



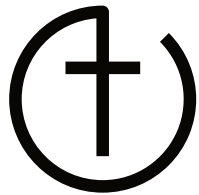
Equipped
Church

Brand User Guide

All elements are available for download at
AssetBrand.com/Equipped

Proportions - Keep logo proportions correct,
be sure not to stretch the logo either vertically or horizontally.

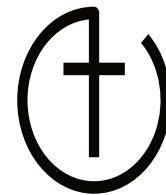
✓ correct



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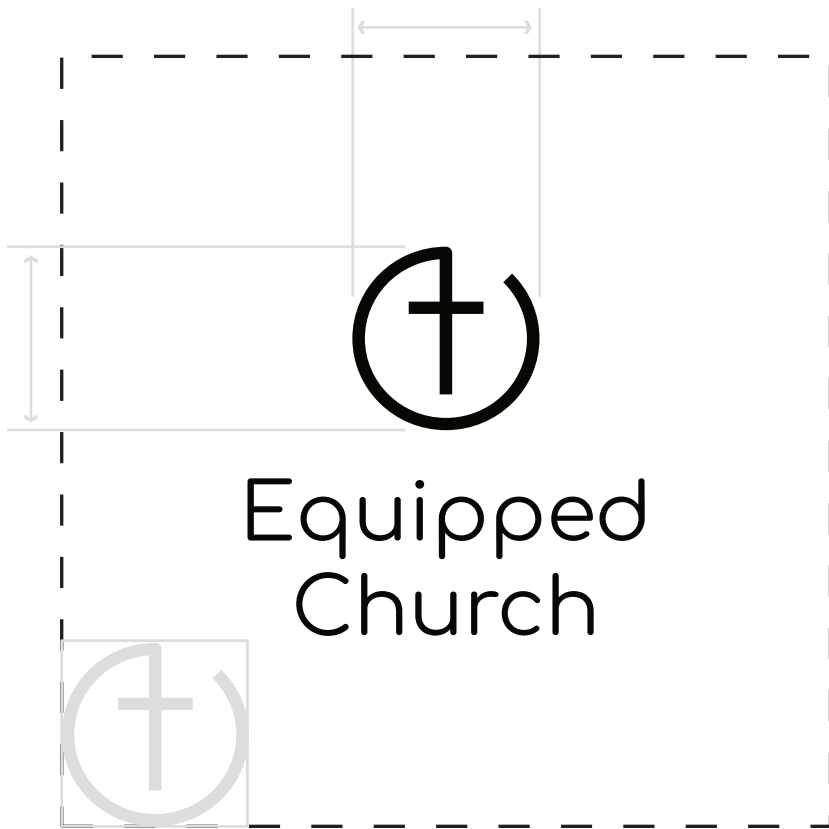
✗ incorrect



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Logo Isolation - Keep a clear space around the logo
- Not less than the diameter of the "e" cross icon.



Minimum Logo Size - Do not use The Equipped Church logo smaller than indicated. The “e cross” icon should be no smaller than 6mm (0.236in) high

✓ correct



✗ incorrect



Colors - The Equipped Church logo can be used in full color blue, black, white, a percentage of black, or in spot color blue.

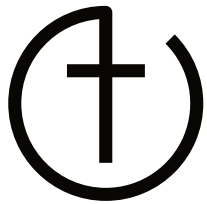
- Only use colors from the colors palate below.

- Always use the artwork at AssetBrand.com/Equipped

Equipped Church Logo Colors:

 Pantone 2388 | 100C 70M | 0R 90G 170B | #005AAA

 Pantone Cool Gray 3 | 8C 5M 7Y 16K | 202R 202G 199B | #C7C9C8



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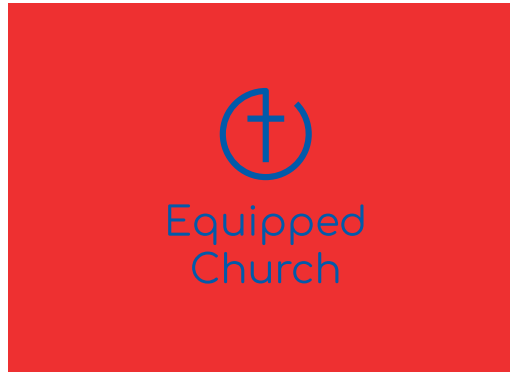


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Colors and Shading - Avoid low contrast image backgrounds. Do not use an image background for the logo.



✘ incorrect



✔ correct - with adequate clear space around the logo.

Logo Backgrounds - The Equipped Church logo must be used on flat backgrounds that do not clash with or drown the logo.

✓ correct

✗ incorrect



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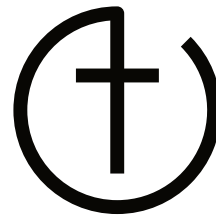


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Logo and Icon - The Equipped Church icon may be used with or without the logotext, and the logotext could be used with or without the icon.



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“e” cross icon usage - The Equipped Church icon may be used cropped and / or tinted in designs separate from the logo as a style element.



Fonts - For the sake of consistency only use the artwork supplied at AssetBrand.com/Equipped

The Equipped Church Fonts:

ComfortA Regular

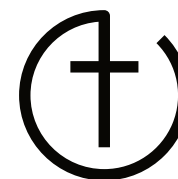
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 &!?

ComfortA Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 &!?

ComfortA Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 &!?



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Equipped Church Logo - Always use the artwork at AssetBrand.com/Equipped

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