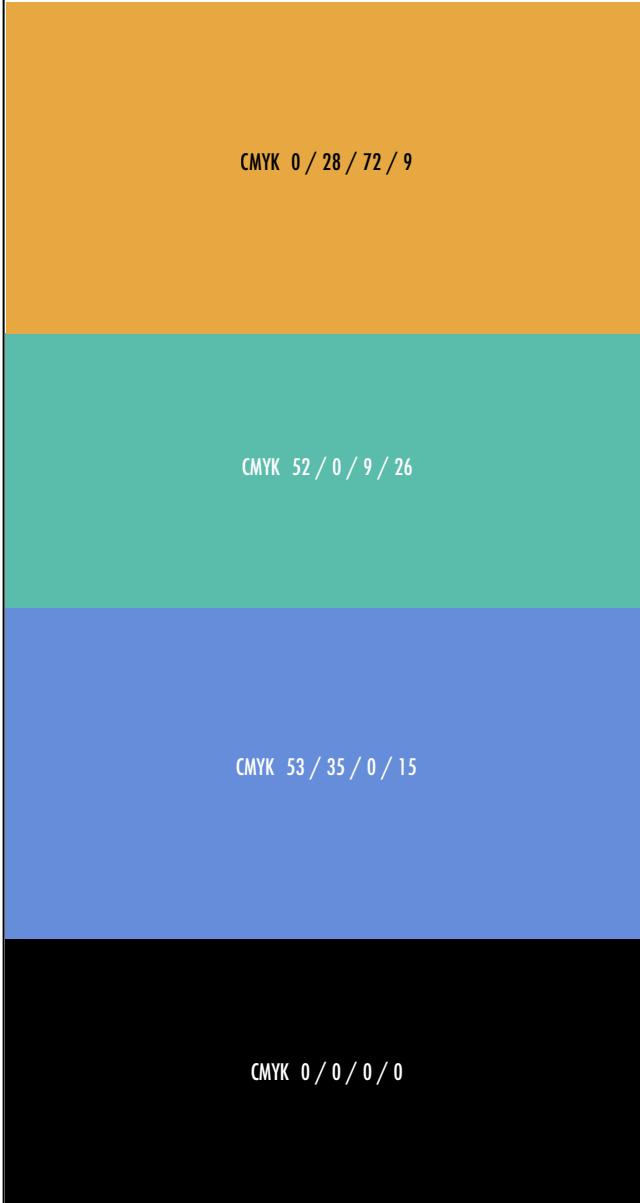
# Color Palette

## Accent Brand Colors

Note:

Use RGB values for digital outputs.

Use HEX values for web outputs. Use CMYK values for printed outputs. Use



Gold

HEX: #e7a841

RGB: 231, 167, 65

CMYK: 0%, 28%, 72%, 9%

Teal

HEX: #5abcbab

RGB: 90, 188, 171

CMYK: 52%, 0%, 9%, 26%

Blue

HEX: #668dd9

RGB: 102, 141, 217

CMYK: 53%, 35%, 0%, 15%

Black

HEX: #000000

RGB: 0, 0, 0

CMYK: 0%, 0%, 0%, 0%

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# The Logo

## Primary Logo

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible. Note, it should only be used in projects that are not more square, round and not overly horizontal.

## Icon

This should be used for reinforcement of branding throughout items like presentation or in simple designs.

## Wordmarks

This should be used for reinforcement of branding throughout items like letterhead or are more horizontally arranged.

Primary (Full)



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Primary (Icon Only)



Wordmark (Full)

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Wordmark (Text Only)

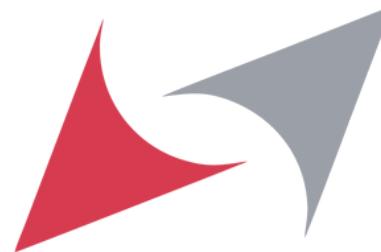
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## Tagline Logos

The following logos were designed to incorporate the full tagline of Missionary Ventures into primary logo elements.

Logo Tagline



FROM ANYWHERE TO EVERYWHERE  
**FOR THE GLORY OF GOD**

Wordmark Tagline



Logomark Tagline



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## Grayscale & 1-Color Logos

If alternate color logos are needed for grayscale or one-color purposes, please use the logos as they appear here with the correct color codes for grays.

