



Logo Guidelines  
V2.0 2023

# Logo Guidelines

This document contains a guide for Real Life Church's identity system. Make sure to follow the rules to keep brand consistency. The guide helps you with all elements - logo, colors, typeface, etc - in order to keep consistency in all materials. You should reference the document often to become an expert when it comes to using your logos identity elements.

# Logo Mark

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This is the official logo mark. You can use it as a standalone in some cases, for example favicon, app icon, small sizes, etc.



Mark

# Logotype

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This is the official logotype.



Logotype

## Lock-ups

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This is the primary visual form in which the logo mark and logo type is presented to the public. It is very important to associate the name with the mark.



Horizontal Lock-up



Stacked Lock-up

## Badge Lock-up

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This is the primary visual form in which the logo mark and logo type is presented to the public. It is very important to associate the name with the mark.



Logo Badge

# Alternate Mark

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This is the official logo mark. You can use it as a standalone in some cases, for example favicon, app icon, small sizes, etc.

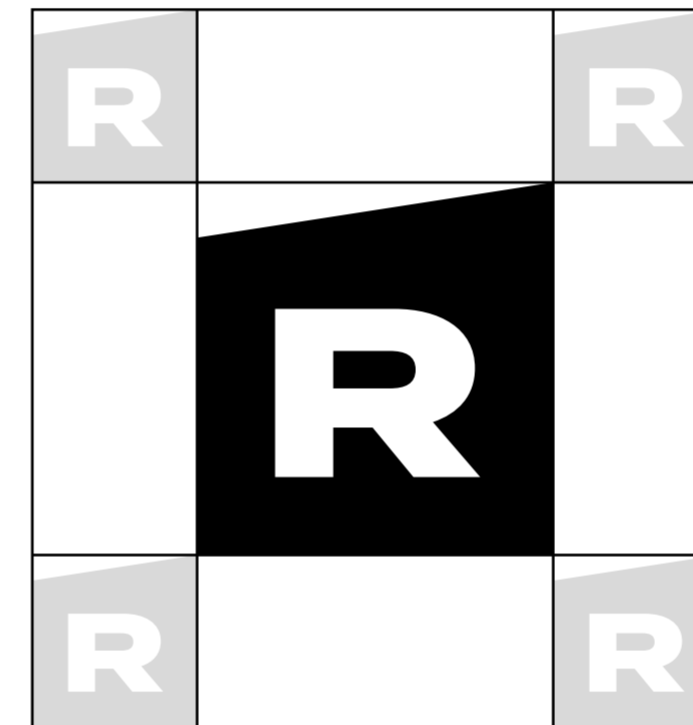


Alternate Mark

# Whitespace

The whitespace around the brand elements is extremely important. It helps to keep things clean and professional.

The minimum whitespace around the elements is equivalent to half of the mark size. Keep in mind this is the minimum - the more the better, always.





# Minimum Size

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Specially for legibility, scale needs to have special attention. Do not use brand elements below the following pixel values.

Mark



30px

Lockups



120px

# Vida Real Logo Set

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Un conjunto de logotipos es una colección de logotipos para una marca, que incluye el logotipo principal y variaciones para diferentes usos, como aplicaciones pequeñas o impresiones a un solo color. Garantiza una identidad de marca consistente en diversas plataformas y medios.



# Favicon

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This Mark most appropriate version to use as a favicon.



Favicon



## Social Media

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These are the recommended images for each social media profile picture. It's important to keep consistency in all networks.



Instagram, TikTok, Twitter

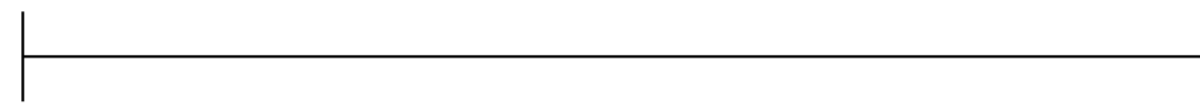


Facebook

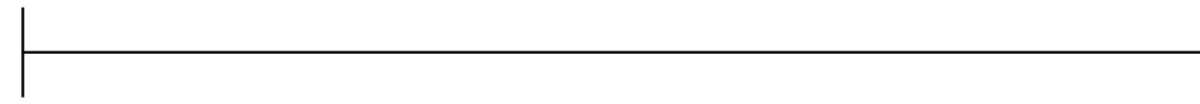
# Correct Usage

The sizing, color, and proportions for each logo is extremely important. It helps to keep things clean, professional, consistent.

Use the right proportions



Use the right proportions



Use the right light Logo Mark on dark background



Use the right dark Logo Mark on light background



## Incorrect Usage

Guidelines Not Hand Cuffs - We don't want to hinder the creativity brand. These guidelines are meant to make branding easier and more consistent. They are not meant to be hand cuffs. There are going to be outlier situations where breaking the rules works. They're here to create a cohesive brand, but sometimes breaking the rules makes for a great design.



