

COMMUNION OF REFORMED
EVANGELICAL CHURCHES

CREC BRAND GUIDELINES



INTRODUCTION TO THE GUIDELINES

1.1

Because there is symbolic significance to each element of the brand mark, the consistent representation of the logo across all media materials is important to maintain a uniform visual representation of the CREC.

These guidelines have been prepared in order to explain how to properly use the logo and brand mark.

Using these guidelines will help to ensure that the logo is recognizable and aesthetically pleasing. Please refer to this guide when producing for all web, print, indoor and outdoor signage, and any other materials that use the CREC logo.

THE MEANING BEHIND THE BRAND MARK

2.1

The shield symbol portion of the logo is referred to as the “brand mark.” The symbolic significance of each element of the mark is as follows.



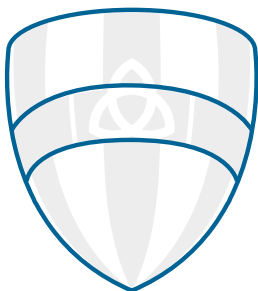
The Shield

The overall shield shape of the mark symbolizes Christ as our protector.

“...he will send them a savior and **defender** and deliver them.”
(Is 19:20)

“Our **shield and defender**, the ancient of days...”
Robert Grant, 1833; *O Worship the King*, Cantus 321

This is also a symbol of the **shield of faith**. (Eph 6)



The Chalice

The image can also be viewed as a cup or a chalice. This represents our **unity** through the communion that we share in the blood of Christ that is given at the Supper.

2.1 The Meaning Behind the Brand Mark

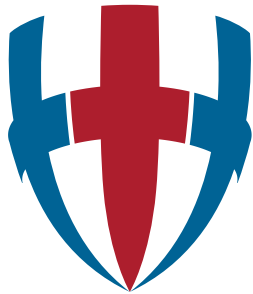


The Crosses

There are **three crosses** in the design, which represent the crosses at Calvary.

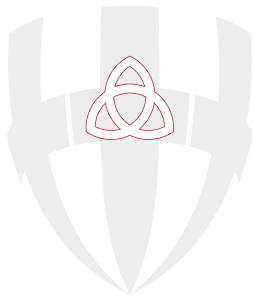
The three crosses also resemble people joining hands in an image of **community** and **unity**.

The center cross is shaped like a **two-edged sword**, which is a symbol of the Word of God, and the Gospel victory won through Jesus' sacrifice on the cross.



The center cross is red, the color of **Christ's blood**. This symbolizes the atonement that was made at Calvary.

Blue is the color of the firmament, which is put in place to separate waters above and below (Gen 1:6-8). It is the color of heaven. Yahweh stands upon a pavement of blue lapis lazuli, which is heaven (Exod 24:10) and serves as the model for the meaning of the color in Biblical symbolism. The ephod robe of the priest was blue (Exod 28:31). The blue lapis is therefore a priestly color, featuring prominently in Tabernacle and Temple, in the curtains that separated the Temple from the outside world, and woven into the sanctuary veils.



The Triquetra

This symbol has been used historically by the church to symbolize **Trinity**. While its origins are not specifically Christian, it has long been used because of the three equal parts intertwining to create a single whole symbolizing the **three persons in the Godhead**, equal in power and might and of one substance. (eg. Nicene and Apostles Creed)

ACCEPTABLE REPRESENTATIONS OF THE LOGO

3.1 Logo Variants

The brand mark combined with titles is referred to as the “logo.”

The size and spacing relationship between the brand mark and the titles should not be altered in any way.

These are the official logo design variants.



COMMUNION OF REFORMED
EVANGELICAL CHURCHES

Vertical Variant



COMMUNION OF REFORMED
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Horizontal Variant

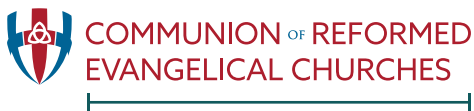


Acronym Variant

CORRECT USAGE OF THE LOGO & BRAND MARK

4.1 Minimum Size

Wherever the logo is used, legibility of the title should always be taken into consideration. For this reason, any use of the horizontal or vertical variants in which the titling is displayed smaller than 2" wide is not acceptable.



2"

MINIMUM SIZE



COMMUNION OF REFORMED
EVANGELICAL CHURCHES



2"

The acronym variant should not be displayed smaller than 0.7" tall.

MINIMUM SIZE

0.7"



4.2 Minimum Clear Spacing

When using the logo, sufficient clear spacing must be allowed in order to keep from obstructing the logo or over-crowding the design, and to ensure that the logo is clearly recognizable and separated from other visual material.

