STYLE GUIDELINE SHEET

PRIMARY LOGO

Living Stone Lutheran Church

USAGE: This should be used first if space and contrast allows for it. Use it on websites, stationery, signage, etc.

PRIMARY LOGO VARIATION

Living Stone Lutheran Church

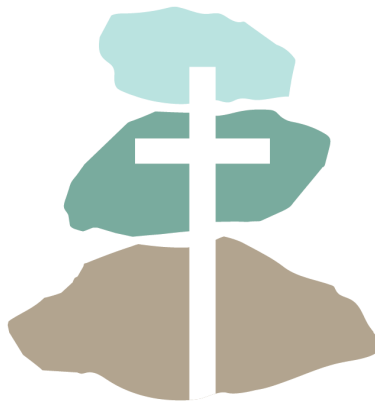**USAGE:** This should be used in any application in which the primary logo does not meet a 3:1 contrast ratio with its background.

BRANDMARK

USAGE: When the primary logo doesn't fit in the required space, use on websites, printed materials, and merchandise.

SUBMARK

LS

USAGE: When the primary logo doesn't fit in the required space, use as an online profile image, favicon, or as a stamp.

COLOR PALETTE

CMYK:
This is used on printed materials.

RGB:
This is used on-screen and for web design.

HEX Code:
This color code is used on-screen and for web design.

DARK BROWN
Primary Color

CMYK	65.11/62.04/69.12/65.68
RGB	48/45/39
HEX	#302D27

MEDIUM BROWN
Primary Color

CMYK	45.68/51.95/66.36/21.9
RGB	121/104/85
HEX	#796855

DEEP AQUA
Secondary Color

CMYK	73.22/46.68/55.47/24.34
RGB	76/98/96
HEX	#4C6260

MEDIUM AQUA
Secondary Color

CMYK	61.32/14.38/43.72/0.1
RGB	120/171/157
HEX	#78AB9D

SAND
Secondary Color

CMYK	2.01/5.07/10.25/0
RGB	246/238/226
HEX	#F6EEE2

LIGHT BROWN
Secondary Color

CMYK	25.49/29.84/36.71/0
RGB	189/173/158
HEX	#BDAD9E

BRAND ICONS

Use whenever referring to the programming they represent. Always accompany with hierarchy titles and descriptions according to the Copywriting Guide.
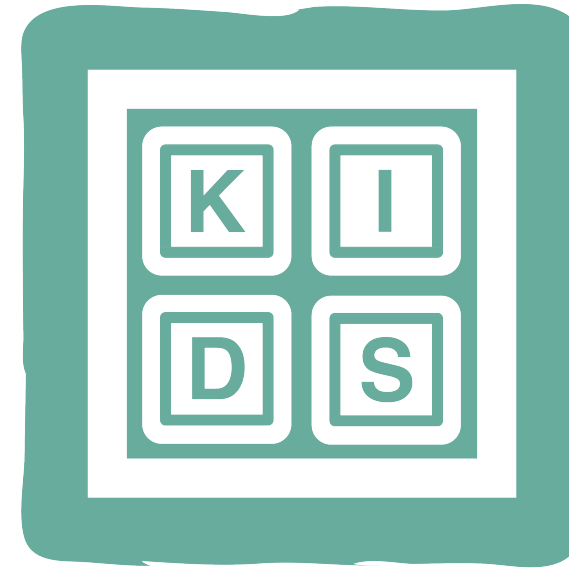
PRIMARY FONT

ACTIV GROTESK CD
MEDIUM ALL CAPS

USAGE: This Adobe font is your default typeface & should be used within headers & titles.

SECONDARY FONT

Activ Grotesk Cd
Thin Mixed Case

USAGE: This Adobe font complements your primary font. This will be used on subheadings.

COMPLEMENTARY FONT

Lato
Regular Mixed Case

USAGE: This complements the primary and secondary font. This should be used within body copy.

Living Stone Lutheran Church

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Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.

LOREM IPSUM
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Primary CTA
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