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 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.

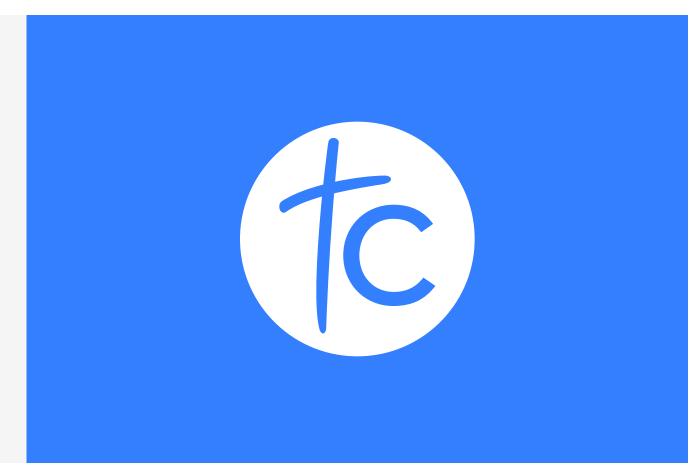
TCI ICON BLUE

Use on a white background.

TCI ICON WHITE







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







TCI WORDMARK

TCI WORDMARK BLACK

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

TCI WORDMARK BLUE

Use on a white background.

TCI WORDMARK WHITE

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





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







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