Dark Gray

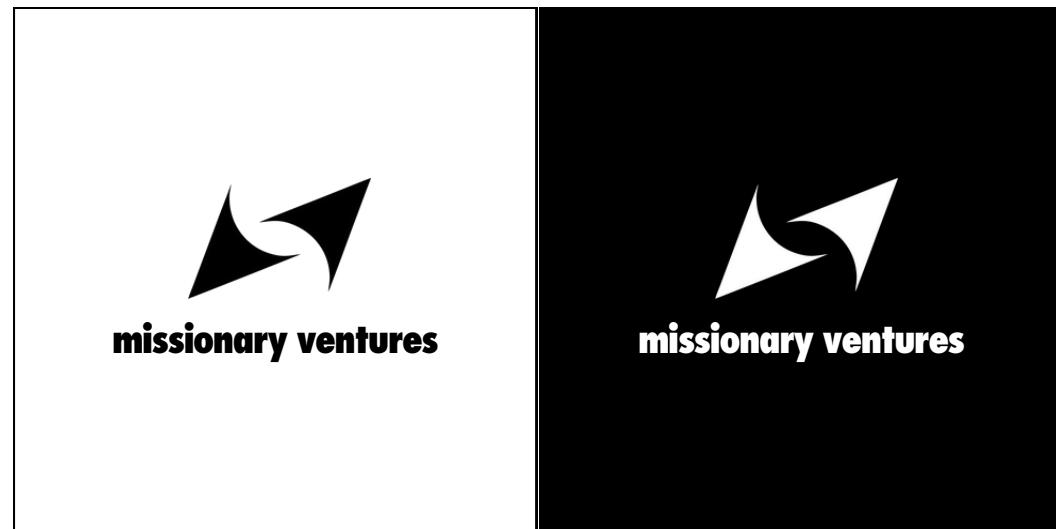
HEX: #575757  
RGB: 87, 87, 87  
CMYK: 0%, 0%, 0%, 66%



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Gray

HEX: #939598  
RGB: 147, 149, 152  
CMYK: 3%, 2%, 0%, 40%



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## Alternate Logos

The following logos were designed to incorporate the logo and branding elements into more creative uses.

Lettermarks



Tagline Creative



From **anywhere** to **everywhere**,  
for the **glory of God**.



Additional Creative



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# Typography

Fonts communicate and help the reader not only read text but comprehend it. We have several assigned fonts that are used for branding purposes, as well as recommended fonts based on application or software.

The weight, size and \*capitalization also affects correct type usage. Please use the following fonts when communicating anything with company branding.

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## Primary 1

# Aa 24pt

## Futura Condensed Extra Bold 16pt

ABCDEFGHIJKLM 14pt

abcdefghijklmopqrstuvwxyz 12pt

0123456789 10pt

\*Sentence or Title Case

## Primary 2

# Aa 24pt

## FUTURA CONDENSED PT 16pt

ABCDEFGHIJKLM 14pt

abcdefghijklmopqrstuvwxyz 12pt

0123456789 10pt

\*UPPER CASE

## Primary 3

# Aa 24pt

## futura black 16pt

ABCDEFGHIJKLM 14pt

abcdefghijklmopqrstuvwxyz 12pt

0123456789 10pt

light to extrabold

*italic*

\*lower case

# Typography

Fonts communicate and help the reader not only read text but comprehend it. We have several assigned fonts that are used for branding purposes, as well as recommended fonts based on application or software.

The weight, size and capitalization also affects correct type usage. Please use the following fonts when communicating anything with company branding.

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Secondary 1  
Aa 24pt

Open Sans Medium 16pt  
ABCDEFGHIJKLM 14pt  
abcdefghijklmopqrstuvwxyz 12pt  
0123456789 10pt  
Light to **ExtraBold**  
*Italic*

Primary 2  
Aa 24pt

Neue Einstellung Normal 16pt  
ABCDEFGHIJKLM 14pt  
abcdefghijklmopqrstuvwxyz 12pt  
0123456789 10pt  
Thin to **Black**

Primary 3  
Aa 24pt

Georgia Pro Regular 16pt  
ABCDEFGHIJKLM 14pt  
abcdefghijklmopqrstuvwxyz 12pt  
0123456789 10pt  
Light to **Black**  
*Italic*

## Additional Fonts

We have several alternate fonts we use for additional design purposes. Please use appropriately.

Note, spacing of lines or letters can be adjusted for readability and overall design.

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### Decorative 1

Aa

### Feeling Passionate

ABCDEFGHIJKLM

abcdefghijklmopqrz

0123456789

\*Title or lower case

### Decorative 2

Aa

### Brightwall

ABCDEFGHIJKLM

abcdefghijklmopqrz

0123456789

\*Title or lower case

### DECORATIVE 3

AA

### SUNBORN

ABCDEFGHIJKLM

ALL CAPS ONLY

0123456789

### DECORATIVE 4

AA

### WALTER TURNCOAT

ABCDEFGHIJKLM

ABCDEFGHIJKLMOPQRZ

0123456789

\*UPPER OR TITLE OR LOWER



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