

Huntingdon Valley Presbyterian Church  
Text & Logo Style Guide



**Huntingdon Valley**  
**PRESBYTERIAN**  
**CHURCH**

*OUR MISSION STATEMENT: “For God’s glory, and by His power, we are a fellowship of sinners who worship God, study God’s word, love all people, and share the hope we have in Jesus Christ.”*

# Huntingdon Valley Presbyterian Church

## Text & Logo Style Guide

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### Introduction

A style guide? Seriously? For our little church?

Yes, I can hear your eyes rolling. But, please, bear with me for just a minute.

Just as it's important for us to have a "What We Believe" section on our website, a style guide serves a similar purpose. It helps to establish a visual unity and cohesiveness among the documents we create and circulate to the congregation and visitors.

Following a consistent style when creating documents impacts the look and feel of our communication. A consistent style from one document to the next enhances understanding, and helps readers quickly identify, "Oh, this is something related to Huntingdon Valley! It must be important!"

Adhering to these few style guidelines also makes your life easier as a document creator. Now, instead of feeling like you need to fuss over the right fonts to use, figure out how to format pages, etc., you can focus on writing. You can spend your energy getting your message just right.

And there's nothing wrong with imbuing our communications efforts with a little professionalism. When our documents consistently look good, visitors will be impressed. Our messages will be more effective.

Rather than legalism, the spirit offered here is grace. Well, within a few limits <grin>. We do need to protect the integrity of our logo. And there should only be one space after punctuation. And always use the series comma. And... Okay, I'll stop, for now.

The points covered in this style guide are basic and relatively few. But following them can yield tremendous results. If you encounter an issue you're not sure how to handle or format, please don't hesitate to ask for help (contact info is at the end of the style guide).

And remember, all we do in our roles at Huntingdon Valley Presbyterian Church ultimately is for God's glory as we seek to spread His good news throughout our communities.

*Huntingdon Valley Presbyterian Church - Young and old seeking to do His will in love one day at a time.*

<b>NOTE:</b> This entire document serves as an example of appropriate document style.
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## Document text

When you create a report, memo, or any longer document -- anything with one or more pages of text -- these guidelines will be useful. (We also have a template available specifically for letters.)

**Note:** "Serif" refers to the little curlicues attached to certain fonts. Or, to be more technical, "a slight projection finishing off a stroke of a letter in certain typefaces." Times New Roman is a serif typeface/font. "Sans serif" simply means "without curlicues." Arial, Verdana, and Calibri are sans serif typefaces/fonts. This "sidebar" is in 8 pt. Verdana. All fonts referenced should be available on most Windows-based systems.

- Primary body text of documents should be 10 - 12 pt. Times New Roman (or a close serif font approximation).
- Primary heading text of documents should be 12 - 14 pt. Arial Black. (or a close sans serif font approximation). Other larger sizes may be used for titles and smaller sizes for subheadings.
- Text used in tables and sidebars should be 8 - 10 pt. Verdana (or a close sans serif font approximation).
- Text used as the body of letters should be 9 - 10 pt. Verdana (or a close sans serif font approximation).
- Footer text of letters should be 11 pt. Calibri bold in HVPC Gray (or a close sans serif font approximation).

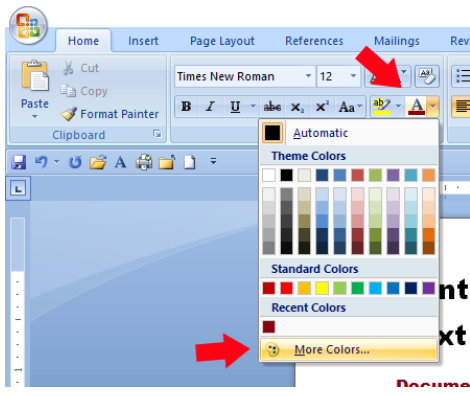
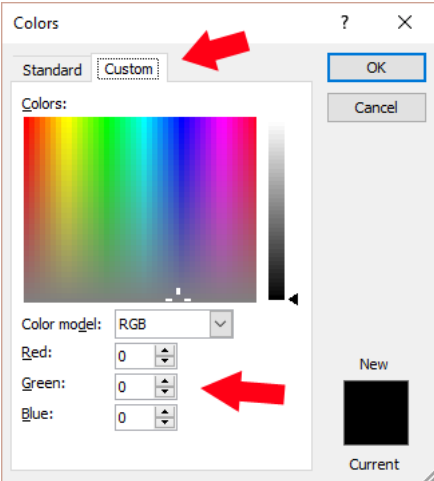
Avoid using more than three (3) different fonts (typefaces) on a page. Preferably those three fonts will be chosen from Times New Roman, Verdana, Arial Black, and, for footers and headers, Calibri.

