

el curso de oración II

la oración

no contestada

Brand Guidelines (español)

V1.0 / February 2021

Logo Usage

Please use The Prayer Course II logo in the following way.

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Logo Misuse

It is important to make sure that The Prayer Course II logo is not altered. This will maintain consistency. Although it may be tempting to amend a logo to make it sit with your design this could seriously dilute the impact of the brand. Please refrain from doing any of the changes shown below. Using the supplied logos and colour palettes will help avoid misuse of the logo.



la oración
no contestada
el curso de oración II

✗ The logo should not be altered or have any elements added/removed



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✗ Don't combine elements from both prayer courses



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✗ Don't rotate the logo. It must remain easy to read



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✗ Do not stretch or re-size the logo using unequal proportions



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✗ Logo colours should not be changed or adjusted



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✗ Logos should be placed on the appropriate background colour



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✗ If using a background colour, use sufficient spacing around the logo



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✗ No effects are to be applied to 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 | |
| Green CMYK 62 / 30 / 43 / 3 RGB 110 / 149 / 145 Hex #6E9591 | |

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!@#£%&