

Australian Baptist Ministries Identity Guidelines 2009

01. The Logo
02. Construction
03. Single Colour
04. Backgrounds
05. Colours
06. Typography

01. The Logo



The Australian Baptist Ministries logo is constructed of a wordmark and a symbol. The wordmark is set in DIN typeface and uses variations on size and weight to display the full title. The symbol is composed of three overlapping rings. Each ring has a different colour which graduates to full transparent. The rings are set with a multiply transparency, allowing the rings underneath to show through.

02. Construction



The above diagram shows the construction of the logo. Use this guide if producing an identity for a Baptist group with a different name.

The prime value is 'x', which is equal to the width of the body of the B in Baptist. This value is then multiplied by 1.5 to set a value which is used to space the elements in the logo.

- Each word is separated by this value.
- The symbol is placed above the baseline of the word 'Baptist' by this value.
- The symbol is separated from the last letter of the word 'Baptist' by this value.
- In this logo, the height of the symbol is equal to the overall height of the wordmark.

Clearspace

No object should come inside the clearspace (pink area).

03. Single Colour



The logo can also be displayed in greyscale, solid black or solid white. Use these colour options if no colour is available for reproduction, if the logo is going to be presented at a small scale, or if the background is affecting the display of the logo.

04. Backgrounds



Incorrect
Do not place logo over a photograph with transparency effect used in logo.



Incorrect
Do not place logo over a photograph using colours in logo.



Correct
Logo should be placed on white with other elements arranged outside of the logo area.




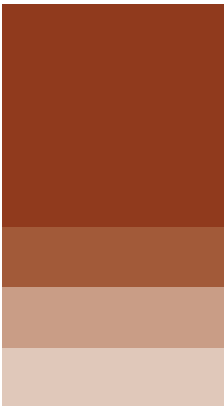
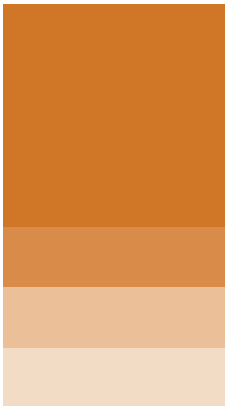

Incorrect
Do not place logo over a background that distorts the logo colours.



Correct
Place the logo in solid colour if placing on contrasting background.

The logo should be presented in full colour as much as possible. When displayed in full colour, it should be presented on a white background. If the background is going to distort the colours of the logo, move the logo onto a white space, or use a solid black or white logo.

05. Colours

CMYK 49-90-88-80	CMYK 28-84-100-28	CMYK 15-62-100-3	CMYK 0-0-0-100
RGB 53-18-14	RGB 148-55-26	RGB 209-115-17	RGB 0-0-0
			

Four colours are used in the logo. These colours can be used across collateral material with discretion. Tinted variations provide a wider colour palette to use. When printing, process printing should be used, utilising the CMYK values. Spot colours are not used due to the transparent elements in the logo.

06. Typography

Australian Baptist Ministries Primary Typeface Helvetica Lt Neue

65 Medium **Heading 1**

45 Light **Heading 2**

55 Roman **Heading 3**

45 Light Haritate volorest, conesto torempe rerferatit ut ulpa esequi duntis et aut lam, et aut que debit alia a voluptat. Olut autataie la niente est ilique mil iduciuntio eatium, vollend erchill uptatem re volore occum rehentem lam ipidit aut et re moditatem ad quae voluptatur anto te in consequi autem reslhici temolen ihilitaepe solupta tempore aspjetus. Sitatur ab im nonsequia simus is samus etus sum sequam fugitiu sapereresed que sam velignisit rem cum re conseditem. Magnimus accus essit latiissecae. Mi, omnimus, tem desti ad mos iur, et volorem rehent ulpari denditas ese lacium vendendis ut proribuscidi voluptatis et estiatum essus.

Helvetica Lt Neue is the primary typeface and should be used wherever possible. Variant sans-serif typeface can be used if Helvetica is not available.