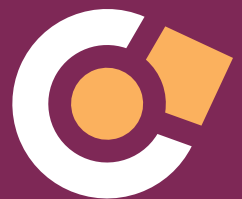


CALVARY
KIDS

01

PRIMARY BRAND MARKS



PRIMARY LOCKUPS



LIGHT BG VERTICAL LOCKUP



LIGHT BG HORIZONTAL LOCKUP

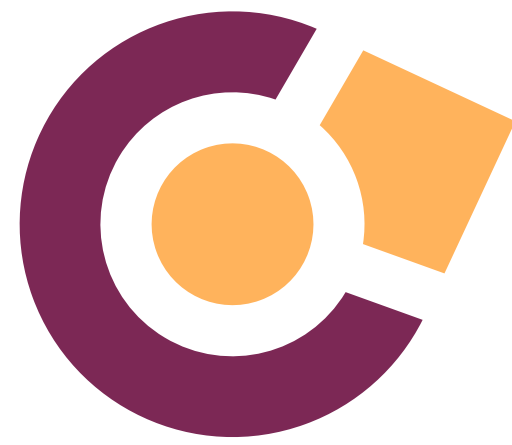


DARK BG VERTICAL LOCKUP

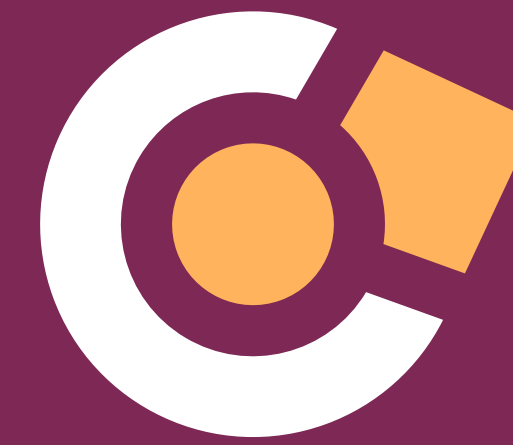


DARK BG HORIZONTAL LOCKUP

ICON



LIGHT BG LOGO



DARK BG LOGO

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.

KIDS-SPECIFIC COLORS



683

Based off of Pantone 683-C. This color is meant to be added to the primary color palette to create the bright look for Calvary Kids. This color is especially suited for larger areas and as a darker background color to provide contrast for the rest of the Calvary Kids palette.

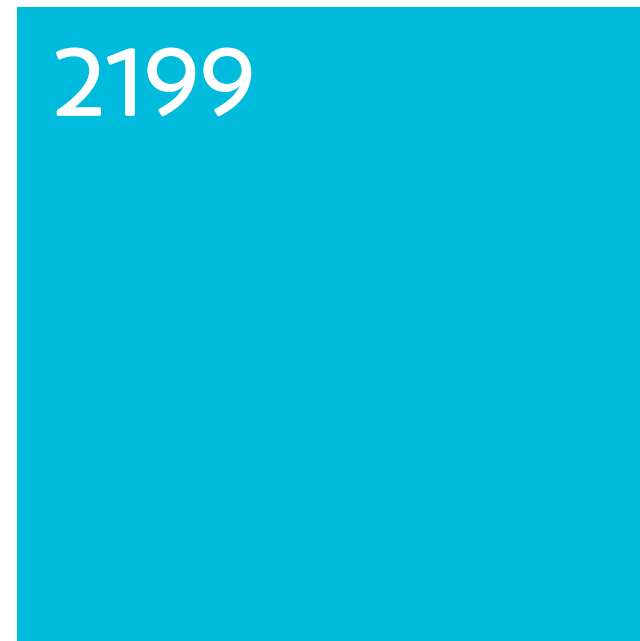
150

Based off of Pantone 150-C. This color is also added to the primary color palette to create the bright look for Calvary Kids.

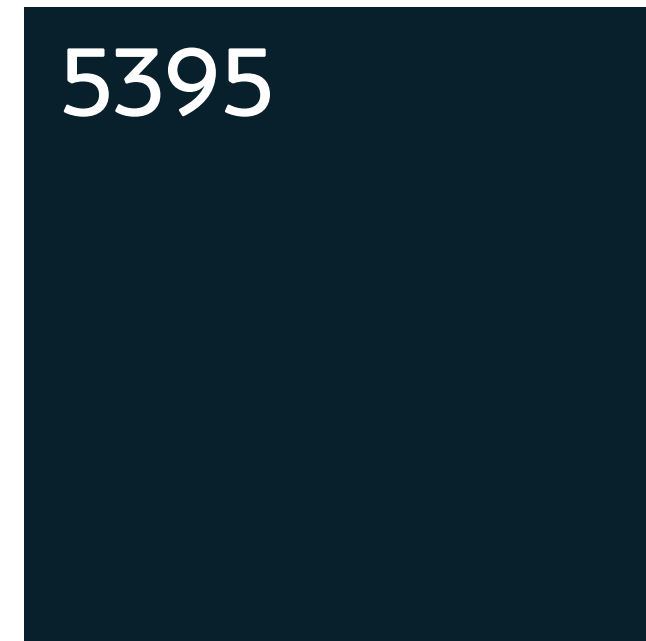
171

Based off of Pantone 171-C. This color is also added to the primary color palette to create the bright look for Calvary Kids.

