



EAGLES VIEW CHURCH



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Permission to use the Eagles View Church name, logo and official marks

The Eagles View Church name, seal (crest), logo, and other official marks are legally registered trademarks and can only be used on official materials and communications produced by Eagles View Church.

All uses of the above words, symbols and graphics must have prior, written approval from the Church. This applies to all forms of promotions, products, merchandise or externally produced communication, including printed materials such as internal and external posters, brochures and fliers, imprinted merchandise, videos, films, television, radio, and digital images and media, such as the internet, web sites, DVDs, CDs, etc.

For more information on appropriate use of the Eagles View Church name, seal, logo and official marks, and to facilitate approvals for their use, contact the appropriate staff member of EVC.



EAGLES VIEW CHURCH

It is important for us to project a consistent, unified brand presence through our logo and in all of our marketing and communications. Each piece we create, whether written or visual, printed or electronic, makes a statement about who we are. For this reason, basic rules for proper use and consistent design have been developed to maintain the integrity of our logo.

When developing the Eagles View Church brand, we wanted to develop a visual and verbal “shorthand” for the Church. EVC, the Church’s initials, is the official abbreviation of the church, and shows up in both our writing and speech, as well as the icon. This creates a “shorthand” that is recognizable even when the full name is not written out. The abbreviation “Eagles View” and all other abbreviations are unacceptable in writing, marketing materials, press releases or spoken word.

Another important decision was the elimination of the apostrophe in “Eagles.” Although previous versions appears as both “Eagle’s” and “Eagles,” from now on there will be no apostrophe in the name.

The following graphic guidelines provide a detailed overview of the Eagles View Church logo. They outline the basic graphic components of our logo, its proper use, fonts and colour palette.

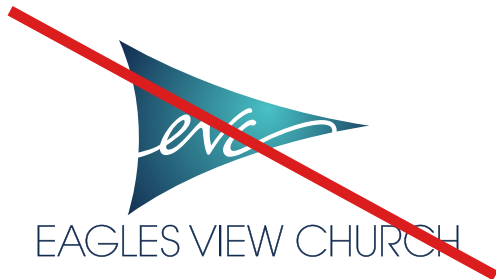
Logo Components

The Eagles View Church logo consists of two elements: the icon, or “triangle,” and the name.

When using the EVC logo, the two elements must always appear together in one of these two “lockups.” A lockup is a combination of the elements.

The proportions between the icon and the name must never be altered.

It is possible to use each of these elements separately. Please consult page whateverlskjdlkfsd for details.



Do not resize either element of the logo in relation to the other.



Clear Space

Clear space is the minimum area around the logo which must be kept free of any other graphics or text. It is needed to ensure the logo has enough visual breathing room to live within a given space and with other graphic elements.

The clear space unit is equal to twice the size of the distance between the top of the name and the bottom of the icon's bottom point.

Note - This is the minimum recommendation, and more clear space is preferable.



Do not put any text, graphics or logos in the clear space around the logo.



Minimum Size

The minimum size of the logo is based on the height of the icon.

For conventional printing, use the measurement in millimetres.

For digital purposes, such as web or PowerPoint, use the pixel measurement.

The logo cannot be any smaller than these values, because it would be difficult to read.

Note - This is the minimum recommendation. A larger logo is preferable.



Minimum size for print
14 mm at 300 dpi



Minimum size for digital
30 pixels high

Color Palette

To add depth to logo applications a colour palette has been created for use in printed and digital materials. These colors are taken from the Eagles View Church logo. This chart provides the color values in PMS, CMYK, RGB and HTML(Hex Values) colors.

Note - The colors show here are only a representation. To see actual colors, refer to a Pantone color swatch book.

Logo Color

The logo should appear in full color, but single-color, grey-scale, and reversed-out white versions have been created to address different printing and design needs.

Note - Not sure which version to use? Please consult the appropriate EVC staff member before print and web items are produced to ensure the best possible results.

