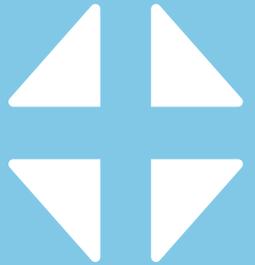# BRAND
BASICS

Thought, intentionality, and hard work is put into creating a cohesive brand design. Following these guidelines upholds the aesthetic standards and helps keep the brand consistent.

COLLEGE
CHURCH *of* CHRIST

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➤ COLOR **USAGE**

Pantone 3165C
C100 M60 Y5 K30
R0 G75 B91
#004B5B

Pantone 2905C
C41 M0 Y0 K8
R129 G199 B230
#81C7E6

➤ SUPPORTING **FONTS**

ACUMIN VARIABLE CONCEPT

CONDENSED LIGHT
CONDENSED BOLD

Uppercase only
Headlines

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Open Sans

Varying weights
Body copy & contact information

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

BRANDON GROTESQUE

UPPERCASE, BOLD

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

➤ CONTACT **INFO**

CollegeChurchOfChrist.org | 501.268.7156

Website listed with no "www.", and with first letter of each word in uppercase.

Phone number listed with periods instead of dashes. Social Media icons present.

➤ DEPARTMENT **LOGOS**

When using department logo without the College Church of Christ logo somewhere on the document, use the form with the description underneath. If the CCC logo is present, use the alternate format.

For internal signage and materials, use version without CCC.

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