

# BRANDING GUIDE



**First  
Presbyterian**  
ALLENTOWN



## FPCA Brand

**Mission Statement:** First Presbyterian Church of Allentown is a diverse body of faith committed to living God's love in the way of Jesus Christ. We do this through worship, study, service, and relationships for the common good of our community and the world.

**FPCA** is a 183 year old congregation with a 21st century vision to live God's love in the way of Jesus Christ. Representing over 30 countries of origin and dozens of denominational backgrounds; we worship, learn, serve, relate and believe in many different ways. With projects and partners in urban Allentown, the Lehigh Valley, the U.S.A., Burma, Honduras, Malawi, Northern Ireland, Scotland, South Sudan, Syria and Ukraine, the Spirit is using FPCA to make a real difference in people's lives in and throughout the world.

**Our brand** is not just our identity, our brand is a visual representation of what our church stands for. All fonts, colors, justifications, layouts, and images should represent the way we want to communicate Jesus to our audience. All church wide communications should match the specific brand of First Presbyterian Church of Allentown.

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## Fonts for website, printed materials, etc.

For many design scenarios you will need two fonts - one headline font and one body font. This could be a combination of two font weights, color variations or two entirely different font families.

### Preferred font family:

#### Gotham

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

#### Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

#### Sample: Headline Gotham Bold

Sample: Body Gotham Book

### Substitute font families:

#### Montserrat

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

#### Montserrat Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

#### Sample: Headline Montserrat Black

Sample: Body Montserrat

#### Century Gothic

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

#### Century Gothic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

#### Sample: Headline Century Gothic Bold

Sample: Body Century Gothic

#### Open Sans

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

#### Open Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

#### Sample: Headline Open Sans Bold

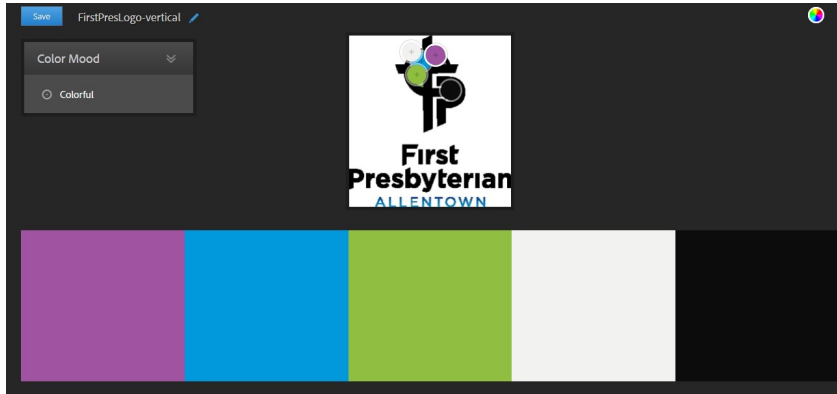
Sample: Body Open Sans

## Choose the proper font size

Font size largely depends on the screen or surface the message will be displayed on. Using too many font sizes will make the project look inconsistent and more difficult to read.










## FPCA brand colors

Keeping specific colors will keep the look of all publications, letterhead, envelopes, posters, etc. looking similar and more professional.



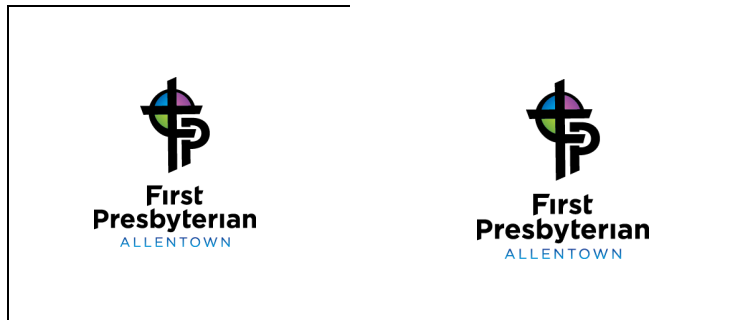
## Additional brand colors

Keep the look of all publications, posters, etc., similar and more professional by implementing a specific color palette. When possible always use the base colors, using additional colors only when necessary.

Primary Colors	Pantone	RGB	CMYK
	#000000	R.0 G.0 B.0	100, 79, 44, 93
	#914698	R.145 G.70 B.152	51, 79, 0, 0
	#6cb049	R.108 G.176 B.73	64, 8, 98, 0
	#156ba4	R.21 G.107 B.164	90, 56, 12, 1
<b>Secondary Colors</b>			
	#14a9e3	R.20 G.169 B.227	72, 16, 0, 0
	#acd12c	R.172 G.209 B.44	38, 0, 100, 0
	#db74b9	R.219 G.116 B.185	13, 66, 0, 0
	#ffff00	R.255 G.255 B.0	6, 0, 97, 0
	#B8B8B8	R.184 G.184 B.184	0, 0, 0, 28

## FPCA Logo

FPCA's logo should be used once per piece.



To standardize the use of the logo, placement should be square to the corner of the page or photo.

## Correct use of transparent and black background version of FPCA logo.



Use transparent logo on colored background.



Use white logo for use on black backgrounds.

## FPCA Logo (Cont'd.)

### Logo Size

Do not crowd the logo, leave ample white space. To ensure legibility, follow guidelines below when reproduced at a minimum size.

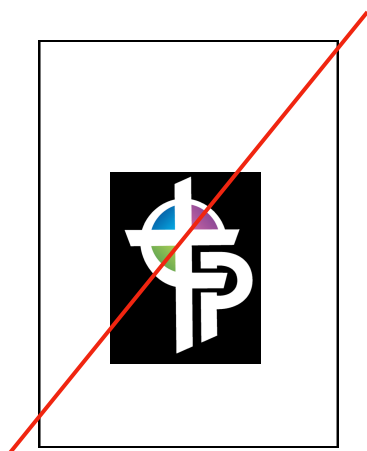


The full length of the horizontal logo should be at least .75" wide.



The full length of the vertical logo should be at least 1" tall.

### Use of proper background color.



### Logo should not be stretched or altered.



# Branding Stationary

All church wide communications should be made using brand-approved letterhead, envelopes, business cards, etc.