DON'T change the fonts



DON'T Skew or morph the logo



DON'T add drop shadows



DON'T add elements



DON'T change the color



DON'T squish the logo



DON'T alter position of elements



DON'T rotate

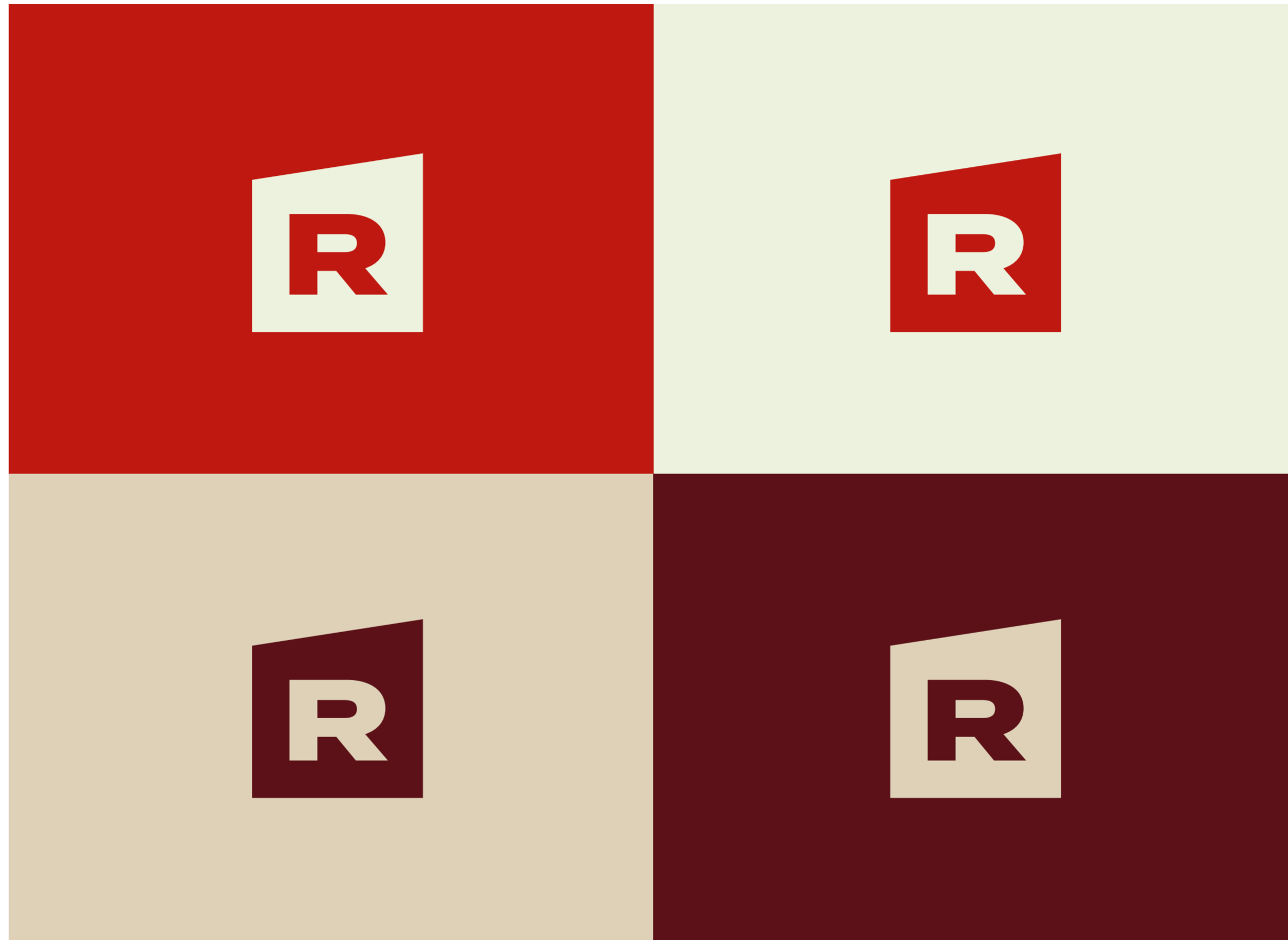


DON'T add shapes

# Logo Colors

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Your brands colors are monochromatic, working in positive and negative backgrounds.



# Color Palette

## PRIMARY COLORS

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These are the primary colors of the brand. Make sure to always use these exact color codes, either for screens or prints.

