style
GUIDE
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Download this style guide and other resources at: [NAZARENE.ORG/LOGOS]
WHO WE ARE

TO MAKE CHRISTLIKE DISCIPLES IN THE NATIONS

We are a Great Commission church. As a global community of faith, we are commissioned to TAKE THE GOOD NEWS OF LIFE IN JESUS CHRIST to people everywhere and to spread the message of scriptural holiness across lands.

Our message is strongest when it is beautiful, clear, and consistent. This style guide explains how we can all work together to visually represent the Church of the Nazarene.
Our logo encompasses what it means to be Nazarene.

• Cross bookmark: symbolizes our mission to make Christlike disciples in the nations

• Dove and flame: symbolizes our vision to transform people, communities, and nations

• Open Bible: symbolizes our core values—we are Christian, we are holiness, and we are missional

The logo must be gray or white.

LOGO 1

CMYK 0 / 0 / 0 / 86
RGB 74 / 75 / 76
HEX #4A4B4C

LOGO 2

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

Please use the gray logo on light backgrounds and the white logo on dark backgrounds.

Please ensure the ® symbol remains a part of all logos that include the dove symbol.

Please use Logo 4 only if "Church of the Nazarene" is clearly included elsewhere in the material.

Please use Logo 5 only if Logo 4 (the dove symbol) is included elsewhere in the material.
LOGOS

Please leave enough clear space around the logo. Use the height of the "N" in "Nazarene" as a guide.

MINIMUM CLEAR SPACE

MINIMUM LOGO SIZE

SEAL

Our seal has been our distinguishing mark for decades and is intended to be used in conjunction with the logo.

The seal must be black or gold.

The seal must be black or gold.

Please ensure the ® symbol remains a part of the seal.
To keep our visual representation consistent and strong, never make alterations to the logo. The following are example alterations.

- Stretching, compressing, or distorting the logo
- Adding effects like shadows or gradients
- Using too low of a resolution
- Adding or removing graphic or text elements
- Changing the color—the logo must be gray or white
- Rotating the logo
- Placing the logo on a background that hinders legibility
- Placing the logo on a background that hinders legibility
Logo templates are available to customize a logo for your local Nazarene church.

Lato is the font used for the church name. It is available as a free download at fonts.google.com or through Adobe Creative Cloud.

Please ensure the ® symbol remains a part of the logo.

DOWNLOAD LATO
Brandon Grotesque is the font used in the Church of the Nazarene logo. It is available through *Adobe Creative Cloud*.

This font is well-suited for titles and emphasized text.

**BRANDON GROTESQUE**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
1234567890

**LIGHT**

**REGULAR**

**MEDIUM**

**BOLD**

**BLACK**

Avoid using:

**THIN**

Lato is the font used on nazarene.org. It is available as a free download at [fonts.google.com](http://fonts.google.com) or through *Adobe Creative Cloud*.

This font is well-suited for paragraphs and large bodies of text.

**LATO**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
1234567890

**LIGHT**

**REGULAR**

**MEDIUM**

**SEMIBOLD**

**BOLD**

**HEAVY**

**BLACK**

Avoid using:

**HAIRLINE**

**THIN**
Our most common colors are shown here. Color consistency strengthens our organization—please avoid using colors that are not described in this guide.

CMYK: Use for printed materials
RGB: Use for digital materials
HEX: Use for web design
Our most common colors are shown here. Color consistency strengthens our organization—please avoid using colors that are not described in this guide.

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CMYK: Use for printed materials
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Our most common gradients are shown here. Gradient consistency strengthens our organization—please avoid using gradients that are not described in this guide.
Gradients should be at a 45 or 135 degree angle.

When gradients overlap a photo, the “multiply” transparency blending mode is typically used.
Reoccurring design elements:
- gradient bars
- gradient circles
- square grid
- world map
- thin outlines
- lines
- light textured background
- white space

Emphasized phrases or titles progress from a light to bold font weight.

When shapes overlap a photo, the "multiply" transparency blending mode is typically used.

Include a generous amount of white space. Avoid crowding designs with too many words or design elements.

Backgrounds are generally light in color. Dark colors are reserved for smaller, emphasized elements.

Overall, our designs should represent people of all nations and inspire feelings of hope.
PHOTOGRAPHY

The photos we use represent relatable people from all nations with authentic expressions.

Direct eye contact and a smile is ideal.

Landscape images should represent both urban and rural settings around the world.

Please avoid:

• Images that look staged.

• Images that use artificial lighting. Natural light is best.

• Images that use brand logos or words.

• Images that include offensive hand gestures. Hand gestures can hold different meanings across cultures.
The Church of the Nazarene, Inc.® 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, region, or educational institution, provided that the entity is recognized by the Church of the Nazarene, Inc. as an official entity of the Church of the Nazarene. Permission for others to use these items must be obtained by the Church of the Nazarene, Inc. Use of these materials is conditioned upon including the registration mark, ®, with the trademarked item.

For permission to use the Church of the Nazarene logo, contact:

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