

BRANDING GUIDELINES

2017 EDITION



Churches of Greater Austin **Bringing Hope into Crisis**™

01



Churches of Greater Austin **Bringing Hope into Crisis™**

BEHIND THE LOGO

A symbol of the hope in crisis, the leaf in the logo bears the cross of Christ. Though used in several variations, the logo indicates the mission of Austin Disaster Relief Network as a source of help, healing, and hope.

ADRN.org



MISSION

To glorify Christ by equipping, empowering, and mobilizing a network of churches to respond to the physical, emotional and spiritual needs of those affected by disaster.

Luke 10:25-37, Ephesians 4:12-16

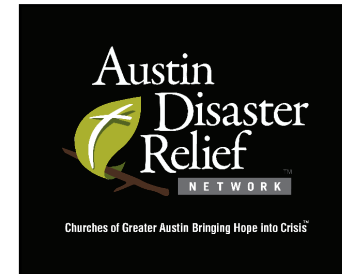
VISION

An active, empowered network of prepared churches, bringing hope into crisis through the transforming power of Jesus Christ to every life and community we serve.

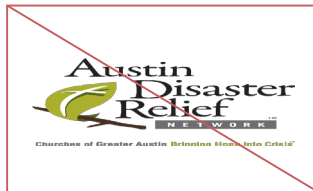
Revelation 19:7

DO

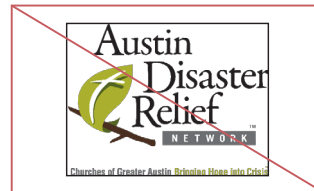
- Correct proportions
- Minimum clear space is roughly one "A"
- Smallest size is 0.75" W
- Use the correct colors
- Include tagline
- Tagline must be at least 5 pt or greater
- Tagline two-line alternate
- Reverse logo uses all white text



DON'T



Do not stretch or alter proportions



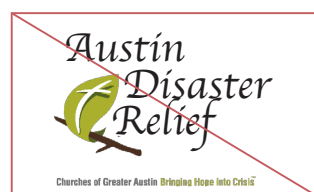
Do not add a border without margins



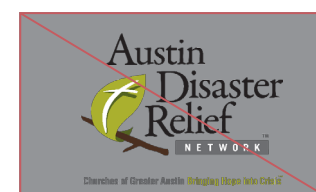
Do not shrink to illegible size



Do not vary the colors



Do not change the fonts



Do not use JPG, PNG, GIF logo on dark background

TYPE

HEADERS // Helvetica Neue Family, Condensed

HELVETICA NEUE CONDENSED
HELVETICA NEUE BOLD CONDENSED
HELVETICA NEUE BLACK CONDENSED

PRIMARY BODY TEXT // Din, 12pt.

Din Regular
Din Regular Italic

SECONDARY BODY TEXT // Cambria Family, 12pt.

Caslon Regular
Caslon Italic
Caslon Bold
CaslonBold Italic

COLORS



C24 M7 Y95 K19

R169 G173 B44

PMS 384 M

#a9ad2c



C47 M21 Y95 K50

R84 G100 B33

PMS 378 M

#546421



C50 M70 Y80 K59

R74 G47 B32

PMS 4625 M

#492e1f



C0 M0 Y0 K70

R109 G110 B113

PMS 425

#6d6e70



C0 M0 Y0 K100

R0 G0 B0

PMS Process Black

#000000

02



HOPETM
PRAYER ROOM

BEHIND THE LOGO

The Hope Prayer Room is a Worship and Prayer room that serves the Greater Austin area. Iconic elements include fire to represent spiritual activation and a dove to represent the Holy Spirit, which combine to evoke the power behind continued corporate prayer.

HOPEPrayerRoom.org



VARIATIONS

Vertical and horizontal orientations allow the logo to be used in a variety of locations and mediums, including web, print, screen, video, etc. On a dark background, the logo should either have a white tab behind it or be represented by one of the alternate colorways. Note the duo and tri-tone versions.



TYPE

HEADERS // Museo Sans Family

MUSEO 500

PRIMARY BODY TEXT // Century Gothic

Century Gothic
Century Gothic

COLORS



C77 M100 Y9 K47

R60 G9 B83

P95-8 U

#3b0953



C42 M92 Y0 K0

R159 G58 B150

PMS 3-15U

#9e3a95



C0 M86 Y100 K0

R240 G76 B35

PMS 45-7U

#ef4b22



C0 M35 Y85 K0

R251 G176 B64

PMS 17-7U

#fbaf3f



C0 M5 Y100 K0

R255 G230 B0

PMS 4-8U

#ffe600

03

Austin Disaster Relief Network



BEHIND THE LOGO

Hope Family Thrift Store was created to help provide support for disaster survivors and families, as well as provide gently used quality merchandise at affordable prices to individuals and families in our community. Hope Thrift Store's logo reflects its parent organization (ADRN), with orange as a symbol of a brighter tomorrow.

HopeFamilyThrift.org



TYPE

HEADERS // DIN Family

DIN BOLD

PRIMARY BODY TEXT // Caslon Family

Caslon Regular
Caslon Italic
Caslon Bold
CaslonBold Italic

SECONDARY BODY TEXT // DIN

Din Bold

COLORS



C4 M67 90 K0

R234 G117 B51

#ea7533



C39 M32 Y35 K1

R161 G160 B157

#a1a09d



C0 M0 Y0 K0

R0 G0 B0

#ffffff