



CHURCH OF THE
NAZARENE

style
GUIDE



TABLE OF CONTENTS

Who We Are.....	3	Colors.....	9
Logos.....	4	Gradients.....	12
Seal.....	5	Design Elements.....	14
Church Name Logos.....	7	Photography.....	15
Fonts.....	8	Legal.....	16



Download this style guide and other resources at:

NAZARENE.ORG/LOGOS

WHO WE ARE

TO
MAKE
CHRISTLIKE
DISCIPLES
IN THE
NATIONS

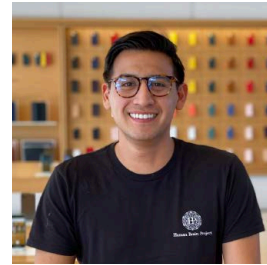
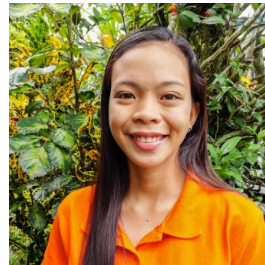
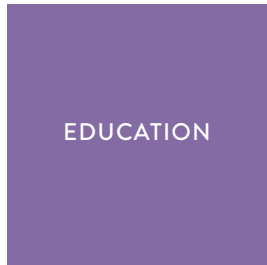


Photo c/o Point Loma Nazarene University



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.


LOGOS

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.

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

 **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.

LOGO 1



LOGO 2



LOGO 3



LOGO 4



LOGO 5



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.

CMYK 0 / 0 / 0 / 100
RGB 35 / 31 / 32
HEX #231F20

CMYK 41 / 46 / 76 / 16
RGB 142 / 119 / 77
HEX #8E774D



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

LOGOS

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

CHURCH NAME LOGOS

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](#)

LOGO 1



LOGO 2



LOGO 3



FONTS

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
abcdefghijklmnopqrstuvwxyz
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 or through *Adobe Creative Cloud*.

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

LATO

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT
REGULAR
MEDIUM
SEMIBOLD
BOLD
HEAVY
BLACK

Avoid using:
HAIRLINE
THIN

[DOWNLOAD LATO](#)

