

INC Giving Project Logotype

Branding Usage & Technical Guidelines

INC_Giving_Project-Logo_Brand_Usage_Tech_Guide-001.pdf
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Primary Logotype

The “INC Giving” Project Logo and “Verse” play an important role in communicating the “INC Giving” image and quality of service. These guidelines must be closely followed in order to protect the integrity of the “INC Giving” Project logo and Branding. Acceptable typeface to accompany logo is in the family of Helvetica for Titling and Franklin Gothic Heavy for sub-titling and Century Gothic copy.



Titling: Helvetica Bold
Top Copy + verse ID: Century Gothic Regular Tracked at 200
Verse Copy: Franklin Gothic

Colors

RED



C 0
M 100
Y 100
K 0

R 237
G 28
B 36

PANTONE
PMS 485

GREYS



22%

PMS 537



50%

COOL
GREY 10

Forbidden Uses



Unproportioned, Distorted
or Warped.



Not adhering to Spacing guidelines
(below)



Without “IGLESIA NI
CRISTO” text or
“SM” mark.



Reversed on dark
background.

Spacing

The minimum width of the logo is 1 inch and the Mandatory Protection Zone is the height of the “g” in “giving”. Please do not include the “SM” mark when estimating the spacing. No text or image should be placed inside blue outlined box area.



Which Version to Use



Full Color Logo 2-Color

Should be used as often as possible, whatever the type of media.
Should be used on White or very light, pale background.



1 Color Logo Gradient

■ 22% ■ 50%

On certain media for technical or economic reasons (office docs,
black & white ads, newspapers, apparel, etc.)



1 Color Logo

When only 1 color is permitted with no gradients (embroideries,
small print, etc.), this version should be used.

Which Format to Use

JPEG-web

Low-Resolution
version intended for
web usage.

JPEG-print

High-Resolution version
intended for print usage
when vector is not
accepted.

PDF-print

High-Resolution version
intended for High quality
or large format print or
web.

PNG or PSD-Layers

High-Resolution version
intended for video needing a
transparent background or
adding effects in Adobe Photo-
shop to edit individual layers.

Should you have any questions or concerns, please contact us at info@incmedia.org