

BRANDING GUIDELINES

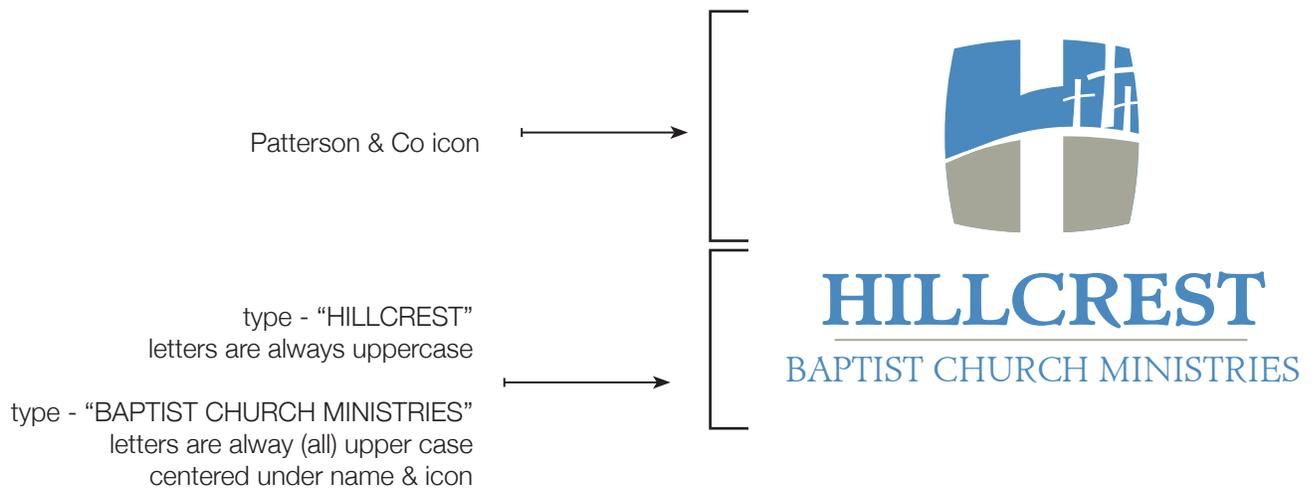


**HILLCREST**  
BAPTIST CHURCH MINISTRIES

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JULY 2010

## CORPORATE IDENTITY



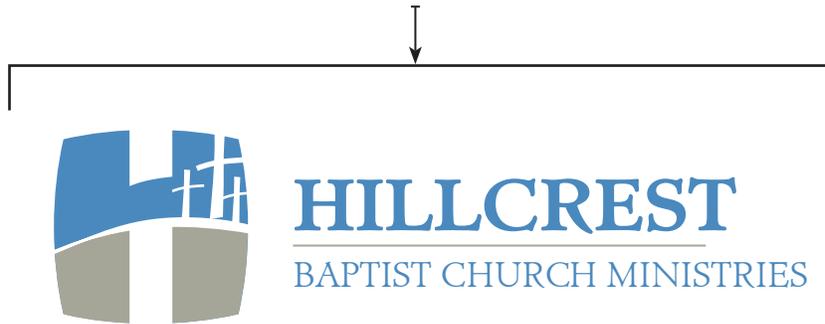
This guide has been developed to aid in the internal and external usage of the **Hillcrest Baptist Church Ministries** identity. Please refer to this guide for reproduction standards when producing internal documents or when providing information to external vendors. Our goal with this guideline is to maintain consistency whenever the logo is used. Consistent use of the logo in its approved form will help strengthen the **Hillcrest** brand.

There are times when space will not allow for the use of the whole logo or in specific layouts where the icon alone is desired. In these instances the **Hillcrest Baptist Church Ministries** icon can be used.