COLORS

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

GRAY

CMYK 0 / 0 / 0 / 86

RGB 74 / 75 / 76

HEX #4A4B4C



CMYK 0 / 0 / 0 / 14

RGB 222 / 223 / 224

HEX #DEDFE0

CMYK 0 / 0 / 0 / 38

RGB 171 / 173 / 176

HEX #ABADB0

CMYK 0 / 0 / 0 / 62

RGB 125 / 126 / 129

HEX #7D7E81

CMYK 0 / 0 / 0 / 90

RGB 65 / 64 / 66

HEX #414042

PURPLE

CMYK 73 / 79 / 33 / 18

RGB 87 / 68 / 108

HEX #57446C



CMYK 36 / 50 / 0 / 0

RGB 166 / 136 / 191

HEX #A688BF

CMYK 55 / 64 / 9 / 0

RGB 131 / 106 / 163

HEX #836AA3

CMYK 67 / 73 / 25 / 7

RGB 105 / 86 / 131

HEX #695683

CMYK 78 / 80 / 47 / 50

RGB 51 / 41 / 64

HEX #332940

COLORS

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

GREEN

CMYK 75 / 18 / 72 / 3

RGB 64 / 153 / 109

HEX #40996D



CMYK 49 / 0 / 48 / 0

RGB 132 / 203 / 160

HEX #84CBA0

CMYK 63 / 0 / 61 / 0

RGB 93 / 191 / 139

HEX #5DBF8B

CMYK 70 / 7 / 68 / 0

RGB 77 / 175 / 124

HEX #4DAF7C

CMYK 81 / 44 / 79 / 43

RGB 38 / 80 / 57

HEX #265039

BLUE

CMYK 72 / 41 / 29 / 3

RGB 83 / 129 / 154

HEX #53819A



CMYK 45 / 0 / 5 / 0

RGB 131 / 211 / 235

HEX #83D3EB

CMYK 63 / 7 / 13 / 0

RGB 80 / 184 / 212

HEX #50B8D4

CMYK 67 / 23 / 20 / 0

RGB 84 / 160 / 186

HEX #54A0BA

CMYK 88 / 64 / 49 / 38

RGB 33 / 67 / 81

HEX #214351

COLORS

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

RED

CMYK 0 / 89 / 84 / 0
RGB 239 / 66 / 55
HEX #EF4237



CMYK 0 / 76 / 71 / 0
RGB 242 / 100 / 78
HEX #F2644E

CMYK 14 / 96 / 100 / 5
RGB 199 / 45 / 39
HEX #C72D27

ORANGE

CMYK 0 / 49 / 96 / 0
RGB 248 / 150 / 38
HEX #F89626



CMYK 0 / 35 / 84 / 0
RGB 251 / 176 / 66
HEX #FBB042

CMYK 0 / 64 / 100 / 0
RGB 244 / 123 / 32
HEX #F47B20

YELLOW

CMYK 6 / 12 / 100 / 0
RGB 244 / 212 / 15
HEX #F4D40F




CMYK 4 / 0 / 70 / 0
RGB 250 / 240 / 111
HEX #FAF06F


CMYK 10 / 23 / 100 / 0
RGB 232 / 190 / 31
HEX #E8BE1F

GRADIENTS


Our most common gradients are shown here. Gradient consistency strengthens our organization—please avoid using gradients that are not described in this guide.




- **CMYK** 55 / 64 / 9 / 0
RGB 131 / 106 / 163
HEX #836AA3
- **CMYK** 63 / 0 / 61 / 0
RGB 93 / 191 / 139
HEX #5DBF8B
- **CMYK** 63 / 7 / 13 / 0
RGB 80 / 184 / 212
HEX #50B8D4




- **CMYK** 14 / 96 / 100 / 5
RGB 199 / 45 / 39
HEX #C72D27
- **CMYK** 0 / 76 / 71 / 0
RGB 242 / 100 / 78
HEX #F2644E
- **CMYK** 10 / 23 / 100 / 0
RGB 232 / 190 / 31
HEX #E8BE1F
- **CMYK** 4 / 0 / 70 / 0
RGB 250 / 240 / 111
HEX #FAF06F




- **CMYK** 55 / 64 / 9 / 0
RGB 131 / 106 / 163
HEX #836AA3
- **CMYK** 67 / 23 / 20 / 0
RGB 84 / 160 / 186
HEX #54A0BA



- **CMYK** 0 / 35 / 84 / 0
RGB 251 / 176 / 66
HEX #FBB042
- **CMYK** 0 / 89 / 84 / 0
RGB 239 / 66 / 55
HEX #EF4237



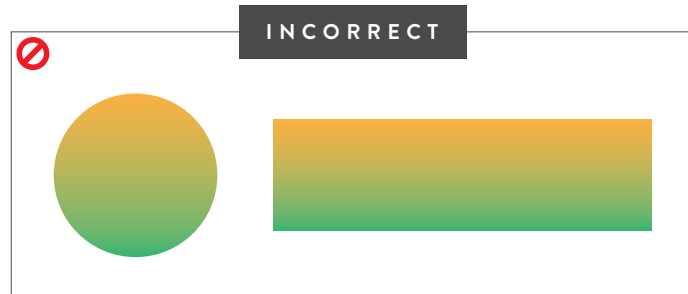
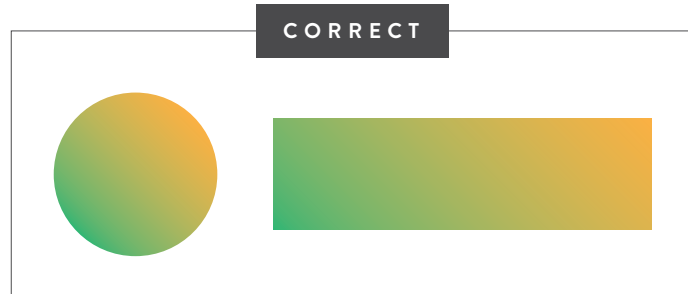
- **CMYK** 67 / 23 / 20 / 0
RGB 84 / 160 / 186
HEX #54A0BA
- **CMYK** 49 / 0 / 48 / 0
RGB 132 / 203 / 160
HEX #84CBA0



- **CMYK** 75 / 0 / 75 / 0
RGB 45 / 182 / 116
HEX #2DB674
- **CMYK** 0 / 35 / 84 / 0
RGB 251 / 176 / 66
HEX #FBB042

GRADIENTS

Gradients should be at a 45 or 135 degree angle.



When gradients overlap a photo, the “multiply” transparency blending mode is typically used.



DESIGN ELEMENTS

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.

