

Branding Guidelines



OUR VISION

**Being conformed to
the image of Jesus Christ
His life, His mind,
His mission & His promises**



TYPOGRAPHY

Avenir

abcdefghijklm

nopqrstuvwxyz

1234567890

Avenir Light

Avenir Roman

Avenir Medium

Avenir Heavy

Avenir Black

COLOR GUIDE

Bright Blue

HEX: #337ffe

RGB: 51 127 254

CMYK: 80 50 0 0



TCI ICON

TCI ICON BLACK

Use on a white background and only when printing in black and white.



TCI ICON BLUE

Use on a white background.



TCI ICON WHITE

Use on a black, "bright blue", image, or video background.



TCI LOGO

TCI LOGO BLACK

Use on a white background and only when printing in black and white.



TCI LOGO BLUE

Use on a white background.



TCI LOGO WHITE

Use on a black, "bright blue", image, or video background.



TCI WORDMARK

TCI WORDMARK BLACK

Use on a white background and only when printing in black and white.

The logo for The Church International in black. It features a stylized cross symbol to the left of the word "The Church" in a sans-serif font, with "International" in a larger, bold sans-serif font below it.

The Church
International

TCI WORDMARK BLUE

Use on a white background.

The logo for The Church International in blue. It features a stylized cross symbol to the left of the word "The Church" in a sans-serif font, with "International" in a larger, bold sans-serif font below it.

The Church
International

TCI WORDMARK WHITE

Use on a black, "bright blue", image, or video background.

The logo for The Church International in white. It features a stylized cross symbol to the left of the word "The Church" in a sans-serif font, with "International" in a larger, bold sans-serif font below it.

The Church
International

ANY CAMPUS LOGO

CAMPUS LOGO BLACK

Use on a white background and only when printing in black and white.



CAMPUS LOGO BLUE

Use on a white background.



CAMPUS LOGO WHITE

Use on a black, "bright blue", image, or video background.



ANY CAMPUS WORDMARK

CAMPUS WORDMARK BLACK

Use on a white background and only when printing in black and white.



CAMPUS WORDMARK BLUE

Use on a white background.



CAMPUS WORDMARK WHITE

Use on a black, "bright blue", image, or video background.