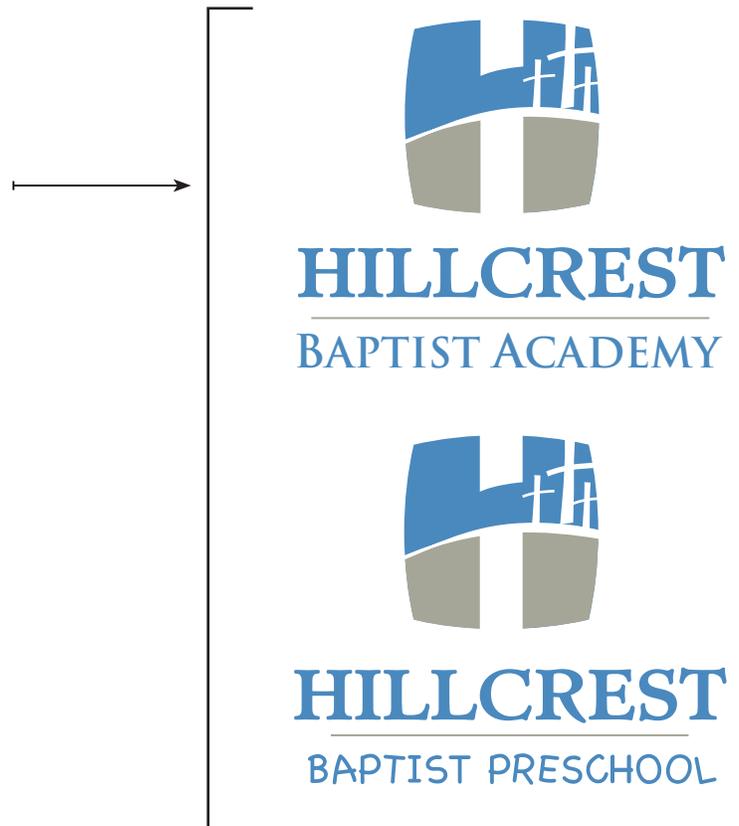


## CORPORATE IDENTITY - 2

Secondary Logo for Horiz layout



These two secondary logos are to differentiate between individual ministries of Hillcrest Baptist Church Ministries. As of July 2010 these are the two ministries that have been chosen to be featured.



## TYPE FONTS

Minister T Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

→ Logo

Minister T Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

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Trajan Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

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→ Description logo 1 - "BaptistAcademy"  
- The "B" and "A" are slightly larger than the rest of the caps.

Chalkboard Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

→ Description logo 2- "Preschool"  
- In the word Baptist the "A" is rotated slightly to the left, the "T" is rotated slightly to the right and the "S" is rotate slightly to the left.  
- In the word Preschool the "R", "E" and 2nd "O" are rotated slightly to the right and the "L" slightly to the left.

One font family have been chosen to create the Hillcrest Baptist Church Ministries logo. These fonts are Minister T Bold (HILLCREST), and Minister T Light (BAPTIST CHURCH MINISTRIES).

There has also been a font chosen for the secondary logos that differentiate the specific individual ministries within the organization. For the Baptist Academy the font is Trajan Pro Bold and for Baptist Preschool the font is Chalkboard Regular.

## COLORS

Blue	Gray	Color
PMS 646C	PMS 415C	Coated
PMS 646U	PMS 415U	UCoated
72C, 43M, 16Y, 1K	43C, 33M, 42Y, 2K	CMYK
43R, 91G, 173B	152R, 154G, 144B	RGB
Web Safe Color: 5381ac	Web Safe Color: 989a90	Web

Above are all the equivalent colors that are associated with the **Hillcrest Baptist Church Ministries** identity. The logo can appear in all black when color is not available and can be reversed out in white on a black background.

Other Examples:



**HILLCREST**

BAPTIST CHURCH MINISTRIES



**HILLCREST**

BAPTIST CHURCH MINISTRIES

# MISUSE

## Additional Instructions-

- Do not reposition the icon with the text
- Do not run body copy off the logo
- Do not modify authorized colors
- Do not alter any elements of the logo
- Do not use shadows
- Do not employ distracting coloring, textured backgrounds or lettering
- Do not modify the typography

HILLCREST  
BAPTIST CHURCH MINISTRIES



HILLCREST  
BAPTIST CHURCH MINISTRIES  
Vacation Bible School - July 11-15, 2010

HILLCREST  
BAPTIST CHURCH MINISTRIES



HILLCREST  
BAPTIST CHURCH MINISTRIES

HILLCREST  
BAPTIST CHURCH MINISTRIES

HILLCREST  
BAPTIST CHURCH MINISTRIES



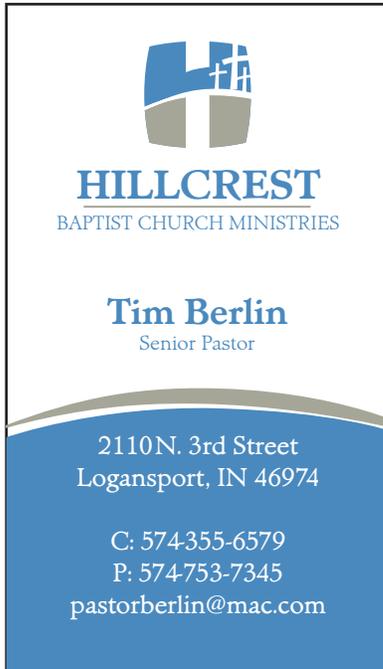
Hillcrest  
Baptist Church Ministries

-Do not reproduce the logo in copy (ex. A name you can trust.  is a small professional services ...

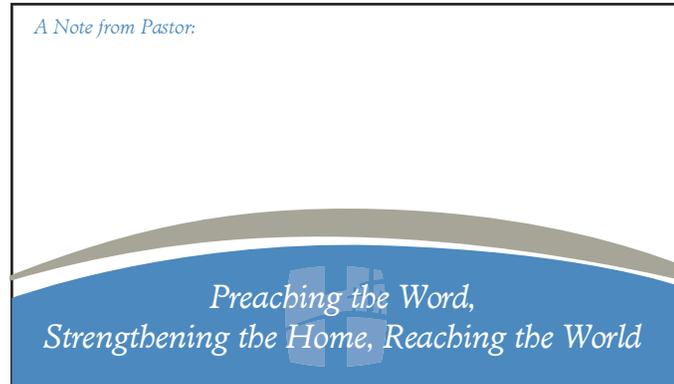
If an example here does not answer a questionable depiction, contact the church office for approval or further insight.

# STATIONARY

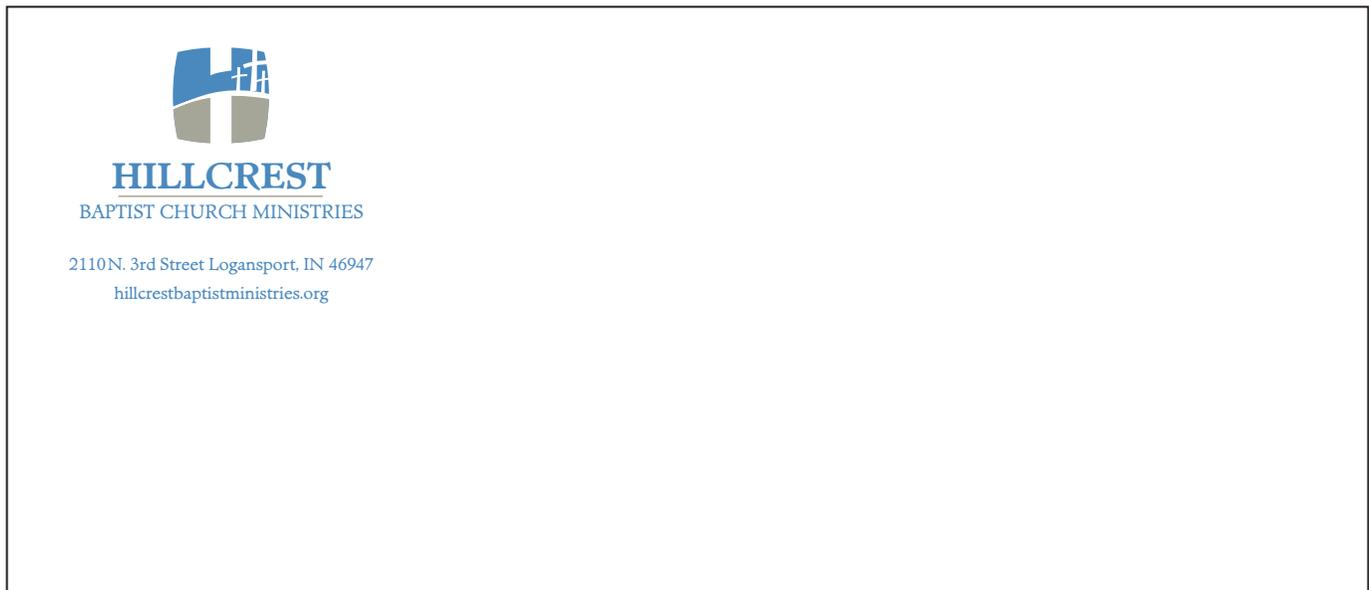
Business Card :: Front



Business Card :: Back



Std Business Envelope



The computer files of the above materials are housed at FullerDesign. Each time a reorder for materials occurs the office staff should proof the layouts.

STATIONARY - 2

Letterhead



**HILLCREST**

BAPTIST CHURCH MINISTRIES

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**Tim Berlin**  
Senior Pastor

**Chris Williams**  
Assistant Pastor

**Larry Frye**  
Assistant Pastor

**Leonard Uhrich**  
Assistant Pastor

*Preaching the Word, Strengthening the Home, Reaching the World*

Sunday School For All Ages  
Sunday AM/PM Worship  
Wednesday Evening Adult Bible Study

Wednesday Evening Youth Meetings  
Wednesday Children's Program  
Hillcrest Baptist Academy & Preschool

Bible Institute  
Bus Ministry  
Jail Ministry

Knights of Hillcrest (*Men's Ministry*)  
Ladies Care and Share  
Caleb's Kin (*Senior Ministry*)