CALVARY BIBLE CHURCH
STYLE GUIDE • AUGUST 12, 2020

Our mission is to build Christ-centered communities of people fully devoted to loving God and loving others.

01

PRIMARY BRAND MARKS

PRIMARY LOCKUP

PRIMARY LIGHT BG COLOR LOCKUP

ALTERNATE LIGHT BG COLOR LOCKUP

HIGH-CONTRAST LIGHT BG COLOR LOCKUP

PRIMARY DARK BG COLOR LOCKUP

ALTERNATE DARK BG COLOR LOCKUP
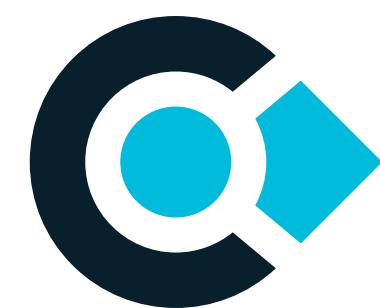

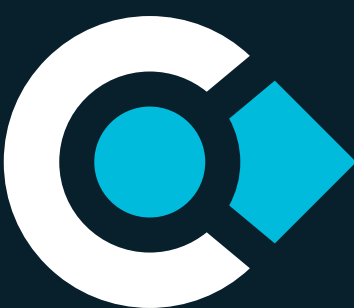HIGH-CONTRAST DARK BG COLOR LOCKUP
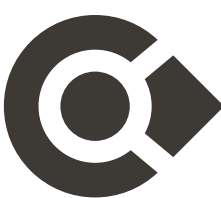

KNOCKOUT LOCKUP

SINGLE COLOR LOCKUP

ICON

02

COLOR

PRIMARY COLOR PALETTE

2199

Based off of Pantone 2199-C. This is the primary brand hue. This is the primary color used to identify Calvary.

5395

Based off of Pantone 5395-C. This is the primary color used to add contrast and anchor the palette. This color is dark enough to provide sufficient contrast for almost any use on a white surface. It is also used to provide increased contrast and legibility for elements using the accent color, 2285.

2285

Based off of Pantone 2285-C. This color is meant to draw attention and visually signal to the viewer to take action. Be wary of legibility when using this color with smaller or lighter elements on white.

9226

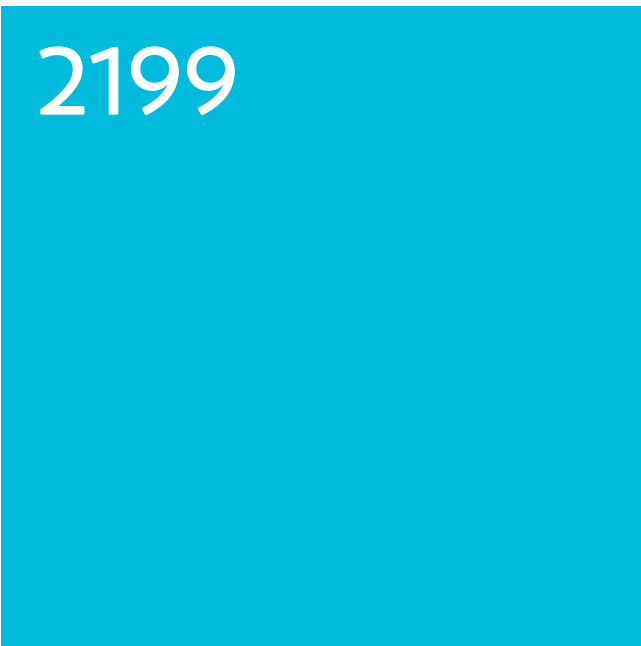Based off of Pantone 9226-C. This is a neutral auxiliary supporting color for the rest of the palette. Do not use this color in large solid areas. The best way to utilize this color as a neutral accent for non-essential elements.
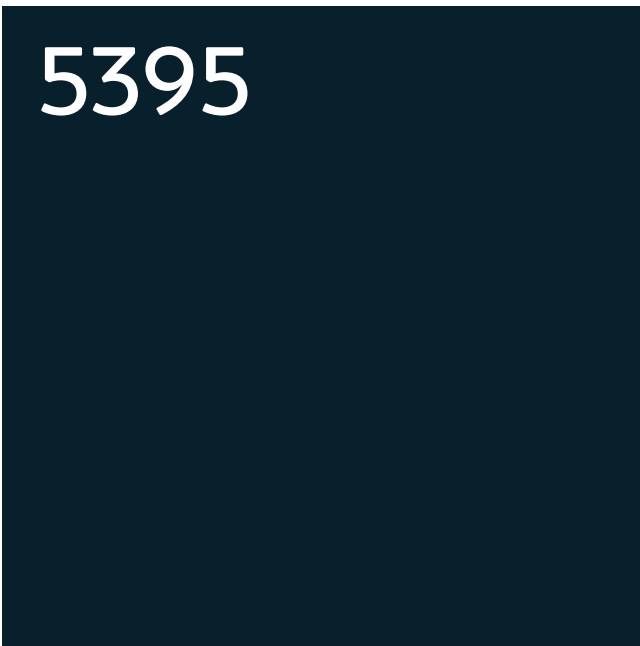
BLACK 7