COLOR VALUES



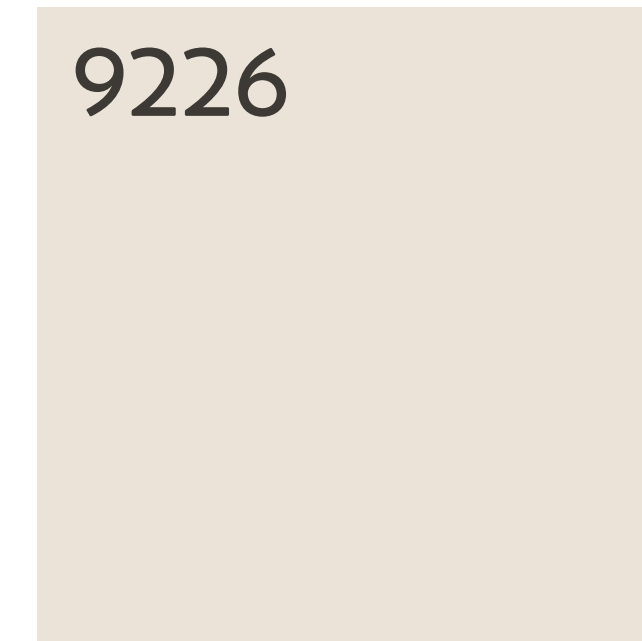
HEX #00BBDC
RGB 0 • 187 • 220
CMYK 77 | 0 | 16 | 0
PMS 2199



HEX #081F2C
RGB 8 • 31 • 44
CMYK 100 | 71 | 39 | 90
PMS 5395



HEX #93DA49
RGB 147 • 218 • 73
CMYK 43 | 0 | 70 | 0
PMS 2285



HEX #EBE3D7
RGB 235 • 227 • 215
CMYK 7 | 8 | 13 | 0
PMS 9226



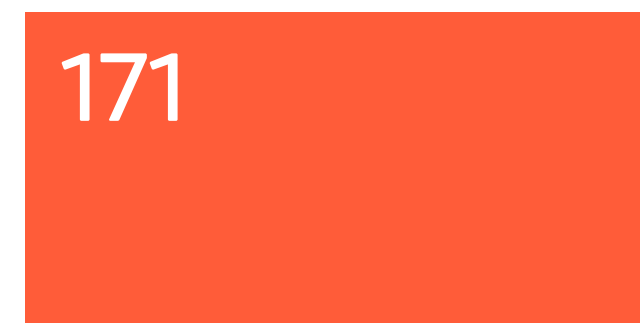
HEX #3D3935
RGB 61 • 57 • 53
CMYK 38 | 35 | 33 | 92
PMS BLACK 7



HEX #7C2855
RGB 124 • 40 • 85
CMYK 26 | 99 | 12 | 50
PMS 683



HEX #FFB25B
RGB 255 • 178 • 91
CMYK 0 | 41 | 78 | 0
PMS 150



HEX #FF5C39
RGB 255 • 92 • 57
CMYK 0 | 77 | 81 | 0
PMS 171

02

TYPE



HEADLINE TYPOGRAPHY

BOSTON FONT FAMILY

Aa

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

01234567890

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

BODY COPY TYPOGRAPHY

PROXIMA NOVA FAMILY

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

01234567890

!@#\$%^&*(!/)

TYPE EXAMPLE

HEADING

BOSTON HEAVY UPPERCASE

SUB HEADING

Boston 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.

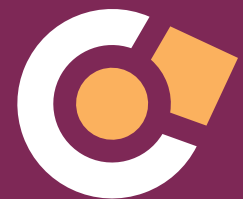
CALL OUT

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.

02

MESSAGING



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)

KIDS

Use “kids” first and primary and “child/children” as secondary.

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)

GRAMMATICAL CONVENTIONS

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)

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.

MESSAGING

Our goal is to communicate opportunities for kids and families in the most clear and concise way possible.

WHAT SHOULD I AVOID?

Our goal is to connect new kids and families 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: CK, instead use Calvary Kids)

First Name Identifiers: (Example: Jenni will lead the class, instead use Jenni Robinson, Director of Children's Ministries)

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.

THANK YOU

For any questions please email communications@calvarybible.com

Thank you for your commitment in making the Calvary Kids brand clear and strong.
Please remember that this is a guide and exceptions to the rules may be necessary.

