



Guide to Appropriate Logo Use

This document contains instructions for the appropriate use of the Church of the Nazarene® logo. This mark does not replace the official seal, but is intended to work in tandem.

The General Board of the Church of the Nazarene® owns the registered trademarks for the logo, seal, and name “Church of the Nazarene.”

The logo, seal, and name may be used by any local Church of the Nazarene, district, regional, or educational institution, provided that the entity is recognized by the General Board as an official entity of the Church of the Nazarene. Permission for others to use these items must be obtained by the General Board. Use of these materials is conditioned upon adherence to the following usage protocols:

1. Please put the registration mark,®, with the trademarked item.
2. In any publication or Internet use, as close as possible to the trademarked item, print the following:

“The (logo/seal/name ‘Church of the Nazarene’) is a registered trademark and the use is supervised by the General Board of the Church of the Nazarene.”

For permission, write to:

General Secretary
Global Ministry Center

17001 Prairie Star Parkway
Lenexa, KS 66220
Phone: 913-577-0500

Email: gensec@nazarene.org

Logo & Variations

Three approved variations are offered to fit personal preference and/or available space for use.

The solid black logo is the primary logo for the Church of the Nazarene denomination.



The solid white logo should only be used for placement on dark backgrounds where the black logo becomes difficult to distinguish.



The icon should generally appear with the wordmark. When space is limited or when the audience is familiar with the Church of the Nazarene, it is appropriate for the icon to stand on its own. If the icon is to stand alone, the icon should appear in its totality. In addition, be sure to provide sufficient white space around the icon.

Logo Distortions

These are examples of distortions of the logo that compromise the integrity of the Church of the Nazarene.



Multiple Colors



Gradient Effects



Proportion Shift



Disproportionate Scaling



Typeface Change



Photoshop Effects

The Seal



The seal of the Church of the Nazarene has been our distinguishing mark for decades and is not being replaced by the logo. It is intended to be used in conjunction with the logo.

Color



Black



White

While black or white is preferred, the logo can be used in dark earth tone colors. For color ideas see the Color Inspiration Guide.

Church Signs



When adding the logo to an exterior sign the local church may place the white logo on any a bar of any solid color.

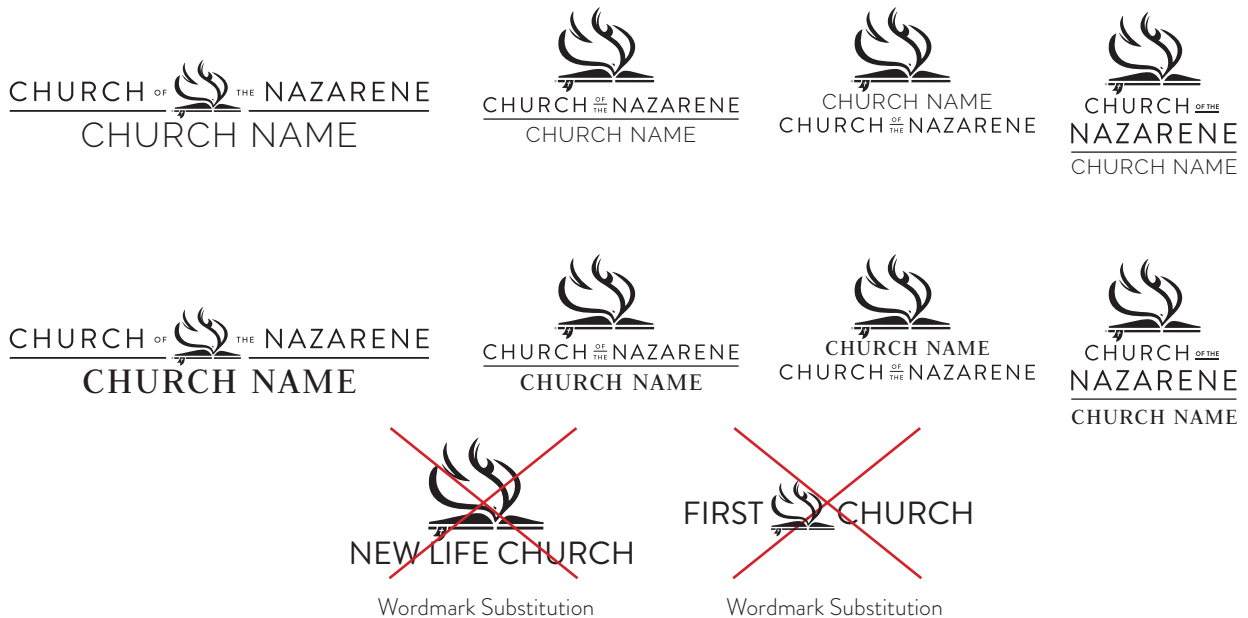
Font

The typeface that is used within the logo is Brandon Grotesque. For customization appropriate free downloadable fonts are Raleway and Judson.

Church Name Integration

When customizing the logo with your church's name:

- Use font Raleway Light (contemporary look) or font Judson Medium (traditional look).
- Add your church's name in addition to, not replacing the text "Church of the Nazarene."



Need Assistance?

Though not required, logo customization designs and questions can be submitted to the Global Ministry Center at communications@nazarene.org.