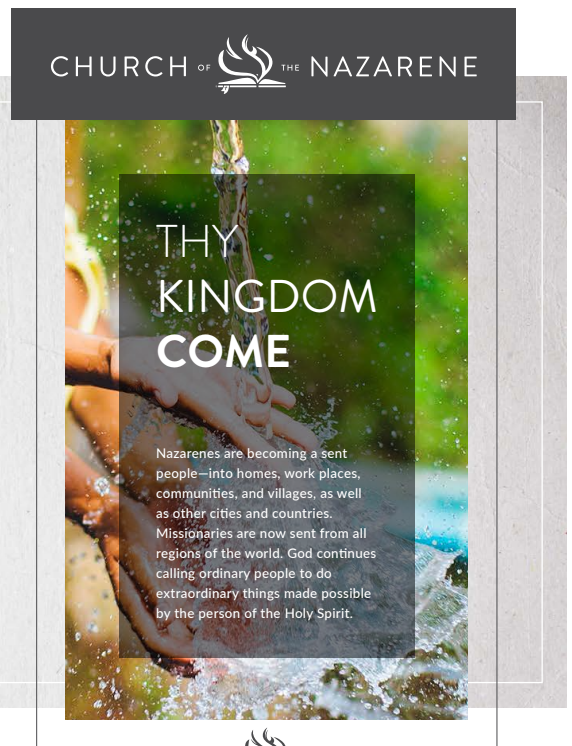
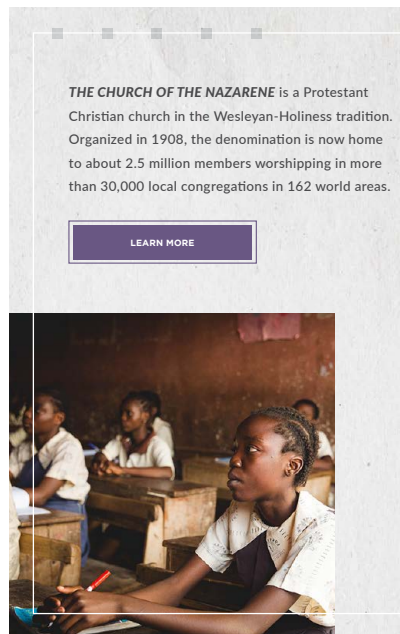
Include a generous amount of white space. Avoid crowding designs with too many words or design elements.

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.



COMPASSION



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.

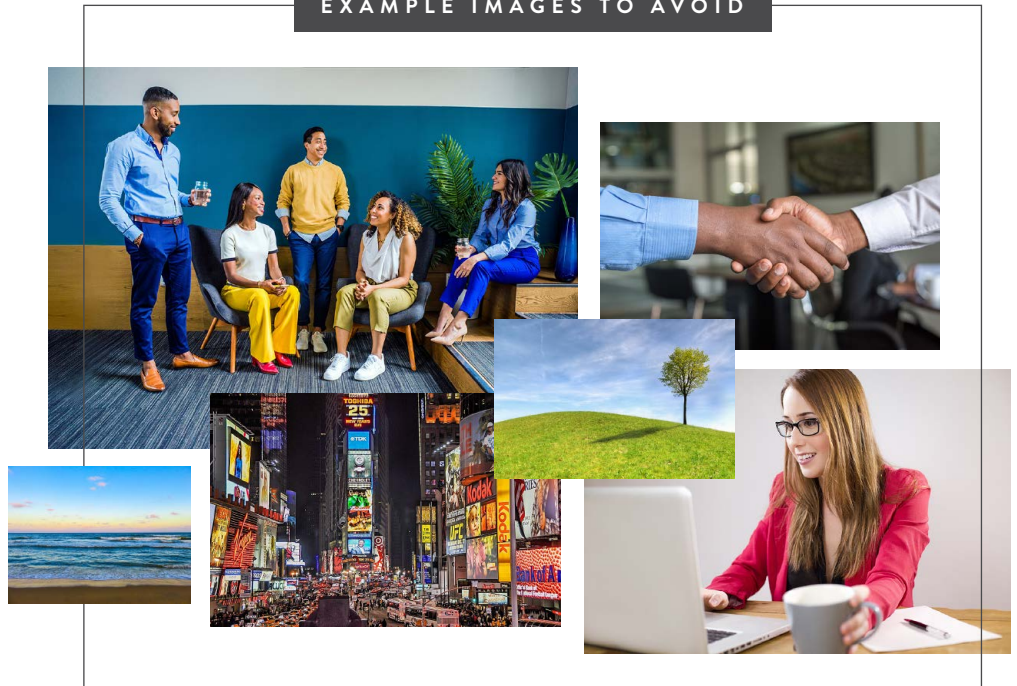
Please avoid:

- 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.

EXAMPLE IMAGES TO USE



EXAMPLE IMAGES TO AVOID



LEGAL



.....

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:

General Secretary
Global Ministry Center
17001 Prairie Star Parkway
Lenexa, KS 66220, USA

✉ gensec@nazarene.org

☎ p: +1 913.577.0500

CONTACT US

Don't see what you need?
Please contact us to request it!
✉ communications@nazarene.org