

VERSION 0.1

Design & Branding Guidelines

GUIDELINES FOR

**The Apostolic Church
of Lafayette**

A Design & Branding Guidelines to help you
showcase and grow your brand.

The Overview

These guidelines are designed for the TAC of Lafayette branding. Refer to this document to know how to apply the brand in use.

This branding is very adaptable with many secondary and tertiary logos and icons. Have fun with it, but make sure to stay consistent with colors, fonts, and how you are displaying the pieces.

This document works with the files that should be available on the TAC Invision Board.

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02.

The Logos

Primary Logo

The TAC logo combines in icon with a stacked wordmark. It is important to keep shape and spacing of these two main pieces consistent. Do not attempt to alter it any way or recreate this logo. This primary should always live in one of the TAC brand colors. Do not force the logo into an awkward space. The logo system is build to be able to adapt to any application. If necessary, look at using a secondary or tertiary mark.



**THE
APOSTOLIC
CHURCH**

LAFAYETTE

Secondary Logos

The TAC branding has multiples logo marks. These multiple marks make the brand logo system adaptable and is gives visual variation to keep help create an entire brand universe. When the primary mark doesn't fit in the given space well, look here. These should only live in one of the TAC brand colors.



Tertiary Logos

These tertiary marks are here to complement the primary and secondary logos. In some instances it may not be necessary to have both a wordmark and an icon and they can live by themselves, and one of these marks makes more sense. These should never be used by themselves with no other context of what TAC is. Typically you will have another logo mark (primary or secondary) somewhere on the same piece (digital or print). These should only live in one of the TAC brand colors



THE APOSTOLIC CHURCH

LAFAYETTE

**THE
 APOSTOLIC
 CHURCH**

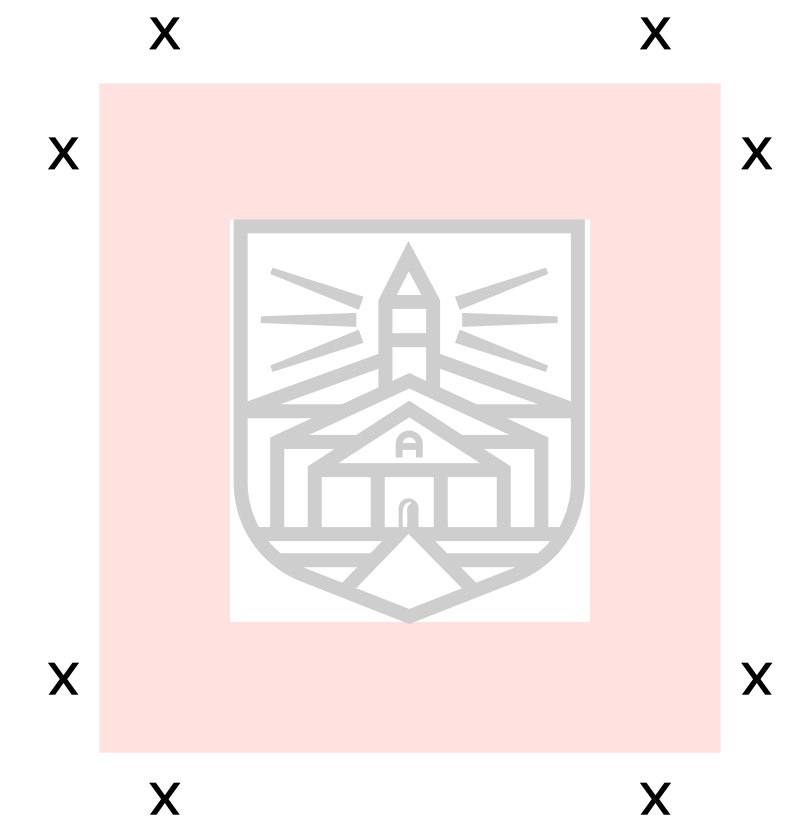
**THE
 APOSTOLIC
 CHURCH**

Safe Zone

When placing the logo, always make sure there is adequate breathing space. You don't want the primary logo, or any of the secondary/tertiary logos to be slammed tight against another object/edge/margine. Pull your logo files from the Invision board, and there should be a set minimum boarder around each logo. There can be more space, but never less.