Red	Hex #BF1810	RGB 191, 24, 16	CMYK 17, 100, 100, 8	PANTONE 2350 C PANTONE 2349 U
Tan	Hex #A27947	RGB 162, 121, 71	CMYK 32, 50, 81, 12	PANTONE 2318 C PANTONE 146 U
Off White	Hex #EDF2DE	RGB 237, 242, 222	CMYK 06, 01, 14, 0	PANTONE 9544 C PANTONE 9544 U
Black	Hex #000000	RGB 0, 0, 0	CMYK 75, 68, 67, 90	PANTONE Black 6 C PANTONE 4147 U



# Color Palette

## SECONDARY COLORS

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These are the secondary colors of the brand. Make sure to always use these exact color codes, either for screens or prints.

Dark Red	Hex #5B1117	RGB 91, 17, 23	CMYK 36, 94, 82, 57	PANTONE 4101 C PANTONE 2449 U
Lattte	Hex #B29E7C	RGB 178, 158, 124	CMYK 31, 34, 55, 2	PANTONE 4251 C PANTONE 4241 U
Biege	Hex #DED1B8	RGB 222, 209, 184	CMYK 13, 14, 27, 0	PANTONE 9163 C PANTONE 9162 U

# Typography

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H1 **THIS IS A HEADLINE**

H2 **THIS IS A SMALLER HEADLINE**

H3 **This is a subheading**

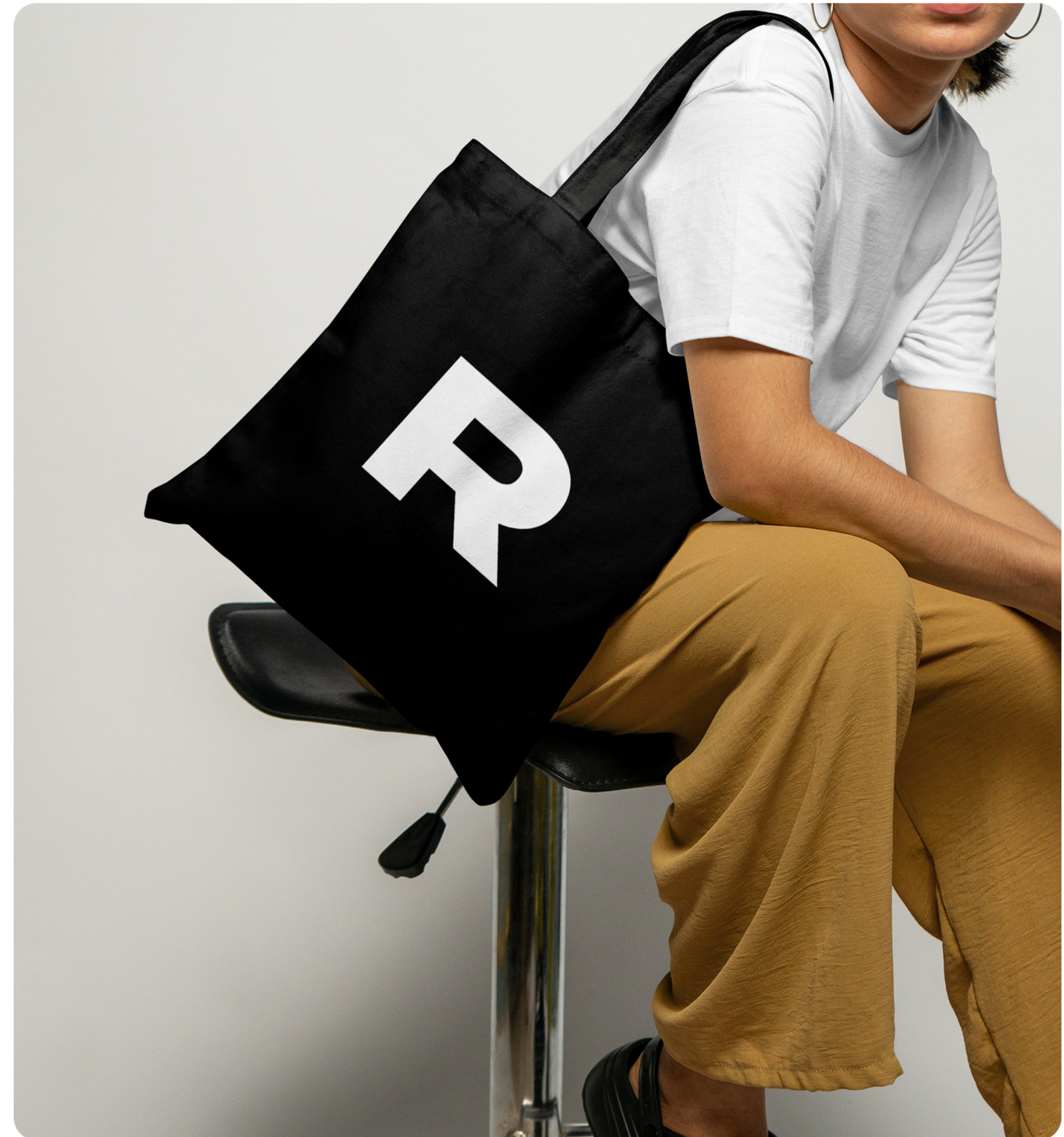
Body Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hen

