



MINI-BRAND GUIDE

SEPTEMBER 2021

The Mission City Church logo is strong, versatile and easily recognizable in the community and among contemporaries. It has undertones of our heritage that make it unique to us, but its important that the presentation of the logo be presented consistently and with integrity in order to have the greatest brand equity.

LOGO GUIDELINES

- . Artwork limited to the variations provided on the Communications Department logo sheet
- . No logo should ever be resized unproportionately
- . Logos should be presented with substantial contrast to the background in tone
- . Logos should not be placed over visually noisy areas, so that it is not easily distinguishable
- . Kerning should be set to Optical; exception a specialty display font
- . Tracking will vary per application and font size



MISSION CITY CHURCH - BRAND

LOGO VARIATIONS



CONTENT MARGIN AROUND LOGO



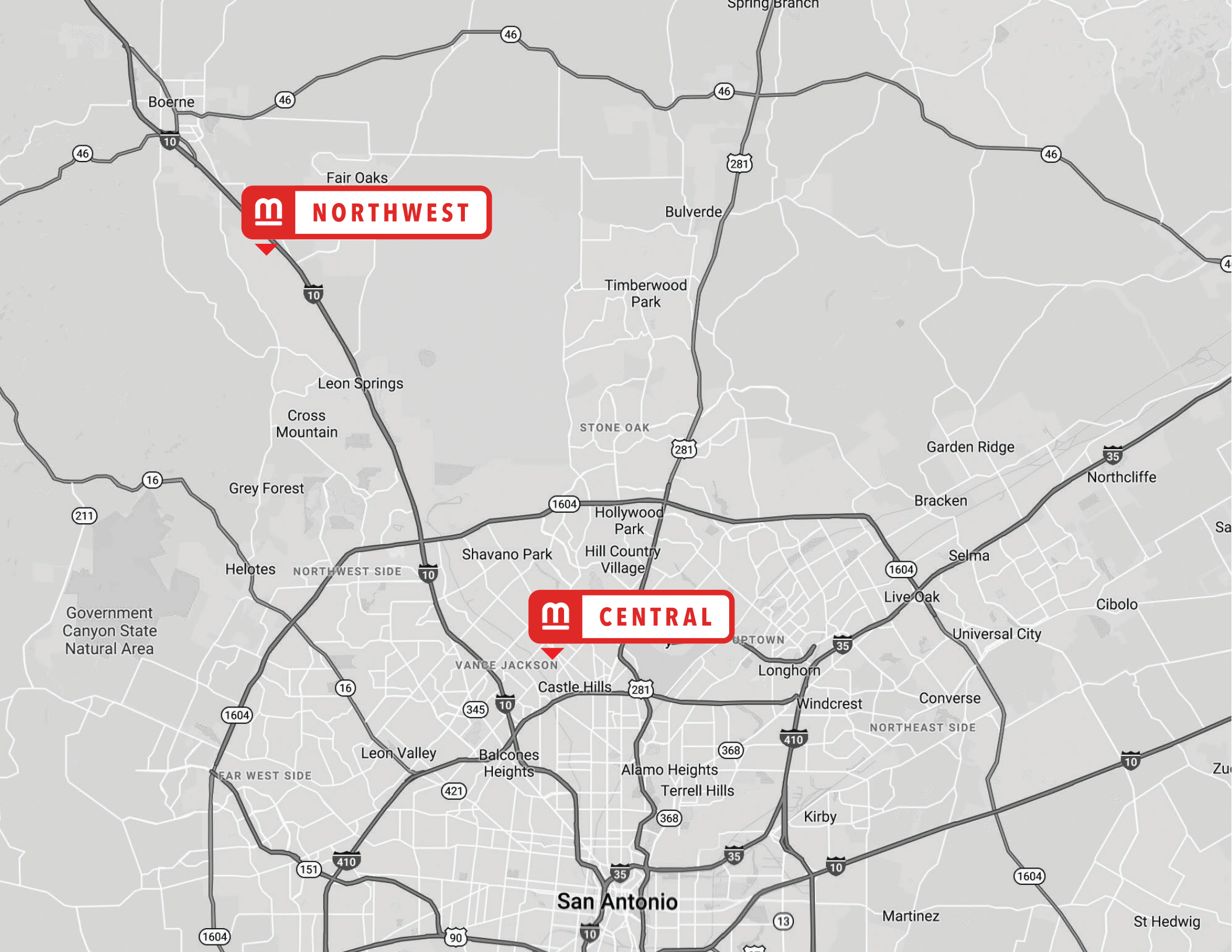
MINIMUM WIDTH, 1.5"