Based off of Pantone Black 7-C. This is another neutral auxiliary supporting color for the palette. This color can be used as a secondary dark color to use in place of 5395.

COLOR VALUES

2199	5395	2285	9226	BLACK 7

HEX	#00BBDC	HEX	#081F2C	HEX	#93DA49	HEX	#EBE3D7	HEX	#3D3935
RGB	0 • 187 • 220	RGB	8 • 31 • 44	RGB	147 • 218 • 73	RGB	235 • 227 • 215	RGB	61 • 57 • 53
CMYK	77	0	16	0	CMYK	100	71	39	90	CMYK	43	0	70	0	CMYK	7	8	13	0	CMYK	38	35	33	92
PMS	2199	PMS	5395	PMS	2285	PMS	9226	PMS	BLACK 7

03

TYPE

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789
!@#$%^&*(?/)

Aa
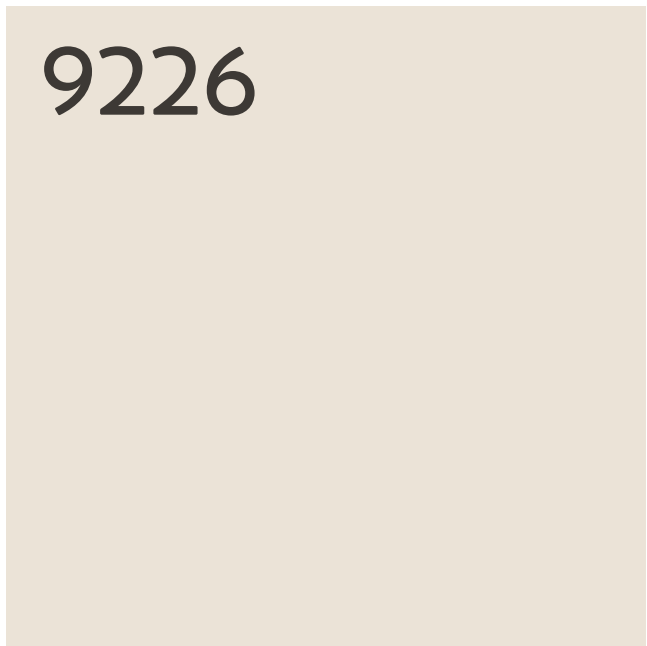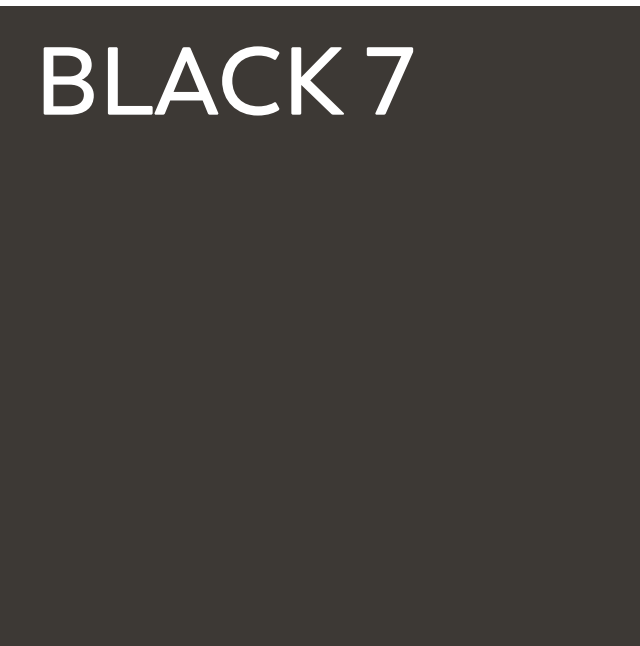
Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789
!@#$%^&*(?/)

