

BRANDING GUIDELINES



NEW ENGLAND SHORES

BAPTIST CHURCH OF HAMPTON, NH

SEPTEMBER 2023

CORPORATE IDENTITY

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

Wave/Cross Icon



- Type - "NEW ENGLAND SHORES"
- Letters are always upper case.
- Capitals N,E,S are a larger font that will vary in size depending on the overall logo size. To determine their size, make the tip of the E align with the top of the N. Apply the E size to N & S.

EN

- The example is 27pt and 35pt.
- The Font is Minion Pro and the color is Blue #1 (Page 4).
- Underline - Extend a straight, horizontal line under NEW ENGLAND SHORES.
- Length -Extend the line from the edge of the last E to the middle of the first N.
- Center justify
- Line color is Blue #2 on page 4 of this guide.

NEW ENGLAND SHORES
BAPTIST CHURCH OF HAMPTON, NH

- Type - "BAPTIST CHURCH OF HAMPTON, NH"
- Letters are always (all) upper case.
- Center justify under the line.
- Font size is determined by the line size.

There may be 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 New England Shores Baptist Church icons can be used. The font may be removed if the icon is too small for the font to be read. In cases like these, make sure NEW ENGLAND SHORES BAPTIST CHURCH is visible.



CORPORATE IDENTITY - 2

Secondary Logo for Horizontal Layout



NEW ENGLAND SHORES
BAPTIST CHURCH OF HAMPTON, NH

Black and White Examples

Minion Pro (Regular) font family has been chosen to create the New England Shores Baptist Church Logo. We use all caps in the logo and use point size to make contrast. Boldness may be used if stronger contrast is needed.



NEW ENGLAND SHORES
BAPTIST CHURCH OF HAMPTON, NH



NEW ENGLAND SHORES
BAPTIST CHURCH OF HAMPTON, NH



FONT TYPES & COLORS

Minion Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Minion Pro may be downloaded for free from: <https://fontsgeek.com/fonts/Minion-Pro-Regular>

Some software programs do not contain or support Minion Pro. If this is the case, you may default to Times New Roman.

BLUE #1	BLUE #2	ACCENT (IF NEEDED)	
39,93,159	68,153,193	0,250,146	RGB
275D9F	4499C1	00FA92	HEX#
003366	0099CC	00FF99	WEB SAFE
100,43,0,36	99,21,0,22	99,0,42,2	CMYK
PMS 300 C	PMS 312 C	unavailable	COATED
PMS 2133 C	PMS 312 C	unavailable	UNCOATED

MISUSE

Do not reposition the icon or the text

NEW ENGLAND SHORES
BAPTIST CHURCH OF HAMPTON, NH



Do not change colors



NEW ENGLAND SHORES
BAPTIST CHURCH OF HAMPTON, NH

Do not modify font typology



NEW ENGLAND SHORES
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Do not change font



NEW ENGLAND SHORES
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Do not use drop shadows



NEW ENGLAND SHORES
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STATIONERY

Business Cards (Coming Soon)

Standard Business Envelope



NEW ENGLAND SHORES
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BAPTIST CHURCH OF HAMPTON, NH

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