**Termina Bold**

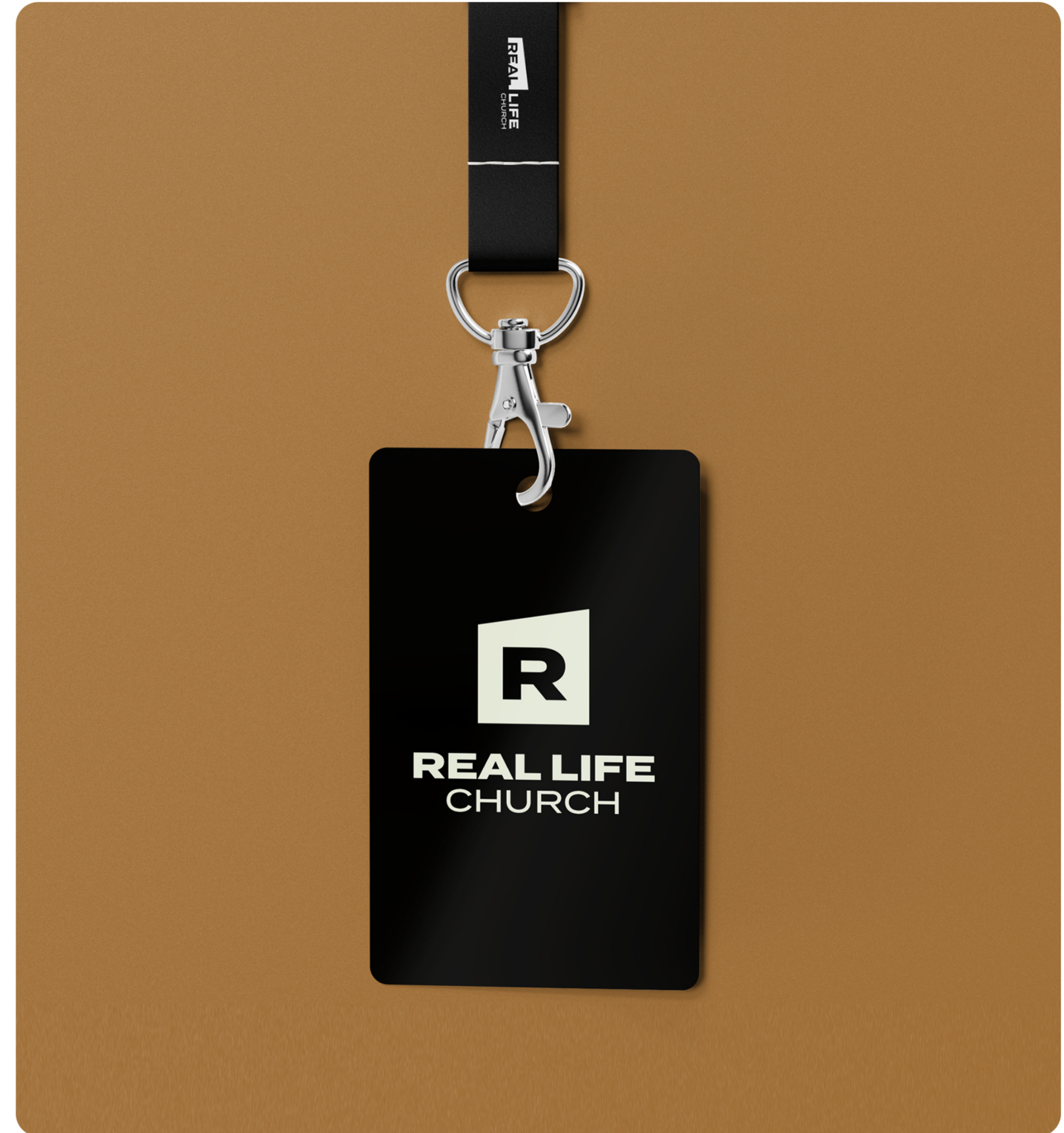
[Download Font Here](#)

**Gt Walsheim**

[Download Font Here](#)







## General Information

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This document is the ultimate guide to use your brand elements correctly. It contains the rules for each and every element in order to keep the visuals of this brand consistent.

If you are ever in doubt, please refer back to this document. It's recommended to share this guide with anyone responsible for using the brand elements in any way.

## Contact

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If you have any questions or need any further information, please contact us.

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## Branding Agency

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