



Bethany Christian Trust

Brand Guidelines

Contents

- 01** Logo explanation
- 02** Logo Variations
- 03** Exclusion Zone
- 04** Logo sizing
- 05** Display Guidance
- 06** File Types
- 07** Colours
- 08** Typography



Logo Explanation

The Bethany Christian Trust logo represents their mission of giving homeless and vulnerable people a hope and a future. The rainbow communicates God's promises and signifies hope at the end of the rainbow.



Logo Variations

There are three versions of the logo to be used across all branding.

Main:

This version is the primary logo and should be used most commonly in graphic design and marketing materials.

Brand Mark:

This can be used as a graphic device across various forms of media. This should not be used in place of the 'Main' logo. Except for very small applications where the 'Main' logo would not be legible, for example a favicon (the icon for tabs in web).

Strapline:

This version can be optionally used instead of the 'Main' logo, only when there is sufficient space to facilitate its use, for example footers or letterheads.

Colour Guidance:

Wherever possible the full colour/purple version should be used and always with a white background. Black should only be used for black and white documents. White should be used if it's being overlaid on a background colour or on an image.

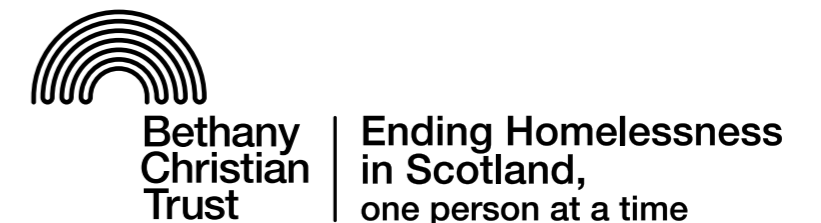
Main:



Brand Mark:



Strapline:



Exclusion Zone

Always allow the logo to have 'breathing space', especially when it is displayed alongside other text or graphics, or is aligned to the margins of a page.

A good rule of thumb is to double the height of the capital 'B' from the logo as a guide to the minimum clear space around all sides of the logo. This boundary should never be encroached.

This proportionate spacing should be maintained for each logo variation across all touch points.



Logo Sizing

Using the adjacent guidance will ensure the logo remains legible across all touch points.

Digital:

The minimum height for all instances of the 'main' logo is 70px.

The minimum height for all instances of the 'strapline' logo is 80px.

The minimum height for all instances of the 'brand mark' logo is 40px.

Print:

The minimum height for all instances of the 'main' logo is 18mm.

The minimum height for all instances of the 'strapline' logo is 19mm.

The minimum height for all instances of the 'brand mark' logo is 14mm.

Main:

Print 18mm
Digital 70px



Brand Mark:

Print 14mm
Digital 40px



Strapline:

Print 19mm
Digital 80px



Display Guidance

The adjacent guide covers a number of possible scenarios regarding manipulation of the logo. This should be followed as closely as possible to ensure visual continuity.



Don't alter the colour of any of the elements



Don't distort the aspect ratio



Never reset the logotype in a different (or similar) font



Don't display the full colour logo over colour other than white



Don't use the full colour logo on an image



Avoid rotating the logo



Never alter the placement of any element



Never alter the relative size of any of the elements



Don't use JPG file type for image overlays



The brandmark can be used over images in semi-transparency or at full opacity



Do display the white logo over dark solid image areas



Do display the white logo over colour

File Types

Knowing the properties of each file type is important to understand as it informs where it can be used and what it's capable of.

**Properties:**

- Uncompressed raster image that can be used in any software
- Transparent (no background)
- Universal (any computer should be able to open)

Use case:

- Digital and print

**Properties:**

- Compressed raster image with reduced file size while maintaining high image quality
- Universal (any computer should be able to open)

Use case:

- Digital and print

**Properties:**

- Vector
- Transparent (no background)
- Editable (can be edited by design applications)
- Scalable (maintains resolution when resized)

Use case:

- Print

**Properties:**

- Vector
- Transparent (no background)
- Editable (can be edited by design applications)
- Scalable (maintains resolution when resized)

Use case:

- Digital

Colours

Design colours:

Bethany purple is our primary brand colour and should be used consistently across all designs for brand recognition.