EVC Teal	PMS: 325	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
	CMYK: 60 0 27 0 RGB: 72 193 196 HEX #: 48C1C4										
EVC Navy	PMS: 539										
	CMYK: 100 85 41 38 RGB: 18 44 80 HEX #: 122C50										

Note - When using the logo be mindful of the print medium and use the correct version of the logo to maintain color standards.

If using a color copier or Document Services, use the CMYK version. If using an outside printer for a two-color print job, use the PMS version.



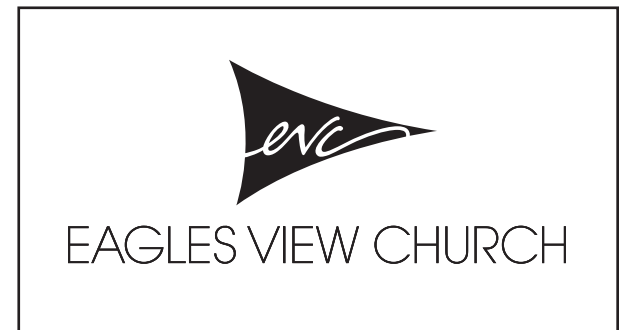
Full Color



Single Color (Navy)



Reversed-Out Greyscale







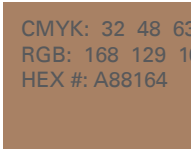
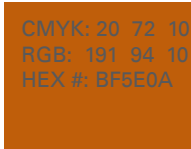

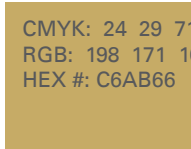
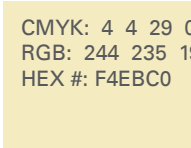
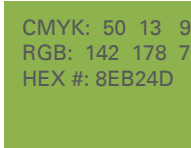
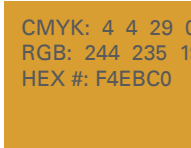
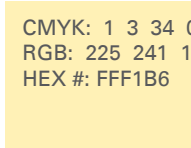
Greyscale

Supplemental Color Palette

Eagles View Church has many different facets and functions. To help delineate those parts of EVC, we a supplemental color palette has been created. This is for secondary and tertiary use, and should be used within the context of EVC, with all outward-facing marketing materials and publications using the primary color system on the previous page.

Here, you can see the use of these supplemental colors on some sample brand elements, which can be found on page 8.

Note - The colors show here are only a representation. To see actual colors, refer to a Pantone color swatch book.

<p>CMYK: 29 88 93 29 RGB: 140 49 34 HEX #: 8C3122</p> 	<p>CMYK: 63 58 89 66 RGB: 51 47 0 HEX #: 332F00</p> 	<p>CMYK: 79 36 100 28 RGB: 51 102 0 HEX #: 336600</p> 	<p>CMYK: 50 63 88 53 RGB: 81 59 30 HEX #: 513B1E</p> 
<p>CMYK: 32 48 63 8 RGB: 168 129 100 HEX #: A88164</p> 	<p>CMYK: 20 72 100 8 RGB: 191 94 10 HEX #: BF5E0A</p> 	<p>Primary EVC Colors</p> 	<p>CMYK: 24 29 71 1 RGB: 198 171 102 HEX #: C6AB66</p> 
<p>CMYK: 4 4 29 0 RGB: 244 235 192 HEX #: F4EBC0</p> 	<p>CMYK: 50 13 91 0 RGB: 142 178 77 HEX #: 8EB24D</p> 	<p>CMYK: 4 4 29 0 RGB: 244 235 192 HEX #: F4EBC0</p> 	<p>CMYK: 1 3 34 0 RGB: 225 241 182 HEX #: FFF1B6</p> 

Secondary or Background colors



volunteers



student ministry

EVC Typefaces

The EVC brand consists of two font families: Avant Garde Gothic, the primary font, and Univers, the secondary font. This combination of fonts have been selected to be bold, streamlined and flexible.

Use Avante Garde for headings, titles, and all brand-related elements, such as signage, business cards, letterhead and names.

Use Univers for copy on institutional materials, such as publications, brochures and advertising. Arial — which is a standard font available on most computers — can be used as an alternate for large amounts of copy or web purposes.

