

# Immeasurably More Logo Standards

## Correct Usage

Here are a few helpful guidelines on creating support materials for the Stonecroft brand. The materials you create play a vital role in helping grow and expand our brand.

1. Keep the logo clear and easily identified

Use the appropriate background for the logo (see #2) and keep it clear of obstructing elements. As a safety, keep the logo a minimum of a fourth of an inch away from all other content when working with a half letter page size or smaller. If larger than a half letter, give a half an inch of clearance. White space is good!

2. Use the right variation for your background

The color version should appear on a white or light neutral background for greatest impact. For darker backgrounds, use the reverse (white) version. *Please use the PNG files provided for any background color other than white.*

3. Consistency builds trust by creating a strong brand

Consistent usage of the logo is just one aspect of building a strong representation of who we are as a ministry and an organization. This consistency should be applied to all the ways we communicate at Stonecroft.

The power of consistency in our branding and communication materials is critical in helping build a positive and powerful Stonecroft brand. Consistency shows that we care about how information is presented which, in turn, shows our audience that we care about them.

4. Use the 80th Anniversary theme fonts.  
Fourth (purchase only), Raleway (free), and Lora (free).
5. Match the overall pallet of your piece to the colors of the theme  
*Refer to color pallet included in this document.*



Keep the correct proportions of the logo



Make sure all parts of the logo are readable and clear - don't obscure any part of the logo



Use the correct logo variation



## Incorrect Usage

We want our identity to represent us with a clean, bold statement. Here are some examples of incorrect logo modifications and applications.

1. Do not make another logo.
2. Do not distort the proportions (height or width).

**Particular attention should be made when placing the logo in an application (such as Microsoft Word or PowerPoint) where the image proportions are changed simply by dragging the corners of the picture window box. This changes the aspect ratio of the logo and should be avoided. Most applications will lock the aspect ratio by holding down the “Shift” key while scaling.**

3. Do not modify the logo in any way: adding elements to or taking away elements from the logo.
4. Do not place the color logo over a photograph or any textured background. This is only appropriate in some cases and should be approved by the designer.

## Theme Type Options and Uses

*Fourth* (purchase only): Recommended for headers/titles

Raleway (free): Recommended for headers/titles, subheaders/subtitles, and content

Lora (free): Recommended for content (use 8pt - 11pt sizes only for content)

## Resource Sites

Find corresponding shades, tints, etc. using color hex code:

<http://www.color-hex.com/>

Download Raleway and Lora: <https://www.fontsquirrel.com/>

Color names reference: <http://chir.ag/projects/name-that-color/>



DO NOT STRETCH THE LOGO



DO NOT put the logo on busy backgrounds or patterns



Use the CORRECT logo variation



# Immeasurably More Theme Colors



(unofficial) Color Name	spot printing PANTONE C	screen RGB	print CMYK	web HEX
Pompadour	PMS 2425 C	121, 0, 90	52, 100, 33, 22	#79005A
Tapestry	PMS 688 C	168, 99, 152	37, 72, 13, 1	#A86398
William	PMS 7699 C	56, 93, 112	82, 55, 41, 19	#385D70
Tradewind	PMS 7709 C	109, 177, 177	58, 14, 31, 0	#6DB1B1
Buttercup	PMS 1235 C	242, 190, 26	5, 25, 100, 0	#F2BE1A
Ghost (Cool Gray)	PMS 2 C	203, 203, 212	20, 16, 10, 0	#CBCBD4

Seasonal Color  
Palettes



Logo Variations

