

NEW LOGO STYLE GUIDE

# **Ecumenical Center and International Residence**

NEW MARK

# Logo and variations

## 1. Logo



## 2. Logo with wordmark



**Ecumenical Center and  
International Residence**

## 3. Variation with “ECIR” abbreviation



The green is CMYK 85, 10, 100, 10. The left part of the house and “ECIR” are pure white, and the right part is white at 50% opacity. The text in the wordmark is pure black.

ON THE WEB AND IN PRINT

## **Typefaces and styles**

Use Times New Roman for body copy in printed materials, and Helvetica Regular for body copy on the web. Helvetica Bold is used for headlines. Body copy should use tracking at 0. Headlines should set the letter tracking at -25. Both of these fonts have bold and italic variants that can be used for emphasis if needed, but bold and italics should never be used at the same time.

### **Helvetica Bold**

*Helvetica Oblique*

### **Times New Roman Bold**

*Times New Roman Italic*

Pre-headlines (like the one above “Helvetica Bold is used for headlines”) should be set in all-caps Helvetica Bold, at a size smaller than body copy, and in 70% black. Pre-headlines should also have a tracking at -25, and be exactly half the size of headlines.

Body line height should be set to 1.2 times the font size. For example, this type is 14pt and the body height is 16.8. On the web, setting the line height to 1.2em achieves this.

Designers should strive to write content with 8-12 words per line, as more and less are both difficult to read.

SIZES

# Scalability

5" wide



**Ecumenical Center and  
International Residence**

3" wide



**Ecumenical Center and  
International Residence**

At smaller sizes the entire name is not shown. Instead, the version with the abbreviation may be used.

1" wide



.5" wide



## SPACING

# Free space and safety area

Content may not be placed within the safe area, which is proportional to the distance between the apex of the roof and the top of the enclosing shape. For example, the safe area for the 5" version is 0.2".



VARIANTS

# Colors and backgrounds



**Ecumenical Center and  
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T-SHIRT

## Example usage