HEADING

BOSTON HEAVY UPPERCASE

SUB HEADING

Proxima Nova Bold Title Case

BODY COPY

Proxima Nova • Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

CALL OUT

Proxima Nova Italic *Title Case*

Proxima Nova • Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

ACTION ITEMS

SIGN UP   ❯ **BOSTON HEAVY**

04

MESSAGING

MESSAGING

The primary purpose of announcements online, in the bulletin, and our social media channels is to welcome guests and inform people of what is coming up; highlighting connection, next steps, and serving at Calvary. Our goal is to communicate opportunities in the most clear and concise way possible.

WHAT SHOULD I AVOID?

Our goal is to connect new people to the next step in their spiritual journey. We make every effort to use language that our guests will understand that will motivate them to action. Remember that all guests may not understand insider language that we use, or may not be motivated by specific words or phrases:

Ministry Abbreviations: (Example: CSM, instead use Calvary Student Ministries)

First Name Identifiers: (Example: Thomas will lead the class, instead use Thomas Milburn, Erie Campus Pastor)

Christian-ese language: these words often times do not make sense to individuals who do not identify themselves as Christians. There are also a few buzzwords we try to avoid:

Use **community** instead of *fellowship*
Use **team** instead of *committee*
Use **invite** instead of *recruit*
Use **guest** instead of *visitor*

Guilt-based motivators: we want to encourage members of Calvary to be involved out of a sense of purpose, not a sense of guilt. So we encourage involvement using positive language. For example, use words like opportunity more often than need.

GRAMMATICAL CONVENTIONS

CALVARY
Always use Calvary Bible Church in first reference, Calvary only acceptable in second reference. NEVER abbreviate.
Example: Calvary Bible Church (not CBC nor CBEFC)

CAMPUSES
Eliminate "second campus" or "main campus." When referring to our campuses use the name of the campus' location.
Example: The Boulder campus (not main campus); The Erie campus (not second campus). The Thornton campus.

DATES
Dates should be written numerically without the ordinal indicator (th or st)
Example: July 1 not July 1st

TIMES
Should be written consistently and concisely. Use am/pm, lowercase with no periods.
Example: 6pm (not 6:00 PM), 7-8:30pm (not 7:00 to 8:30 p.m.)

SENTENCES
Choose active versus passive writing. Passive voice lowers the readability and clarity.
Example: Mark decided (not "It was decided").

PHONE
Should be separated with periods instead of dashes.
Example: 303.442.3484 (not 303-442-3484)

WEB
Use lowercase for web addresses. Do not underline. Drop www. In body copy, addresses should be italicized.
Example: calvarybible.com or calvarybible.com (in body copy); (not www.calvarybible.com)

NUMBERS
Spell out numbers one through nine, use numeral for 10 and above.
Example: one, two, three (not 1, 2, 3) or 10, 11, 12 (not ten, eleven, twelve), six-week series (6 week or 6-week)

GRAMMATICAL CONVENTIONS

EMAIL

In text, email should be always lowercase.
Example: tgaskins@calvarybible.com or tgaskins@calvarybible.com

QUOTES

Songs, articles, poems, short stories, unpublished works, letters, episodes, and chapters from books are all in "quotes."
Italicize all other titles. See Italics below. Example: "God of The Promise"

ITALICS

All titles are to be in italics for easier readability (never underlined).
Example: Oswald Chambers' My Utmost for His Highest

PERIODS

One space after periods and at the end of sentences. Omit periods in bulleted lists for incomplete sentences.

WIDOWS/ ORHPAHS

Eliminate. A widow is the last line or word of a paragraph printed by itself. An orphan is the first line or word of a paragraph printed by itself.

05

ADDITIONAL CONSIDERATIONS

INCORRECT LOGO USAGE

1. Use only approved colors

2. Do not distort

3. Do not alter the spacing of the logo elements

4. Do not change the opacity

5. Do not add drop shadows

6. Do not add a stroke

7. Do not bevel or emboss

8. Do not add elements or text to the logo

9. Do not angle

1.

2.

3.

4.

5.

6.

7.

8.

9.

PHOTOGRAPHY

When stock imagery is required, avoid using overtly staged, corny stock photos, or other images that don't accurately reflect your tone or context. Calvary Bible Church represents authentic community and thoughtful design—all imagery needs to reflect that.