For the horizontal variant, other graphics, text, headlines, etc. should be at a distance that is at least equal to the height of the Triquetra on top and sides, and twice the height of the Triquetra on the bottom.

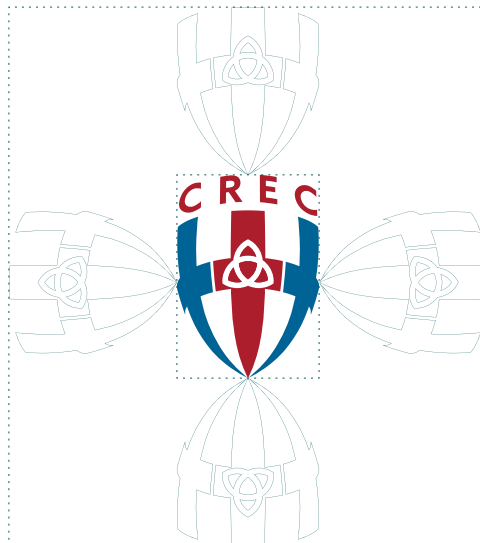


For the vertical variant, other graphics, text, headlines, etc. should be at a distance that is at least equal to twice the height of the Triquetra on all sides.



4.2 Minimum Clear Spacing

For the acronym variant, the optimum clear spacing is a distance that is at least the height of the brand mark on all sides.



4.3 Unacceptable Usage

The logo is a complete, single piece of designed art that is intended to be displayed as it was designed. The size, ratios or orientation of individual elements should not be changed; the position of the design elements should not be altered; fonts and colors should not be changed; the brand mark should not be used apart from CREC title or acronym.

Always refer to the original master artwork provided by the CREC and to this guide to ensure that the consistency of the brand is maintained. Use original EPS vector files rather than resizing rasterized images (e.g. copying from web and pasting into a document).

Below are some non-exhaustive examples of common errors that should be avoided in the use of a logo and brand mark.



4.4 Colors

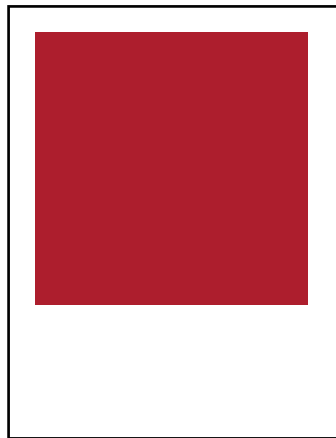
Because the colors are symbolically significant, use only the approved colors when displaying the logo.

The CREC has two specific colors that are used in branding: CREC Red and CREC Blue. White and Black may occasionally be used as support colors or as needed when the logo is used on specific backgrounds (see page 11).

When spot colors are used, specify only the approved Pantone inks that are provided in the official Illustrator and EPS files.

For process color (CMYK) applications, use only the CMYK values that are provided in the figure below.

For web and other electronic display (RGB) applications, use only the RGB or web safe hexadecimal colors that are provided in the figure below.



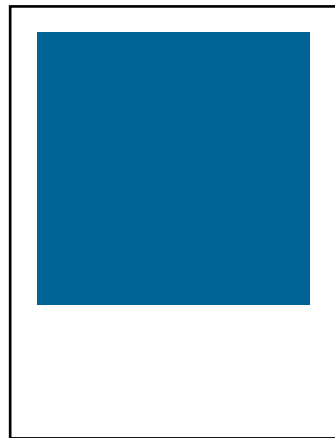
CREC Red

PANTONE 187

CMYK: 15, 100, 98, 5

RGB: 166, 25, 46

HEX: #A6192E



CREC Blue

PANTONE 3015

CMYK: 100, 15, 4, 24

RGB: 0, 98, 155

HEX: #00629B

4.4 Colors

In some cases, a white or gray version of the logo may be used.

When represented in white, the center cross should be 100% opacity and the side crosses should be 50% opacity. All text should be 100% opacity. A background screen of the CREC Red, CREC Blue or black may be used.



The single color black variant should be used only on a blank background, and is best used when printing in black and white or when photocopies will be made of the logo. The same guidelines can be applied to both vertical and horizontal variants.



For the acronym variant, when represented in white, the center cross and “CREC” acronym are 100% opacity and the side crosses are 50% opacity.



4.5 Unacceptable Color Usage

Do not place logo in high contrast areas.



A screen should be used behind the logo to separate it from a high-contrast background, or a background that is similar in color to the variant being used. Either black or white may be used at no less than a 70% opacity.

