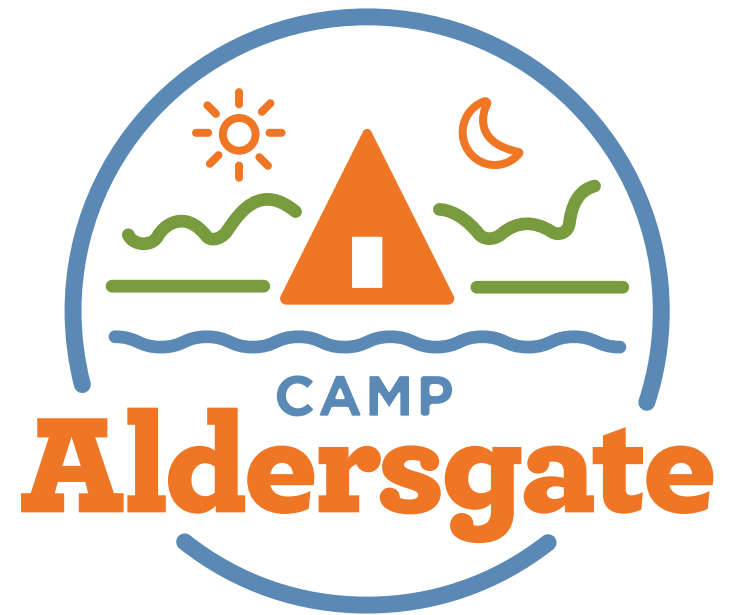


**BRAND  
STYLE  
GUIDE**



# Brand Colors

The Camp Aldersgate logo is comprised of three brand colors with the addition of white only being used in the reversed version of the logo. The use of additional secondary colors is not recommended. Use these color builds for print and digital executions.



# Complementary Colors

For certain executions, an accent color may be desirable. These colors are secondary and should be used sparingly in deference to the primary logo color scheme.

<div>Yellow</div> <div>PMS 113</div> <div>CMYK 0 10 67 2 RGB 250 224 83 HEX code #FAE053</div>	<div>Blue</div> <div>PMS 283</div> <div>CMYK 37 17 0 9 RGB 146 193 233 HEX code #92C1E9</div>	<div>Green</div> <div>PMS 374</div> <div>CMYK 15 0 53 9 RGB 197 232 108 HEX code #C5E86C</div>	<div>Gray</div> <div>PMS Cool Gray 5</div> <div>CMYK 1 0 0 30 RGB 232 119 34 HEX code #B1B3B3</div>
<div>Red</div> <div>PMS 7579</div> <div>CMYK 0 60 81 14 RGB 220 88 42 HEX code #DC582A</div>	<div>Dark Blue</div> <div>PMS 7687</div> <div>CMYK 79 52 0 46 RGB 29 66 138 HEX code #1D428A</div>	<div>Orange</div> <div>PMS 150</div> <div>CMYK 0 30 64 0 RGB 255 178 91 HEX code #FFB25B</div>	<div>Tan</div> <div>PMS 155</div> <div>CMYK 0 13 33 6 RGB 239 209 159 HEX code #EFD19F</div>

# Camp Aldersgate Logo

The Camp Aldersgate logo is comprised of the following elements: a stylized letter “A” at the center of a circle that is enclosing stylized representations of the sun and moon, as well as water, a tree line and grass. The Camp Aldersgate wordmark uses the typefaces Nexa Black (CAMP) and Archer Black (Aldersgate) and is integrated into the overall design. All of these elements combine to create the logo in its entirety and are not to be altered, replaced or eliminated in any way.

