MONYHULL
CHURCH

Brand Guide

The Logo

Variations

There are two different variations of the logo

Full colour

This version is to be used on white backgrounds



White

This version is to be used on backgrounds other than white



Logo misuse

It is important that the logo be consistent through all placements

It should always keep its ratio



The bottom line should always be legible



Do not use either word on their own



The M wordmark

The icon can be used as a design element in context (for example the icon on the footer of this page)





The colour palette

The following colour palette is to be used for Monyhull Church branded projects. Some or all can be used as long as the primary colour is included. The RGB, CMYK breakdowns and the hex codes are included for print and web purposes.

Primary

Monyhull Soft Green

R186 G204 B172
C33 M10 Y39 K0
#baccac

Secondary

Monyhull Dark Green

R41 G92 B48
C83 M39 Y92 K36
#2a5c30

Monyhull Vibrant Green

R83 G171 B106
C69 M6 Y72 K0
#53ab6a

Monyhull Red

R219 G99 B57
C10 M71 Y81 K1
#db6339

The fonts

Typefaces

Headings

Hand of Sean

Body text

Avenir

Alternative

Montserrat