The other design colours can be used within designs as minimal accents to provide contrast and interest but should not appear in large blocks and should never be used without the brand purple present.

Text colours:

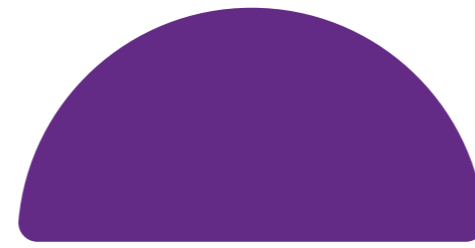
Bethany purple may also be used for text to highlight certain sections.

Any body of text should be placed over an opaque or solid background that provides enough contrast for legibility.

Please note:

RGB colour values should be used for digital and CMYK for print.

Design colours:



PURPLE

RGB	HEX
99, 43, 134	#632B86
CMYK	PANTONE
76, 96, 1, 0	526



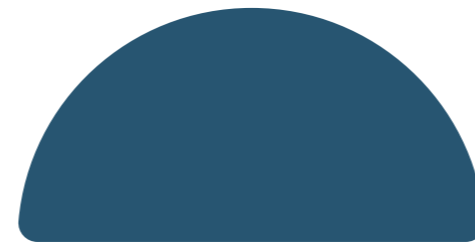
GREY

RGB	HEX
229, 229, 229	#E5E5E5
CMYK	
12, 8, 9, 0	



AQUA

RGB	HEX
136, 189, 181	#88BDB5
CMYK	
51, 10, 33, 0	



DENIM

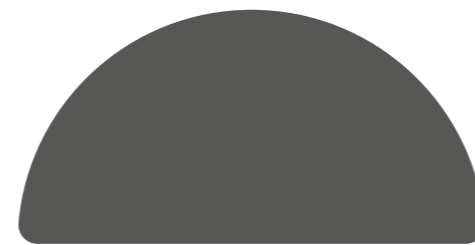
RGB	HEX
39, 85, 113	#275571
CMYK	
87, 57, 35, 23	



ORANGE

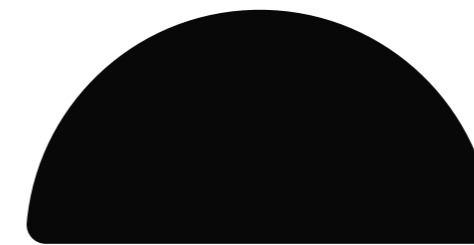
RGB	HEX
224, 122, 67	#E07A43
CMYK	
8, 61, 77, 1	

Text colours:



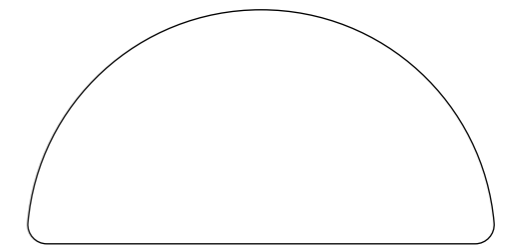
GRAPHITE

RGB	HEX
87, 87, 86	#575756
CMYK	PANTONE
0, 0, 0, 80	Cool Grey 11



BLACK

RGB	HEX
8, 8, 8	#080808
CMYK	
0, 0, 0, 100	



WHITE

RGB	HEX
255, 255, 255	#FFFFFF
CMYK	
0, 0, 0, 0	

Typography

'Helvetica Neue' is the typeface for Bethany and to be used for all text. If 'Helvetica Neue' is unavailable then 'Helvetica' can be used. If neither are available then 'Arial' is close alternative.

75 Bold:

Used for headlines, titles and copy that needs to stand out.

65 Medium:

Used for sub-headings and short bodies of text.

55 Regular:

Should be used across all large bodies of text and information.

Italic:

Should only be used as a decorative feature to highlight key information within a sentence. This should be carefully applied and used sparingly.

For accessibility, text should never be justified, instead always left align or centre. Care should be taken to balance the ragged edge of the text as effectively as possible to ensure it is neat and easy to read.

Aa

Title

Helvetica Neue [Bold]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Aa

Sub-heading

Helvetica Neue [Medium]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Aa

Body

Helvetica Neue [Regular]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Aa

Italic

Helvetica Neue [Italic]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789