

BRANDING GUIDE

a quick cheat sheet

FONTS

Helvetica Neue Bold | Helvetica Neue Med | Helvetica Neue Reg | Helvetica Neue Light

- The whole “family” of this font works well together for projects that involve many headers, sub-headers, etc.

BEBAS NEUE BOLD | BEBAS NEUE REGULAR | BEBAS NEUE LIGHT

- Great font to use for large blocks of text (easy to read at a 10 or 12 pt. font)

arial black

- This is our official logo font, so it should be used sparingly (as to not take away from our logo/branding!)
- As a general rule, we should only use this font for our website (www.real.life) or sparingly for headers in training manuals
- Should be used in all lower-case with tracking set to -50 (the space between each letter)

DO NOT USE “WORD ART” OR SHADOW EFFECTS!

OUR LOGO

- Do NOT use the old logo that says “Christian Church” underneath “Real Life”
- Should only be grey, white, black or Real Life’s red (see below)
- Looks great when placed on the center, top of a page or on either side of the bottom of a page

DO NOT TILT THE LOGO AT ANY ANGLE!

DO NOT MAKE THE LOGO FILL AN ENTIRE PAGE (bigger is not always better)!

OUR COLORS



- Other colors can be used in Real Life publications, but should only be used when there is a reason for the color, such as the branding of an event or ministry.