



**Baptist Churches**  
of South Australia

# Style Guide

## Integrity

The logo of the Baptist Churches of South Australia is an important asset used to identify our churches and activities in the community. To ensure that its message is communicated and preserved as intended, it is critical that the logo is always reproduced with the utmost integrity.

By following the guidelines in this booklet, you will be able to make sure that the logo appears each and every time as it is intended to appear, and so help guard and preserve this integrity.


## Use the artwork supplied to you

If you have need to reproduce the logo, you should have been supplied with appropriate artwork for this purpose. If you have not yet received artwork which you think is suitable for your use, please contact the Baptist Centre office:

**The Baptist Centre**

35 – 39 King William Road  
Unley SA 5061

08 8357 1755  
sabu@sabaptist.asn.au

 Never try to redraw or recreate the logo yourself!

## 2 Use the appropriate files for the job

### Print Production

For items destined for commercial print production, signwriting or other publication, use the logos supplied in the industry standard EPS file format. The EPS logo files have been prepared using production colour separations, and can be reproduced at any size without degradation. Even if you are not able to open EPS files on your own computer, your production supplier will be able to, and will need to use these files.

### Office use

When using the logo on home or office printers, use the logos supplied in high-resolution jpeg format. These are medium sized files which have been optimised for use on personal computers and output on home or office printers. Please be aware however that these files cannot be enlarged beyond their normal size without becoming blurry or jaggy.

### Internet / web use

When using the logo on a web site, use the logos supplied in low-resolution jpeg format. These are small files which have been optimised for fast download and on screen display.

 Never use internet versions of the logo for print applications, as the logo will appear blurry or jaggy.



**Baptist Churches**  
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Print version of the logo – crisp reproduction



Web version of the logo – jaggy reproduction

## 3 Never distort the logo

The logo must always be placed into artwork in its correct proportions. Even slight variations to this will degrade the integrity of the logo. If the logo is resized, it must be resized by the same percentage in both height and width.


 Don't use the logo with unequal scaling



## 4 Don't place your own text adjacent to the logo

The logo uses a special font called 'TheSans' for all text used adjacent to it. This is a commercial font which the Baptist Churches of South Australia has a licence to use at the Baptist Centre. It is essential to the integrity of the logo that **ONLY THIS FONT** is ever used as part of, or adjacent to the logo. It is also important that text adjacent to the logo is only created for approved uses.

For these reasons it is essential that you never add your own text adjacent to the logo. If you need special or particular text to appear as part of the logo, please contact the Baptist Centre to have appropriate artwork prepared for you.

 Never place your own text adjacent to the logo



## 5 Position the logo in white space

To allow the logo to stand on its own, and to prevent it being encroached upon by other material, it is important to position the logo with an adequate amount of white space. The minimum amount of space which should be preserved around the logo is to be the same as the the leading height of the logo, as detailed below:

 Allow the minimum clearance space around the logo indicated below:



## 6 Use the recommended fonts

The font accompanying the logo has been carefully chosen to reflect both the integrity and approachability of our churches.

The font used with the logo and for communications originating from the Baptist Centre is called 'TheSans'. This is a commercial font available for licensing where required. This font must always be used for text which accompanies the logo itself, and is the preferred font for official communications from the Baptist Churches of South Australia. This stylesheet document has been prepared using 'TheSans'.

In situations where the commercial licensing of 'TheSans' is impractical, the font recommended for use is 'Calibri'. The Calibri font is supplied for use by Microsoft as part of Windows Vista and Office 2007/Office 2008 software installations. For older systems, Microsoft provide 'Calibri' as part of the 'Office Compatibility Pack' or the Microsoft PowerPoint viewer software, both of which are available for free download and installation where needed. In such cases Calibri is the preferred font for general use, but must not be used as a replacement for 'TheSans' adjacent to the logo itself. This paragraph of text has been set in 'Calibri'.

Both of these fonts have been designed by the same typographer (Lucas de Groot), and have an inherent complementary appeal arising from this shared origin.

✓ TheSans

The quick brown fox jumped over the lazy dog, then Jack quietly moved up front and seized the big ball of wax.

✓ Calibri

The quick brown fox jumped over the lazy dog, then Jack quietly moved up front and seized the big ball of wax.

## 7 Use the appropriate logo style

There are four styles of the logo, designed for varying circumstances of legibility or special circumstances.

The most important of these is the **standard logo**. This version of the logo is suitable for use in the majority of circumstances.

Where the logo is to be reproduced at small sizes, the **large text** version of the logo may be more suitable for use.

Where the logo is to be reproduced at large sizes, the **small text** version of the logo may be more suitable for use.

From time to time it may be appropriate to use the **logo-only** version – but this should be used sparingly, and with a good rationale for its use.

✓ Use the appropriate version of the logo for any given circumstance



Standard version of the logo



Large text version of the logo – for reproduction at small sizes



Small text version of the logo – for reproduction at large sizes



Logo-only – for sparing use as needed

## 8 Colour

The main colour of the logo is ochre, and the secondary colour is grey. Both of these colours have particular specifications for reproduction which must be adhered to at all times. These colour specifications are included in the artwork files, and are also set out below for reference purposes.

**⊘** Never reproduce the logo in any other colours than those specified below.

The following chart of logo colours is listed in order of preferred use

**✓** Ochre and grey process colour logo

Shading as per supplied artwork  
 Ochre Text C20-M75-Y100-K0  
 Grey Text C20-M0-Y0-K77



Use this version wherever possible

**✓** Ochre and grey spot colour logo

Spot ochre PMS 167 C  
 Spot grey PMS 431 C



**✓** Ochre logo

Spot ochre PMS 167 C  
 Process ochre C20-M75-Y100-K0



**✓** Rich grey logo

Spot rich grey PMS 431 C  
 Process rich grey C11-M0-Y0-K64



**✓** Process grey logo

Process grey C0-M0-Y0-K70



**✓** Black logo

Process black C0-M0-Y0-K100



Under the vast majority of circumstances, the logo should be reproduced against a white background. In cases where the background is unavoidably shaded, the black version of the logo should be used against lighter background shades, and the white version of the logo used against darker background shades.