Full Logo



Logo mark

03.

Typography

Typography

Type in Use

Being consistent with fonts is very important for a brand. Only use the fonts provided for the the TAC brand when creating anything for TAC. There are two main font families that we are using fonts from; Proxima Nova, and PT Serif. Follow these as your guides for use.

Header 1

Proxima Nova Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&***

Character Tracking - 0px

Header 2

Proxima Nova Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&***

Character Tracking - 0px

Header 3

PT Serif Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&***

Character Tracking - 0px

Typography

Type Continued

Refer back to this to see where to use font's when laying out copy or text on TAC collateral.

HEADER 4

PROXIMA NOVA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Character Tracking - 160px

Sub Header

PT Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Character Tracking - 0px

Body Copy

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Character Tracking - 0px

04.

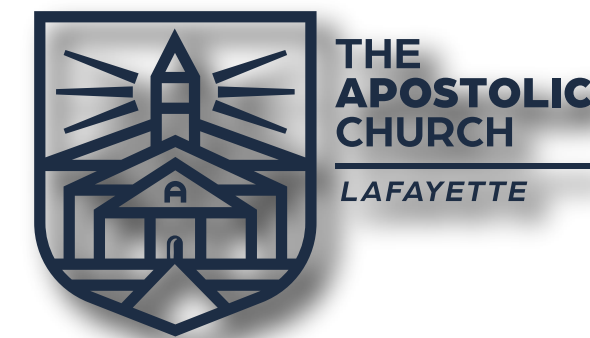
Misuse

Misuse

A strong brand is applied consistently. It is important that a brand mark is never altered. The logos can be resized, but It should never be warped. The logos should only live in TAC branded colors, White or Black.



DO NOT -
APPLY OUTLINES



DO NOT -
APPLY DROPSHADOWS



DO NOT -
APPLY GRADIENTS



DO NOT -
SKEW, STRETCH



DO NOT -
CHANGE ORIENTATION



DO NOT -
ADAPT THE LOGO



DO NOT -
CHANGE COLORS



DO NOT -
FILL WITH PATTERNS

05.

Social

Social Icons

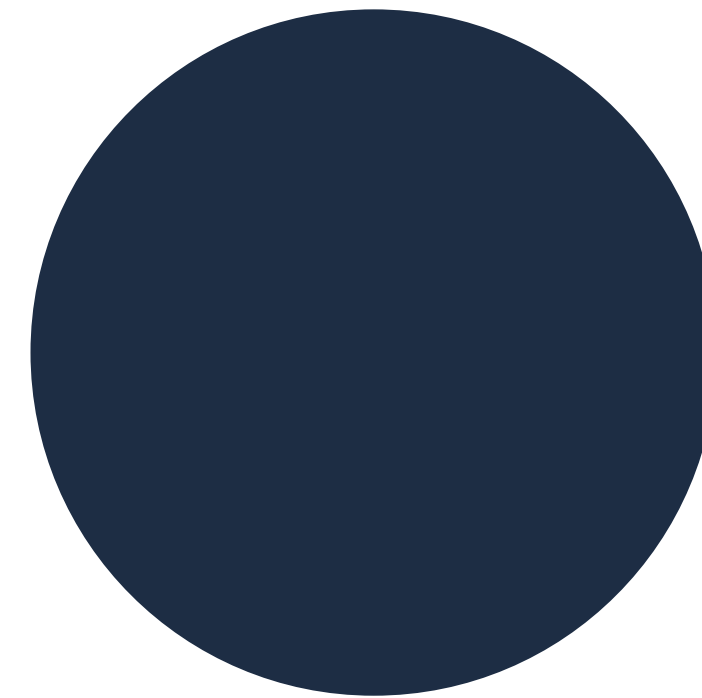
These are some suggested social media icons to use. There are square and circle versions to cover the different social media platforms. These files are in the TAC Invision Board.



