

Symbol



Wordmark

KCPC | 와싱턴중앙장로교회

The Symbol was developed with KCPC's vision and mission in mind. A simple, clean, and dynamic image was created using "Vision-1-2-3" and "Vision BLESSING". Vision-1-2-3 is illustrated through the usage of lines with varying thickness that weave and intertwine to form the shapes of fish crossing through the five missions of Vision BLESSING represented through color leaflets. The five different colors represent the world similar to that of Olympic rings with each color pertaining to various ministries of the church.

The Symbol and Wordmark may be used separately but the Signature Logo (in the following page) is always preferred. The Symbol may be used in a way that enhances the design of the layout as shown on cover but elements in the Symbol should never be taken apart.

Signature Logo & Variations
in Full-Color

Signature Logo



Other Variations



Signature Logo is the preferred logo of usage but Other Variations are alternative logos suitable for various audiences, ministries and media. The logo should never be altered. It should only be used as shown above. Never swap the placement of the Wordmark with the Symbol.

Signature Logo & Variations
in Black & White

Signature Logo



Other Variations



Black & White logos are to be used only when limited color is available for production. The logo may also be used in white knockout, as shown on "Usage Guideline II" section of this guide, reversed out from one of the approved color palette.

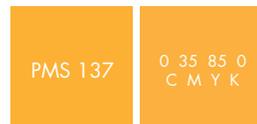
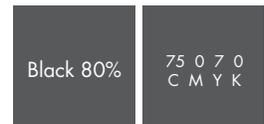
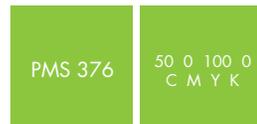
Signature Logo & Variations



When using the Signature logo or Other Variations of the approved logos, maintain a clearance space around the logo that is at minimum one half of the height of the Symbol to ensure the logo is clearly visible and uncluttered. The full-color logo should be placed only on a white or neutral background.

The minimum size for logo usage is 3/8" in height. It should never be used smaller as the Wordmark may become illegible.

Color Palette



The Signature Logo is made up of 6 colors (Blue, Green, Orange, Red, Brown, and Black). In most cases, 4-color process logo will be used along with the usage of Black logo dependent on printing capabilities. When Spot color usage is required, the above referenced PMS colors should be used in place of CMYK build, or the one-color Black logo should be used.

ENGLISH FONTS

Futura
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

KOREAN FONTS

CRE고딕
가나다라마바사아자차카타파하
1234567890

윤명조
가나다라마바사아자차카타파하
1234567890

When feasible, only the above referenced fonts should be used. Light, Bold, and Italic variations of the fonts are allowed. San Serif font, such as Futura should be used for Headers and Serif font such as Garamond should be used for supporting copy in any publication.

Usage Guideline I

Not allowed



Not allowed



KCPC logo should always be used in a highly recognizable and legible manner. Never use the full color logo on a color background that makes the Symbol and Wordmark difficult to read or recognize. The logo should never be placed on top of photos or images. Never alter the logo, use only in approved variations.

Usage Guideline II

Allowed



KCPC logo should always be used in a highly recognizable and legible manner. Never use the full color logo on a color background that makes the Symbol and Wordmark difficult to read or recognize. The logo should always be used in a clean and instantly visible fashion.

Usage Guideline III

Not Allowed



Allowed



When using the logo on top of photos, place the logo on a block of white or approved color background with the a clearance around the logo that is at least half the height of the Symbol.

Sample Design/Layout Options for Web



The Signature Logo should be very prominently displayed on the website. It should always have a clearance around the logo where other elements do not impede on the clarity of the logo (no text/copy, boxes, photos, etc).

Miscellaneous Items



Key Chain



Sticker



Magnet



T-shirt



Mug



Freezbee