

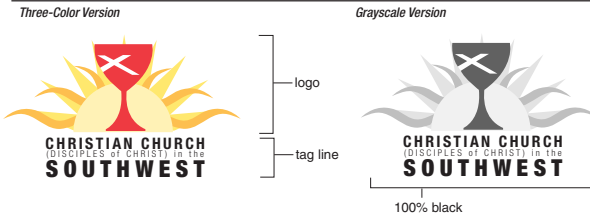


The logo is the primary visual element of the Christian Church (Disciples of Christ) in the Southwest (CCSW) brand identity. It serves to authenticate products from CCSW at the same time that it promotes brand recognition in the marketplace. It is imperative that the logo be reproduced consistently. Resellers and original equipment manufacturers who display the CCSW logo in advertising and promotional literature reinforce the confidence customers already have in CCSW. Keep in mind that you must sign a logo license agreement with CCSW before using our logo. If you haven't already signed an agreement, please contact your CCSW representative.

This brochure includes a set of guidelines for using the CCSW logo. If you have logo usage questions or if you need electronic files of the logo, please contact our Creative Services department.

Thank you for your cooperation.
Christian Church (Disciples of Christ) in the Southwest (CCSW)

Signature Components



Minimum Clear Space

The minimum white space surrounding all sides of the logo equal the height of the tagline.



Tagline Fonts

The font used to recreate the tagline. The tagline should be no other font than the ones listed below.



Complimentary Fonts

The fonts listed below should be used to compliment the logo.

Helvetica
 Arial
Impact
 Georgia
 Times

Christian Church
 (Disciples of Christ)
 in the Southwest
 3209 South University Drive
 Fort Worth, TX 76109-2239

World Wide Web
www.ccsww.org

Guidelines for Using the Christian Church (Disciples of Christ) in the Southwest Logo with the Corporate Tagline

To preserve the legal protection and strength of this registered mark, you must use it correctly and consistently, according to the following guidelines.

DOs




- Display the logo and tagline only in the forms specified in this guide.
- Keep the logo and the tag line together. Do not use the tagline alone.
- Display the logo only in the colors specified.
- Always position the logo and tagline alone and apart from other text and graphics, especially other trademarks and service marks.
- Reproduce the logo only from the master art or from an electronic file provided by CCSW Creative Services.

DON'Ts

- Do not rotate, skew, redraw, repropotion, reproduce three-dimensionally, or otherwise alter the logo or its elements in any way.
- Do not combine the logo with any other element—such as logos, words, graphics, photos, slogans, or symbols—that might seem to create a hybrid mark.
- Do not translate elements of the logo into another language or change it to another character set, such as Japanese or Arabic, without prior permission.
- Do not display the logo in a way that suggests that a third party's product is an CCSW product, or that the CCSW name is part of a third party's product name.

Color Specifications

The optimal use of the CCSW logo is with the logo itself in CCSW red, yellow, and orange and the tagline in black.

-  CCSW red is Pantone 185. The RGB color breaks are: red=246, green=24, blue=32; and the Web safe value is 095BA6. The CMYK mix process recipe is cyan=2.35, magenta=91.37, yellow=76.86, black=0.
-  CCSW yellow is Pantone 113. The RGB color breaks are: red=255, green=240, blue=77; and the Web safe value is F8EF4D. The CMYK mix process recipe is cyan=2.75 magenta=5.1, yellow=69.41, black=0.
-  CCSW orange is Pantone 136. The RGB color breaks are: red=254, green=186, blue=47; and the Web safe value is F6B92C. The CMYK mix process recipe is cyan=2.75, magenta=26.27, yellow=80.39, black=.39.

Logo on Dark Background

Reversed

*To be used on 100% black background only on printed material.



Reversed with CCSW logo

*To be used on 100% black background only on printed material.



Minimum Logo Size

The minimum width of the CCSW logo in print media is 6picas, one inch, or 25 mm in width.
 The maximum width of the CCSW logo in print media is 14.1 picas, 2.375 inches, or 60 mm in width.

