



Brand Guidelines

V1.1

Logo Usage

When using colour use these versions of the logo on the background colours shown below.

📘 File types explained

JPEG don't hold any transparency making the backgrounds solid white. JPEGs are the smallest in file size.

PNG do have transparent backgrounds which can be useful when placing the logo on a colour or image. However they are bigger in file size than JPEGs.

TIFFs are used extensively in print work. They do have a transparent background. TIFFs files are not compressed so the file size can be quite big. TIFFs should not be used for web or video work as the colour output is intended for print.

EPS files are to be used for high end graphic programmes and professional printers. EPS/Ai files can be scaled as big as necessary without any distortion or loss in quality.

The logo 'the prayer course' is displayed on a light blue background. 'the' is in a small, grey, sans-serif font. 'prayer' is in a large, bold, black, sans-serif font, with the 'o' replaced by a red flame icon. 'course' is in a smaller, grey, sans-serif font below 'prayer'.The logo 'the prayer course' is displayed on a dark grey background. 'the' is in a small, grey, sans-serif font. 'prayer' is in a large, bold, white, sans-serif font, with the 'o' replaced by a red flame icon. 'course' is in a smaller, grey, sans-serif font below 'prayer'.The logo 'the prayer course' is displayed on a red background. 'the' is in a small, grey, sans-serif font. 'prayer' is in a large, bold, white, sans-serif font, with the 'o' replaced by a white flame icon. 'course' is in a smaller, grey, sans-serif font below 'prayer'.

Logo Usage

When printing using reduced colours these are the preferred versions of the logo.



Colours

These are the colour values that should be used.

Black CMYK 0 / 0 / 0 / 100 RGB 0 / 0 / 0 Hex #000000	
Dark Grey CMYK 0 / 0 / 0 / 90 RGB 60 / 60 / 59 Hex #3C3C3B	
Light Grey CMYK 6 / 4 / 2 / 0 RGB 242 / 243 / 248 Hex #F2F3F8	
Red CMYK 0 / 90 / 84 / 0 RGB 230 / 51 / 44 Hex #E6332C	

Fonts

Gotham is the brand font. Try where possible to use in lower case format.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#£%&

Used for Headings

Bold

Used for Sub-headings

Medium

Used for Body

Book

Proxima Nova has been used as a web alternative to Gotham.

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#£%&