Avant Garde Gothic

Avant Garde Extra Light
Avant Garde Medium
Avant Garde Bold

Avant Garde Condensed Book
Avant Garde Condensed Medium

Univers

Univers Light
Univers Medium
Univers Bold

Univers Condensed Light
Univers Condensed Medium

EVC Brand Elements

The design nature of the Eagles View Church logo allows for a lot of flexibility. This can show up in the categorization of church departments, signage for the building, as well as signatures for staff emails.

The general rules of the logo, such as colors, minimum size, and clear space should be followed when implementing these designs.

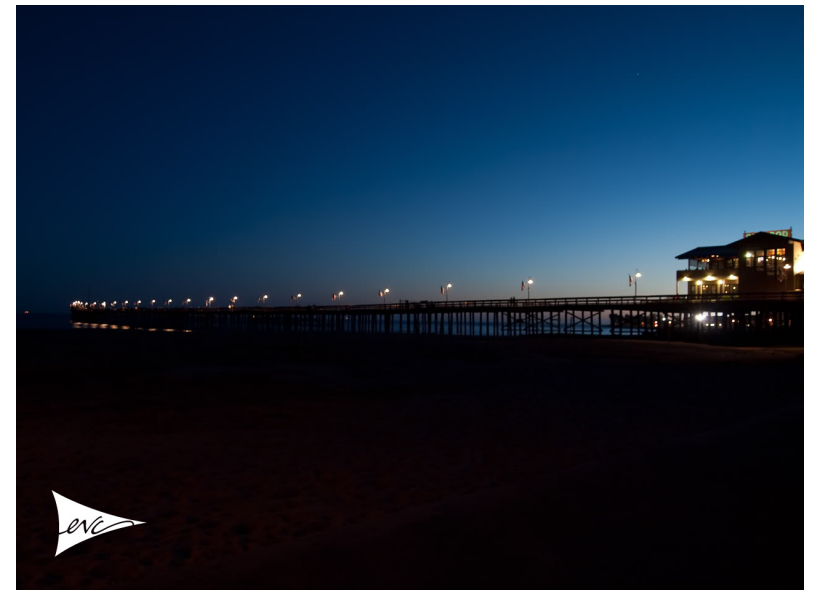
 **volunteers** **missions** **student ministry** **leadership** **Kyle Nieman**
YOUTH MINISTER **Randy Miller**
ASSOC. PASTOR

The Logo on Backgrounds

In some instances, the logo may need to appear on a photographic, graphic or illustrative background. Because some visuals may be busy, please ensure the background on which the logo sits is simple and neutral enough to enhance legibility. Refer to the examples on the right.



Do not place the logo on a busy background.



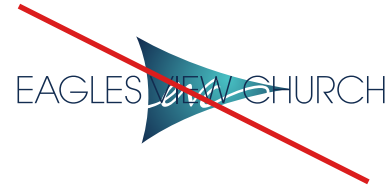
Improper Logo Use

The universal rule of thumb is to never alter the electronic artwork in any way. Here are some examples of what not to do with the logo. Do not attempt to re-create the logo.

To obtain approved final art files, email the appropriate EVC staff member.



Do not rotate the logo.



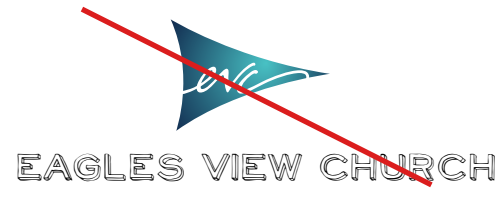
Do not stack elements of the logo.



Do not alter the relationship between the icon and the name.



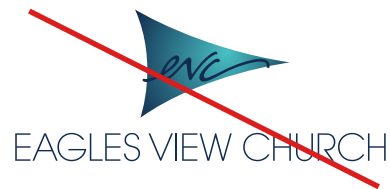
Do not stretch or distort the logo.



Do not alter the font of the name or icon.



Do not remove or add any words to the logo.



Do not make the script portion of the icon opaque. It should always be reversed.



Do not alter the configuration of the name around the icon.