

LOGO GUIDELINES

Colours

Primary Colours

Our primary colours are used for the New Wine logo, office stationery and non-event-based advertisements (e.g., employment advertisements; see page 23).

New Wine Blue

C:100 M:0 Y:0 K:0
PMS: Process Cyan
R:0 G:174 B:239
Web: #00aeef

New Wine Grey

C:0 M:0 Y:0 K:50
PMS: Cool Grey
R:147 G:149 B:152
Web: #939598

Logo

The full-colour logo with strapline should be used unless in conflict with the logo guidelines opposite.

A high-resolution logo will be supplied upon request, and must not be redrawn, scanned or reproduced.

The colour must be matched to the pantone, CMYK or RGB colours listed on page 5.

NewWine
Local churches changing nations

What not to do!



Do not distort



Do not change the proportions of the logo elements



Do not rotate



Do not use a drop shadow



Do not separate



Do not change strapline colour



Do not flip the brand colours



Do not use full-colour logo on coloured background. Use black or white version (see page 8)



Do not use full-colour logo on photo. Use black or white version (see page 8)



Do not use vertically



Do not use in a sentence



Do not change the colour

Logo Versions

The following logos may be used for two-colour printing, or when the full-colour logo is in conflict with the guidelines on page 7. They will be supplied upon request, and must not be scanned or reproduced from the full-colour version.



Full-colour logo with strapline



Clear Space

The minimum clear space around the logo is the width of the 'N'.



Location

The logo should appear bottom right where possible.

Minimum Size

The minimum size for the colour logo with strapline is 35mm wide. If you need a smaller logo, use without the strapline:



