



Bethesda Baptist Church Logo Style Guide

This is intended to be a very brief, basic guide to the various logos available for church use, and a guide to their proper use for best aesthetics, visual impact, and appearance of quality. Please do not deviate from these standards.

Horizontal Color Logo:

This logo is intended for document headings, website banners and the like.



This logo, as all the logos, should have the width of the “B” in “Bethesda” as a buffer all around it. Do not place it any closer than this to the edge of a page or another piece of text or a graphic. Also, this logo is always to be placed on white background. Do not place it on gray or colored background.



Vertical Color Logo:

This logo is for places where the horizontal logo would simply not fit or where emphasis is desired on the “Bethesda” portion of the text, since “Baptist Church” is reduced in size in this version and placed underneath the “Bethesda” name.



The same guidelines apply to this logo as to the horizontal version : leave a white space buffer equal to the length of the “B” in “Bethesda” all around the logo and text.





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There are two more versions of these first two logos, for letterhead or other similar use, where an address is desired. The same guidelines apply to these.

Color Vertical With Address:



10000 REECK RD ALLEN PARK, MI 48101

Color Horizontal with Address:



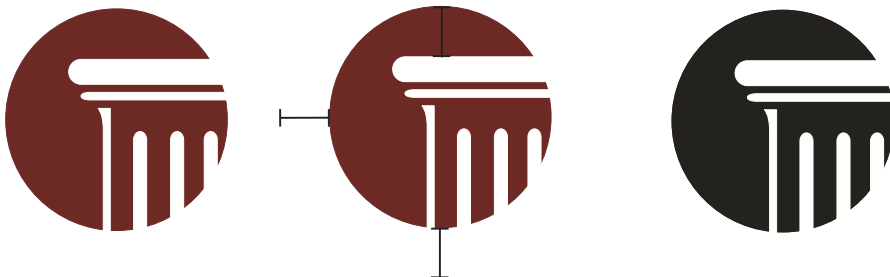
For grayed or color surfaces, there is provided a reversed-out logo in white. Please use this version alone for colored backgrounds. The same style rules as the regular versions apply regarding buffer space and accordingly, not using this on a white surface.

Reversed-Out Horizontal Logo:



The final image is a logo mark that can serve as a brand or icon when no accompanying text is needed. The space buffer needed for this mark is from the top of the circle to the top of the column. There is also provided a black and white version.

Logo Mark:





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There are black and white versions of the Vertical and Horizontal logos as well, again for black and white printing only. When printed in black and white, these will show up crisper than the color logos, which will appear a dark gray rather than black and may have blurred edges as well when printed in black and white.

Black and White Horizontal Logo:



Black and White Vertical Logo:



Black and White Vertical With Address:



10000 REECK RD ALLEN PARK, MI 48101

Black and White Horizontal With Address:



The same space buffer guidelines stated for the color versions apply to the black and white versions.