USE ONLY 'M' BLOCK IF USAGE LESS THAN 1.5"

'M' BLOCK





m NORTHWEST

m CENTRAL

San Antonio

MISSION CITY CHURCH - BRAND

EXTENSIONS

Part of the Mission City Church brand launch is based on the need to be geographically flexible. As we set out on our journey for growing Christ's church in our community we are planning strategically about our campuses or outposts; and thus will require brand geographic extensions. Our directional campus naming conventions are about being logistical; having orientation and a plan for the execution of the mission.



CENTRAL
2220 NW MILITARY HWY
SAN ANTONIO, TX 78213

TYPEFACE
AVENIR NEXT CONDENSED BOLD



TYPEFACE
HELVETICA NEUE 87 HEAVY CONDENSED

The Mission City Church logo will always be in red, white or one of the grayscale options. The Primary palette of colors should be key components to Tier 1* brand materials; supported by the Secondary palette. Tiers 2 and 3 will have diminishing requirements for compliance to this family, but color options should coordinate with the brand palette. All instances of the Mission City Logo and 'M' block are required to adhere to the logo palette standards.

** For more information about the Tiered Brand Management System, reference the Supplemental Guide section.*



MISSION CITY CHURCH - BRAND

COLOR PALETTE

LOGO PALETTE



PMS 485
RGB 215 31 15
CMYK 0 95 100 0
WEB D71F0F

PMS 410
RGB 110 96 92
CMYK 45 48 45 26
WEB 6E605C

PMS CL GRY 7
RGB 145 148 152
CMYK 38 29 24 5
WEB 919498

PMS CL GRY 1
RGB 213 214 213
CMYK 10 7 5 0
WEB D5D6D5

PRIMARY PALETTE



PMS 534
RGB 17 50 89
CMYK 100 71 0 51
WEB 113259



PMS 1235
RGB 254 179 0
CMYK 0 25 94 0
WEB FEB300



PMS 367
RGB 158 211 90
CMYK 37 0 77 0
WEB 9ED35A



PMS 636
RGB 131 208 230
CMYK 42 0 0 0
WEB 83D0E6



PMS 1585
RGB 254 101 0
CMYK 0 66 99 0
WEB FE6500

SECONDARY PALETTE

Typeface is the visual voice of our message, if it arbitrarily bumps around, the voice sounds inconsistent, staticky and unidentifiable. The brand requirement for fonts is Tier dependent, but baseline information and body copy are expected to be compliant for consistency sake. Script or display fonts may be used, but only one face per season. This applies as one for Tier 1 communications, with variations allowed in Tier 2 and 3, but the same “one per season” guideline still applies.

TYPOGRAPHY RECOMMENDATIONS

- . Body copy lines should have < 80 Characters on a line
- . Suggested body copy point size / leading should be a .7 ratio (14/24 or 10/14)
- . Rag right paragraph alignment, with no hyphens
- . Kerning should be set to Optical; exception a specialty display font
- . Tracking will vary per application and font size



FONTS

LOGO TYPEFACES

AaBbCcDdEeFfGg AaBbCcDdEeFfGg

AaBbCcDdEeFfGg AaBbCcDdEeFfGg

GOTHIKS CONDENSED BOOK

AVENIR NEXT CONDENSED DEMI BOLD

BRAND TYPEFACES (ALL FAMILY / STYLES)

AaBbCcDdEeFfGg AaBbCcDdEeFfGg

AaBbCcDdEeFfGg AaBbCcDdEeFfGg

AaBbCcDdEeFfGg AaBbCcDdEeFfGg

AaBbCcDdEeFfGg AaBbCcDdEeFfGg

AaBbCcDdEeFfGg AaBbCcDdEeFfGg

AVENIR NEXT CONDENSED BOLD

AVENIR NEXT CONDENSED MEDIUM

AVENIR NEXT CONDENSED REGULAR

AVENIR HEAVY

AVENIR BOOK

