



CHRISTIAN SERVICE BRIGADE

STYLE GUIDE

10 | 23

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LOGO HORIZONTAL



CHRISTIAN SERVICE
BRIGADE

LOGO HORIZONTAL WITH SUBTITLE



CHRISTIAN SERVICE
BRIGADE

BUILDING GODLY MEN OF TODAY AND TOMORROW SINCE 1937

LOGO VERTICAL



LOGO USES



two color logo



two color white
logo



all red logo



all blue logo



all white logo



FILE EXTENSIONS

EPS

vector art; used by designers, primarily used for rescaling the logo to any size without losing clarity

JPG

pixel art; this can be scaled down to a smaller size but cannot be scaled up; solid white background

PNG

pixel art; this can be scaled down to a smaller size but cannot be scaled up; transparent background

PRINT LOGO & TYPOGRAPHY

PRIMARY COLORS



CMYK : 100 81 39 32
PANTONE : 280 C



CMYK : 3 86 100 0
PANTONE : 172 C

SECONDARY COLORS



CMYK : 76 37 0 0



50% TINT



CMYK : 11 67 100 1



50% TINT



CMYK : 72 66 64 72



50% TINT

HEADER TYPEFACE

ROBOTO CONDENSED

a b c d e f g h i j k l m
n o p q r s t u v w x y z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

BODY COPY TYPEFACES

SANS SERIF: OPEN SANS

a b c d e f g h i j k l m
n o p q r s t u v w x y z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

SERIF: BITTER

a b c d e f g h i j k l m
n o p q r s t u v w x y z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

WEB LOGO & TYPOGRAPHY

PRIMARY COLORS



RGB : 5 53 89
HEX : 053559



RGB : 233 74 36
HEX : E94A24

SECONDARY COLORS



34 140 210
228CDB



50% TINT



219 113 34
DB7122



50% TINT



35 35 34
222223



50% TINT

HEADER TYPEFACE

ROBOTO CONDENSED

a b c d e f g h i j k l m
n o p q r s t u v w x y z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

BODY COPY TYPEFACES

SANS SERIF: OPEN SANS

a b c d e f g h i j k l m
n o p q r s t u v w x y z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

SERIF: BITTER

a b c d e f g h i j k l m
n o p q r s t u v w x y z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0