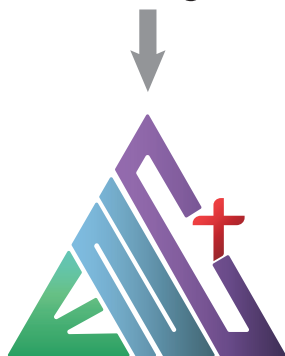


# Branding Guide

## Master Logos to be used for Branding and Print



## Icon logos



## CMYK Logo Color Palette



C=0 M=89 Y=76 K=0  
Hex #EF4243  
RGB 239, 66, 67  
HSB 360, 72%, 94%  
CMYK 0, 89, 76, 0  
Ink Type Process



C=27 M=94 Y=84 K=24  
Hex #972A2E  
RGB 151, 42, 46  
HSB 358, 72%, 59%  
CMYK 27, 94, 84, 24  
Ink Type Process



C=70 M=67 Y=64 K=74  
Hex #221F1F  
RGB 34, 31, 31  
HSB 0, 9%, 13%  
CMYK 70, 67, 64, 74  
Ink Type Process



C=46 M=66 Y=0 K=0  
Hex #936CAE  
RGB 147, 108, 174  
HSB 275, 38%, 68%  
CMYK 46, 66, 0, 0  
Ink Type Process



C=70 M=82 Y=17 K=3  
Hex #694A88  
RGB 105, 74, 136  
HSB 270, 46%, 53%  
CMYK 70, 82, 17, 3  
Ink Type Process



C=82 M=87 Y=38 K=33  
Hex #3D2F54  
RGB 61, 47, 84  
HSB 263, 44%, 33%  
CMYK 82, 87, 38, 33  
Ink Type Process



C=48 M=13 Y=4 K=0  
Hex #80BCDE  
RGB 128, 188, 222  
HSB 202, 42%, 87%  
CMYK 48, 13, 4, 0  
Ink Type Process



C=69 M=38 Y=29 K=2  
Hex #59879D  
RGB 89, 135, 157  
HSB 199, 43%, 62%  
CMYK 69, 38, 29, 2  
Ink Type Process



C=60 M=0 Y=63 K=0  
Hex #69C187  
RGB 105, 193, 135  
HSB 140, 46%, 76%  
CMYK 60, 0, 63, 0  
Ink Type Process



C=80 M=13 Y=82 K=1  
Hex #249F61  
RGB 36, 159, 97  
HSB 150, 77%, 62%  
CMYK 80, 13, 82, 1  
Ink Type Process

## Font Names

**EASTERN NORTH CAROLINA**

Strong Regular

**EPISCOPAL DISTRICT**

Brooklyn - Bold

A.M.E. Zion Church

Brooklyn - Normal

## File Types In Dropbox (When to Use Them) Please download all files.

**.ai** - This file type stands for Adobe Illustrator. Many printers request this file. You will not be able to open this file unless you have the software on your computer. *You do not need to get software it is mainly for printers use.*

**.eps / .svg** - Use this file for high quality printing on t-shirts, signs, banners, packaging. *Most printers request these type of files.*

**.pdf** - Use this file for high quality printing on t-shirts, signs, banners, packaging, etc....

**.jpg** - Use this file for web use only for social media posting etc.

**.png** - Use this file for web use or on flyers. This file type has *no background (transparent)*