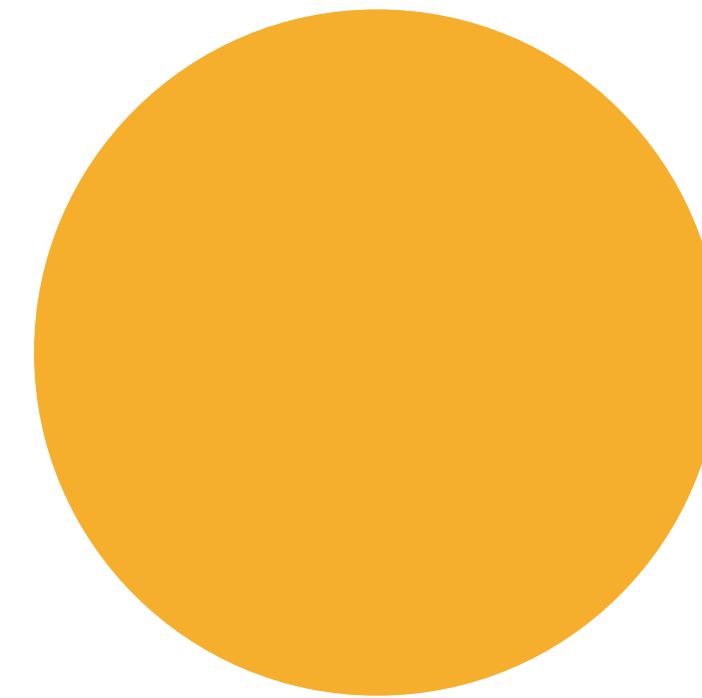
06. Color Guide

Color Values

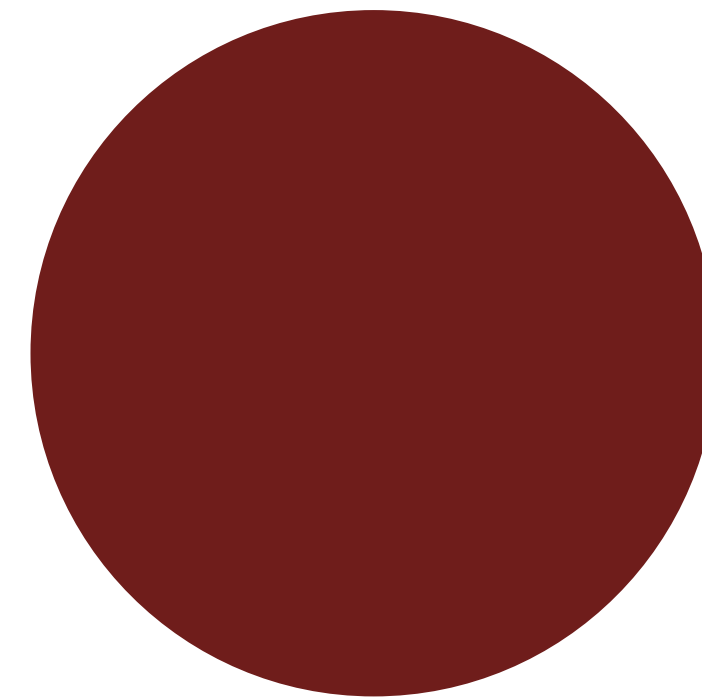
Being consistent with colors is important. These are the 4 TAC brand colors. The only colors outside of these that may be acceptable to use would be White or Black when full color is not an option.



HEX #1D2D44
R29 G45 B68



HEX #F6AE2D
R246 G174 B45



HEX #6F1D1B
R111 G29 B27



HEX #FAFAFA
R250 G250 B250