Body text should always be black. Headings, titles, and subheadings may be black or HVPC red. Footers and headers may be black or HVPC gray. (These colors are addressed later in this document.)

**NOTE:** When creating a flyer or brochure, liberties with fonts and colors may, of course, be taken (grace over legalism!). Still, limiting the variety of fonts and colors will yield a more pleasing and readable result.

If color is used for footer, header, or title text, these should match the colors of the logo (HVPC Red, HVPC Gray, Black, or White).

To change the color of the font, follow these simple steps:

<p>1. First, in MS Word, click on the Font Color Icon and select More Colors from the dropdown menu:</p>		<p>2. In the next menu, click on the Custom Tab, then change the RGB settings (Red, Green, Blue) to match the appropriate settings for the colors:</p> <p>HVPC Gray = R 67, G 51, B 52.</p> <p>HVPC Red = R 137, G 4, B 15.</p>	
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### Logo & cover image use

We have both a “logo” and a “cover image”. They are not the same and the cover image should never be used in place of the logo. Also, the cover image is not a requirement for document covers, but merely a very good option for reports, bulletins, programs, and so forth.

Please follow these guidelines as stated regarding our logo.

HVPC Logo



Cover Image



The “logo” is to be used on documents (letterhead, business cards, etc.), mugs, T-shirts, and other documents / objects / items as appropriate.

The logo is always appropriate to be used on all official church documents (including envelopes, response cards, etc.) with few exceptions.

The logo should ALWAYS appear with the text as shown.

The text should ALWAYS be below the main logo image and NEVER to the side or above.

The text in the logo is Bell MT bold.

*Usage of the logo should follow similar guidelines as established for the use of the EPC (Evangelical Presbyterian Church) logo. See <http://www.epc.org/resources/branding> for details.*

The logo is never to be altered in any way without express written permission from God. And He wouldn't give it. <wink>  
<grin>

The “cover image” is to be used primarily on document covers, such as the front of the bulletin, reports, programs, directory, etc.

**The cover image should never be scaled smaller than three inches (3”) tall.**

The logo should appear elsewhere in the document (as on the back cover of the bulletin), with the “cover image” seldom if ever appearing alone within a document.

The cover image should ALWAYS appear with the text as shown.

The text should ALWAYS be below the main cover image and NEVER to the side or above.

The text in the cover image is Bell MT bold.

The cover image should never be used in place of the logo.

The cover image is never to be used on items other than documents without express written permission from God. <wink>  
<grin>

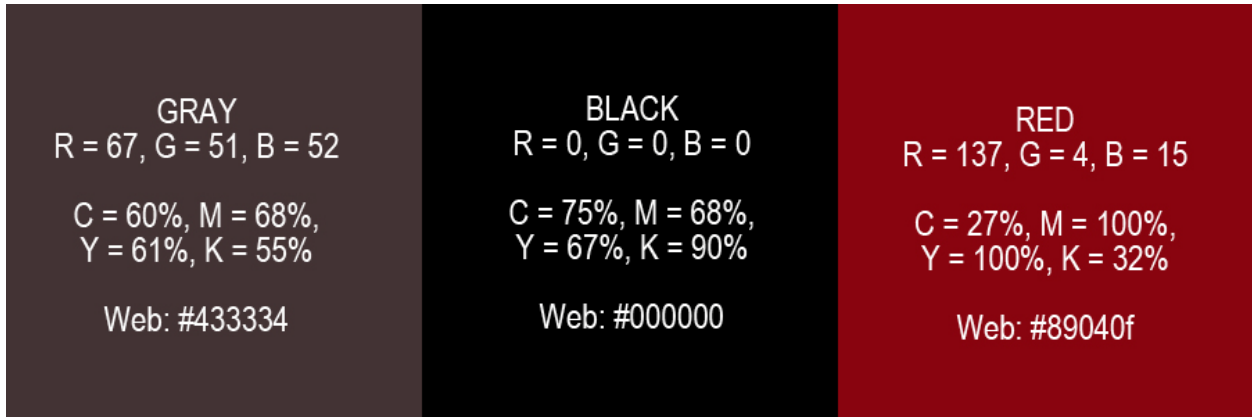
## Logo colors

The logo consists of three colors: HVPC Gray, Black, and HVPC Red:



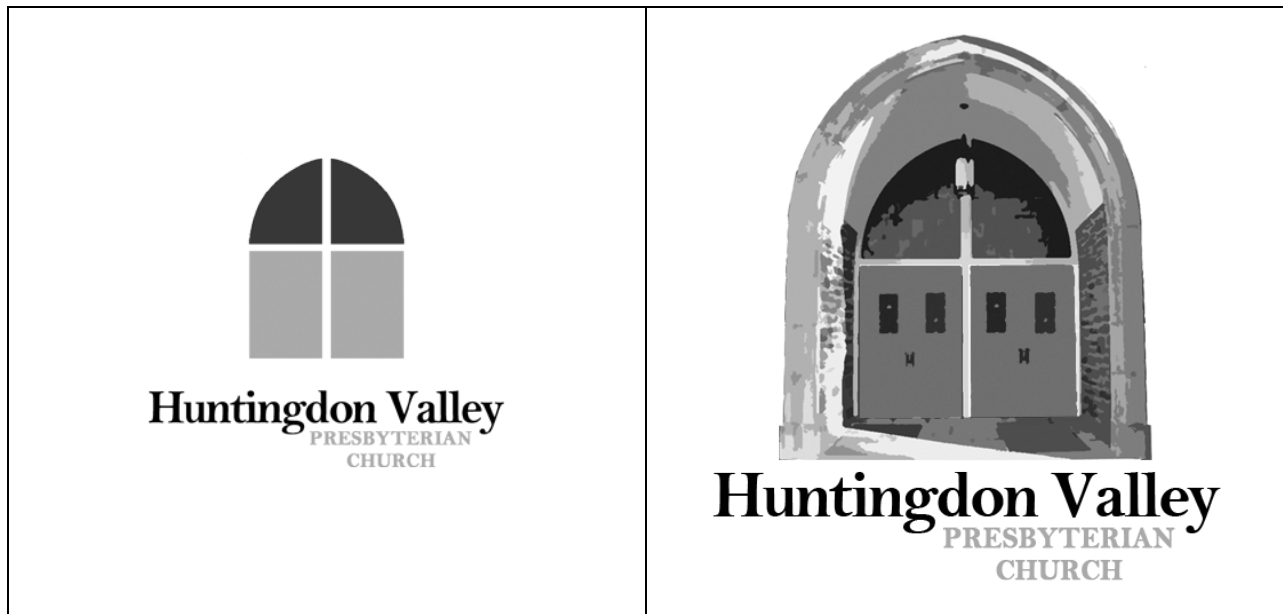
The specifications for each of the colors are as follows. When creating the colors in Word or another application, the RGB numbers will be relevant. When applying the colors on a website the “hex” or web numbers will be relevant. When working with a printer the CMYK numbers will be relevant. If none of this really makes sense to you, you probably don't need to worry about them:

<p><b>HVPC GRAY</b></p> <p>R = 67, G = 51, B = 52</p> <p>C = 60%, M = 68%, Y = 61%, K = 55%</p> <p>Web: #433334</p>	<p><b>BLACK</b></p> <p>R = 0, G = 0, B = 0</p> <p>C = 75%, M = 68%, Y = 67%, K = 90%</p> <p>Web: #000000</p>	<p><b>HVPC RED</b></p> <p>R = 137, G = 4, B = 15</p> <p>C = 27%, M = 100%, Y = 100%, K = 32%</p> <p>Web: #89040f</p>
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The logo should always appear in color as specified whenever possible.

When color cannot be used, grayscale versions of the logo and cover image should be used as shown here (files can be provided as needed):



## Use of logo on tchotchkes

<p>Only the logo (and NEVER the cover image) should be imprinted on items such as mugs, pens, T-shirts, keychains, etc. Shown are some acceptable color combinations.</p>		
		
		
<p><b>NOTE:</b> In instances where the logo would need to be reduced so as to become illegible, then only the name of the church should be used in an appropriate font without any logo image.</p>		

## Style usage & special needs

If you have special logo or cover image needs, or have any questions regarding style, usage, or formatting for documents or tchotchkes, don't hesitate to email or call:

Stephen R. Clark | [Stephen@StephenRClark.com](mailto:Stephen@StephenRClark.com) | (216) 333-3172

Please try to anticipate any special art / design / formatting / template needs as early as possible to avoid last minute rushes which often lead to higher costs and errors. Digital files of the logo and cover image can be provided as needed.

As issues are encountered they will be documented and added to future editions of the HVPC Style Guide as appropriate.