Full Color – Primary



Reversed – Primary



# Camp Aldersgate Logos

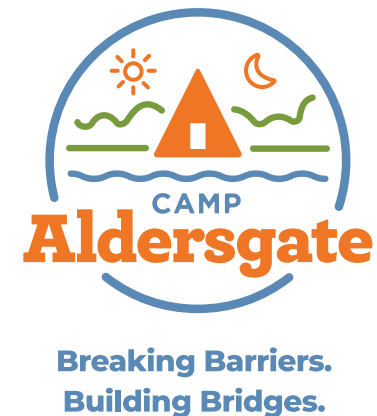
One Color - Secondary



Reversed - Secondary



Logo with Tag Line



Very Horizontal - Logo



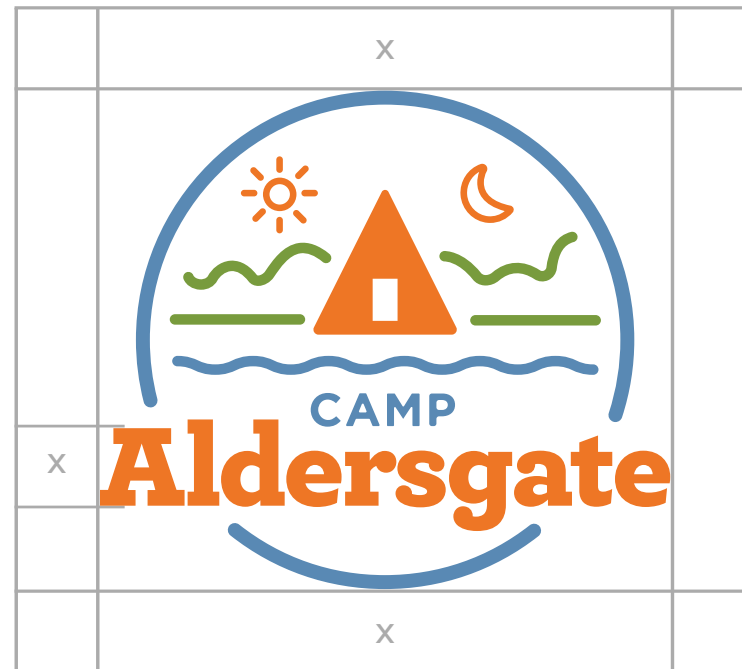
In rare cases, when a horizontal logo is needed, you may use the "Camp Aldersgate" type from logo. Approval from Camp Aldersgate administration is needed before usage.

# Camp Aldersgate Logo Application

The logo should always appear with ample white space surrounding it. The minimum space required is equivalent to the height of the “A” in the Camp Aldersgate wordmark. Crowding the logo should always be avoided.



The smallest the logo should be represented is 1" high.



# Unacceptable Logo Applications

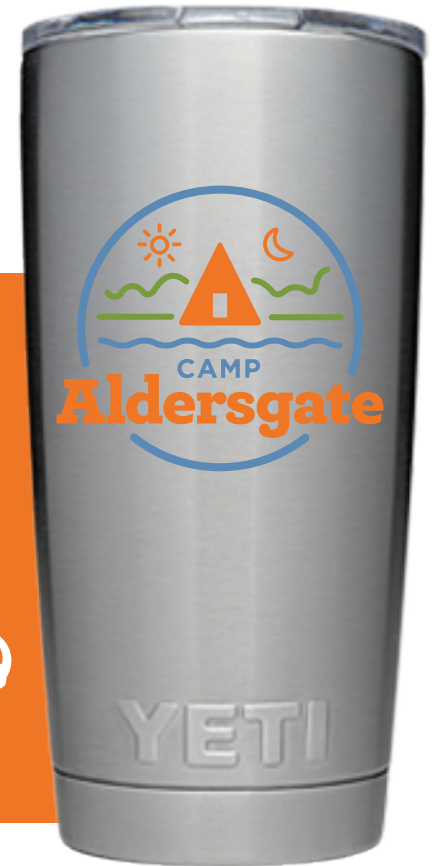
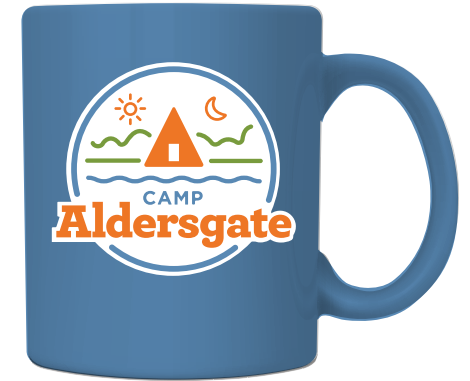
It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document. These rules apply to all versions of the logo.

- A. Do not rotate the logo
- B. Do not stretch or skew the logo
- C. Do not resize any part of the logo
- D. Do not change the composition of the logo that is not already provided
- E. Do not add drop shadows or any effects to the logo
- F. Do not change font
- G. Do not use off-brand colors
- H. Do not use the logo over images that make it illegible



# Sample Usage

Shown are examples of approved logo usage among branding materials. Always refer to the brand guidelines for appropriate logo placement.





# Type Styles

For consistency across all Camp Aldersgate communications, please use the font families below for all Camp Aldersgate branding.

## ARVO FAMILY

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890

## MONTERRAT FAMILY

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890

## Sample Copy Format

### Arvo:

Curabitur mollis blandit dui, at commodo tortor finibus at.  
Fusce maximus feugiat purus, sed luctus massa fringilla  
eu. Curabitur mollis blandit dui, at commodo tortor finibus at.  
Fusce maximus feugiat purus, sed luctus massa fringilla eu.

### Montserrat:

Curabitur mollis blandit dui, at commodo tortor finibus  
at. Fusce maximus feugiat purus, sed luctus massa  
fringilla eu. Curabitur mollis blandit dui, at commodo  
tortor finibus at. Fusce maximus feugiat purus, sed luctus  
massa fringilla eu.

# Contact Information

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